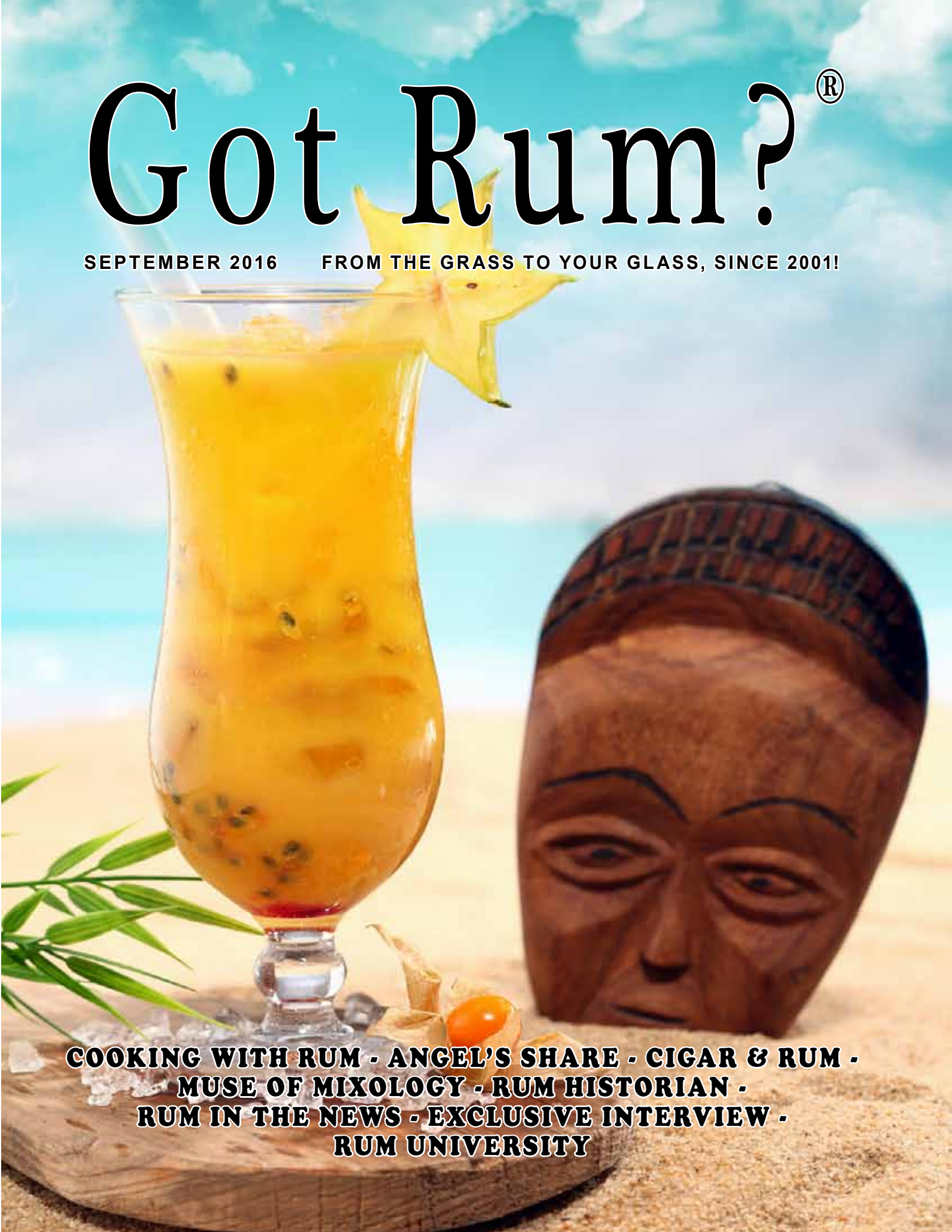
Got Rum?®

SEPTEMBER 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 -
RUM UNIVERSITY

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FRONT COVER: Tropical Starfruit Cocktail

INSIDE SPREAD: Hidden Rum Treasure

FROM THE EDITOR

Between Vanity and Pride

Rum brand owners will do everything in their power to make sure their finished products (rum bottles) are as visually appealing to potential customers as their budgets will allow. This emphasis on outward beauty can be construed as a form of *vanity* or self-idolatry, which is an important –some would even say essential- component of marketing. Many cellar masters or master blenders would, on the other hand, prefer to focus on the rum's quality, serenading consumers with each sip of their creations. This emphasis on inner beauty can be construed as a form of *pride*, which may take either a negative or a positive connotation, depending on how it is expressed and interpreted.

Friedrich Nietzsche wrote that "*vanity is the fear of appearing original: it is thus a lack of pride, but not necessarily a lack of originality*." Mason Cooley, too, wrote that "*vanity well fed is benevolent. Vanity hungry is spiteful*."

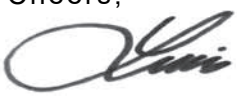
So which is better, vanity or pride?

The answer is that neither one is necessarily good or evil, and neither one guarantees that a product or a marketing campaign will be well-received. Both are, however, intricately related to the brand personality and should be a reflection of the core values of the company behind it.

To further complicate matters, even when properly executed, both the outward expression of vanity and the inward expression of pride may fail at capturing the attention of potential consumers, if they are not part of a well-planned marketing campaign. For new brands attempting to become established, this dilemma may be paralyzing, but it also afflicts already-established brands, since any attempt to re-brand themselves carries the risk of alienating their existing followers.

And so it is, that many bottles change shapes, labels become more or less adorned and rum formulations deviate to experiment with new compositions, swinging between vanity and pride, looking for the elusive muse of consumer acceptance.

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!

Rum Fire Overproof Rum

Rum Fire overproof rum is produced in the Trelawny parish of Jamaica at Hampden Estate. This historic distillery is well known for producing bulk rums for the European market. Rum Fire was the first Hampden Estate product sold in Jamaica and it has slowly been making its way into the U.S. market since 2011. Created using proprietary yeasts and a slow fermentation process, it is distilled using heavy pot stills before it is blended to 63 abv.

Appearance/Presentation

The rum is clear in the bottle and glass. When I swirled the liquid it created a thin band around the glass that released tiny, extremely slow moving legs. These bands evaporated quickly leaving a ring of dense beads clinging to the side of the glass.

Nose

The aroma has the high ester funk one would expect from a Jamaican pot still but it goes well beyond that. Exploring the rum revealed molasses, tropical fruit- light pineapple, ripe banana and a strong dose of grapefruit. As the aroma fades there is a pop of mineral laden funk that lingers before reluctantly dissipating.

Palate

When evaluating overproof spirits it is always best to take tiny sips to dissect the flavor profile. The first sip delivers a

potent amount of heat and fruity esters. Additional sips bring the ripe banana note from the aroma. The grapefruit citrus note forms a base while sweet pineapple dances in the high notes. A wash of molasses takes over; as the sweetness fades the mineral notes lay heavily across the tongue as the alcohol ignites the throat warming the chest.

