



Craft Distiller Revives Classic Boston Rum

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Bully Boy Distillers, Boston's first craft distillery, announces the launch of Hub Punch, a rum infusion that pays homage to Boston's storied past. Inspired by the original Hub Punch recipe popularized in the late 1800s, Bully Boy's newest spirit breathes new life into the elixir synonymous with Boston in the decades leading up to Prohibition.

To create Hub Punch, Bully Boy starts by steeping its Boston rum with orange peel, lemon peel and raspberry, then infuses the mixture with a secret assortment of botanicals and herbs. The result is a 70 proof spirit that can be served on the rocks; mixed with its traditional counterparts such as soda water, ginger ale, lemonade or iced tea; or in cocktails to provide a fruity sweetness.

After learning about the original Hub Punch and its prevalence in Boston at the turn of the century, Will and Dave Willis, co-founders of Bully Boy Distillers, became fascinated with the history behind the drink. As the Willis brothers founded Bully Boy Distillers after discovering a fourth-generation family vault housing Prohibition-era artisan spirits, the time period holds special significance to the craft distillers. The Willis family's legacy with Boston spirits made Bully Boy particularly keen to recreate the popular pre-Prohibition beverage.

"As soon as we learned about Hub Punch we knew that we wanted to reconstruct this classic Boston drink," says Dave Willis. "After painstakingly piecing together everything we could uncover about this extraordinary drink we're extremely proud of the finished product and are eager to reinstate Hub Punch as Boston's signature spirit.

Bully Boy Hub Punch is priced at \$28.99 and will be available for purchase starting in mid-October alongside Bully Boy's range of premium spirits at a number of premier bars, restaurants and retailers throughout Massachusetts and Rhode Island. For a comprehensive list of current locations, along with news about sampling opportunities, please visit: bullyboydistillers.com.