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SmoothSailingRum.com

A Pirate-Worthy Rum Now in 2 New Flavors

COLEMAN WI Dec. 5, 2024: Ahoy there, mateys! Are yer tired of the same ole rum in the hold? Smooth Sailing Rum gives the heave-ho to tiresome and uninspiring cocktails. Aye, Smooth Sailing Rum is blended with hints of sunny ports and the seafaring lifestyle.

Smooth Sailing Rum's Toffee flavor rum has been a Wisconsin exclusive crafted in Coleman since 2002. In September, Smooth Sailing Rum released two new flavors – Coffee and Cinnamon (with Jalapeno and Mint coming soon). Capt. Curt Naegeli, the creator of Smooth Sailing Rum, distills the sweet, velvety rum in small batches.

"The process of distilling Smooth Sailing Rum is truly an art form," he said. "With each batch I distill, I am like an artist creating an original art project."

The specialty spirit – 46 proof ABV 23% - is sold only in Wisconsin. Clean and pure, Smooth Sailing Rum is distilled without the harsh bite of alcohol or a sharp aftertaste.

Prior to opening The Northwoods Distillery in Coleman, Capt. Curt was a cruiser who sailed the world's oceans. He caught much of his food (fish and crustaceans) and grew many of his vegetables (sprouts). He tried to make his own alcohol, but at first, all he could create was a great hangover.

"I wanted to make something that was sweet that would soothe my stomach after the anchors were deployed," he said. "Smooth Sailing Rum is the embodiment of that quest. Its smooth, sweet toffee flavor soothes even the roughest of nights on board."

Smooth Sailing Rum is available in 750 ml bottles in three distinct flavors:

- The original toffee flavor is an award-winning rum with a rich caramel taste.
- The cinnamon rum evokes the sweet, warm memories of cinnamon rolls fresh out of the oven.
- The coffee rum is cold-brewed with light-roasted, organic coffee beans for a lively flavor and smooth finish.

Each rum is perfect for sipping, mixing in cocktails, and cooking with. Smooth Sailing Rum toffee, cinnamon, and coffee spirits are available only in Wisconsin at Festival Foods, Woodman's Food Market, and wherever fine liquor is sold.

"Mass-produced food and beverages are all around us," Capt. Curt said. "Smooth Sailing Rum is different. It's made by people, not robots. So, be proud to display this rum in your liquor cabinet. Be proud to serve it to family and friends, knowing the artistry that's behind every sip."

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