

Launch of the brandy *Fort LaTour* by Distillery Fils du Roy The group Cy writes a new song for the occasion



(Moncton – November 30, 2016) - Master Distiller at New Brunswick's Distillery Fils du Roy, Sébastien Roy, has released today his newest liquor, *Fort LaTour*, a brandy, commonly called an unaged white rum. *Fort LaTour* is made with Crosby Molasses.

On each bottle, a sticker invites the buyer to download a free song written by Cy for the occasion. The song *Fort LaTour* can be downloaded at www.fortlatour.ca.

How Cy and Fils du Roy met

Last July, in the city of Albi, France, Cy was invited to perform at the *Festival Pause Guitare*. Distillery Fils du Roy was there as part of the Government of New Brunswick's economic mission to France organised by "Experience Acadie".

When Sébastien Roy talked to the artists about his new liquor, the story behind the Fort LaTour in Saint John NB, and the role of the heroine Françoise-Marie Jacquelin, the idea of writing a song about her story started to take form. Both Eric Dow, from Cy, and Sébastien Roy, are very much interested in Acadian history. Upon arriving back in Moncton, the artists started working on a song about Fort LaTour.

Fort La Tour was built in 1631 by Charles de La Tour as a fur trading post situated at an old Aboriginal encampment. His wife, Françoise Marie Jacquelin, was called the heroine of Acadia: In April 1645, she fought valiantly to defend the post against two warring governors in a conflict that reached its climax at the battle of Fort La Tour, in present-day Saint John. Madame La Tour died shortly after of unknown causes.

This part of New Brunswick's history is not very well known. That's why Distillery Fils du Roy wanted to honour it by releasing a new product, having a painting made for the bottles, and now, a song.



www.fortlatour.ca

Téléchargez gratuitement la chanson

Fort Latour

Free download of
the song

Clifford Turner, from Saint John, is the artist behind the painting. It represents Madame Jaquelin defending the Fort.

The Saint John's Fort LaTour Development Authority plan is presently working on the reconstruction of the site located in the Saint John harbour. Madame La Tour led the garrison in a defense of the fort against attack.

Crosby Molasses

To create his brandy, Sébastien Roy chose Crosby Molasses, another New Brunswick business that has been operating for 120 years. In 1879, 20 years old Lorenzo George Crosby opened a grocery store in Yarmouth, Nova Scotia, and the company "Crosby Molasses Co Ltd" was created. In 1897, the company moved to Saint John NB. "I have so much respect for this family business that is still doing great work," says Sébastien Roy.

Cy

Since September 2013, Cy has been mixing vocal harmonies and guitar strings to create sounds both modern and reminiscent of days past. With guitars, keyboards and 4 beautiful voices, this Acadian progressive folk band has taken to the road, in Canada and Europe, promoting their music with the wind at their backs and the sea in their suitcases. They have one EP and one full-length CD.

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