

# TRENDMONITOR

## Bully Boy Distillers Revives a Historic Boston Rum Libation with New Hub Punch

Frank | October 8, 2014 | [No Comments »](#)



**BOSTON** (October 6, 2014) – Bully Boy Distillers, Boston’s first craft distillery, announces the launch of Hub Punch, a unique and versatile rum infusion that pays homage to Boston’s storied past. Inspired by the original Hub Punch recipe popularized in the late 1800’s, 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 top-quality 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 versatile 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 unique, 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,” said 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.”

To celebrate the launch of Hub Punch, Bully Boy will host an exclusive first taste of the new spirit at Boston’s renowned cocktail destination, The Hawthorne, on Wednesday, October 22. For more information about the event and to secure limited tickets, visit: [bullyboyhubpunch.eventbrite.com](http://bullyboyhubpunch.eventbrite.com).

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](http://bullyboydistillers.com).

### ABOUT BULLY BOY DISTILLERS:

Founded by brothers Will and Dave Willis, Bully Boy Distillers is Boston’s first craft distillery and is committed to crafting innovative and premium spirits. Utilizing a 750 gallon copper pot still, all Bully Boy products are handcrafted in small, limited-run batches, resulting in complex and unique spirits that celebrate New England’s rich history. The name Bully Boy pays homage to former U.S. president, Teddy Roosevelt. The Willis family named its favorite farm workhorse after the popular Roosevelt-coined term, “bully,” meaning superb or wonderful. Today the endearing spirit of Roosevelt lives on in Bully Boy Distillers.