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Louisiana Spirits introduces Bayou[®] Select Rum

Finest Bayou Rum to date aged to perfection in Sportsman's Paradise!

LACASSINE, La., April 15, 2015. At Bayou Rum's inception, the company focused on filling all its available barrels with rum to mature. The resulting rum is a wondrous spirit fueled by the hopes and dreams of all Louisiana sugarcane growers and processors. Bayou Select Rum is the finest expression so far of the unique Louisiana sugarcane rum born from the rich soils of the mighty Mississippi river delta. Fermented with cane yeast, distilled in American copper pot stills, and rested in American oak in the Louisiana heat, this classic dark rum is sure to excite rum lovers' palates with its complex aroma, delicious flavors, and sensuous finish.

Properly matured and never rushed, the barrels are actively tested and monitored at the hands of Cuban born master blender Reiniel Vicente and master rum distiller Jeff Murphy at the Bayou Rum Distillery. Each barrel is hand selected for its taste contribution to a rich and bold flavor instantly reminiscent of the finest aged rums available today. Bayou Select is proof that the craft of rum-making is alive and well in the USA.

Trey Litel, President of Louisiana Spirits LLC said, "When we set out to make world-class rum, we knew it would take time and patience for our rum to mature. We were pleasantly surprised when Bayou Spiced Rum was chosen as Best in Class Gold Medal at the 2014 Miami Rum Renaissance Festival. We are happy to be back this year to introduce the rum world to Bayou Select Rum in 2015. Now, we have something deliciously unique for rum connoisseurs and whiskey aficionados to savor and enjoy."

Bayou Rum became the fourth largest selling rum brand in Louisiana in its first 12 months. After successful launches statewide in Texas, Mississippi, Alabama, and Florida, the availability of the brand is stretching north to include Georgia, Maryland, and Washington DC.

About Bayou[®] Rum

Bayou Rum is America's Rum[®] handcrafted from fresh Louisiana sugarcane for an award-winning flavor recognized 58 times in tasting competitions; distilled and bottled consistently with quality assurance at the largest private rum distillery in the USA. Bayou Select Rum is the finest expression of the Bayou Rum family consisting of Bayou Silver, Bayou Spiced, and Bayou Satsuma Rum Liqueur. For more information, visit www.bayourum.com. For an updated listing of Bayou Rum retailers, please visit www.bayourum.com/store-locator/.

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