Review

The aroma of Rum Fire always brings back the memory of sitting at a table with fellow writer David Russell and discussing the world of Jamaican rums. It was this conversation that inspired my deeper exploration and enjoyment of Jamaican pot still rums and raised my understanding of their complexities.

Rum Fire with its fruity complexities and high esters is a fine example of all these things. Yes, it is an overproof with the expected volatility and under normal circumstances I would not recommend sipping it. However, if you take your time and gently wet your palate with it, you may find the fruity ester notes enjoyable. With this flavor profile it is easy to imagine it being used as a float or ingredient in Tiki cocktails, but I would also encourage working with it in citrus or berry based cocktails and punches.

www.hampdenrumcompany.com

THE ANGEL'S SHARE

by Paul Senft

Hamilton Overproof 151 Demerara River Rum

Beginning in May of 2014 Ed Hamilton of the Ministry of Rum worked to find the perfect blend of rums for his Hamilton Overproof 151 Demerara River rum. To achieve this goal he sampled blends of pot and column still rums from Guyana until he found the combinations that he wanted to achieve for his product. Considering the way Demerara rums are used in Tiki Cocktails, Ed Hamilton called on the opinions of Paul McGee and Jeff Berry before finalizing his products.

Hamilton then imported the rum to the United States using 1000 liter tanks at 77% abv. He then used well water from Westfield, New York at the Five and 20 Distillery to blend the rum to 75.5 abv. The rum is then filtered using a five micron filter to remove any charcoal suspended in the liquid. The bottling is handled by Five and 20 using a six bottle gravity feed filler.

Appearance/Presentation

The opaque 750 ml bottle is sealed with a burgundy safety wrap with Hamilton's signature around the neck wrap. The front and back labels are loaded with details about the product.

The rum has a dark copper color with lighter amber highlights shooting through the liquid. Agitating the liquid created a razor thin line around the glass that produces legs that descend very slowly down the side. The rings and legs bead up and evaporate quickly demonstrating the "proof" of the spirit.

Nose

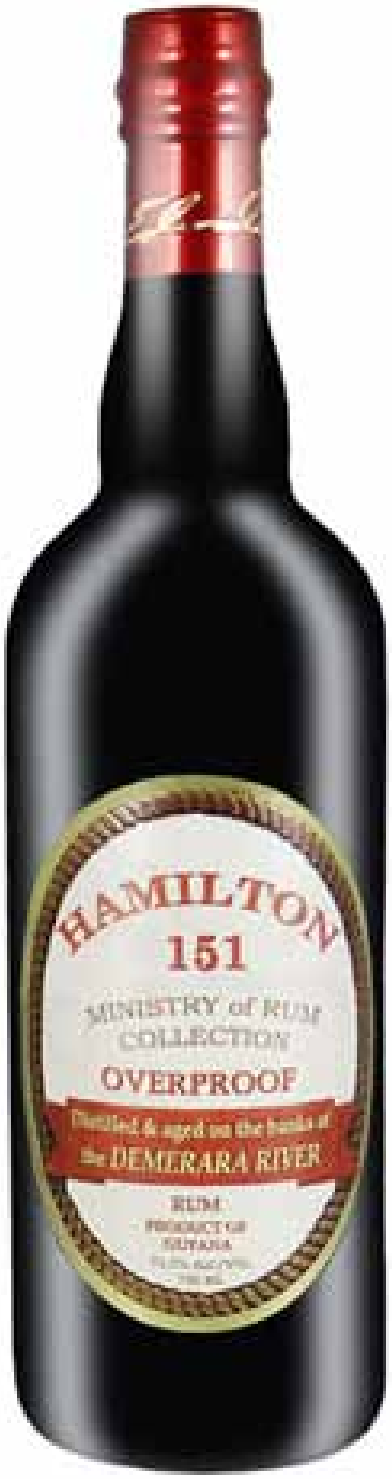
When I poured the rum in the glass there was a rush of molasses and ethanol vapors filling the air. I let the rum settle and several minutes later revisited the glass. The molasses note from the pour is very present with other notes nipping around the edges. It is there that I discovered notes of dark chocolate, maple syrup, tobacco leaf, and a hint of dried orange peel.

Palate

This is rum you take tiny sips to evaluate. Like the aroma, the first sip provides a rush of molasses but this time it is highlighted with dark toffee nipping around the edges of the tongue. Additional sips deliver the tobacco leaf and dried orange peel from the aroma, but I also discovered a touch of roasted pineapple that plays mid-palate. As the rum begins to fade there is a small bit of acidity as the charred oak notes take over fading with the other flavors in a nice long finish.

Review

When Ed Hamilton began his quest to create this product he wanted to find a blend that surpassed the other 151 proof products in the market. It is so easy to let the heat of the rum take over and dominate the palate. It was very interesting to explore it with the respect the proof deserves and decipher the flavors hidden in the profile. Overproof rums are loved and heavily used in drink recipes in the Tiki cocktail community especially flaming drinks. It would be quite easy to float this on a Mai Tai, but I could see using it in a Zombie and certain bowl drink recipes. With other cocktail recipes consider that a little bit of this rum goes a long way, one ounce as opposed to an ounce and a half or two ounces. Keeping this in mind, explore responsibly and enjoy!



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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

Spiked Stuffed Celery

Ingredients:

1 -3oz. package of Philidelphia Cream Cheese
2 oz. Blue Cheese
2 oz. Butter
2 tsp. Green Onion, finely chopped
1 Tbsp. Green Bell Pepper, finely chopped
2 Tbsp. Dark or Spiced Rum (add more if needed for desired consistency)
Salt (optional)
Pecans, finely chopped (optional)
Crisp Celery Stalks cut into 2-inch lengths
Paprika and finely chopped Parsley, for garnishing

Photo credit: https://www.raleys.com

Directions:

"The thought of two thousand people crunching celery at the same time horrified me"

— George Bernard Shaw

Combine cream cheese, blue cheese, butter, onion, pepper and rum together thoroughly using a spatula. Season with salt (optional) and add pecans. If mixture is too stiff, add a little more rum. Stuff celery using same spatula or a butter knife. Sprinkle stuffed celery with paprika and finely chopped parsley.

Spirited Mushroom-Stuffed Eggs

Ingredients:

6 Hard Boiled Eggs
6 Large Mushrooms
1 Chopped Green Onion
1 tsp. Chopped Parsley
1 Tbsp. Butter
¼ tsp. Salt
1/8 tsp. Black Pepper
2 Tbsp. Dark Rum
¼ Cup Bread Crumbs
12 Rounds of Toast

Directions:

Cut eggs in half and remove the yolks. Chop mushrooms with onion and parsley. Mix in the yolks. In a saucepan, melt the butter, then add the mushroom-onion-egg mixture and season with salt and pepper. Add the rum. Cook together over low heat for 5 minutes. Stuff the egg whites with the mixture and sprinkle bread crumbs. Then dab with a little butter and place them on rounds of toast and brown under hot broiler.

