

Yahara Bay

DISTILLERS

For Immediate Release

Yahara Bay Distillers Releases Limited Edition Mad Bird Rum

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(Madison, WI) – Just when you thought all of the madness over naming Madison’s official bird was over; Yahara Bay Distillers has decided to pay tribute in their own, unique, way. On October 5th a limited edition run of Mad Bird Rum will be released for sale at Yahara Bay Distillers in Madison, WI.

“I had a barrel of rum we began aging almost two years ago. This being the first amber rum we’ve produced I wanted to celebrate something special when we finally decided to tap the keg... this seemed like the right moment.” Nick Quint, owner



An unconventional bird deserves an unconventional spirit. Made from table-grade molasses and twice distilled to be extra smooth, this rich amber-colored rum comes on strong with hearty notes of fresh cut sugar cane, and a few moments later leaves traces of warm molasses cookies and burnt sugar on your tongue. Although unlike the plastic flamingo it’s named after, no artificial colors, flavors, or additives were used in its production. The natural golden hue comes from nearly two years of aging in charred oak barrels.

“The Mad Bird Rum came out even better than we could have hoped. We think it will be a popular choice among rum drinkers, although we’ll wait to hear feedback from the customers before deciding if we want to add this to our line of permanent products.” Nick Quint, owner

The single barrel of rum produced 300, 750 ml bottles which are all hand labeled and numbered. And while the distillery is holding on to bottle number one--the remaining bottles will be sold exclusively at Yahara Bay Distillers and at the Madison Food and Wine show due to the small quantity produced.

Customers are encouraged to stop by the distillery for tours and tastings between 1pm and 6pm M-F, or call 608-275-1050 to set up tours or events.



Yahara Bay Distillers produces premium spirits, hand-crafted in small batches using Wisconsin's finest ingredients. Currently Yahara Bay distills Vodka, White Rum, Extra Dry Gin, Apple Brandy, Lemoncella, and Apple Crisp Liqueur.

For additional information please see the following sources:

How rum is made: <http://www.tastings.com/spirits/rum.html>

City Designates Plastic Pink Flamingo as Official City Bird :

http://host.madison.com/wsj/news/local/article_e4c74006-905e-5c82-ad11-1ee368c900fc.html