

FOR IMMEDIATE RELEASE

May 7, 2018

Media Contact:

Andrew Lohfeld, Owner
info@roulaison.com



Roulaison Enters Florida Market

Distillery's four products now available for distribution in Florida

New Orleans, La. — Roulaison Distilling Co last week announced the availability of its award-winning rums in the state of Florida through distributor Twenty-One Wine & Spirits. The brand's product availability includes its flagship white rum, which was awarded the American Distilling Institute's Best of Class award at its 2017 Judging of Craft Spirits, along with Roulaison's recently released Amer herbal rum liqueur and Barrel Aged Reserve rum (both of which received Bronze medals at ADI's 2018 Judging of Craft Spirits) as well as a limited-run "overproof" rum.

“With the addition of our aged rum to the product lineup, we achieved the core offering we set out to produce. Expanding distribution into new states was our next goal, and Florida seemed like a natural first step” said Andrew Lohfeld and Patrick Hernandez, the duo behind Roulaison Distilling. Roulaison will continue to release single-barrel bottlings of its Barrel Aged Reserve for sale out of its tasting room and has multiple other tasting room exclusive releases in the works as well.

Roulaison Distilling Co

Roulaison Distilling Co is a small rum-focused distillery which produces a heavy “pre-industrial” style rum - a more flavorful and historically minded style that became more difficult to produce as distilleries became more industrialized. This process, along with the use of 100 percent Louisiana molasses, embodies the rich history of New Orleans and celebrates the role the city played in shaping the local rum culture. The distillery, started by Andrew Lohfeld and Patrick Hernandez, began production in November 2016 and derives its name, Roulaison (rōō-lā-ZÔN), from the French-Creole term for the sugar cane harvest.

To learn more about the story of Roulaison Distilling Co and for hours of operation, click [here](#).

Please direct any Florida distribution inquiries to info@xxiwinespirits.com.