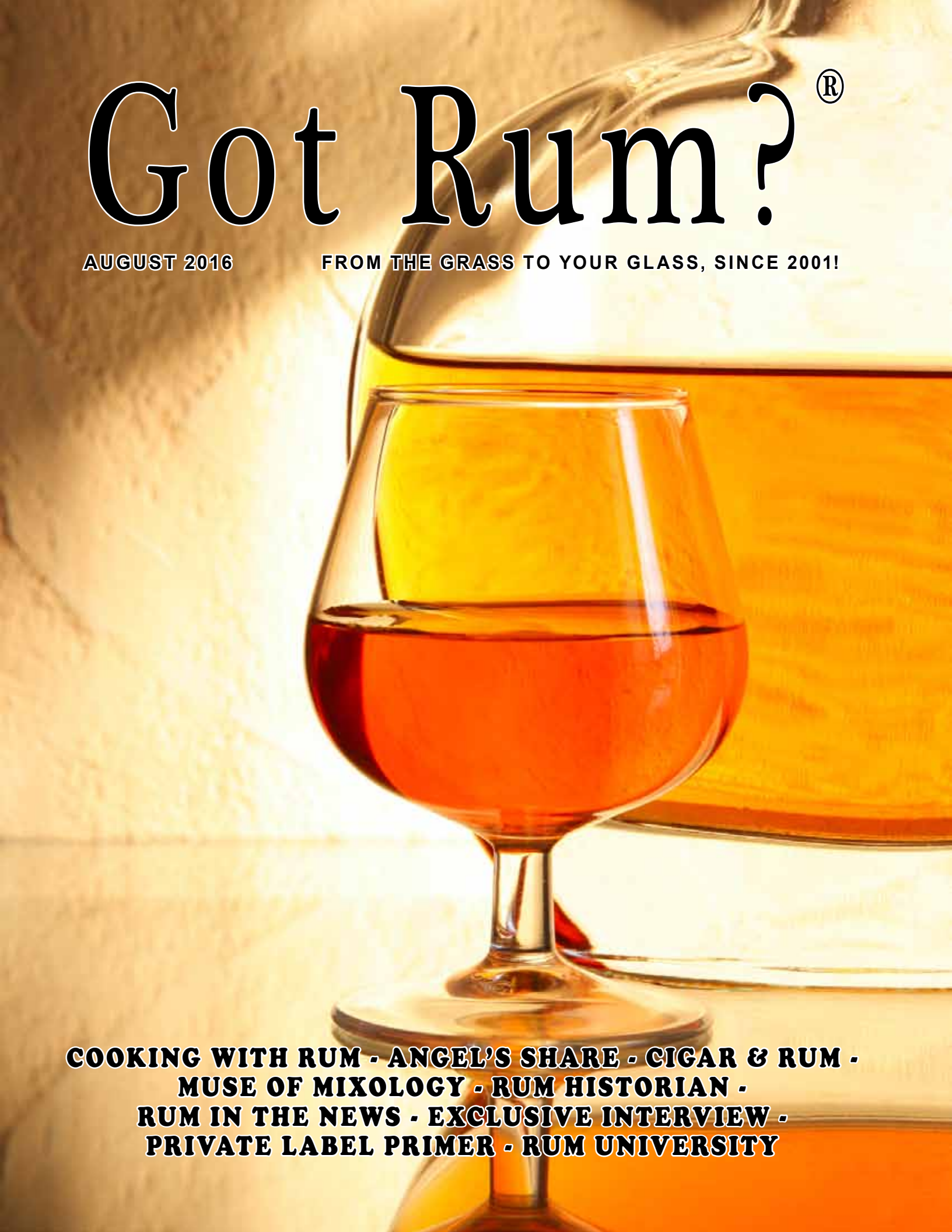
Got Rum?®

AUGUST 2016

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM -
MUSE OF MIXOLOGY - RUM HISTORIAN -
RUM IN THE NEWS - EXCLUSIVE INTERVIEW -
PRIVATE LABEL PRIMER - RUM UNIVERSITY

6

28

10

32

CONTENTS

AUGUST 2016

5	FROM THE EDITOR
6-9	THE ANGEL'S SHARE - RUM REVIEWS
10-11	COOKING WITH RUM
14-17	SPIRITED COVERAGE - Tales of the Cocktail
18-21	THE RUM UNIVERSITY - Ideas That Changed The Rum World
22-25	PRIVATE LABEL PRIMER - PART VIII
28-31	THE MUSE OF MIXOLOGY
32-34	THE RUM HISTORIAN
36-39	RUM IN THE NEWS
40-49	EXCLUSIVE INTERVIEW
52-55	CIGAR AND RUM PAIRING

Got Rum?®

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Round Rock, Texas 78664 - U.S.A.

Tel/Fax +1 (855) RUM-TIPS
© 2016 by Rum Runner Press, Inc.
All rights reserved.

August 2016

Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Cigar and Rum:	philip@gotrum.com
Angel's Share:	paul@gotrum.com
Rum Historian:	marco@gotrum.com
Rum in the News:	mike@gotrum.com
Cooking with Rum:	sue@gotrum.com
Advertising Services:	virginia@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

If you would like to submit news or press releases, please forward them to:

news@gotrum.com

You can download the free electronic version (low-res) of this magazine, or purchase the high resolution printed version at:

WWW.GOTRUM.COM

The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.

Find us on Facebook
facebook.com/GotRum

follow us on twitter
@Got_Rum

FRONT COVER: Iridescent Liquid Gold.

INSIDE SPREAD: The Whispering Snifter

FROM THE EDITOR

Following Your Nose

One of the things I enjoy the most when working with client distilleries (large and small), is doing an inventory of the smells in their facilities and surrounding areas. These "inventories" serve different purposes:

- They help me build a mental map of desirable and undesirable smells, their locations and the potentials for cross-contaminations.
- They help me communicate with marketing and production teams regarding potential differentiators with other distillers, and to design ideal paths and times of day for conducting tours with visitors.
- They provide me with inspiration when it comes to blending rum. Trying to capture, for example, the essence of the smell emanating from the cane press is challenging and exhilarating.

For those of us who use them consciously, our noses are as important, or even more important, than any other tool in our laboratories. Yet, for most of our consumers, their noses rarely have a function beyond the most basic semaphore, issuing reports silently and almost mechanically, about smelled objects being good, bad or so-so.

The good news is that, for the most part, the nose has not devolved into an ornamental feature of our profiles, devoid of its olfactory potential. The potential is there, just dormant, like a seed in a cold storage warehouse,

waiting for the time it is called into action.

By performing a few simple exercises each day, like thoroughly smelling each food we are about to put into our mouths or each flower we walk past, we can begin that sleeping seed. The results of having a nose that can identify and appreciate the aromatic world are incredible, not only for rum drinkers, but for everyone, as the world becomes crisper, more defined and more enjoyable.

Cheers,

Luis Ayala, *Editor and Publisher*

LinkedIn http://www.linkedin.com/in/rumconsultant

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum?"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.

THE ANGEL'S SHARE

by Paul Senft

My name is Paul Senft - Rum Reviewer, Tasting host, Judge and Writer. My exploration of Rums began by learning to craft Tiki cocktails for friends. I quickly learned that not all rums are created equally and that the uniqueness of the spirit can be as varied as the locales they are from. This inspired me to travel with my wife around the Caribbean, Central America, and United States visiting distilleries and learning about how each one creates their rums. I have also had the pleasure of learning from bartenders, brand ambassadors, and other enthusiasts from around the world; each one providing their own unique point of view, adding another chapter to the modern story of rum.

The desire to share this information led me to create **www.RumJourney.com** where I share my experiences and reviews in the hopes that I would inspire others in their own explorations. It is my wish in the pages of "Got Rum?" to be your host and provide you with my impressions of rums available in the world market. Hopefully my tasting notes will inspire you to try the rums and make your own opinions. The world is full of good rums and the journey is always best experienced with others. Cheers!

Novo Fogo Chameleon (Cachaca)

Novo Fogo Chameleon is produced with fresh pressed sugarcane from the Morretes region of Brazil.

The distillery is located close to the coastal rain forest known as the Floresta Atlântica. After the cachaça is distilled it is aged for one year in used American white oak bourbon barrels that have been scraped and re-toasted. The spirit is then blended to 43 ABV and bottled without filtration.

Appearance/Presentation

The pear shape bottle is standard for the Novo Fogo line and is made from recycled glass as the neck wrap is also made of recycled material. The front of the bottle provides the basic product information with the batch number.

The bottle for this review is from batch: L14315 LF with the official USDA organic logo in the bottom right corner. The back label provides the details about product including that it is hand crafted and from a zero waste distillery.

The liquid in the glass has a pale gold hue that creates a razor thin ring around the glass that slowly thickens and spins off thick and thin legs that run quickly down the side of the glass.

Nose

The aroma of the cachaça delivers notes of melons and banana along with a touch of vanilla and cane grass.

Palate

On the palate, vanilla, mint and herby cane grass form the midline, while the fruit notes of banana and lime take the high notes.

The foundation is formed by the wood notes of allspice and ginger that linger in a long toasted oak finish that manifests with a little bitterness at the beginning with the mint taking over and lasting until the flavors fade.

Review

Novo Fogo Chameleon is a positive progression from the silver and gold expressions of the line.

For those familiar with the spirit you will find notes that remind you of the younger versions and how one year of aging has changed the spirit.

