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Product Placement Overview *Southern Comfort*

Southern Comfort is a fruit, spice and whiskey-flavored spirit created in 1874 by an innovative New Orleans bartender named M.W. Heron. While still a young barkeep at McCauley’s Tavern on St. Peter Street, he decided his customers needed a smoother, more refined whiskey to drink. His desire to please his patrons and improve the tastes of the harsh, unrefined barreled whiskeys available at the time, Heron started experimenting with a variety of other spirits, spices and flavors to them. He finally hit upon a combination of flavors that resulted in a remarkably smooth, refreshing, and easy-to-drink spirit he originally called “Cuffs and Buttons.” Over a decade later in 1885, Heron would change the name to “Southern Comfort.”

Keeping his recipe a secret (one that remains closely guarded today), Heron continued to mix individual servings for his patrons at the taverns he worked in over the next few years. Being born on the American Independence Day (4th of July), some say (okay we say it) Heron was destined to create Southern Comfort, a New Orleans spirit that changed the back of the bar forever becoming an American icon now enjoyed by friends in over 90 countries 135 years later.

Southern Comfort has been widely enjoyed since its launch, except in prohibition years. During World War II, Southern Comfort was often requested by servicemen overseas. Janis Joplin adopted Southern Comfort as her favorite drink, always bringing a bottle on stage when she performed. Legend has it that Janis Joplin purchased her famous fur coat with money given to her to by the owners of Southern Comfort at the time. Now, a whole new generation of drinkers is enjoying “SoCo” during their nights out together.

Just as New Orleans is an eclectic mix of cultures personalities, Southern Comfort’s unique flavor profile makes it one of the most mixable and versatile spirits available. Among the most popular drinks are SoCo Lime, Southern Hurricane, SoCo Toro (SoCo, OJ and Energy Drink), SoCo & Cola, SoCo Sublime (SoCo, Soda & Lime) SoCo Pleaser (SoCo Lemonade) and SoCo Teaser (SoCo & Sweet Tea). Don’t forget about classic cocktails with Southern Comfort 100 Proof and the new premium Southern Comfort Ready-To-Serve Hurricane and Lemonade Cocktails with which you just add ice!

For more information visit: www.southerncomfort.com or [facebook.com/](https://www.facebook.com/southerncomfort)



Varieties Available Include:
Southern Comfort, Southern Comfort 100 Proof, Southern Comfort Lime, Southern Comfort Fiery Pepper, Southern Comfort Hurricane, Southern Comfort Lemonade

Materials Available for Placement: Bottles, Signage and Artwork

Promotional Tie-Ins are Possible – Please Contact CES for Further Information

Drink Responsibly. To learn more about responsible consumption visit: www.centurycouncil.org

