

## NEW CREATIVE CAMPAIGN FROM SOUTHERN COMFORT® ENCOURAGES EVERYONE TO GET OUTDOORS

*Fans Can Shop A Virtual Yard Sale, Try Whiskey-Infused Trail Remix By A Celebrity Chef And More*

**LOUISVILLE, K.Y. (June 3, 2021)** – [Southern Comfort®](#) – the one-of-a-kind, whenever you like, however you like whiskey – is honoring “National Get Outdoors Month” this June by unveiling the latest instalment in its efforts to celebrate the Great Outdoors with its “Get Comfortable Outdoors” program.

Southern Comfort’s “Get Comfortable Outdoors” program seeks to unite whiskey fans and outdoor enthusiasts through the following initiatives:

- **Thrifty Virtual Yard Sale:** Love them or hate them, there’s no denying a yard sale is the ultimate outdoor guilty pleasure. From June 3-7, all are invited to the Southern Comfort Yard Sale, an online auction held on Southern Comfort’s Facebook page offering the wildest secondhand lawn ornaments and decorations, like garden gnomes, peeing dog fountains and much more. Proceeds of every item sold will be donated to [Heroes on the Water®](#), a 501(c)3 not-for-profit organization focused on the healing and rehabilitation of our nation’s heroes through outdoors-focused therapeutic programs, such as fishing, kayaking and more.
- **Boozy Trail ReMix:** Love snacking and whiskey-drinking while outdoors but hate the baggage that comes with packing various drinks and snacks? Well fear not, Southern Comfort is creating the first-ever Trail ReMix – a Southern Comfort-infused jerky trail mix that will be the perfect companion for any outdoor adventure. Overseeing the development is celebrity chef and Southern Comfort partner Chef Rush (@realchefrush) and Tennessee-based small business Nashville Jerky King. The limited-edition Trail Remix will not be available for sale, however fans that follow the brand on Instagram (@SouthernComfort) will have a chance to win their own by tagging themselves and a friend on a surprise post.
- **Cozy Campfire Cocktails:** To keep the outdoor fun going day and night, Southern Comfort has created a new batch of campfire cocktails for whiskey-loving fans to enjoy while sitting fireside. Southern Comfort will enlist a group of micro-influencers to raise awareness and show consumers how they can easily make these versatile mixed drinks at home and enjoy around the bonfire, backyard or on the go.

“Southern Comfort is embracing the Great Outdoors because simply put, it’s the best outdoor bar out there. It’s open 24/7, free to all and there’s absolutely no dress code or cover charge to enter. All are invited to adventure, explore and sip at their leisure,” said Tiffany Wilburn, brand director at Sazerac Company, Inc. “While many will celebrate National Get Outdoors Month in June, Southern Comfort hopes to bring together easy-going drinkers and outdoor lovers alike all summer-long. From bargain hunting at yard sales to hiking and snacking or simply sipping on a whiskey-inspired mixed drink by the campfire, Southern Comfort raises a glass to celebrating good times safely in a Comfortably Different fashion while we all readjust to getting comfortable outdoors and enjoying all nature has to offer us.”

Earlier this summer, Southern Comfort kicked off the first phase of its “Get Comfortable Outdoors” program by launching a limited time “Americana-themed” bottle in May. These special edition bottles support Southern Comfort’s partnership and larger donation to Heroes on the Water and are available now at liquor, grocery, and retail stores nationwide.

To learn more about Southern Comfort’s holistic “Get Comfortable Outdoors” program, visit [www.southerncomfort.com](http://www.southerncomfort.com) and follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).

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### About Southern Comfort

Southern Comfort was created in 1874 by M.W. Heron, a man born to do things his own way. His innovative recipe, blending stone fruit and spices with the harsh whiskeys of his time, created an iconic American taste. Nearly 150 years later, Southern Comfort is as one-of-a-kind as ever and

enjoyed around the world. Satisfying on its own. Ideal in any mix. This is whiskey on its own terms. Made to be enjoyed on yours. For more information, visit [www.southerncomfort.com](http://www.southerncomfort.com).

### About Sazerac

Sazerac is one of America's oldest family owned, privately held distillers with operations in the United States in Louisiana, Kentucky, Indiana, Virginia, Tennessee, Maine, New Hampshire, South Carolina, Maryland, California, and global operations in the United Kingdom, Ireland, France, India, Australia and Canada. For more information on Sazerac, visit [www.sazerac.com](http://www.sazerac.com).