It makes me curious to see how this line will evolve over time and how a 5, 8 and even 10+ year products will taste.

www.novofogo.com

THE ANGEL'S SHARE

by Paul Senft

Paraiso Rum

Facundo L. Bacardi tasked Manny Oliver, Bacardi Global Master Blender, and Jose Gomez, Bacardi Master Blender, with the project of creating a line of four special expressions to commemorate Don Facundo Bacardi Masso. To help complete this challenge they tapped into the Bacardi family reserves to create the Facundo line. To develop the four expressions they created over 40 blends and presented them to a panel of respected rum experts for evaluation. With their feedback the Facundo line was created and under the care of Manny Oliver and Jose Gomez, a limited number of bottles are released each year.

The rums in the Paraiso XA blend are aged in the Bahamas with used American Oak Bourbon barrels, after which they are blended and rested in French XO cognac casks for an unspecified amount of time. The exact composition of the rum is a secret of the two masters, but it is known that the oldest rum in the blend is 23 years old. When the rums are ready they are shipped to Tultitlán Mexico where they are bottled by hand and packaged for the world market.

Appearance/Presentation

This 750 ml squat bottle is presented in a leather embossed case. The glass of the bottle is embossed with the Bacardi bat logo with the Paraiso label crossing just below the neck. Blended to 80 proof, the liquid is a bit darker than the other spirits in the line with a rich walnut color. Agitating the liquid creates a thick band around the glass that reluctantly releases equally thick legs that slowly return to the rum at the bottom of the glass.

Nose

The aroma of Paraiso is much more subtle than I expected as the wood tones manifest as toasted almonds, ginger, cocoa, a bit of charred oak, along with caramelized vanilla, summer berries, and hints of mineral and spice.

Palate

The first sip of this spirit revealed a flowing rush of flavors that glide across the tongue. I explored several sips slowly puzzling out the flavor notes. Among them I discovered vanilla, chocolate covered cherries, sweet raisins, a touch of salt, trace minerals, toasted almonds, and dark caramel with an undertone of smoky oak and tobacco. The finish lingers on the tongue delivering hints of fruit and baking spices with a final touch of char and wood as the flavors fade.

Review

While writing this review I considered and compared this rum to the others in the Facundo line. Of them both Eximo and Exquisito had bourbon influences in their flavor profile, Paraiso on the other hand is far more delicate clearly breaking from this trend. I enjoyed the subtle notes in the profile and liked that the rum encourages the imbiber to take their time with it and truly explore the handiwork of the masters behind its creation. If you are seeking a rum for someone who truly enjoys the nuances of a carefully crafted aged spirit, then you need look no further than this rum. The entire Facundo product line is allocated worldwide and only available in certain cities.

www.facundorum.com

Would you like to see your rum reviewed here?

We don't charge fees to review rums, you don't even have to advertise, so what are you waiting for???

For more information, please send an email to:

margaret@gotrum.com

COOKING WITH RUM

by Chef Susan Whitley

Hello, my name is Susan Whitley, I am passionate about great foods and beverages. I love finding recipes that incorporate my favorite ingredients and sharing the results with my friends and family.

Through this monthly column I will do my best to inspire you to incorporate the ***spirit of the tropics*** into your everyday cooking.

Sue@gotrum.com

Monte Cristo Rum Sandwich

A Monte Cristo is a fried ham and cheese sandwich, a variation of the French croque-monsieur. In the 1930s–1960s, American cookbooks had recipes for this sandwich, under such names as French Sandwich, Toasted Ham Sandwich, and French Toasted Cheese Sandwich. It is frequently covered in powdered sugar and served with preserves.

"By and large, we're a bread-eating culture. People like sandwiches. We don't really over-think that one."

— Fred DeLuca

Photo credit: https://binged.it/2a1jhvn

Ingredients:

12 Slices of White Bread (stale and firm)
6 Slices Mozzarella Cheese (same size as bread)
6 Slices Honey Cured Ham
3 Eggs
½ Cup Milk
1 Tablespoon Dark Rum
2 Cups Fine Bread Crumbs
Powdered White Sugar

Directions:

Trim the crusts from the bread slices and make sandwiches with bread, cheese and ham. Beat the eggs lightly and add milk and rum; dip the sandwiches into this batter and then into the bread crumbs. Fry in 1 inch of hot olive oil. When crisp on the outside, drain on a paper towl, cut into quarters or triangles. Plate sandwiches on a serving platter and sprinkle powdered white sugar and serve hot. Serves 6.

Got Rum?® & THE Rum® UNIVERSITY

Official Store

Bringing you rum since 2001, from the grass to your glass!

www.gotrum.com

Featured Brands

August's Featured item: 100% cotton denim, 6.5 oz, Full Size Specs, Button Down Collar, Wood Tone Buttons, Back Yoke, Locker Loop.

Columbia · Eddie Bauer EST. 1920 · carhartt · patagonia · NIKEGOLF · American Apparel · Champion

Visit www.gotrum.com, click on "shop"

Authentic Vision

THE ULTIMATE SECURITY CLOSURE SOLUTION

GualaClosures Group and Authentic Vision joined forces to launch a patented anti-counterfeiting closure solution for the spirits, wine and olive oil industries.

Brand Protection A free mobile app enables consumers to verify the irreproducible closure and protects against refilling.

Consumer Engagement Connect with your customers, provide additional content and build up a strong relationship.

Business Intelligence Analyze real time scan- and market data.

SECURE

SIMPLE

SMART

www.authenticvision.com
Authentic Vision: Salzburg, San Francisco, Bogotá
Alejandro Escobar | ae@authenticvision.com | +57-300 612 3712

Spirited Coverage: 2016 Tales of the Cocktail

tales of the COCKTAIL®

NEW ORLEANS

by Paul Senft

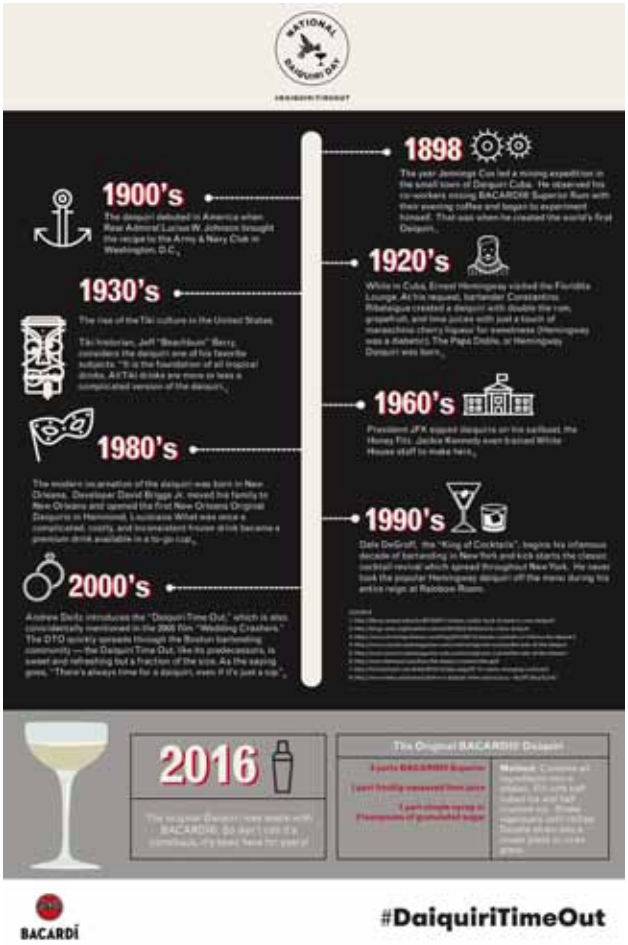
July 19th I arrived in New Orleans to attend the 2016 Tales of the Cocktail, ready to cover all matters Rum related for “Got Rum?” Magazine. Different adjectives are used for this event, but my favorite is “Maelstrom”. You have to come to the Tales of the Cocktail with at least an outline of a plan with the full realization that the pull of opportunities, curiosities and alcohol will lay your plans asunder faster than you ever thought possible.

So in preparation I actually did create a schedule of events ranked as “Have to”, “Would like to”, and “if you can, do it”. This actually worked out fairly well, allowing me to make the most of opportunities while the “Have to” events kept me on course for the job at hand of covering this event.

For the early birds who were there on Tuesday, the schedule provided lots for someone who appreciates rum to do. There were distillery tours at Celebration Distillery, makers of Old New Orleans Rum, as well as Donner-Peltier Distillers, makers of Rougaroux rums. Bayou rum kicked things off in the afternoon with a "Welcome to the Bayou" party bringing their special brand of Louisiana fun to the rooftop pool at the Monteleone hotel.

Later in the afternoon, Mike Dolan, Global CEO of Bacardi Ltd., spoke about the changing landscape of the spirits industry and the need for brands to innovate and connect with their consumers especially the millennial generation. When his talk turned toward Cuba and the 154 year old legacy of the Bacardi family the tone became a bit more somber. Mr. Dolan discussed how Bacardi was the "Original Craft Spirit of Cuba", the family's history with the Castros, their exile, losses and eventual rise. He detailed why the company believes they have a legitimate right to the Havana Club name. After having all of their assets seized, the Arechabala family- the creators of the original Havana Club rum, founded in 1878 - fled Cuba and eventually sold the original recipe and rights to the Havana Club brand to the Bacardi family. This sets the stage for the trademark battle between the Bacardi Corporation and the Pernod Ricard Corporation who has their own vested interest in the world market and the Havana Club brand. In closing, Mr. Dolan encouraged the audience to join the company in celebrating National Daiquiri Day with a toast later that night at the Ace Hotel.