Photo credit: cdni.condenast.co.uk

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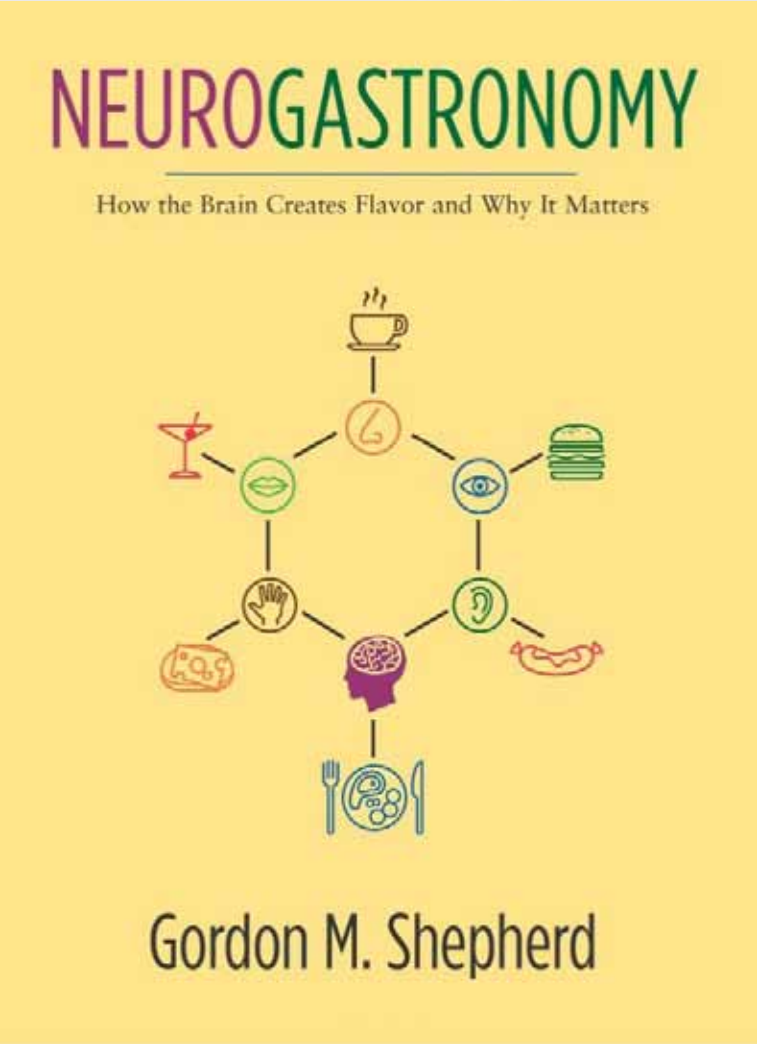
Welcome to The Rum University Library. In addition to the material found on our official website, we also periodically publish on "Got Rum?" reviews of books on topics including fermentation, distillation, aging, mixology and many more. You can also find additional valuable material at

www.RumBook.com

Neuro Gastronomy



I was thrilled to run into this book during a recent trip to the bookstore. The author, who happens to be a leading neuroscientist, has been fascinated with the topic of the "human brain flavor system." In the process of researching the intricacies of how -and why- we detect and react to flavor/aroma stimuli, Dr. Shepherd has also laid the foundation for a new area of research and study: neurogastronomy.

The book takes readers through an eye-opening journey, exploring how smells are mechanically identified and translated into spatial patterns which give rise to the perceptions of taste.

The author then explores how these perceptions interact with different areas of the brain to invoke and react with emotions, food preferences, cravings and even food/beverage addictions.

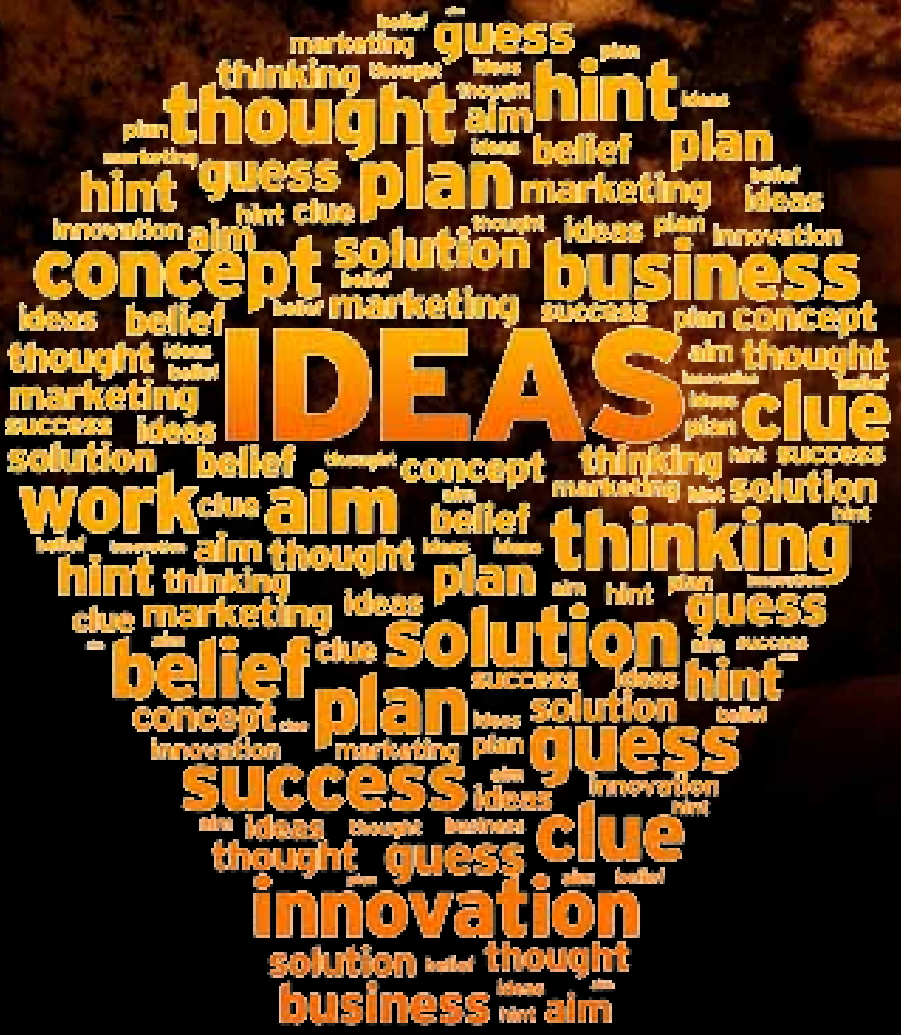
The impact of the smells that surround us on our neural basis of consciousness is evident after reading only a few pages. This is by far one of the most interesting books on the topic that I've had the pleasure of reading in a very long time.

I strongly recommend this to those in the food and beverage industry, but I'm also convinced that even casual diners and social drinkers will find the topic of great interest.

Published by Columbia University Press, ISBN: 978-0-231-1291-4.

Cheers!

