

# Media Alert

- WHO** Cane Land Master Distiller Jonny Ver Planck, together with Tony Dow and Randy Dow from Empire Stevedoring and XXX with the Port of New Orleans
- WHAT** Representatives of the Port of New Orleans & Cane Land Distilling Company of Baton Rouge, LA will be on hand for interviews regarding the shipment of Cane Land Whisky from Owensboro, Ky., to New Orleans, La., by barge as the barrels are being off-loaded.
- According to Cane Land Founder and President Walter Tharp, the journey down the Mississippi, “pays tribute to the historic path in which spirits were transported as far back as the 1800s.”
- WHEN** Off-loading will occur at 9:00 a.m. on Thursday., Feb 16. Please arrive by 8:45 a.m.  
*Due to security protocol, all media must RSVP and be escorted to the staging area. RSVP to Angela Ray (angie@canelanddistilling.com)*
- WHERE** The Press Event will be held at the First Street Wharf. Take I-10 East to Business Hwy 90 Westbank. Take exit 11 (Tchoupitoulas St.). At the second red light, turn right onto Tchoupitoulas. Stay in your left lane and follow traffic into the Port Gate entrance (two red lights). Inform security you are there for the press event. First Street Wharf is the first facility on your left. Please stop at Gate 1 and ask the guard to direct you to the media area for barge loading.
- WHY** The barrels of Cane Land Distilling Company Whisky have been stored at O.Z. Tyler Distillery. The barrels contain an aged whisky that will be available to consumers in late spring under the name *Original Mississippi Floated Whisky (OMFW)*.  
Cane Land tracked the whisky’s barge journey via social media:  
Facebook – [Cane Land Distilling Co.](#)  
Instagram - [@caneland\\_distco](#)  
Twitter - [@caneland\\_distco](#)
- CONTACTS** For more information:  
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