As luck would have it, before that toast there was a National Daiquiri Day tour around New Orleans. Participants gathered at the Ace Hotel and traveled



to bars and restaurants around the city. We found ourselves at Café Henri, El Libre, Kingfish, the Palace Café, Victory, with a final toast on the rooftop of the Ace Hotel. Each stop provided us with a different inspired incarnation of the Daiquiri cocktail, good music and lively conversation. As I departed the Ace and returned to the French Quarter all I could think was WOW this was only the first day!

Wednesday, what many considered the first official day of Tales, kicked off with the "When is a Rum Not a Rum? The Big Rum Debate" seminar. This panel of some of the most respected people in the industry discussed hot button issues such as transparency in the industry, dosage, additives, and the Alcohol and Tobacco Tax and Trade Bureau (TTB) mistake of calling

a product made from sugar beets "Colorado Rum." This lively discussion was educational and informative, as the different points of views of the manufacturers were detailed. I think in the end everyone wished that the seminar had been longer as there was so much left to discuss.

Next up for rum lovers was the premiere of a new product by Plantation rum with the official launch of Plantation's overproof rum O.F.T.D. (Old Fashioned Traditional Dark). Coming in at 138 proof it is a blend of rums from Jamaica, Guyana and Barbados that was created in partnership with Jeff Berry, writer and owner of Latitude 29, Martin Cate , writer and owner of Smuggler's Cove, Paul McFadyen of Trailer Happiness, Paul McGee of Lost Lake, Scotty Schuder of Dirty Dick (Paris), David Wondrich, Cocktail historian and author, and Alexandre Gabriel, Master Blender of Cognac Ferrand and Plantation rums. Look for this new release to begin hitting the shelves in September.

Rounding out the day was the New American Rum Revolution seminar where 10 craft rums from across the United States were discussed and explored. Participants were able to sample rums from Taildragger rum from Illinois, St. George rum from California, St. Augustine rum from Florida, Montanya rum from Colorado, Maggie's Farm rum from Pennsylvania, Richland rum from Georgia, Siesta Key rum from Florida, Koloa rum from Hawaii, Gubba rum liqueur from Colorado, and closing with Bayou rum from Louisiana.

After Wednesday's festivities the rum exploration continued for the rest of the week in the form of private tastings and Craft Distiller showcases featuring brands such as Bayou, Montanya, Rational Spirits, and Wicked Dolphin.

Rhum Barbancourt, Blue Chair Bay rums, El Dorado rums, and Mezan rum all provided opportunities to sample their line of products; some in formal seminar settings or at tasting events located around the Monteleone Hotel.

All too soon Saturday afternoon arrived and I found myself having one last meal with friends at Latitude 29 before my flight home. I had completed my first Tales of the Cocktail experience and was leaving New Orleans with a new appreciation for the industry and the hard working people who make the magic happen behind the bar. As I wrote this I reviewed my notes, looked at pictures, and cannot help but smile. Many thanks to the organizers, volunteers, staff and brands who helped create such a great experience for so many people. I hope to see you all again in 2017.

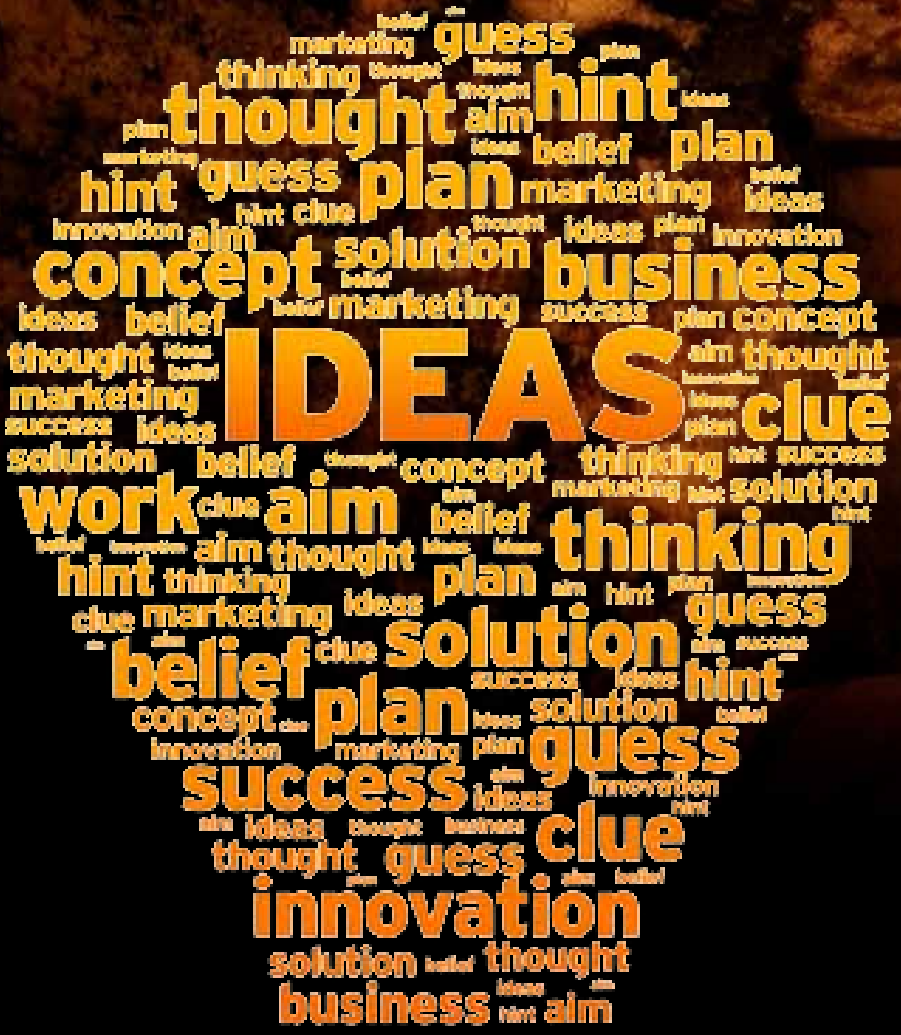
Congratulations

Tales of the Cocktail® and Ladies United for the Preservation of Endangered Cocktails (LUPEC) started **The Dame Hall of Fame**® to recognize exceptional women in the spirits industry, whose hard work and dedication to the craft is changing the way we drink. For the sixth year, Tales and LUPEC saluted another deserving class of women for their contributions to the cocktail arts as the newest members of The Dame Hall of Fame®, including this year's Pioneer Award Recipient for trail-blazing, one woman who has served as a role model for others. These exceptional women were honored at a special ceremony on Friday, July 22 at Ruth's Chris Steak House as part of the 14th Annual Tales of the Cocktail®.

Rum Runner Press, Inc. and "Got Rum?" Magazine congratulate Cris Dehlavi, our beloved "Muse of Mixology" for leading the latest round of inductees.

"*Since joining the CAP fraternity in 2010, I've had the pleasure to mentor and witness the growing influence women have had on our ever-changing industry,"* said Cris Dehlavi, Cocktail Apprentice Program Manager and Head Bartender at M Restaurant and Bar in Columbus.

"The opportunity to mentor up-and-coming bartenders each year is a real honor. I am grateful to be recognized for my contributions and thrilled to be included in this exceptional group of ladies!"



THE Rum® UNIVERSITY

IDEAS
THAT
CHANGED
THE
RUM
WORLD

IDEAS THAT CHANGED THE RUM WORLD

Category: Microbiology, Fermentation

Fermentation has, from its early days, relied on the action of microorganisms on fermentable sugars to produce alcoholic beverages that people want to consume. And just as long as societies have been consuming them, beverage business owners and operators have been fighting a war to keep undesirable fermenting or polluting organisms away from the desirable ones.

Idea: Pasteurization

Pasteurization is a process aimed at killing bacteria and yeast in order to preserve foods/beverages or to prepare them for the subsequent introduction of new organisms, such that they will not encounter competition from early organisms.

The process is named after Louis Pasteur, a French scientist who -in 1864- documented that beer and wine could be kept from spoiling by heating them. The concept of heating wine to keep it from spoiling, however, had been known in China since 1117 and in Japan since at least 1478.

Louis Pasteur is recognized as one of the fathers of microbiology, especially for his work disproving the notion of spontaneous generation, which stated that living organisms could arise from inanimate matter, in the absence of similar organisms (in other words, they could generate spontaneously without having been pro-created by other members of the same species).

Pasteur's work is not without controversy, since there were other contemporary scientists working on fermentation research as well, but his role and approach resulted in an enduring legacy, which is still felt in modern wineries, breweries and distilleries.

Louis Pasteur working in his laboratory

THE PRIVATE LABEL PRIMER - PART VIII

by Luis Ayala

Guiding you From Dream to Reality!

THE PRIVATE LABEL PRIMER - PART VIII

by Luis Ayala

Lesson VIII - Summary

Thank you for joining me for the last installment of the Private Label Primer. Hopefully you've been with me since January, learning about how to create your own private label. You can download previous versions from the "Archives" section of our website, www.gotrum.com.