Margaret Ayala, Publisher



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IDEAS
THAT
CHANGED
THE
RUM
WORLD

IDEAS THAT CHANGED THE RUM WORLD

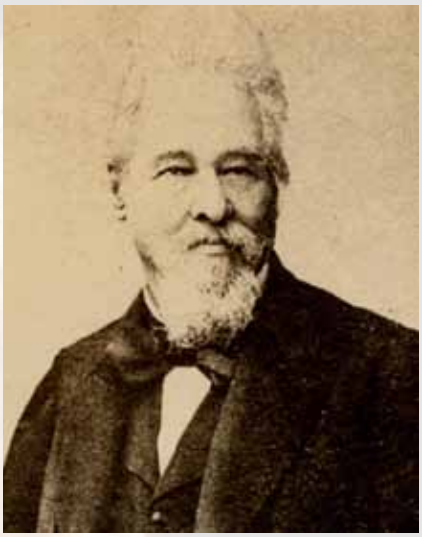
Category: Sugarcane Processing, Water Evaporation

In the 1800's, the process used at plantations in New Orleans (and many other places) was known as the *Sugar Train:* the juice was pressed from the cane and poured into a large pan where it was heated. The water would evaporate away and the slaves working on the plantation would pour the thick residue into a succession of smaller pots for it to thicken. Aside from the sugar that was lost at each step or burned on the bottom of the pans, the process was dangerous for the slaves who had to handle the scalding liquid.

Idea: Multiple-Effect Evaporator

Norbert Rillieux was born in 1806 in New Orleans. He was the son of Vincent Rilleux (a wealthy plantation owner) and Constance Vivant, a "free person of colour". Vivant was not herself a slave and her parentage is not known, but it is very likely that they were slaves. Norbert was a Creole of mixed race descent and was the first of eight children born to his parents.

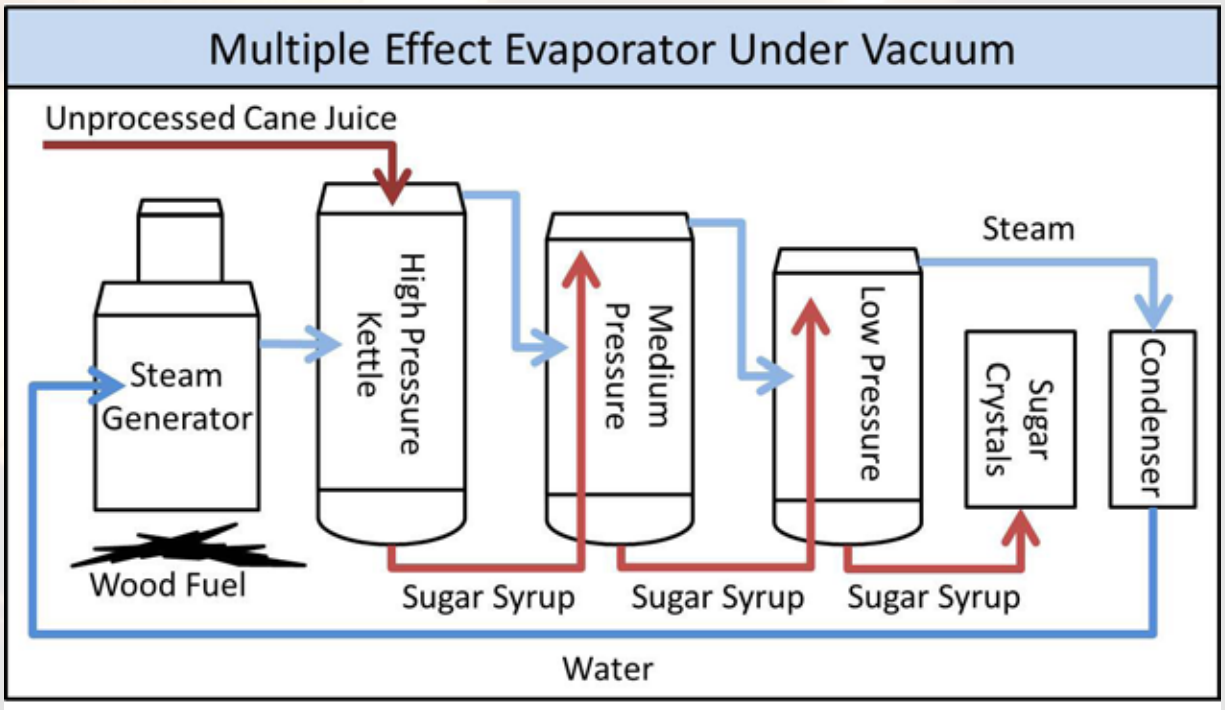
Norbert was sent to France to be educated, as was common for the children of wealthy New Orleans parents at the time. While there, Norbert showed promise as a chemical engineer, and by the age of 24, he was an instructor in applied mechanics at L'Ecole Centrale in Paris. He became an authority on steam engines and turned his new knowledge to some of the manufacturing problems he had left behind him in Louisiana.



Norbert's research attracted the attention of Edmund Forstall, who had been working to build a new refinery along with one of his brothers. Forstall offered Norbert the position of head engineer at the new refinery, which was not yet built. Norbert returned to Louisiana in 1833 to work on the new refinery design, however, Forstall and the Rilleux family fell out over the project and the refinery was never built.

Undaunted, Norbert continued his research into the thermodynamics of sugar refining over the following nine years, and he patented his machine in 1843. His new 'triple effect' method used a vacuum chamber to lower the boiling point of the liquid, and stacked the different pans of juice for more efficient heat transfer. Crucially, the entire operation was sealed off from the slaves, who would no longer have to handle the hot liquid, and losses due to spills and burning were greatly reduced.

His contribution to the sugar industry has since been recognised by the International Society of Sugar Cane Technologists, and the technology he pioneered is now used in everything from desalination of water to recycling on the International Space Station (Source: Royal Society of Chemistry).



Portrait courtesy of the collections of the Louisiana State Museum, gift of Dr. C. A. Browne

making your own

Spiced Blackberry Rum Liqueur

Ingredients:

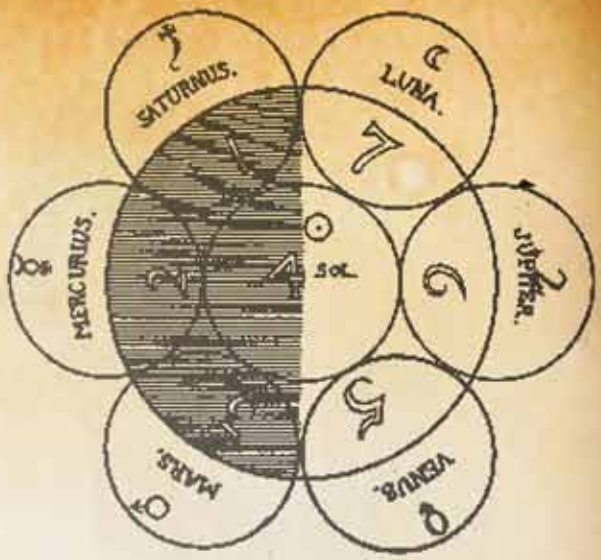
- 1 Cup Sugar
- 1 Cup Water
- 1 lb Fresh Blackberries, washed
- 1 tsp Fruit Protector (prevents browning)
- 750 mL Medium or Heavy-Congener Rum
- 1/2 tsp Whole Cloves
- 1/2 tsp Ground Allspice
- 1 tsp Freshly-Grated Nutmeg
- 2 Cinnamon Sticks

Directions:

Bring water and sugar to a boil over medium heat, stirring constantly. Remove from the heat as soon as the sugar has dissolved, let it stand until it reaches room temperature.

