

Roulaison Distilling Co

PRESS KIT



Who we are

Roulaison Distilling Co (rōō-lā-ZŌN) is a micro-distillery based in New Orleans that is shaking up the craft rum industry. Intentionally small and designed with innovation in mind, Roulaison pushes the creative limits of rum production.

Just over two years into existence and four styles of rum later, Roulaison is changing people's perceptions of an often misunderstood spirit one drink at a time.

Our mission

Roulaison strives to create a superior product by exploring the dark recesses of rum history and pairing those with modern techniques in order to create unique and deliciously obscure libations.

Our vision

We at Roulaison believe in the benefit of prioritizing quality over efficiency at every step of rum production and in being as transparent as possible along the way.

15,000

BOTTLES OF RUM
PRODUCED PER YEAR

>2,000

GALLONS OF RUM
CURRENTLY AGING

TOP 10

CRAFT RUM DISTILLERY
ACCORDING TO USATODAY
10BEST POLL

Our process is different

We began production in November 2016 focused exclusively on making an incredibly distinctive pot-distilled rum.

We strive to strike a balance between our innovative ideas and a more historic approach to distilling than is commonplace today.

Our objective is to add more stylistic variety to the American-made rum category and make Louisiana known around the world for its fine rum.

Roulaison's products are full of robust, funky complexity; crafted using local ingredients; and unhindered by chill-filtration, charcoal-filtration, or caramel coloring.



PRODUCTS

Traditional Pot Distilled Rum

Roulaison Distilling Co's rum embodies the rich history of New Orleans and celebrates the role the city played in shaping our local rum culture. Unique among its modern counterparts, our rum honors its pre-industrial heritage by using only alembic pot stills and a 100% Louisiana molasses that comes straight from the mill. Uncommon production techniques give our rum an unparalleled complexity and robust flavors like pineapple, pear, bruised bananas, cinnamon, mint, lemongrass, smoke, and pine.

Awards: Best of Class Rum and Best of Category Unaged Rum, Gold medal (American Distilling Institute, 2017)



Overproof Rum

Bottled just above traditional Navy strength, our "overproof" white rum has a bit of added funk from utilizing traditional Jamaican techniques. It offers a big bouquet with wafting notes of dried fig, violets, strawberry jam, and bittersweet chocolate that progresses into lime oil, sea salt, and tobacco smoke as it crosses the palette.

In true New Orleans fashion, this rum makes a mighty Hurricane, the way they were originally intended - crafted using fresh passion fruit and strawberry.

Awards: Bronze medal (American Distilling Institute, 2019)



Amer Herbal Rum Liqueur

Roulaison Distilling Co's Amer is a nod to the beginnings of New Orleans' sugar cane history. French Jesuit missionaries were the first to successfully grow sugar cane in Louisiana, being sent both cane and oranges from their brothers in Saint-Domingue. The Amer uses what would be found in the herb gardens of the time, utilizing chamomile, yarrow, eucalyptus, wormwood, and bitter orange, among other ingredients, to create a complex yet approachable dram.

Awards: Bronze medal (American Distilling Institute, 2018)

Barrel Aged Reserve

The Barrel Aged Reserve is the locus of the distillery's innovative efforts. We utilize casks ranging from five to fifty-three gallons, which have originally held bourbon, rye, brandy, wheat whiskey, single malt and more, and place rum into casks at the pre-prohibition maximum of 110 proof. At this strength, the spirit extracts less bitter oak tannin and matures with much more complexity. Over time Roulaison's naturally high-ester-count rum develops even more complex notes until each barrel is individually sampled for readiness.

Awards: Bronze medal (American Distilling Institute, 2018)





Why we do it

Too many products today rely on uniformity, engineered to be without variability or personality. We take extra time - and put more care and effort into making our rum - so that it can be distinctive, while also being consistent and complex.

We want our spirits to express a sense of place, more than just where our water is sourced or where our cane is grown, but to embody the history, the culture, the passion of New Orleans and its people and to celebrate this city's role in rum's history and future.

We want to elevate people's perception of rum and bring transparency and clarity to its production practices, embody a style of rum great enough to match the quality of our sugar cane, and be at the forefront of the new American rum movement.

Articles

SEVEN FIFTY DAILY

"The Return of Funky Rums"

SPIRITED MAGAZINE

"INSIDE SPIRITS: 10 INNOVATIVE APPROACHES (THE YEAR IN SPIRITS)"

THE DAILY BEAST

"Reggae, Funk & Jazz: What Music Embodies Rum?"

THE RUM READER

"Why Are Hundreds of American Distilleries Suddenly Producing Rum?"

Founders' story

Co-founders **Andrew Lohfeld** and **Patrick Hernandez** first met as freshman-year hallmates at the University of Pennsylvania. Each pursued a very different career path both in school and upon graduation when both ended up in New York City. Andrew joined Kings Country Distillery in Brooklyn as a distiller and perpetually daydreamed about opening his own business while Patrick went to work in finance.

The then-unnamed Roulaison began to take form when the pair met for drinks near their respective apartments in the Lower East Side. Andrew had the idea but had never been to New Orleans. Patrick grew up among the cane fields outside of New Orleans but had no clue how to make rum. So they took a trip down, and the rest is history.



SOCIAL MEDIA



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