An excellent way to succeed in the world of private labels is to always start with the end in mind. But having the end in mind does not mean knowing only what the brand name is and what the bottle looks like, it involves:

- Knowing exactly what a private label is. Knowing the types of private labels. We covered this in Lesson I.
- Knowing the financial considerations, recognizing the power of the economies of scale and knowing how to compete against them with a small operation. Knowing the risks of under-capitalization. We covered this in Lesson II.
- Knowing the importance and the consequences of bottle selection, closures and finishes. This was covered in Lesson III.
- Knowing the importance of proper rum selection, the impact of this selection on filtration, precipitation, age claims, quality control and laboratory tests. Knowing the risk of entering the market with a single product or a multi-product portfolio. This was covered in Lesson IV.
- Knowing all there is to know about bottle labels and their contents (optional and required information), for each of your target markets or countries. This was covered in Lesson V.
- Knowing about the logistics involved in producing and shipping the private label to its final destination (customs, brokers, warehousing, in-land transportation). You also need to know about import licenses, tariff codes and shipping insurance. We talked about this in Lesson VI.
- Knowing about what to do once the private label reaches a distributor. Need to be well-versed in the world of marketing and promotions. Know how to help your distributors and what to expect from them. This was covered in Lesson VII.

If you know all the above points and still have the desire to get into the world of private labels, then –and only then- you are ready to finalize your business plan and to start evaluating possible suppliers (of rum, bottles, closures, labels, boxes and bottling services).

There are dozens and dozens of "dry goods" suppliers and designers ready to send you samples and talk to you about placing an order. But there are fewer suppliers of "wet goods" (rum, in our case), due to the reasons discussed in Lesson I.

This does not mean that you can't buy the rum from established rum producers, it only means that, if you are able to, it'll typically be white or very young rum that will not compete against the distillery's own brands.

Fortunately for private label owners, there is one company that has been buying white and young rums from many distilleries around the world, further aging it and finishing it, providing it

in bulk to those wanting to bottle it themselves, or supplying it directly to selected co-packers who take care of the bottling and labeling.

The company is Rum Central (the website is www.RumCentral.com), it is owned and operated by Rum Runner Press, Inc., publishers of “Got Rum?” magazine.

RUM CENTRAL

The inventory at Rum Central includes:

- Rums from over a dozen countries
- 150 Standard Marks (rum types) and unlimited Custom Formulations
- Ability to finish any Mark or Custom Formulation in Ex-Bourbon, Limousin, Sherry, Port or Cognac Barrels
- The standard order quantity is 10,000 liters, but small private label owners can purchase as little as 1,000 liters to develop prototypes or proofs of concept
- US and International Warehouses

For some private label owners however, having a successful brand may not be the ultimate end goal. For them, distilling their own craft rum may be the final destination, and launching the private label could be their proof of concept. This too is possible, and I am happy to have helped several such enterprises get off to a good start.

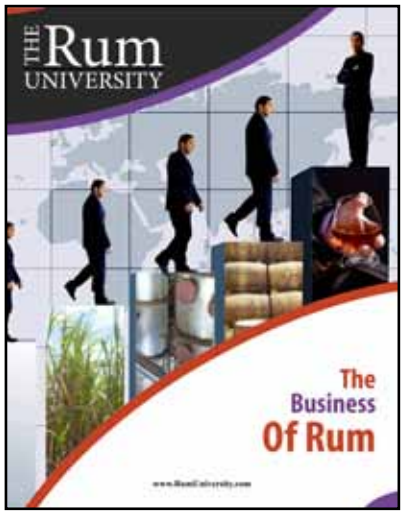
Once the profile of the private label rum has demonstrated to be a commercial success, we can sit down with the client to select the right distillation equipment and to design the aging warehouse with the correct number and type of barrels so the client can take over production of the rum in the future, making the transition from private label to house brand.

Luis Ayala
Rum Consultant

THE Rum® UNIVERSITY

MOONSHINE UNIVERSITY

Upcoming 5-Day Rum Course: February 20-24 2017, Kentucky, USA



Arm Yourself with Rum Expertise and Propel your Rums to the Next Level!

Successful rum brands start with the end in mind. Our curriculum is designed to take you "from the grass to the glass!"

Day 1: The Business of Rum. We will guide you through the economic and political landscape of the industry, so you understand your competitors' advantages and disadvantages.

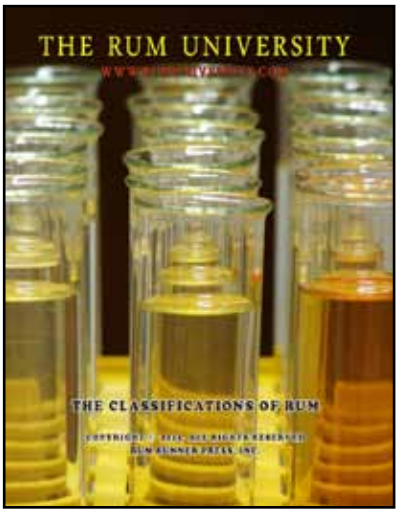
Day 2: The Classifications of Rum. We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

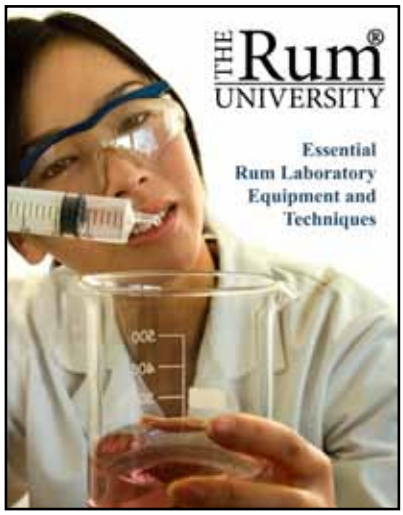
Day 3: The Art of Rum Making. You will spend an entire day exploring the distillation of rum, understanding cuts and derived styles, using laboratory and production stills.

Day 4: History and Science of the Barrel. You will spend a full day exploring and understanding rum's transformation inside the barrel.

Day 5: Essential Rum Laboratory and Techniques & Introduction to Rum Blending. On the last day of the course, you will devote time to understanding and using laboratory techniques, culminating in your blending of three different rums.

Note: This 5-Day Rum Course fulfills all the academic pre-requisites for our Advanced Rum Distillation and Advanced Rum Blending courses.





REGISTRATION

Online at www.moonshineuniversity.com

Via Telephone at +1 502-301-8126

USD $5,495. It includes:

- All class related materials
- Breakfast, lunch and refreshments daily
- Networking Dinner/Reception
- Transportation between The Brown Hotel and Moonshine University

Special: Register before March 6th and receive 4 nights **FREE** at The Brown Hotel!

THE Rum® UNIVERSITY

The International Leaders in Rum Training and Consulting

www.RumUniversity.com

REGISTER NOW & GET FREE HOTEL!

A few comments from our recent graduates:

"Changed how I move forward, in a great way."
(T. Chase, South Carolina)

"Excellent!"
(B. Caffery, Louisiana)

"Excellent experience. Would like to have this type of training for my distillery personnel."
(L. Cordero, Puerto Rico)

"Very good."
(C. Boggess, Indiana)

"Well worth it!"
(B. Tierce, Texas)

"It was excellent. I commend your group and team for this fine course. I'm honored to have been here."
(F. Stipes, Puerto Rico)

"Congratulations! Keep up the great work. Tremendous learning experience (and humble). The course brought so much confidence about the topic."
(F. LaFranconi, Nevada)

"Very beneficial for me."
(D. Boullé, Seychelles)

Learn more about The Rum University at:

www.rumuniversity.com

+1 855 RUM-TIPS ext. 3
(+1-855-786-8477)

The Rum University is a Registered Trademark of Rum Runner Press Inc. in both the U.S.A. and in the entire European Union. The use of the "Rum University" name without the approval of the trademark holder will be legally prosecuted.

English Español

Rum University courses are available in Spanish and in English, depending on the official language of the host nation.