Place blackberries in a large bowl and crush them (a wooden spoon works great). Add the fruit protector and let it stand for 2 hours. Divide the berries and the rest of the ingredients and place in two 1 ltr jars.

Allow the blend to rest in a cool, dark area



for 2 to 4 weeks. shaking the jars periodically during this time. Strain out solids before serving.

Did you know that...

- Blackberries are rich in bioflavonoids and Vitamin C?
- Consumption of blackberries can promote the healthy tightening of skin?
- Other names for blackberries include: brambleberries, dewberries and lawers?
- In traditional medicine, the leaves and bark of the plant are used to treat mild inflamation of the gums and sore throats?

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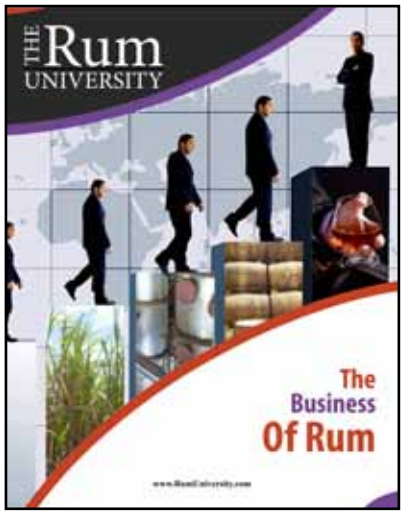

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Day 3: The Art of Rum Making. You will spend an entire day exploring the distillation of rum, understanding cuts and derived styles, using laboratory and production stills.

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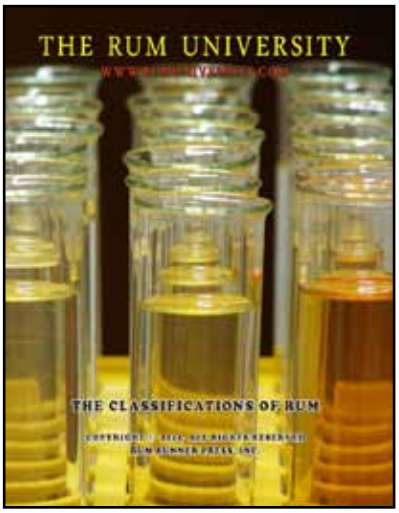
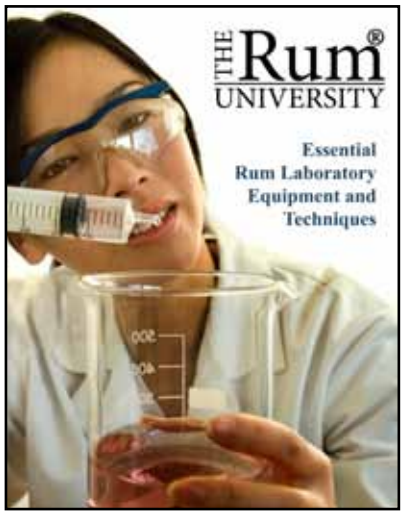
Day 5: Essential Rum Laboratory and Techniques & Introduction to Rum Blending. On the last day of the course, you will devote time to understanding and using laboratory techniques, culminating in your blending of three different rums.

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





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(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)

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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.

Make Your Own Infusion

Historically it's hard to say how far back alcohol infusions go, but we do know that in the 1800's bartenders in saloons were making something called "Rock and Rye", which was an infusion of high proof, or "hot", rye whiskey. These barkeepers would add orange peels, rock candy, and bitter herbs like horehound into the whiskey to mellow it out and make it more palatable. Now, in the modern mixology world, we make infusions to enhance flavors and let our creative juices flow.

You have probably seen a large glass vessel behind your favorite bar with some sort of fruit and liquor concoction in it. Vodka is probably the most common spirit to infuse, because it is mostly neutral and whatever you are using in it becomes the prevalent flavor.

There is no "rule" when it comes to infusing spirits and I always treat it like an experiment. When I teach about this subject I always tell people to be as creative as they wish-- let your mind and taste buds take over and have fun with it. I have seen just about everything you can

imagine added to alcohol.....pineapples, berries, herbs, spices, teas, and even CANDY. The real fun begins, though, when you use a spirit that already has intense flavors, such as whiskey, gin, or of course RUM.

On the bartending side of things, infusing a spirit can also be a method to saving steps when making a cocktail with many ingredients. Let's take a Blueberry Mojito for instance. You can do it the old school way, which would require the muddling of the blueberries and mint, adding lime, simple syrup and rum, and then straining out the fruit and mint to serve over ice. In a high volume bar setting however that may be too much work so one way to save time is to infuse the rum with the blueberries. I have done this with an unaged silver rum like Mt. Gay Silver and it makes for a beautiful color and fantastic flavor.

I am often asked, "how long do I leave the fruit/herb/spice in there?" Again, there is no rule here and extracting flavors depends on many factors. The higher the proof of the spirit, the quicker it will extract flavors. Some fruits/herbs/spices take days, some take hours. I did an infusion once with coffee beans and it reached the perfect flavor at 6 hours, but after 8 it became too bitter. I have also infused tequila with jalapeños and after 24 hours it was so spicy it was undrinkable. This is where culinary creativity and patience comes in. Remember, too, that it doesn't have to be just one item! You can mix and match and use as many things as you wish based on flavor combinations you like.

If you want to try this at home, this is my suggestion:

Choose your spirit and infusion items and put them into a mason jar. Remember what time and day you did this and every 6-12 hours take a little taste. Once the flavors have mingled to the level you are happy with, strain out all of the "stuff" and then you can use your infusion to make cocktails. It is very important to strain out what you used to infuse with .....the longer it stays in there the more it will infuse.

One of my favorite fall-winter infusions to make is Spiced Rum. I encourage you to buy your favorite mid-range priced aged rum (no need to purchase the most expensive or the oldest rum) and add baking spices. This is a fabulous base for a winter rum punch, and I have also purchased small jars and given this as Christmas gifts!

SPICED RUM INFUSION

750ml Appleton Estate V/X
3 Cinnamon Sticks
1 Star Anise
4 Whole Cloves
¼ teaspoon freshly Ground Nutmeg
¼ teaspoon Allspice

Place all ingredients in a sealed jar and store in a cool dark place. Turn the jar over twice per day for 3 days. At the end of the 3rd day, use a fine mesh strainer to pour into a clean jar and remove all of the spices. You can leave your newly spiced rum in the mason jar or funnel it back into its original bottle. The shelf life is indefinite.

