



FOR IMMEDIATE RELEASE

Coppercraft Distillery Showcases Official Tulip Time Spirit with Copper Trail

HOLLAND, Mich., April 25, 2016 — Coppercraft Distillery, an artisan spirits distiller located in Holland, Mich., is the Official Spirit of the Tulip Time Festival for three consecutive years. Each year, the distillery crafts an exclusive Tulip Time Signature Cocktail utilizing one of its many award-winning spirits. The Copper Blossom, the 2016 Tulip Time Signature Cocktail, showcases Coppercraft's Rum, which recently won a bronze medal at the 2016 American Distiller's Institute (ADI) awards in San Diego.

The 2016 Copper Blossom will be the first drink to not have a pre-set recipe. Instead, from May 7-31, 13 establishments across Holland and Zeeland will create their own, customized Copper Blossom cocktail, featuring Coppercraft's Rum, and will be featured on a newly formed Copper Trail.

Each participating establishment on the Copper Trail will customize their Copper Blossom recipe with fresh, premium ingredients, allowing them to serve Coppercraft's Rum in a way that best pairs with their food and atmosphere.

"We created the Copper Trail for this year's Tulip Time Festival to involve and engage our community and our out-of-town guests," said Kim Catton, Coppercraft co-founder and sales director. "It not only demonstrates the various ways Coppercraft's Rum can be served, but also gives our partners a chance to showcase their mixology talents."

Partnering establishments, Holland Area Visitors Bureau and the Tulip Time Office will have Copper Trail Cards that list participating venues and a 5-star system, allowing customers to rate each version of the cocktail. After visiting a minimum of three establishments during May 7-31, guests can return their Trail Card to Coppercraft Distillery for a free 2oz stainless steel flask and enter to win a \$75 gift basket filled a Coppercraft gift card and swag.

Participating venues include:

- 8th Street Grille
- AlpenRose Restaurant & Cafe
- Big E's Sports Grill
- Boatwerks Waterfront Restaurant
- Butch's Dry Dock
- CitySen Lounge

- Crazy Horse Steak House
- The Curragh
- Hops at 84 East
- Park Theatre
- Salt & Pepper Savory Grill and Pub
- Sharkee's Bar & Grill
- Tripelroot

Coppercraft's Rum, made from locally sourced molasses and evaporated cane juice, features apple and pear notes with a trace of vanilla and caramel. The Official Tulip Time Copper Blossom Cocktail is made from 2 ounces of Coppercraft Rum, 1.5 ounces of fresh-squeezed orange juice, 3/4 ounce of falernum, two dashes of house bitters and topped with ginger beer.

In addition to the bronze medal from ADI, Coppercraft's Rum also recently won a bronze medal from the American Craft Spirits Association and a silver medal at the Denver International Spirits Show. Coppercraft has won a number of other recent awards including the Gold and Best in Category awards from ADI for it's Cask Strength Bourbon.

About Coppercraft Distillery:

Coppercraft Distillery is an artisan spirits distiller located in Holland, Michigan. Founded in 2012, Coppercraft creates premium, small-batch spirits by hand using local ingredients. Coppercraft spirits - rum, gin, vodka, citrus vodka, whiskey, bourbon - can be found throughout Michigan, Illinois and Colorado.

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