

Introducing Hercules Mulligan, a Rum + Rye Inspired by the Tailor, Spy, Drinksmith

Hercules Mulligan is based on a historic recipe from the Revolutionary War era and expertly tailored for the modern independent thinker

(NEW YORK, November 25, 2019) <u>Flaviar</u>, the leading members club for fine spirits enthusiasts, has teamed up with spirits industry veteran, Steve Luttmann, to enter the Rum + Rye category with <u>Hercules Mulligan</u>, a unique blend of Caribbean rum and American rye inspired by the unsung Revolutionary War hero Hercules Mulligan.

Luttmann, one part spirits industry veteran, one part historian, and founder of Leblon Cachaça, has long been fascinated with the story of Irish immigrant and tailor turned spy - Hercules Mulligan - who provided intelligence to close friend Alexander Hamilton, twice saved the life of General Washington, and helped secure freedom for all Americans.

Hercules Mulligan Rum + Rye is based on a historic recipe from the revolutionary era and is a 50:50 blend of Caribbean aged rum and home grown American rye whiskey. Fresh, organic, ginger root is macerated in the rum and rye blend, and a splash of bitters is added, ensuring this liberating libation can be enjoyed on the rocks as a ready-made Old Fashioned, perfect for the holiday season.

"Hercules Mulligan's story deserves to be told. Operating in the shadows, he was a hero of the American Revolution, brave enough to take a stand against the injustices he saw in the world and risk his life more than once to save our founding fathers," said Luttmann. "Deploying all the tools at his disposal, including his Irish wit, off-the-cuff style, and secret stash of liquor, Mulligan seamlessly elicited secrets from the British military. He is the unsung hero of the time and this liquid pays homage to his independent spirit."

The spirit of Hercules Mulligan lives on in this line of bespoke libations fashioned after his secret weapons, rum and rye, which loosened the lips of British during the War of Independence. From Hercules Mulligan's fashionable tailor shop on 23 Queen Street in New York, British Military uniforms were fitted, delicious drinks were poured and high value secrets seamlessly divulged.

"The rum and rye blend in Hercules Mulligan is a slight departure from Flaviar's current offerings and is the first time we're introducing the idea of a ready-made

Old-Fashioned," said Grisa Soba, co-founder of Flaviar and master blender of Hercules Mulligan. "Today's consumer is looking for convenience without sacrificing taste and quality. When unexpected guests arrive, Hercules Mulligan saves the day, by providing a premium, quality and elevated drinking experience. This unique, complex blend, that once loosened lips, has been tailored to appeal to the tastebuds of today's generation, which has embraced the convergence of spirits categories and blurred lines of convention."

Hercules Mulligan is set to launch on November 25, otherwise known as Evacuation Day, when the British army fled New York City. On this day in in 1783, General Washington entered Manhattan and made a point of visiting Hercules Mulligan at his home for breakfast to publicly show the contribution Hercules made in the War for Independence.

The first batch of Hercules Mulligan contains just 2,000 coveted bottles and will be available exclusively via Flaviar.com for \$38.00 750ml.

For more information visit www.herculesmulligancompany.com.

ABOUT FLAVIAR:

Founded in 2012, Flaviar is the world's largest premium spirits club, with operations in the US and Europe. Flaviar offers a better way to experience fine spirits.

Flaviar members enjoy a full suite of benefits including quarterly tasting boxes and full-size bottles sent directly to their home, invitations to exclusive spirits events, access to rare and original spirits available only to members, free shipping, over 200K member reviews and more.

Flaviar is here to help more people try more new things more often.

Flaviar membership is \$300 per year, or \$95 a quarter.

For more information visit www.flaviar.com.

You've got to try this!

ABOUT STEVE LUTTMANN:

Steve Luttmann became enamored with early American history as a young child, visiting all the Revolutionary War parks and points of interest during the American Bicentennial in his custom Continental Army uniform. His interest was piqued years later while reading Ron Chernow's Hamilton, where he discovered the story of Alexander Hamilton's good friend, Hercules Mulligan. Intrigued by his unique name and peculiar story, Luttmann researched the life of Hercules Mulligan extensively, discovering his penchant for mixing his bespoke libations with spy craft during the war. The result is Hercules Mulligan American Bespoke Libations. Prior to creating Hercules Mulligan, Luttmann founded Leblon Cachaca, Brazil's preeminent craft

spirit. He previously worked in wine and spirits for LVMH Moët Hennessy, and cut his teeth in the food and beverage industry at Unilever. In 2016, Luttmann was recognized by Beverage World magazine as one of the top 50 'disruptors' in the beverage industry.

ABOUT HERCULES MULLIGAN (THE MAN):

Hercules Mulligan was an Irish immigrant, tailor, rebel and spy. This little known Revolutionary hero changed history and secured freedom for all.

From his fashionable tailor shop at 23 Queen Street in Lower Manhattan, British military uniforms were fitted, gentlemen were attired, and high value secrets were divulged. Mulligan entertained his clientele with Irish wit and an off-the-cuff style, while pouring drinks from his secret stash. Bespoke libations suited the customers' tastes and got them talking.

Deploying all the tools at his disposal, Mulligan seamlessly elicited secrets from the British and passed them onto his friends, Alexander Hamilton and General Washington, saving lives.

Always prepared to stand up for what is just, after the war of Independence, Mulligan became a founding member of the Society for Promoting the Manumission of Slaves in the City of New York, one of the first formal organizations calling for an end to slavery.

Key dates: September 25 1710 - Born in Anterim County, Ireland

1746 - Moves to America, NYC at six years of age

1763 - Joins Sons of Liberty a secret society formed to protect the rights of the colonists and to fight the British oppressive taxation

1770 - Participates in Golden Hill NYC fight against British soldiers - first bloodshed of the American Revolution, six weeks prior to Boston massacre

1773 - Marries Elizabeth Sanders at Trinity Church, NYC

1774 - Meets Alexander Hamilton, who becomes close friend and boarder at Mulligan home while attending Kings College, precursor to Columbia University

1774 - Opens tailor shop in NYC - Water Street, moving to 23 Queens Street the following year

1775 - Founding member of the Revolutionary Committee of Correspondence of the City of New York, Mulligan convinces Hamilton to join Patriot side

August 1775 - Joins military company with Alexander Hamilton, which seizes 23 cannons from Battery Park

September 1776 - Washington's Army evacuates Manhattan after defeat in Battle of Brooklyn, Hercules Mulligan tried to escape but is captured and sent back to NYC

Winter 1776 - Resumes business at his tailor shop, becoming the favored tailor and social destination for the British Army

March 1777 - Becomes Washington's Spy in NYC soon after Alexander Hamilton becomes Washington's Aide-de-Camp

Winter 1779 - Saves Washington's life after learning of British secret plan to trap Washington

July 1780 - Learns of British plan to attack French troops in Rhode Island, saving French troops from likely ruin

October 1781 - Arrested and imprisoned after accusation from Benedict Arnold of becoming a spy, released due to lack of evidence

February 1781 - Saves Washington's life for a second time, learns of British plan to intercept Washington in Connecticut en route to meet the French in Rhode Island, Washington alters route

November 25, 1783 - Defeated, British leave NYC. General Washington enters Manhattan, has breakfast with Hercules Mulligan at his home on 23 Queens Stret

1786 - Became founding member of the Society for Promoting the Manumission of Slaves in the City of New York, one of the first formal organizations calling for the end of slavery

March 4, 1825 - Dies, buried at Trinity Church ten paces from his friend Alexander Hamilton