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 "DRUNKEN INDIAN"

According to contemporary sources, the effect of rum, or better of alcohol in general, on Indians was devastating. Missionaries, merchants and crown officials all agree in saying that Indians were in constant seek of rum, and that they used to drink until collapsing. They didn't drink for the pleasure of doing it, but exclusively to get drunk, and they never stopped drinking until they had finished all the rum they had, no matter how much it was. An Indian could be drunk for many days in a row. And while drunk he became dangerous and at the same time idle, not caring for his family or his work and *de facto* destroying his community. The settlers' reaction to this was ambiguous since the beginning: on one side they sold rum in all the ways previously described, on the other the Colonies issued many laws trying to limit or to forbid to trade alcohol with the Indians. Laws that were hardly ever applied. And soon the "Drunken Indian" became one of the typical human types of Early America.

As early as 1675, John Josselyn, in his "*Account of two Voyages to New England*"

"Manner of Instructing the Indians" frontispiece from *Indian Nullification of the Unconstitutional Laws of Massachusetts Relative to the Marshpee Tribe*: or, *The Pretended Riot Explained* by William Apes, (Boston: Jonathan Howe, 1835).

writes: "their drink they search from the spring, and were not acquainted with other, untill the FRENCH and ENGLISH traded with that cursed liquor called RUM, RUM-BULLION. Or kill-Devil, which is stronger than spirit of wine, and is drawn from the drofs of Sugar and Sugar canes, this they love dearly, and will part with all they have to their bareskins for it, being perpetually drunk with it, as long as it is to be had, it hath killed many of them ... Thus instead of bringing of them to the knowledge of Christianity, we have taught them to commit the beastly and crying sins of our Nation, for a little profit."

And a little later, William Penn, the founder of Pennsylvania, writes in 1683: "Ye Dutch, Sweed, and English have by Brandy and Specially Rum, almost Debaucht ye Indians all. When Drunk ye most Wretched of Spectacles. They have been very tractable but Rum is so dear to them".

About one century later things hadn't changed. According to the colonists, to get some rum the Indians sold all their furs and their goods: "We furnish them with large Quantities of Rum, make them Drunk, and then defraud them of what they have" writes in 1753 a minister, and in 1758 a British official complains "The Indians in general are so devoted to & so debauched by Rum that all Business with them is thrown into confusion ...the Indians selling the necessary they receive from the Crown thro me for Rum".

But the source that best sums up the settlers' thoughts about Indian drinking is, as usual, Benjamin Franklin, who in a much quoted passage of his Autobiography says:

"A treaty being to be held with the Indians at Carlisle, the governor sent a message to the House, proposing that they should nominate some of their members, to be join'd with some members of the council, as commissioner for that purpose. The House named the speaker (Mr.Norris) and myself; and, being commission'd, we went to Carlisle, and met the Indians accordingly. As those people

are extremely apt to get drunk, and, when so, are very quarrelsome and disorderly, we strictly forbad the selling any liquor to them; and when they complain'd of this restriction, we told them that if they would continue sober during the treaty, we would give them plenty of rum when business was over. They promis'd this, and they kept their promise, because they could get no liquor, and the treaty was conducted very orderly, and concluded to mutual satisfaction.

They then claim'd and receiv'd the rum; this was in the afternoon; they were near one hundred men, women, and children, and were lodg'd in temporary cabins, built in the form of a square, just without the town. In the evening, hearing a great noise among them, the commissioners walk'd out to see what was the matter. We found they had made a great bonfire in the middle of the square; they were all drunk, men and women, quarreling and fighting. Their dark-colour'd bodies, half naked, seen only by the gloomy light of the bonfire, running after and beating one another with firebrands, accompanied by their horrid yellings, form'd a scene the most resembling our ideas of hell that could well be imagin'd; there was no appeasing the tumult, and we retired to our lodging. At midnight a number of them came thundering at our door, demanding more rum, of which we took no notice. The next day, sensible they had misbehav'd in giving us that disturbance, they sent three of their old counselors to make their apology. The orator acknowledg'd the fault, but laid it upon the rum; and then endeavored to excuse the rum by saying: 'The Great Spirit, who made all things, made everything for some use, and whatever use he design'd any thing for, that use it should always be put to.

Now, when he made rum, he said 'Let this be for the Indians to get drunk with,' and it must be so.' And, indeed, if it be the design of Providence to extirpate these savages in order to make room for cultivators of the earth, it seems not improbable that rum may be the appointed means. It has already annihilated all the tribes who formerly inhabited the sea-coast."

Marco Pierini

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RUM IN THE NEWS

by Mike Kunetka

STRICTLY BAJAN RUM SHOP TOURS

Few will dispute that the story of rum began in Barbados, and the Barbados Tourism Product Authority (BTPA) is keen to develop a compelling tourism experience to tell it's intoxicating tale. "We have decided to partner with the Bajan Association of Rum Shops (BARS), to tell the story of how rum began right here on our shores," revealed Dr. Kerry Hall, CEO of BTPA. "There is a vibrant culture that underpins our rum shops that our visitors are very curious to learn and, through this experience, we are educating them while entertaining them with a core element of our culture and heritage." Franklin Parris, founder of BARS, described the tour as a fun, history lesson where little known facts about Barbados' rum culture are blended with unique cocktails. "Each tour will make stops at three traditional rum shops around the island, including some attached to the homes of enterprising Bajans. The menu will include at the first stop a cutter, at the second stop a pickle, and at the third and final stop a traditional Bajan meal which could include macaroni pie, rice and stew, baked pork, or cou-cou.

The air conditioned bus will ensure that you move comfortably between locations in a nice party vibe," he said. Dr. Hall said the creation of opportunities for visitors to interact with locals was a priority for the BTPA. "Visitors want us to spend less time creating artificial circumstances for them to experience the country and more on welcoming them to our traditional events. They want to live like a Bajan and that includes going into the rum shops and eating local food and drinking rum punch," she said. "This also bodes well for the rum shop owners as the days of the tours are traditionally slower business days for them."

BACARDI

For the second year in a row, Bacardi, Million Trees Miami and American Forests joined forces to plant trees in Miami-Dade County as part of American Forests' Community ReLeaf program to help beautify and restore urban neighborhoods. As part of its annual Corporate Responsibility Month initiative to engage employees in community activities, the Bacardi team of volunteers came out with their sleeves rolled up, ready to plant 20 mahogany and oak trees at Amelia Earhart Park in Hialeah, Florida. "Giving back to the community is a part of Bacardi's DNA. This is something we've always done going back to our founding in Cuba in 1862 and we continue this legacy with what we do out in the communities where we live and work," says Ed Knutel, commercial planning and activation manager, for Bacardi in the United States.

Since beginning this environmental sustainability initiative with American Forests, Bacardi has planted more than 75,000 trees throughout the United States, and will continue to have an impact as part of its "Good Spirited" environmental sustainability efforts. "What we are doing here with Bacardi is not just about pretty aesthetics, it's about community well-being, environmental justice and human and ecological health," said Ian Leahy, director of Urban Forest Programs, with American Forests. "There is a lot of science that shows the positive health impacts from planting trees in local communities.

