

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

Lockhouse Distillery to Release Seasonal "Sakura Gin", in Collaboration with the Buffalo Olmsted Parks Conservancy

Product Launch for the Cherry Blossom Infused Gin set for April 29th

Buffalo, NY – Lockhouse Distillery - Buffalo's first distillery to operate since Prohibition - will be unveiling their eighth product: Sakura Gin. Made exclusively from cherry blossoms collected throughout the Olmsted Park System - in addition to traditional gin botanicals - Sakura Gin is being produced in collaboration with the Buffalo Olmsted Park Conservancy. The release is being timed to coincide with the start of the 2017 Cherry Blossom Festival, which runs from April 29th through May 6th.

The cherry blossoms give this limited-release gin a soft, gentle texture and an aroma that is mildly floral and slightly sweet. The product recently won the Stewards' Choice award at the American Distilling Institute's 2017 Craft Spirits Judging on April 3rd.

At noon on April, 29th, the Lockhouse Distillery team will be present at the Cherry Blossom Festival kickoff press conference, held at the Buffalo History Museum. A Lockhouse-donated cherry tree will be planted onsite at the Japanese Gardens to memorialize the relationship between the two organizations. Lockhouse will be on-site to offer samples of the product at the festival.

At 6pm on the same day, Lockhouse Distillery & Bar will hold a launch party for the product at their 41 Columbia Street location in Buffalo's

Historic Cobblestone District. A special cocktail menu using the Sakura Gin will be on offer. Each 750ml bottle will retail for \$35, and each bottle purchased at the distillery will include a Lockhouse Sakura Gin folding paper hand fan.

“We are truly honored to have the opportunity to work with the historic and prolific Buffalo Olmsted Parks Conservancy,” said Cory Muscato, Lockhouse Partner & President of the New York State Distillers Guild. “It is the collaborative nature of projects such as these that truly set our industry and community apart. We’re excited to contribute even a small piece to the Olmsted Parks legacy.”

For any bottle of Sakura Gin sold at either the distillery or any other retail outlet, Lockhouse will donate \$1 to the BOPC.

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Lockhouse Distillery & Bar is the first distillery to operate in Buffalo since Prohibition. Its eight spirits are available at bars, restaurants, and liquor stores throughout the Buffalo and Rochester regions. More information can be obtained at Lockhousedistillery.com, or by calling [716-768-4898](tel:716-768-4898).



LOCKHOUSE SAKURA GIN LAUNCH PARTY

APRIL 29TH 7PM

@LOCKHOUSE DISTILLERY & BAR 41 COLUMBIA

GIN MADE USING
CHERRY BLOSSOMS
FROM THE

OLMSTED PARKS CHERRY BLOSSOM
FESTIVAL (APRIL 29TH-MAY 6TH)

Present



*Portion of each bottle sales to be donated
to the Olmsted Parks Conservancy*