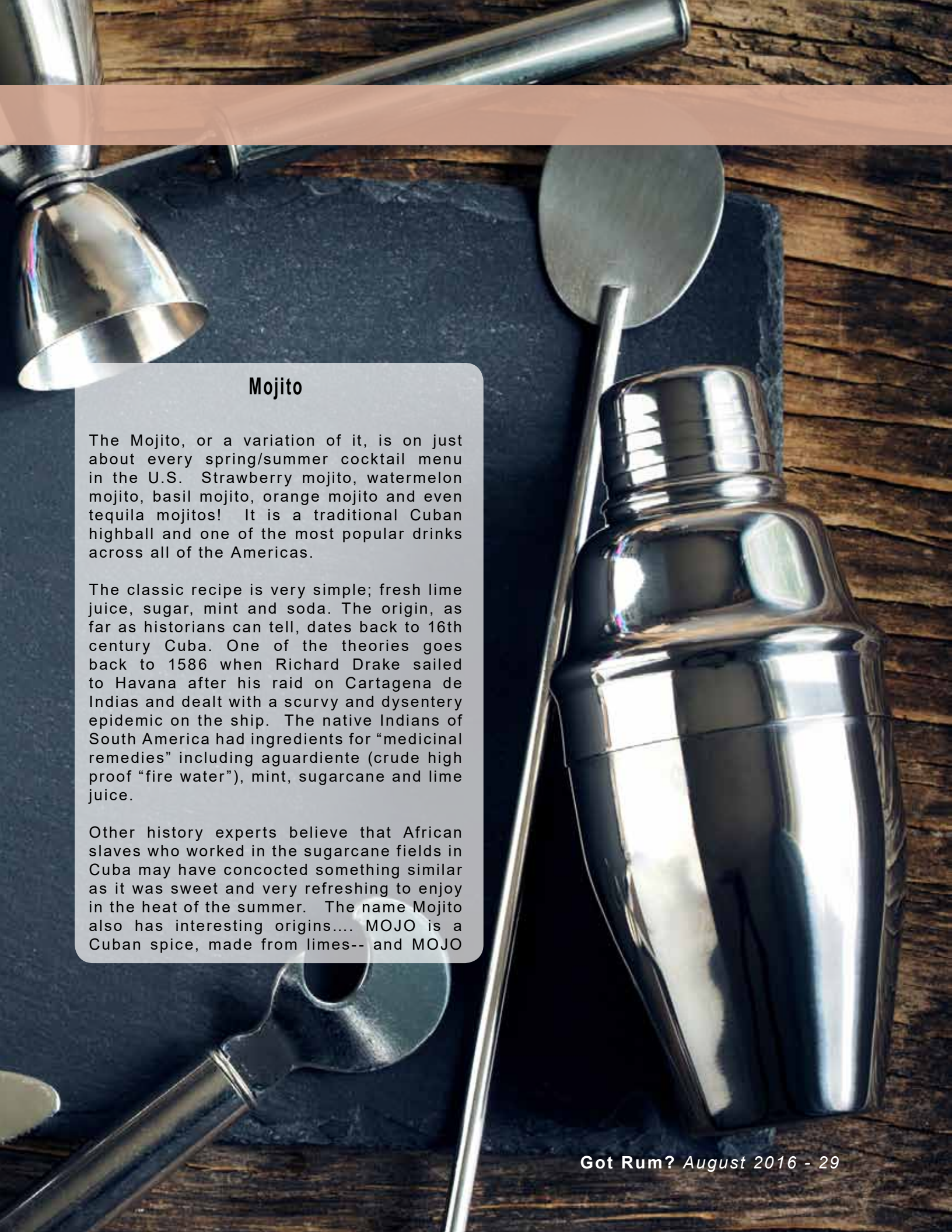
THE MUSE OF MIXOLOGY

by Cris Dehlavi

My name is Cris Dehlavi and I am a native of Arizona, but have lived in Columbus, Ohio for the past 13 years with my daughter, Desi. I have been running the bar program at “M”, of the Cameron Mitchell Restaurant group since 2005. I am currently the President of Columbus USBG as well as a consultant for bars and restaurants nationally.

In 2013, I attended the rigorous B.A.R. 5 Day Spirits Certification and have been recognized as one of the top mixologists in the U.S.A. I am one of the senior managers of the prestigious apprentice program at Tales of the Cocktail and work as a mentor to many bartenders around Ohio.

My contribution to Got Rum ? magazine will include everything from reviews of national cocktail events, articles on mixology, garnish trends, recipes and techniques, to interviews with some of the leading bartenders in the industry.



Mojito

The Mojito, or a variation of it, is on just about every spring/summer cocktail menu in the U.S. Strawberry mojito, watermelon mojito, basil mojito, orange mojito and even tequila mojitos! It is a traditional Cuban highball and one of the most popular drinks across all of the Americas.

The classic recipe is very simple; fresh lime juice, sugar, mint and soda. The origin, as far as historians can tell, dates back to 16th century Cuba. One of the theories goes back to 1586 when Richard Drake sailed to Havana after his raid on Cartagena de Indias and dealt with a scurvy and dysentery epidemic on the ship. The native Indians of South America had ingredients for “medicinal remedies” including aguardiente (crude high proof “fire water”), mint, sugarcane and lime juice.

Other history experts believe that African slaves who worked in the sugarcane fields in Cuba may have concocted something similar as it was sweet and very refreshing to enjoy in the heat of the summer. The name Mojito also has interesting origins.... MOJO is a Cuban spice, made from limes-- and MOJO

is also an African word that means “to cast a spell”.

So how do you make a mojito? Depending on which bartender you ask, you will get a different recipe. Some bartenders muddle the mint, and some simply shake the drink with the mint in the shaker. Many people believe that the mint should be strained out of the actual drink with just a fresh sprig on top, and just as many people insist that the mint should all stay inside.

I don’t know if there is truly a correct or incorrect way, as long as the end result is a balanced and delicious drink. I like to strain the mint out so that the person drinking it does not end up with pieces of mint in their teeth!

A creative way to switch up the classic recipe is to add seasonal fruits and I have included a few recipes below. Always follow the standard recipe and adjust the lime and sugar slightly based on the sweetness/tartness of the fruit you are using. Another way to change up a mojito is to switch out the mint for another herb.

There are probably people who will frown on this but a mojito made with basil is one of the most refreshing and aromatic drinks I have ever had.

As for what kind of rum-- the light rums in my opinion are the best to use in mojitos. They keep the drink light, and don’t overpower the mint. Mixology, or the art of creating cocktails is all about being creative, so remember that there are no RULES here.

PINEAPPLE MOJITO

2 oz Caña Brava Rum
.5 oz Simple Syrup (adjust this according to the sweetness of the pineapple)
1 oz Fresh Lime Juice
8-10 Mint Leaves
4-5 Chunks Fresh Pineapple

In the bottom of mixing glass muddle mint leaves, pineapple chunks and simple syrup. Add rum, lime juice and ice. Shake well, then double strain into tall glass. Add ice, 3 pineapple chunks and fresh mint sprig. Top with a splash of club soda.

STRAWBERRY BASIL MOJITO

2 oz Mt Gay Silver Rum
.5 oz Simple Syrup (adjust this according to the sweetness of the strawberries)
1 oz Fresh Lime Juice
8-10 Mint Leaves
2 Whole Strawberries

In the bottom of a mixing glass muddle basil leaves, strawberries and simple syrup. Add rum, lime juice and ice. Shake well, then double strain into tall glass. Top with splash of club soda, a basil leaf and a few pieces of diced strawberry.

THE RUM HISTORIAN

by Marco Pierini

My name is Marco Pierini, I was born in 1954 in a little town in Tuscany (Italy) where a still live. I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been History. And through History I have always tried to know the world, and men. Life brought me to work in tourism, event organization and vocational training. Then I discovered rum. With Francesco Rufini, I founded *La Casa del Rum* (The House of Rum), that runs a beach bar and selects and distributes Premium Rums in Italy, **www.lacasadelrum.it**.

And finally I have returned back to my initial passion: History. But now it is the History of Rum. Because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors; it has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions.

All this I try to cover in this column, in my FB profile, **www.facebook/marco.pierini.3** and in my articles on the Italian webpage **www.bartender.it.**

AMERICAN RUM 11: THE INDIAN TRADE

A part of the rum produced in the Colonies was destined to the Indians.

Before the arrival of the Europeans, the Indians that inhabited the east coast of North America did not know alcohol. The first to introduce them to alcohol were the French. At the beginning of the 17th Century, when the French started building their American Empire, wine and brandy immediately became one of the most widely-traded goods with the Indians.

The French Empire in America was quite different from the one the English were building in the same years: only a few French settlers immigrated to America seeking for land to cultivate.

Around 1750, on the eve of the French and Indian War (called in Europe Seven Years War) no more than 80.000 whites inhabited the French Empire in America, a huge territory included between the Saint Lawrence and the Mississippi Delta. Moreover, the French were mostly soldiers, officials, *coureurs de bois* and merchants and they were interested first of all in trade,

Fur traders in Canada, 1777

not in agricultural settlements. The Indians soon became part of a vast commercial network which, starting from the Atlantic Ocean, developed on the Great Plains and beyond. The French traded beaver and deer furs and many other products with weapons, gun powder, flour and brandy.

The devastating effects that alcohol was having on Native Americans were immediately clear and missionaries and officials tried to limit the traffic, but Indians wanted alcohol and if the French were not going to provide it, the English would, in exchange for many precious furs and for an even more precious military alliance. So, the French continued selling Indians alcohol until the end of their American Empire, in 1763.

The British Empire in America was, since the beginning, totally different. A vast number of people left the British Islands and emigrated to the colonies, seeking land to settle in and farm: on the eve of the war up to 1,500,000 Europeans inhabited the English Colonies. Obviously trade was important also to the English, but the majority of them were interested mainly in the land. Indian communities, with their traditions and lifestyle, might have been integrated into the French Empire, but it was difficult to have enough room for them in the British one.

Also the British supplied Indians with plenty of alcohol, especially with New England rum. And from the very beginning, Indians loved rum. The taste was not that pleasant, but it was cheap, relatively easy to transport and very strong. So rum soon became a strategic instrument for settlers to establish profitable trade relations with the natives.

It was always used in the gift-giving ceremonies that started trading or negotiations meetings between the English and Indians. Even though selling rum to the Indians was generally forbidden, the same British officials often gave it to them in exchange for commercial advantages or to obtain support in the wars against the

French; or to avoid offering their enemies an advantage.

Then, one of the most natural places for rum was during the Toasts, so important in 18th Century's etiquette. People used to drink to the King, the Queen, the Governor and basically everyone else. Indians immediately adopted this use as an excuse to drink more rum, toasting to everything, including the God of the Whites!

Last, but not least, selling rum was highly profitable. Often white traders used to get the Indians heavily drunk to buy their goods at very low prices, but also in normal conditions the Indians were willing to pay a lot for rum. This is how Peter C. Mancall describes it in his book "Deadly Medicine. Indians and Alcohol in early America":

"The logic of trade was obvious. The Indians' demand for durable commodities such as guns and blankets declined over time as they acquired as many of them as they could reasonably use. Their demand for alcohol, by contrast, seemed to be constant. ... Thus, alcohol became a highly valued object of trade. ... Many colonists, even farmers who traded with Indians to supplement their income, found the alcohol trade extremely profitable. While profits on most trade goods averaged around 100 percent, rum could bring profits of 400 percent or more, at least in part because virtually all traders watered it first. Most of the rum that traders sold to Indians was one-third water".