What Bacardi employees are doing in South Florida is an example of how a few people can make a huge difference in a community," adds Patrice Gillespie Smith, manager, Million Trees Miami. "Miami-Dade's trees

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.

remove nearly 5,500 tons of carbon from the air each year, improving air quality. Trees can also add up to 15% to the value of your home by making neighborhoods more attractive, quieter and cooler."

BEACH CRAFT SPIRITS

David and Lara Beach hope to raise £65,000 via crowdfunding by the end October to begin their dream of owning and operating what will be only the second craft rum distillery in Scotland. Beach Craft Spirits – named after themselves but also their passion for the Moray coast where they live – will be based on the coastline near to their Hopeman home. As part of the crowdfunding campaign, Beach Craft Spirits is offering five different exclusive benefits packages for investors, ranging from £50 to £1000.

There are only 30 of the top-tier options available, but as an investor at this level, you get a launch party ticket, will be able to turn distiller for the day and will personally bottle a 700ml of the spiced and intense rums. They will also be given a three-year old aged rum in a specially crafted driftwood presentation box, a t-shirt, samples bottles of new flavors, branded glasses, a hoodie, six rum stones and an exclusive 36 Knots beanie in the Beach Craft colors. David who has a degree in brewing and distilling with 16 years' experience in the drinks industry, most recently working for Diageo, added: "There is an abundance of local gin distilleries popping up all over Scotland and the United Kingdom offering people a wide range of choice of gins with exciting flavors. The rum market is completely different and is dominated by the mainstream players.

We will be proud to become only the second rum distillery in Scotland." Once operational, Beach Craft Spirits intend to launch a trio of rums: a spiced rum, a sloe rum and an intense rum which will be a unique blend of fruit, coffee and licorice. "Our goal is to create a range of drinks that encompass the beach lifestyle. Beach may be our name, but it's also where we feel most at home. Our spirits are aimed at people who have a similar vision to us, who like to work hard, but play hard too."

RUM AROMA KIT

The Aroma Academy is now offering a Rum Aroma Kit. The kit and accompanying guide booklet promises to make rum nosing and tasting an even more pleasurable experience. It contains 24 aromatic essences that cover the spectrum of aromas typically found in rums from all over the world; a manual that guides you in building aroma profiles for your favorite rum brands; aroma strips, which allow each aroma to evolve over time just as a fine spirit evolves in the glass and a score sheet that reinforces what you've learned from session to session.

CARIBBEAN RUM & BEER FESTIVAL

The 6th Caribbean Rum & Beer Festival will take place on November 4th and 5th this year and will be heading back to one of the Caribbean's most exciting islands, amazing St Maarten. Tickets include sampling of the over 100 rum, beer & cocktail products, rum & beer cooking demonstrations, the Rum Cocktail Bartender Competition, entry to the onsite seminars and workshops, music & entertainment and door prizes & onsite raffles. The annual Caribbean Alcohol Beverage (CAB) Taste Contest is an established part of the Caribbean Rum & Beer Festival. The competition is fierce and the winners deserve to be recognized as 'best in class'. This 2016 blind tasting session will be held on November 3rd.

Each category of product will be judged by a rum or beer panel made up of industry experts. Products shall be appraised on four characteristics; Appearance, Aroma, Taste & Overall Impression. All products are sampled blind and judges award Gold, Silver and Bronze medallions to the adjudicated

RUM IN THE NEWS (continued)

by Mike Kunetka

top three products in each section.

STOLEN SMOKED RUM

Crafted from Caribbean rum that's been aged in whiskey barrels and infused with arabica coffee beans, vanilla from madagascar, and fenugreek, Stolen Smoked Rum is bold with its flavors. And it just happens to be the world's first smoked rum. All that adds up to a rum with punchy notes of maple syrup and vanilla, a nice spiciness, and a unique smoky finish. The most prominent flavor in Stolen Smoked Rum had always been the smoke, imparted by a process known as pyrolysis. This means that the hardwood is first burnt at a very high temperature, then, in the absence of oxygen, the initial smoke condensate separates, rises, is captured in a chamber, condensed and cooled into a liquid.

This method creates a smoke flavor, which is added to the base rum along with other natural flavors. The result is heady and masculine – with toffee and vanilla aromas on the nose, coffee, smoke and butterscotch finish on the mouth. Stolen Smoked Rum is not sweet and sticky like most spiced rums. While the flavor profile of Stolen is layered and complex, what really stands out is its smoky finish, so it is only fitting to give the smoke the headline it deserves – hence the rebranding of Stolen Spiced Rum to Stolen Smoked Rum. Samm Creasey, marketing manager for Stolen says "We decided it's time to embrace our point of difference and hero a unique development in a century old spirit. So we're dropping the 'Spiced' moniker and calling it what it is."

Now they are releasing an overproof rum, available in key markets across the USA. STOLEN discovered this rum at a historic, family-run distillery in Jamaica that's over 250 years old, renowned for making some of the best heavy pot still rums in the world. It is the last of a 6-year aged, pot still rum made using hand harvested sugar cane grown by local farmers. The sugar cane mash is fermented using a proprietary yeast strand that is cultured in outdoor wood vats. The mash ferments for seven days in a selection of the distillery's 50 different traditional cedar tanks.

Utilizing mountain rain water collected by the estate's own rain water retention system, the rum is distilled using very old, traditional pot stills, the same as those found in Scotland to make high flavor single malt whiskies. The distilled rum is then carefully matured in ex-whiskey barrels. The result is a distinctively smooth 123 proof dark bronze rum with a flavor and profile that is nothing short of amazing. The nose is not the wet grass one might expect but rather offers a dose of white and black pepper spice married with charred oak and ripe banana.

CEDAR RIDGE PORT CASK LIMITED EDITION

The new Cedar Ridge Port Cask five-year old aged rum is fermented and double-distilled. The spirit is then placed in single-use ex-Bourbon casks to mature. After the five-year mark, the rum is transferred to freshly emptied Cedar Ridge Port barrels for a unique finish. Four casks of the rum, after accounting for the angel's share, filled three Port barrels. The first limited edition batch is expected to yield approximately 1,000 standard 750ml bottles at 43% ABV (86 proof).

PRIVATEER RUM

One of the secret finds from the recent Tales of the Cocktail in New Orleans was Privateer's Navy Yard Barrel Proof Rum.

Navy Yard has been available in the Boston area for a while, but is now getting limited nationwide distribution. Privateer describes the rum as a nod to the storied history of Massachusetts rum distillation and culture. Made from 100% molasses in the New England tradition, it is double distilled and aged in 53 gallon new American oak barrels. It has been their commitment to revive this bygone style of rum and their personal undertaking to do it with dedication to excellence and quality. They hope this bottle transports you to the north Atlantic seaside distillery and captures a taste of what has made the style so timeless. I have always been impressed with Maggie Campbell 'spassion for excellence and knowledge. Now in a leadership position, Campbell is also able to offer learning experiences to fellow and aspiring distillers. "We'll do shadow days with other distillers where they're allowed to work with us for a day and see everything we do. And when we do that, of course, they're sharing what it is they do, and so we're learning from each other."

