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For more information contact:

Trey Litel (832) 766-0476

trey@laspirits.net

Bayou® Rum Now Available in Georgia

Bayou Rum rolling out statewide April 1st with National Distributing Company!

LACASSINE, La., April 2, 2015. Bayou Rum celebrated this month after strong First Quarter sales results in our Louisiana home state. We are pleased to announce our market expansion into Georgia after successful launches in Texas, Mississippi, Alabama, and Florida. The brand reputation is spreading in grass roots and continues to win tasting contest awards with 58 medals & distinctions. Demand is also coming from enthusiastic distillery visitors from east and west on the Interstate 10 corridor stretching from San Antonio, TX to Pensacola, FL. To launch a new spirit brand among the giant conglomerates is not easy, but Bayou Rum is steadily growing points of distribution daily thanks to consumers, a dedicated sales team, and our helpful distributors.

Bayou Rum is made from Louisiana sugarcane at the Louisiana Spirits Distillery, a state-of-the-art 36,000 square foot distillery which as a destination is helping to build brand awareness and trial. The attractive tourist destination entertains tour groups with 3 guided tours each Tuesday thru Friday and 6 tours every Saturday. Visitors leave happy and usually tell about 10 friends. Mac Thurston from Mac's Beer and Wine in midtown Atlanta recently toured the facility and tasted all Bayou Rum varieties. Mac returned to Atlanta and told his staff all about it. Today you can visit Mac's Beer and Wine to find Bayou Rum varieties on the shelf. Mac enthuses, "'it's not often that we get to mix work and pleasure, but when I tasted the rums and toured the facility I forgot that I was working!"

Trey Litel, President of Louisiana Spirits LLC said, "Republic National Distribution Company (RNDC) has been a great partner so far in LA, TX, FL, MS, and AL helping us build a world class brand. Our new friends at NDC Georgia are giving Bayou Rum the attention that a new brand requires and we are thankful for their efforts. We are backing them up with marketing and sales support and the capacity to supply all the Bayou Rum they need. We are pleased with the early reception from Georgia retailers and the dynamic sales team at NDC, who recognize the unique opportunity to sell Bayou Rum and take their fair share of the rum category in Georgia!"

About Bayou® Rum

Bayou Rum is America's Rum® handcrafted from fresh Louisiana sugarcane for an award-winning flavor; distilled and bottled consistently with quality assurance at the largest private rum distillery in the USA. Bayou Rum is currently available in 2 types - Silver, Spiced - in 3 glass bottle sizes - LITER, 750ml, 200ml - and in convenient to carry 200ml pouches. Bayou Satsuma Rum Liqueur began shipping in August 2013. For more information, visit www.bayourum.com. To find an updated listing of Bayou Rum retailers, please visit www.bayourum.com/store-locator/.

About National Distributing Company

NDC are part of the most proficient beverage alcohol distribution/brokerage network in the U.S. which is the second largest beverage alcohol distributor of premium wine and spirits in the U.S. with wholly owned operations in 22 states. For more information, call National Distributing Co., Inc. Main Number: (404) 696-9440 or visit www.rndc-usa.com or www.ndcweb.com.

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