



PRESS RELEASE

Introducing Black Eden 1912 Bourbon: A Tribute to Idlewild - A Legacy of Black Culture

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Michigan, USA

Ikonic Spirits and Black Eden 1912® proudly announces the release of Black Eden 1912 Bourbon, a handcrafted spirit that honors the rich history of Idlewild, Michigan, affectionately known as "Black Eden." This exquisite bourbon is a celebration of the cultural legacy, resilience, and artistic spirit that defined Idlewild as a haven for African Americans during the early 20th century.

Founded in 1912, Idlewild was a beacon of hope and freedom, offering a thriving cultural and social hub where Black Americans could gather to celebrate art, music, and community. From the soulful performances of legendary Black jazz and blues musicians to the vibrant lakeside resorts, Idlewild stood as a testament to perseverance and tenacity in a time of a segregated America.

Black Eden 1912 Bourbon is crafted to embody this heritage. With its smooth, oak and vanilla profile and notes of caramel and spice, it captures the warmth and complexity of a community that flourished and celebrated their way of life. Each bottle serves as a tribute to the pioneering Black families, artists, and entertainers who made Idlewild an African American cultural cornerstone.

"We believe every spirit tells a story," says John Joubert founder of Ikonic Spirits and Black Eden 1912® Bourbon. "The Black Eden story starts with Idlewild, the town segregation built. We want to keep this story alive, it's part of our history, our culture, and should be honored. That's what our bourbon is, a homage to the people who created a haven for African American's, a community, where our culture could thrive."

Black Eden 1912® Bourbon is available at select retailers and bars in Illinois, Maryland, Washington DC, and will be released in Michigan, Georgia, and Nevada in the very near future, with plans to expand distribution nationwide.

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