Marco Pierini

6th Caribbean Rum & Beer Festival

4 -5 November 2016
St Maarten

- A select range of rum & beers from the Caribbean & beyond
- 2016 CAB taste contest & awards ceremony
- A dedicated 'Rum & Cigars' area
- Interactive rum & beer master classes with industry experts
- 'Rum Cocktail Wars' Bartending Competition
- Culinary creations made with Rum & Beer
- Rhythmic Caribbean Music
- Mouthwatering Caribbean Food
- Intoxicating Rum Cakes & much more

For more information visit
www.rumandbeerfestival.com

CARIBBEAN
RUM & BEER
FESTIVAL
ST MAARTEN

RUM IN THE NEWS

by Mike Kunetka

CRIS DEHLAVI – A REAL DAME!

Congratulations to Got Rum?'s *Muse of Mixology,* Cris Dehlavi, for being inducted into the "Dame Hall of Fame" at this year's Tales of the Cocktail. Ladies United for the Preservation of Endangered Cocktails (LUPEC) and the Tales of the Cocktail started The Dame Hall of Fame® to recognize exceptional women in the spirits industry whose hard work and dedication to the craft is changing the way we drink. For the sixth year, Tales and LUPEC saluted another deserving class of women for their contributions to the cocktail arts. These exceptional women were honored at a special ceremony on Friday, July 22 at Ruth's Chris Steak House as part of the 14th Annual Tales of the Cocktail. Other inductees this year included Audrey Saunders of the Pegu Club, Laura Cullen of Pacific Wine and Spirits, Lauren Mote of the Bittered Sling and Angie Salame of Drink Company.

Cris runs the bar program at "M" for the Cameron Mitchel Restaurant Group, is the current President of the Columbus Chapter of the United States Bartender Guild, does consulting work with bars around the country and works as a mentor to new bartenders through the Tales of the Cocktail Apprentice Program. WHEW! We at **Got Rum?** are thrilled that she somehow finds time to write her *Muse of Mixology* column for the magazine. Her recent article on the "Versatility of Rum" gave me a recipe for an amazing Rum Manhattan that helped me convince a stubborn old Manhattan-drinking friend of the possibilities of rum. For those of you who live in Columbus, Ohio, check out her classes at the Joseph Hotel. The first class will be August 4th and will take a hands-on approach to learning about the history, creation and, of course tasting of four classic cocktails: the Margarita, the classic Manhattan, the Gimlet and the Rum Punch. Those of you who are lucky enough to attend, please congratulate Cris on being one Classy Dame.

PLANTATION RUMS AT TALES OF THE COCKTAIL

I have written about Stiggins' Fancy Planation Pineapple rum before. It was created by Alexandre Gabriel's, the owner of Maison Ferrand and producer of Plantation rum and spirits and cocktail historian David Wondrich. It is an amazing combination of Queen Victoria pineapples, two Plantation rums and a whole lot of love and magic. It was just named "Best New Spirit " at the 2016 Spirited Awards at this year's Tales of the Cocktail. This award recognizes the item that has made the most significant impact on the cocktail and bar industry in the past year. Up for consideration were cocktail ingredients (spirit, liqueur, tonic, bitters, syrup or garnish) that bartenders might use at home or at their bar for improved cocktail service. Gabriel describes the Stiggins' saga this way: "The pineapple rum experiment turned out delicious and we thought we would enjoy it, share it with our friends at Tales of the Cocktail and in New Orleans (in 2014) and then we would move on to other exciting experiments. We didn't expect the overwhelming amount of praise from bartenders and aficionados who began to harass us to produce more. So we decided to make another batch and share it with even more friends and the rest is history."

This year, Gabriel and Wondrich teamed up with Jeff "Beachbum" Berry, author and owner of Latitude 29 in New Orleans, Martin Cate, author and owner of Smuggler's

These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send an email to Mike@gotrum.com. Mike Kunetka is a land-locked rum enthusiast, he is based in Colorado, USA.

Cove in San Francisco, Paul McFadyen, of Trailer Happiness in London, Paul McGee, of Lost Lake in Chicago and Scotty Schuder, proprietor of Dirty Dick in Paris in the development of Plantation's newest mainstream blended rum: O.F.T.D. Old Fashioned Traditional Dark. It is a blend of rums from Jamaica, Guyana and Barbados and is bottled at 69% ABV. O.F.T.D. will be replacing Plantation's Original dark, which was a blend of rums from Trinidad.

CARIBBEAN JOURNAL'S LIST OF THE BEST AMERICAN RUMS

The Caribbean Journal is an electronic newsletter of all things Caribbean. Every year, in an interesting turnabout, they publish their list of the Best American Rums. (Note: this list always covers only the 50 US States, not the US' Caribbean territories like Puerto Rico and St. Croix). Here is their list and comments:

- Siesta Key Rum - Troy Roberts' Sarasota-based distillery is, simply, the best in America right now.
- Papa's Pilar - A world-class rum that includes rums from Central America, the Caribbean and the mainland United States.
- Richland Rum - A superb expression, using not molasses but pure cane syrup.
- Bayou Rum - Distilled from Louisiana sugarcane, using a combination of both cane sugar and molasses.
- Fwaygo – They are creative and interesting, and in an increasingly competitive American rum market.
- Miami Club Rum - Silky-smooth white rum built from the ground up that's made Miami rummaking a real thing.
- Dancing Pines - Rum from Colorado? You bet. Self-styled "mountain rum" out of molasses with an artisan pot still.
- St. George California Agricole – Real Agricole, using California-grown sugarcane juice, both white and aged.
- Koloa Rum - Produces a range of rums from a classic white rum to its lovely, chocolatey dark rum.
- Wicked Dolphin Rum- makes an increasingly wide variety of rums from Florida sugarcane, from classic silver to spiced.

GOSLINGS RUM

Goslings Rums of Bermuda has formed a regional partnership with the Monarq Group. Monarq will represent the Goslings portfolio in Latin America and the Caribbean. Gosling has recently begun a major international expansion of the brand's portfolio, which includes its flagship Bermuda Black Seal Rum, Gold Bermuda Rum, Goslings Family Reserve Old Rum and Gold Seal Rum. The company also produces a ginger beer and a cocktail in a can called Dark 'n Stormy.

Monarq Group CEO Robert de Monchy said: "Both Goslings Rums and Goslings Stormy Ginger Beer are a great addition to our portfolio of leading premium independent beverage brands. This unique multiple award-winning authentic rum and ginger beer coincides perfectly well with our core competence of building premium spirits brands in Latin America and the Caribbean. We have known the Gosling's brand for many years and are very much looking forward to working together with the Goslings team and to over-achieve on our mutual expectations, taking the brand to the next level".

ELEMENTS EIGHT RUM

Elements Eight, the single distillery rum from St Lucia, is celebrating its 10th anniversary since its inception at the London Bar Show in July 2006. The brand is relaunching with

continued on page 38

revamped packaging and a focused portfolio. With unchanged rum liquid, the new range pays tribute to the rum's artisanal approach and places greater emphasis on its small batch production. The contemporary feel, a key part of the brand's identity has been evolved, whereby the bottles are shorter and the foiled label design reflects the hand-crafted ethos of the rum. The look is designed to take Elements Eight into the next decade of its journey. The rums now comprise three variants:

- Elements Eight Vendôme is a deluxe aged rum, aged for up to six years in Kentucky Bourbon barrels. Vendôme makes reference to one of the stills used in the triple distillation process, a cross between a column and a pot still which provides the master distiller with new avenues to develop flavorsome rum profiles.
- Elements Eight Exotic Spices aims to be the most complex spiced rum in the world, infused with 10 fruits and spices (clove; cinnamon, vanilla, ginger, nutmeg, star anise, coconut, orange, lemon; and honey) married with fine aged rum.
- Elements Eight Platinum was one of their pioneering rum brands. It is aged for up to four years in Kentucky Bourbon barrels and lightly charcoal filtered to remove color.

DEADHEAD RUM

Deadhead Rum recently won a Gold Medal for its Amber Rum and a Platinum Medal for its bottle design at the 2015 Sip Awards, the international spirits competition held in Newport, California. It will move distilleries this month to keep up with growing demand, as its sales have nearly doubled in the past three years to almost 20,000 cases. The new distillery, named Destilados Bonampak, is headed by third-generation family member Eduardo Pineda García Lourdes and his father. Deadhead Rum's sugarcane is grown in Tapachula, Chiapas which is blanketed with a tropical climate, coastal breezes and ocean salinity. Destilados Bonampak transforms this sugarcane into a Cuban-style rum (their master blender worked for several years with a large Cuban rum brand) and is packaged in a bottle based off a tsantsa, the shrunken head of an enemy kept as a trophy. "The rum has natural flavors of Mayan sugarcane," explains Kim Brandi, founder and CEO of Iconic Brand. "The aging in French oak barrels adds depth. It begins with these sweet oak flavors and then moves into notes of smooth vanilla cream and dried fruits—ending in an opulent, silky, mellow finish." No stranger to high marks, Deadhead Rum has garnered a 95-point rating from The Tasting Panel Magazine, and its Deadhead Dark Chocolate Rum expression also gained a 91-point rating.

