

For Immediate Release
Aug. 11, 2021

Media Contact:
Heather Wagner Reed
heather@juiceconsulting.com
713 208 3891

HERA *Tropical Rum*

‘LET’S COLLAB ON A VIBE’ AUSTIN-BASED ARTIST ANASTASIA HERA ANNOUNCES LAUNCH OF HERA TROPICAL RUM, A NEW BLACK AND WOMEN-OWNED PREMIUM LIQUOR BRAND

Anastasia teams up with beverage industry powerhouse “Pixie” Paula to launch HERA Tropical Rum, a super-premium, all-natural, adult spirit reminiscent of distant waves, smooth sailings, and beachy sunsets available this September

(AUSTIN, TEXAS – Aug. 11, 2021; source: Juice Consulting) – Austin-based rap artist, vocalist and songwriter **Anastasia Hera** continues to innovate, recently announcing a joint venture with multi-industry powerhouse **Paula Dezzutti aka “Pixie” Paula, Local Choice Spirits/Striped Pig Distillery** owner, to launch **HERA Tropical Rum**: a new black-owned, women-owned liquor brand. This launch comes off a successful first half of 2021 for Anastasia that celebrated the release of her new EP, “**This is Anastasia**,” which recently landed a [KUTX Song of the Day](#) spot for “**Ceiling**,” a series of acclaimed live performances with her band **The Heroes**, and recent admission to **The Recording Academy** Class of 2021.

“Hera’s brought even harder-hitting performances to the table, heard most recently in May on ‘This Is Anastasia,’ an EP that showcases both ferocity, tenderness, and everything in between,” said **KUTX**. “We have a feeling she’s on a fast track to become an international superstar, thanks to her charismatic confidence on tracks like ‘Ceiling!’”

Anastasia Hera has now expanded her presence into the beverage industry and is sure to make another splash with her new exotic rum. The first release of HERA Tropical Rum is expected in **September 2021** and bottles will be available to individuals, distributors, liquor stores, restaurants, event venues, clubs and hotels. The duo is optimistic, as HERA Tropical Rum represents the

combined mastery of their respective crafts. For more information on purchasing HERA please contact info@localchoicespirits.com.

“This drink is distilled art,” said **Anastasia** of the new rum. “A lovely, crafted message in a bottle. I am beyond excited about the launch of HERA Tropical Rum. It’s a huge step for me as an artist and a businesswoman. A new market, and new opportunities.”

The dynamic partnership was facilitated in Spring 2021 by CEO **Douglas “Il Nice” Lofton, Jr.** of **So Bold Entertainment**, a consultant, label and management company. Pixie, Douglas, and Anastasia seek to establish HERA Tropical Rum as a major player in the industry, and a testament to the power of women in the global marketplace. **Local Choice Spirits has released numerous award-winning brands**, partnering with major recording artists such as national recording country artist **Tyler Boone** and national recording rap artist **Lil’ Boosie**.

When asked to describe the flavor of HERA Tropical Rum, tasters described the spirit as “**fruity and creamy**,” with **delectable notes of banana and coconut**. Brightly flavored and breezy, HERA Tropical Rum can be enjoyed; straight, on the rocks, or frozen with a variety of mixers ranging from coconut water to pineapple juice. Distilled and bottled at **Striped Pig Distillery in North Charleston, South Carolina**, Anastasia and Pixie envision their partnership extending into the foreseeable future, possibly introducing new flavors to the HERA rum line.

Anastasia says she is excited to represent a product that reflects her artistic values: tasteful and direct. “Finally, a rum that tastes and feels like good times.” As with her music, it was important to Anastasia that HERA Tropical Rum be authentic, crafted with the best intentions and making a difference. “I’m honored to be working with Pixie Paula and learning the game from her,” she states.

Ms. Dezzutti commented that her **Pixie Studios “Music, Media & Magic”** platform has been near and dear to her heart because women record labels and studios are just as rare as women-owned distilleries. She quotes: “Taking an active role behind amazing artists with a platform to extend their brand and voice into the hospitality sector, alongside a loyalty program that gives back to the community, allows Local Choice Spirits to give new meaning to ‘Let’s Drink Responsibly!’ I am confident that Anastasia Hera has the heart and soul to carry our mission and vision with pride.”

ABOUT ANASTASIA HERA:

Anastasia discovered her passion for rap as a young girl in Austin where her father taught her to deliver MLK’s “I Have a Dream” speech with a rhythm and clarity designed to get an audience on its feet. Learning the confidence required to deliver such a powerful message can take a lifetime. Anastasia found it as soon as she stood before a microphone.

As a rap artist and vocalist who gives an ode to the rap culture that she grew up listening to, Anastasia offers a confident delivery and fluid enunciation. With influences from hip-hop greats like A Tribe Called Quest and or Jay-Z, she is collected and clever, and unapologetically exudes her confidence and big energy throughout this new body of work.

With a catalog of five well-received projects, several successful genre-bending collaborations, multiple “**Best Female Artist**” nods (**Austin Hip Hop Awards**), recognition from media like **KAZI, KUTX, Austin Chronicle, Austin American-Statesman, Grammy.com**, and dynamic performances (**Sound on Sound Fest, SXSW, Urban Music Fest, Fun Fun Fun Festival, BabesFest, Hollins University Mayfest**), Anastasia has worked to design and define her own niche within contemporary music. The principles of beauty, truth, freedom, and love are recurring themes in her music. She enjoys the mystery of metaphor. Her purpose is her voice. Her voice is her music. Her music is for the world. Anastasia has been especially in demand on FM stations in the Southeastern United States, such as KJMH 107 Jamz (Lake Charles, LA), KKST 98.7 Kiss FM (Alexandria, LA), and WJXM 95.1 The Beat (Meridian, MS).

With an eye to the future, Anastasia has recently aligned with **So Bold Ent./Sony Orchard** for consulting, management and content distribution, a firm step on her journey to the top. So Bold Entertainment/Sony Orchard will provide worldwide distribution for Anastasia's music projects and has a partnership with Ekho.com who will provide her with global live Pay Per View Concerts, Video on Demand events and retail e-commerce endeavors. Her music will also be showcased alongside industry giants such as Brandy, Chance the Rapper, T-Pain, Cutting Crew and others. To learn more about Anastasia, please visit [here](#).

###

MEDIA NOTE:

For general press inquiries please contact the team at Juice Consulting:

Jacqueline Mackey
512 771 4529
jmackey@juiceconsulting.com

Madison Snelling
210 213 8934
madison@juiceconsulting.com

ADDITIONAL CONTACTS / RESOURCES:

Management:

Douglas (Il Nice) Lofton
CEO, Founder
So Bold Ent, Llc
soboldent@gmail.com

Partner websites:

[Local Choice Spirits](#)

[Striped Pig Distillery](#)

Order Bottles For Pick Up At Striped Pig Distillery [here](#)

Instagram Handles:

@hera.rum

@stripedpigdistillery @localchoicespirits

Twitter Handle:

@hera_rum