

**NEW YORK CITY'S FIRST EXCLUSIVE RUM DISTILLERY SINCE
PROHIBITION INTRODUCES OWNEY'S RUM**

New White Rum Blend Pays Tribute to America's Bootlegging History

SPRING 2018 (BROOKLYN, NY) – The saying goes that true classics never go out of style and rum, America's first spirit, is having its moment. Introducing Owney's Rum, a new super-premium blended white rum inspired by Prohibition-era rum runners. These self-imposed entrepreneurs were infamous for smuggling coveted aged Caribbean rum into the U.S., and in an effort to extend the reserves, blended it with locally distilled spirits. Owney's pays homage to the style of rum most commonly enjoyed in New York City speakeasies during this provocative period in American history.

Owney's Rum and its distillery, The Noble Experiment NYC, were both founded in 2012 by New York native, Bridget Firtle, who left a successful Wall Street career to pursue her passion for rum. The first release, known as Owney's Distiller's Reserve Rum, is a super-premium, unaged white rum completely made in New York City. It is distilled with three ingredients: all natural, non-GMO sugar cane molasses, yeast and New York City water. The new Owney's Rum is a blend of Owney's Distiller's Reserve and two year-old cask aged Dominican rum that is blended and bottled in New York City. There is no other white rum quite like it – smooth but with a true New York City edge.



Tasting Notes

Nose: Lively vanilla and cane enhanced by notes of banana and sweet tropical fruits like pineapple.

Palate: A delicious palate that begins cane-forward, followed by warm baking spices and a slight funk leading to warm, nutty and mineral notes.

Finish: A full white rum, with a vibrant taste and rich textures. Medium length, clean and dry finish.

Owney's Rum is named for the notorious New York City hustler, Owen "Owney" Madden, who made his biggest mark bootlegging and rum running up the East Coast throughout Prohibition. It is often said that "knowing Owen Madden in the 1920s was like knowing the mayor." Bridget drew inspiration from his legacy and decided to pay homage to him by creating a one-of-a-kind rum.

"It has long been a dream of mine to bring rum distilling back to New York," said Bridget Firtle, founder and head distiller of Owney's Rum. "After all, the first American distillery on record operated over three centuries ago in New York. Owney's is the ultimate salute to great rum, New York City and those who live by their own rules."

The unique bottle and “sun purple” color are custom designed and inspired by vintage bottles from the early 1900s when it was common for glass to turn purple in the sun, giving it a highly valued and unique antique look. The label illustration features the face of the namesake and a skyline that depicts both Manhattan, where Owney conducted his business, and Brooklyn, the home of the distillery.

Owney’s Rum is bottled at 40% ABV (80 proof) and available nationally for the suggested retail price of **\$28.00** for 750ml. It is also available in a 1L size. To learn more or for a product locator, head to www.owneys.com.

###

About The Noble Experiment

The Noble Experiment NYC was founded in 2012 by New York entrepreneur Bridget Firtle and is the first and only exclusive rum distillery in New York City since Prohibition. That same year, Bridget produced Owney’s Original NYC Rum, now known as Owney’s Distiller’s Reserve Rum. It is a super-premium New York distilled white rum that is full of character and complexity and named in honor of iconic Prohibition-era hustler and rum runner, Owen “Owney” Madden. Distiller’s Reserve is made with three simple quality ingredients: all-natural, non-GMO, sugarcane molasses, yeast and New York City water. In Spring 2018, Owney’s released the second variant in its line of rums called Owney’s Rum, a blend of Owney’s Distiller’s Reserve Rum and two year-old cask aged Dominican rum. The distillery is located at 23 Meadow Street in the Williamsburg neighborhood of Brooklyn and offers tours and tastings by appointment. For more information or to schedule a visit, go to www.owneys.com.