



## FOR IMMEDIATE RELEASE

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## Bayou® Rum Hails Louisiana Agriculture at Tales of the Cocktail Events

International Audience to Experience new Bayou Satsuma Rum Liqueur & Bayou Rum creations

**NEW ORLEANS, La., July 7, 2014.** Celebrating Louisiana agricultural gems Louisiana sugarcane and Louisiana grown Satsuma oranges, Bayou® Rum will embrace Tales of the Cocktail (TOTC) in New Orleans a second time to launch its much anticipated Bayou Satsuma Rum Liqueur on July 17, 2014 at the world's premier cocktail festival. Event attendees are invited to taste this unique new Bayou Rum expression at three TOTC events scheduled as follows:

- July 16: Tasting Room at Hotel Monteleone's Royal C&D suites from 10:30 AM to 12:30 PM
- July 17: Meet the Craft Distillers at Hotel Monteleone from 5:30 PM to 7:00 PM
- July 18: Meet the Craft Distillers at Hotel Monteleone from 5:30 PM to 7:00 PM

More event information and ticket information can be found at [www.bayourum.com/TOTC](http://www.bayourum.com/TOTC) or by visiting [www.talesofthecocktail.com/tickets](http://www.talesofthecocktail.com/tickets).

"We are very excited to return to TOTC after an unbelievable first year with Bayou Rum. Bayou Rum has won 42 tasting awards including Best in Class honors from American Craft Distillers, American Distilling Institute, and Miami Rum Festival and in Los Angeles International Spirits Competition. Bayou Rum is quickly becoming America's Rum™ as we have been busy shipping Bayou Rum to 5 states spanning the I-10 corridor from Houston, TX to Pensacola, FL. We are glad to be back at the site of our global launch to introduce our delicious Bayou Satsuma Rum Liqueur and to celebrate with Satsuma growers all over the great state of Louisiana and with our friends, cocktail lovers, and bartenders from around the world!" said Trey Litel, President of Louisiana Spirits.

### 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 LA, TX, MS, AL, and FL and is represented by Republic National Distributing Company (RNDC). Bayou Rum comes in 3 types - Silver, Spiced and now Satsuma - in 3 glass bottle sizes - LITER, 750ml, 200ml - and in convenient to carry 200ml pouches. RNDC will deliver Bayou Satsuma Rum Liqueur 750ml to retailers in LA beginning August 1, 2014. For more information, visit [www.bayourum.com](http://www.bayourum.com).

### About Tales of the Cocktail®

Tales of the Cocktail® is the world's premier cocktail festival, bringing together the international spirits community for five days of what's now, what's new and what's next in bartending. Held annually in New Orleans, Tales of the Cocktail® has something for bartenders and spirits professionals with opportunities to mix and mingle with the brightest minds in mixology during an always-spirited schedule of seminars, dinners, competitions, tasting rooms and new product launches. Join us in New Orleans July 16-20 for the 12th Annual Tales of the Cocktail® where for five days the cocktail reigns supreme. All Hail the Cocktail! For more information, visit [www.talesofthecocktail.com](http://www.talesofthecocktail.com).

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