



For Immediate release:

Ironworks Distillery to release Ocean-aged “Rum Boat Rum”.

Lunenburg, N.S. (Oct 15, 2017) All year it has been the worst kept secret in Lunenburg. In January 2017 a mysterious new boat appeared near the entrance of Lunenburg Harbour. No motor, no masts, no cabin, painted black. Rumours spread that the boat was filled with barrels of rum!

And now we can confirm that indeed, the rumours were true.

The Ironworks Rum Boat, the world’s first floating barrel-aging warehouse, holds 30 barrels of rum at various stages of maturation.

On October 19th, at the NSLC PORT store in Halifax, Ironworks Distillery will officially launch RUM BOAT RUM, as part of an event celebrating “*Spirited Away In Lunenburg*”, the annual Nova Scotia Craft Spirits Festival in Lunenburg Oct 20-22nd.

RUM BOAT RUM is a truly smooth, naturally golden spirit of the North Atlantic. Born of the sweetest Caribbean molasses, lovingly fermented and distilled in Lunenburg, and aged on the formidable waters of the North Atlantic Ocean, this rum is the offspring of endless ocean rhythms.

Only two barrels have been tapped for the 2017 launch. These barrels spent 3 years in Ironworks cellars before spending the last 10 months rocking on the Rum Boat. This exclusive 2017 release will be less than 900 bottles. They will only be available at 2 NSLC stores, the Port Store and the Bayers Lake store. They will also be available at Ironworks Distillery.

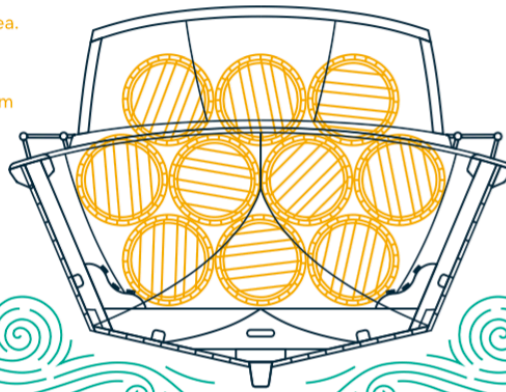
Contact for more info: Pierre / Lynne, Ironworks Distillery (902) 640-2424

Behold the new bottle wrapper with more info.....



OCEAN AGED RUM

Rum has always roamed the sea. Linked in reality and lore to formidable navies and rogues alike, rum rode the oceans from the waters of the Caribbean to eager fans in ports around the globe.



Rum has always travelled well. Along the way smart captains noticed that the more time spent in oak barrels, on the ocean swells, the smoother and tastier the spirit.

The Concept

This was sparked at Ironworks Distillery the notion of ocean-aging our rum. We took a few of our aging barrels from the quiet, static climate of our cellars and put them in a specially constructed Rum Boat which we moored on the dynamic, often tempestuous ocean's surface. Within days, the winter's worst storm buffeted Lunenburg and our Rum Boat spent days wildly riding the waves clinging tenuously to its moorings.

The Execution

Frozen winter nights and dramatic winter storms were followed by the long hot days of spring and summer sun, bringing the Rum Boat through every mood of the dynamic North Atlantic, and each one of those moods affects the Rum Boat Rum. The extreme heat inside the black boat's hull forces the rum into the charred oak. The extreme winter cold shrinks the spirit, drawing it out of the wood. Through it all the Rum Boat rocks on, keeping the rum in near constant motion and interaction with its oak surroundings.

The Results

You hold the result in your hands. Ironworks Distillery's Rum Boat Rum: a truly smooth, tawny spirit of the North Atlantic. Born of the sweetest Caribbean molasses, lovingly fermented and distilled in Lunenburg, Nova Scotia, then aged on the formidable waters of the North Atlantic Ocean, this rum is an offspring of the endless rhythms of rarely stilled waters. It is a spirit rocked gently at times and tossed wildly at others. A rum that has never truly rested on its path to your glass.