ZACAPA RUMS AND ZUMA RESTAURANTS

Ron Zacapa and the elegant Zuma restaurants recently announced an exclusive partnership which will see the world's first 'evolving cocktail system', the 'Zuma Zacapa Live Solera', installed across nine Zuma restaurants worldwide. The 'Zuma Zacapa Live Solera' is a custom-designed cocktail installation, replicating Zacapa's famed 'Sistema Solera' slow-aging process, where Zacapa rum ages in a series of hand-selected, pre-used American Oak barrels. In these installations, the Zacapa Rum will slowly filter from barrel to barrel, maturing and infusing with meticulously selected

flavors which have been used to season the casks. Initially featuring in nine of Zuma's international restaurants, each installation will deliver a cocktail designed to appeal to local palates and to perfectly complement Zuma's contemporary Japanese cuisine.

Iconic flavors inspired by the restaurants' locations, such as rhubarb in London and sesame oil in Hong Kong, have been chosen to flavor the barrels. The rum ages for at least six weeks inside the inverted cask system infusing with these local flavors to produce a unique cocktail. Matteo Fantacchiotti, Global Commercial Vice President Diageo Reserve said, "We're truly excited to bring the authentic Guatemalan art of 'Sistema Solera' to these nine vibrant cities, working with Zuma restaurants. It is a special opportunity to showcase the distinctive taste and qualities of Zacapa rum to cocktail connoisseurs and food lovers". Zuma Group Bar Manager, James Shearer explained, "At Zuma, we are always exploring new ways to interact with our guests, and the 'Zuma Zacapa Live Solera' enables them to engage with the bartender, not just from a visual or emotional point of view, but to be part of the process." The 'Zuma Zacapa Live Solera' system will officially launch in Zuma Miami on September 26th and then in Zuma London, Hong Kong, Dubai and New York restaurants on October 3rd and Zuma Bangkok, Rome, Istanbul and Abu Dhabi restaurants October 17th.

J. WRAY AND NEPHEW RUMS

The oldest continuously operating rum producer in Jamaica, J. Wray & Nephew Ltd., is giving two of its classic rums a Jamaican-inspired makeover and a new name with the introduction of J.Wray Jamaica Rum Gold and Silver. Replacing Appleton Special Jamaica Rum and Appleton White, these new expressions deliver a distinctive new look. The name change more accurately reflects the rum producer's 250-year historic roots. "J. Wray & Nephew Ltd. has a special place in spirits lore with a legacy of more than two centuries crafting high-quality rums," said Christine Moll, Category Director-Rum, at Campari America. "J.Wray's new Jamaica Rums offer enticing and authentic spirits to enjoy in flavorful cocktails. The lively packaging firmly ties the rums to the brand's storied history and ensures they visually stand out on the shelf." J.Wray Jamaica Rum Gold is a medium-bodied golden rum, the perfect blend of fuller-flavored and lighter rums and was a Gold Medal recipient at the 2016 San Francisco World Spirits Competition. J.Wray Jamaica Rum Silver is a white rum that's aged and filtered slowly through special charcoal filters and was recently awarded 91 points in the 2016 Ultimate Spirits Challenge.

GRENADA DISTILLERS

The management and staff of Grenada Distillers Limited recently held a public launch of Clarke's Court #37, a 12 year aged rum, a product that is now widely available on the market. A limited edition #37, double matured 8 year aged rum was first unveiled in 2010 in commemoration of the 300th anniversary of the founding of the Town of St. George. "As the city of St. George's grew, so too has the #37 blend that has now today resulted in a 12-year-old product,'' said Oswald "Pele'' Darbeau, GDL's Marketing & Promotions Manager. Grenada Distillers Limited, located at Woodlands in St George, has been in operation for almost eighty years and produces a line of twenty alcoholic beverages. Two of these, Black Gold and Special Dark were awarded gold medals at a 2016 international tasting competition, and almost all the others have been so awarded at some time or the other. It is hoped that the new #37 will join Black Gold, Old Grog, and the others as an international award winner. They call #37 a "premium rum with a rich aroma, aged to perfection in charred bourbon oak barrels, double matured and mellowed with time''. "It has been an exercise in excellence and patience,'' said Darbeau, in describing the new release, which also is referred to as having "exceptional smoothness and exotic fruity flavor''.

EXCLUSIVE INTERVIEW

by Margaret Ayala

Mr. David Boullé, Rum Maker, Trois Freres Distillery, Seychelles

I really enjoyed meeting Dave Boullé last year during our Rum University 5-day course. His smile and approach to rum-making left a lasting impression on me. Any craft distiller will tell you that making rum is no easy task, but those located on islands will tell you that their challenges are even harder to overcome! But with hard work and the right attitude, Dave is proving to the world that anything is possible.

Margaret Ayala, Publisher

A: What is your full name, title, company name and company location?

David Boullé, Rum Maker, Trois Freres Distillery located in Mahé, Seychelles, Indian Ocean.

Q: When I mention the Seychelles to people, most of them don't have a clue where this country is. Can you tell us a little bit about the Seychelles, what inspired you to build your distillery there and how long have you been in operation?

To put things in perspective Seychelles is the 16th smallest country in the world, with a population of

approximately 96,000 and a land area of 459 km2.

Seychelles is a tropical country of 115 islands spread over 1.4 million square km. situated almost in the middle of the Indian Ocean. The major economic activities are fisheries and tourism.

We have been operating since 2002, making our Takamaka brand of rum. We may be one of the smallest commercial rum distilleries in the world, it would be interesting to find out how we rank with regards to this.

The distillery was started by my cousins Richard and Bernard d'Offay and their dad, Robert. Robert was the initial driver of the distillery project having built the first stills and taught his sons how to ferment and distill. We are a company 100% owned and operated by Seychellois.

I joined them in 2005 after leaving my job as the Director of fisheries research for the Seychelles Govt. I took over the distiller role from Bernard who left to travel and develop other local businesses.

A bit of history of rum in Seychelles – well, there is not much – Trios Freres Distillery is the first commercial producer in the country's history. Rum was brought to the islands in the mid-16th century by the British navy and corsairs, however this did not stimulate any traditional rum production activities

such as those found on the islands of Reunion and Mauritius. Since the late 1800's / early 1900's there has been some sugarcane cultivated on the islands primarily as a source of sugar/sweetener, as ships supplying the islands were infrequent visitors. As supplies to Seychelles became more frequent the use of sugarcane changed to make a fermented cane juice beverage known locally as 'Baka'. The production of baka has declined over the years mainly due to the threat of the rat borne disease, leptospirosis, and its perception locally as a 'poor mans' drink, however a couple of 'baka houses' are still in operation.

Q: In March of this year I interviewed Mr. Anthony Chase, owner of Daufuskie Island Rum Company, and much like in your case, we spoke about the challenges he faced having his distillery on an island. What challenges (logistics/construction) did you face or continue to face due to the location of the distillery?

Seychelles has always faced developmental constraints due to the relatively isolated position of the country. We have to source nearly all of our raw materials (bottles, caps, labels, boxes, etc.) from overseas and these shipments have to be planned well in advance so that they can be delivered by the few containerized vessels which visit. We have had many instances of our containers being mis-handled (i.e. left in another country).

For me personally, the limited amount of sugarcane available is probably our

greatest constraint to rum production. There is a law in Seychelles that no sugarcane can be grown on land that can be used for food crops, thus there is a limit to the amount of cane land available. We currently have an outreach program whereby we provide a free consultation process for anyone wanting information on sugarcane cultivation.

Another constraint is the lack of skilled locals – many businesses here opt to employ experienced expatriate staff to alleviate this problem.

Q: The name "Trois Freres" means three brothers, right? Where did the name come from, what is the story behind it?

Robert and Diana d'Offay have three sons – hence the Trois Freres, also the Trois Freres are three prominent mountains here. However, not many people in Seychelles recognize the name 'Trois Freres' in connection with our rum, we are more commonly known as the Takamaka Rum company.

The name Takamaka refers to a local bay and is also the name of a local tree (Eng. Pink Mahogany) which was featured on our early labels.

Q: Why did you decide to produce rum over other spirits and where did you gain your knowledge about rum production?

Being a tropical island, rum was always going to be the choice of spirit produced. As we are limited in the type of fermentable material available it had to be rum and mainly rum based on sugarcane juice. Initially, we considered a molasses based fermentation, however the costs of imports into Seychelles were prohibitive and supply was sporadic. We still continue to supplement production with molasses based distillate.

Our sugar cane is supplied through a cooperative of sugar cane growers who take great care in ensuring that the cane is wholly organic in cultivation. The island of Mahé provides distinctive "terroir" notes unique to its granitic soil nature (most, if not all, other island rums are grown on basaltic soils).
We are also quite proud of the water we have access to which is from a natural spring with superb purity.

I developed my rum production knowledge, initially through working with Bernard, our first distiller and now mainly through doing a lot of reading and adapting this to the operation of our stills. Luckily we also managed to secure the services of Gilles Cognier, a Martiniquais fermentation specialist who had worked for most his career at La Mauny, for a month long consultancy to improve our fermentation process. It's interesting to chat with other distillers and I find the sharing of experiences with other persons working in the field very important in further developing my distilling skills.

Q: What rums are you currently producing? (Give names and descriptions here). Where is your rum available for purchase?

