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Louisiana Spirits, LLC, Producer of Bayou Rum®, Names Industry Experts to Serve on Inaugural Advisory Board

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LACASSINE, La., Louisiana Spirits, LLC is pleased to announce today that John Esposito and Patrick Piana with Stoli Group® USA will join its newly formed advisory board of industry experts. The recently appointed board will serve as strategic brand advisors to Louisiana Spirits as it continues to grow its award-winning Bayou Rum and its family of America's Rum® nationally.

The inaugural members of Louisiana Spirits advisory board include:

- John Esposito, Chairman, Stoli Group® USA
- Trey Litel, Co-Founder/President, Louisiana Spirits LLC
- Patrick Piana, President/CEO, Stoli Group® USA

“The launch of Louisiana Spirits advisory board reinforces our commitment to continue to grow the Bayou Rum brand the right way and achieve our vision of establishing Bayou Rum as the leading American Rum on the market,” said Trey Litel. “With John’s vast experience successfully leading major suppliers plus his strong US wholesaler relationships, and Patrick’s industry expertise with domestic and international brands, we’re thrilled to have them on our team to help facilitate the long-term growth of Bayou Rum. John will take the lead on our advisory board and will act as Chairman.”

Esposito has spent his career in the premium and luxury brands in the wine and spirits industry. Before being promoted to chairman of Stoli Group® USA in February, he served as chief executive officer. Prior to that, Esposito was president and CEO for Bacardi North America where he was responsible for managing renowned brands like Bacardi Rum, Grey Goose Vodka, Dewar’s Scotch Whiskey and Bombay Sapphire gin. In addition, Esposito spent 14 years at Moët Hennessy USA as president and CEO.

Piana joined Stoli Group® USA in June 2015 with more than 25 years of general management and marketing leadership experience, and over 18 years in the beverage industry, having held increasingly senior positions with Moët Hennessy, Schieffelin & Somerset, Pernod Ricard, and Rémy Martin where he served as CEO.

Prior to co-founding Louisiana Spirits in 2011, Litel spent over 25 years in sales and marketing, with over 10 years’ experience in distilled spirits and beverages, including Bacardi USA.

Earlier this week, Louisiana Spirits announced a multi-year agreement with Stoli Group® USA. As of January 1, 2016, Stoli Group® USA will become the exclusive national distributor of the award winning Bayou Rum® and its family of America’s Rum®.





About Bayou® Rum

Bayou Rum is America's Rum® handcrafted from fresh Louisiana sugarcane for an award-winning flavor recognized 65 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/. To subscribe to latest news on Bayou Rum: Click on www.bayourum.com/connect or visit www.facebook.com/bayourum. Downloadable images and press materials are available at www.bayourum.com/presskit.

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