The main production at the distillery is sugarcane juice based spirit, in other words an agricole type rum, however we do not use the term 'agricole' as this terminology is restricted to rum production from the French Caribbean countries and our production methods (fermentation, distillation and aging) are quite different to those produced in the French Caribbean. We also have molasses based rum products.

Takamaka produces five core products – they are:

- **White Rum (43% ABV)** – Traditionally used as a base for any number of cocktails, this rum is more crisp and clean than its mysterious and darker cousin. The white rum is a blend of different distillate component spirits with no added flavours/extracts. This is also the base of many of our flavoured products.
- **Dark Spiced Rum (43% ABV)** - our most popular, based on the d'Offay family's original formula and it has a style of 'rhum arrange'. We have developed our recipe for the rum over several years. The ingredients are water, alcohol, caramel and the spiced component which is vanilla heavy with a small percentage of other local spices.
- **Extra Dark (43% ABV)** – This our most recent product which is a blend of our 3 YO aged sugarcane juice distillate and molasses distillate rums. We also add caramel to give it the extra dark colour.
- **St. André Rhum Vesou (40% ABV)** – This white rum is a blend of cane juice and molasses distillate.
- **St. André 8 year old (40% ABV)** – Aged in ex-Bourbon barrels this rum is inspired by the rich heritage of La Plaine St André, this premium rum shows flavours of vanilla, marmalade and oak.

We also produce a range of flavoured rums in keeping with our tropical heritage:

Coco Rum (25% ABV), Pineapple Rum (25% ABV) and Mango/Passion Fruit Rum (25% ABV) – For these we use natural extracts which are added to a blended sweetened rum spirit.

Being low ABV products we refer to these more as rum spirit aperitifs.

Naturally most of our sales are local. We have had a lot of interest in our products from overseas. Currently we export approx. 10% of our production mostly to Dubai and Germany. We are distributed through A&E in Dubai and Haromex in Germany with sales growing nicely.

Q: I know you are experimenting with aging rum in different types of barrels, how is this coming along and when can we expect to see those rums released?

We currently have a lot of rum aging in new French and American oak barrels as well as ex-bourbon barrels. We tend to age for a minimum of 3 years before incorporation into our final products, however we have several older barrels which we have not yet decided what we want to use them for.

One of my favorite expressions so far is of the sugar cane juice distillate aged 18 months in port barrels. I tried this on a whim and the results are very encouraging, this will probably end up as a single barrel product.

At the moment we have undertaken a research project with Radoux France (barrel makers) whereby they have done extensive analysis of our various distillates and have come up with a series of barrel types for us to explore.

Q: How do people in the Seychelles like to drink their rum? Are there any cocktail recipes using ingredients not found elsewhere?

Seychellois usually enjoy rum with a variety of mixers.

One of my favorite cocktails (which was developed by us) is the Lakanbiz (A Seychelles creole style bar, where they commonly serve a sugar cane punch known as “baka kan” in creole):

Glass: tin mug

Method: muddle lemongrass and mint. Press chili in a Boston glass shaker then add rum, ginger syrup, Cinnamon syrup and lime juice. Shake and double strain into tin mug filled with cubed ice. Garnish with lemongrass stem, a mint sprig and lemon twist.

Ingredients:

50ml Takamaka 8 years rum
Handful Chopped Lemongrass stem
2 thinly sliced Chili
Half handful Mint leaves
10ml Ginger syrup
¾ shot Cinnamon syrup
1 freshly squeezed lime juice

Garnish:

lemongrass stem, mint sprig and lemon twist

Q: What advice do you have for someone who is considering opening up their own distillery, much less being the distiller which is a huge responsibility in itself?

From the point of view of a small scale distillery operation I would suggest, firstly, that production should be based on the most easily sourced fermentable material. In most instances of rum production this tends to be molasses. However, in the case of Seychelles, this has proven to be difficult, thus we have concentrated on fermentation using cane juice.

Secondly, I would suggest a relatively good working knowledge of all aspects of distillery operation and production. I recently attended the 5-Day Rum Course run by the Rum University in conjunction with the Moonshine University in

Louisville, Kentucky. Having previously only had very limited hands-on guidance in rum making (mostly from reading articles and a fermentation consultant) I found the course extremely edifying and stimulating. I would certainly recommend this to anyone involved in the rum making business no matter whether you are a seasoned pro or a beginner.

Q: Do you have any plans on producing other styles of rums? Any plans on producing other spirits in the near future?

We are limited in the amount of rum we can produce so any new products would tend to be single barrel expressions or barrel blends.

We have recently started to examine local fruits, herbs and spices with the intention of making a local gin.

Q: Do you have a visitor's center and/or do you offer tours of your distillery?

Trois Freres Distillery can be found at La Plaine St. Andre on Mahé.

We are open to the public Mon to Fri – 9 am to 3:30 pm.

Guided tours are available which include rum tasting.

Q: If people want to contact you, how may they reach you?

Anyone can contact me by email – dave@takamaka.sc

Q: Is there anything else you'd like to share with our readers?

There is a lot of rum info out there, I enjoy reading the regular updates on the Facebook group 'The GLOBAL RUM CLUB', some of which can develop into some tasty banter, and also this magazine makes a very enjoyable read

which I regularly look forward to.

Margaret: Again Mr. Boullé, thank you so much for this interview. I wish you and your team much success.

Cheers!
Margaret Ayala, Publisher

NOW OPEN

150+ Marks, 12+ Countries, 4 Aging Warehouses

RUM CENTRAL

THE SOUL
OF YOUR RUM

WWW.RUMCENTRAL.COM

CIGAR & RUM PAIRING

by Philip Ili Barake

My name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.

I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

Pot Still Negroni

A few months ago, I used a cocktail recipe for a Negroni, adapted to rum, created by Max la Roca, that recipe called for Zacapa 23. For this pairing I opted for the same approach (with a Negroni) but this time with Mount Gilboa, a pot-stilled rum from Barbados, whose age probably does not go beyond 4-5 years, which is perfect because it maintains a good balance between its congener level and the tannic content. It should work well for the Negroni I have in mind.

Mount Gilboa was an independent private label that stopped being produced by Mount Gay (in Barbados), when the operation was bought by Remy Cointreau. The rum's appearance is quite average and may not seem very appealing at first, but when you do try it you find out it is very "honest," which is what we need for the pairing.

When looking at the classic recipe for a Negroni, it calls for equal parts of Gin, Vermouth Rosso and Campari. In Max's recipe, he used 1 oz. of Zacapa, ¾ oz. of Vermouth Rosso (Carpano Antica Formula) and ½ oz. of Campari. Following this same trend when incorporating rum into the recipe (reducing a bit the volume of Vermouth and even more that of Campari), the recipe for our Pot Still Negroni becomes:

- 1 ½ oz. of Mount Gilboa Rum
- 1 ½ oz. of Homemade Vermouth Rosso (I make this at home by adding a small amount of cherry liqueur to Vermouth)
- ½ oz. of Campari
- 5 coffee beans
- Orange Peel

Photo credit: @CigarIli

Unlike with the last Negroni recipe, where I used the cigar lighter to toast the coffee beans, for this recipe I placed the beans in a strainer and toasted them with a lit up cedar stick, just as I would light up a cigar. Once toasted, I transfered the beans to the glass and crushed them there. It may sound complicated, but turns out to be very easy, especially if you tried making the previous Negroni.

Photo credit: @CigarIli

Regarding the cigar, I did not want to get a rounded cigar from the Dominican Republic or an aggressive one from Nicaragua –which I love- because the latter would dominate the rum aftertaste I'm trying to preserve from the Negroni. For this reason, I selected a medium-bodied Cuban cigar, relatively young in its aging, which means I should be able to feel its fresh tobacco notes. I opted for a Coloniales (44 x 132 mm) from the Trinidad Factory, offered by the factory in boxes of 24 cigars, which is typical of this brand, as opposed to the more common quantity of 25 offered by other brands. I've had my particular box since very recently, December of 2015 to be exact. At first you'd think they are Coronas, only a bit thicker and, as I already mentioned, a medium body which I think would be great for the pairing. Trinidad is a relatively young brand from Habanos SA, and has not been in the market very long. They released their first format in 1998 with the Fundadores.

Once I combined my Pot Still Negroni I proceeded to light up my cigar with a couple of cedar sticks. The cigar lit up perfectly and the draw during the first third was exceptional. I was pleased with the cigar, but even more impressed by how well it paired with the Negroni from the very beginning.

It is hard to describe all the sensations I perceived during the pairing. The proportions of the different Negroni ingredients could not have been better. The aftertaste of every sip, combined with the flavor from the ground up coffee beans turned out to be beyond my expectations. Having toasted the beans with the cedar sticks brought up notes in the coffee that were superb when paired with the cigar.

The freshness in the cocktail came exclusively from the orange peel. Fortunately for me, the orange I used was very rich in oils, which helped balance the Negroni and helped bridge the space between the cocktail and the cigar.

I think the result was excellent, I would not change any of the proportions for the cocktail. As far as the cigar, my only advise to all our readers is to not use a very full-bodied one, even if they are comfortable smoking that type of cigar regularly. The pairing works best when the tobacco has a medium strength. I know I said at the beginning that I did not want to try a Dominican Cigar, but looking back I think there are a few alternatives from the DR that could work quite well.

Another highly-recommended pairing, especially for Negroni aficionados. Cheers!

Philip Ili Barake
#GRCigarPairing

Rum Runner Press, Inc.

Specialized Consulting Services
For The Rum Industry

Helping Rum Producers Every Step Of The Way

www.RumRunnerPress.com