LEOMAR LIMITED

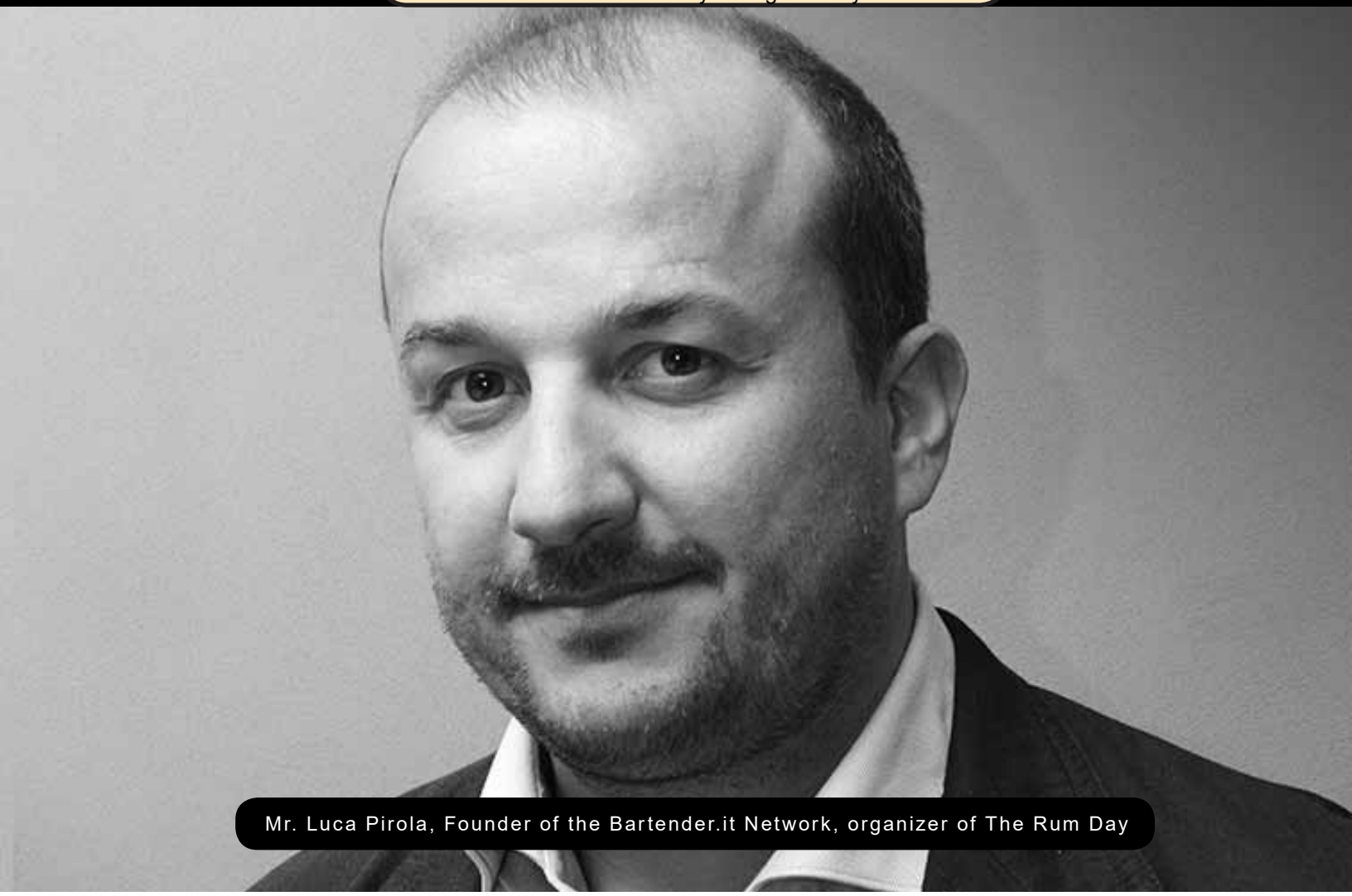
Leomar Limited is based in London, a key trade center of wine, spirits and distillates, with an aim to offer selective and exceptional products, in limited volumes, for consumers who know to appreciate refined and unique spirits. Their most recent offering is a line of rums called Artesano. Artisan is the skilled, the handicraftsman who, with his hands and soul, creates something unique. Artesano Rum pays tribute to both artisans and small batch rum producers all over the world who have elevated rum distillation to "art"! A creation of a really distinctive rum in two different versions. A dry white, revealing the multicolors of the Barbados island and so superbly refined as to become the blank canvas for every bartender's masterpiece. And an aged darker version, carefully distilled, patiently matured, bottled at its peak. Smooth yet complex. It captures all the flavors and the aromas of Jamaica, the carefree mood, the controversy and the intensity of the Caribbean. Crafted in order to celebrate life and love to appreciate refined and unique spirits. ARTESANO JAMAICA DARK AGED RUM: Carefully distilled, patiently matured, bottled at its peak. Smooth yet complex. It captures all the flavors and the aromas of Jamaica, the carefree mood, the controversy and the intensity of the Caribbean. Crafted in order to celebrate life and love. An aged Rum that invites you to savor every drop. ARTESANO BARBADOS WHITE DRY RUM: White and Dry. Quite hard to find in a colorful island surrounded by an ocean. Unless we are talking about Barbados Rum. Perfectly refined, is an exceptional "canvas" in order for every bartender to create his own masterpiece.

NEW DAWN 18 YEAR OLD RUM

Sometimes in life the journey can be as interesting as the destination. And if the journey is carbon neutral, it gets a little more interesting. Such is the story of New Dawn 18 Year Old Rum. Matured in American oak barrels, this 18 year old solera rum started its journey in the hills of Santo Domingo, the Dominican Republic, where it was specially crafted by master blenders at Oliver and Oliver. Once selected, its journey continued across the Atlantic aboard the handsome engineless brigantine Tres Hombres, aged a further 45 days on the rolling sea. All this is done by an environmentally friendly journey over the Atlantic Ocean using no fossil fuels whatsoever. Met by horse and cart on arrival in Falmouth, England, the barrels made their final journey to be blended with Cornish spring water and bottled at the Rebel Brewery at 42% ABV. A special bottling at cask strength (65% ABV) is available in a limited edition ceramic flagon that was thrown out of local clays and glazes on a slow turning kick-wheel by artist Tim Lake in his Penryn workshop. Hand painted labels add the finishing touch.

EXCLUSIVE INTERVIEW

by Margaret Ayala



Mr. Luca Pirola, Founder of the Bartender.it Network, organizer of The Rum Day

Rum festivals are excellent ways for consumers and industry members to get to know rum brands. One such rum event which is making waves in Europe is Italy's "Rum Day" and I am very happy that I was able to interview Mr. Luca Pirola, the creator of this festival. The European rum market is significant and the Italian market in particular is very attractive. Hopefully many of our readers will be able to attend it in the future.

Margaret Ayala, Publisher

Q: What is your full name, title and location?

Good day to all of "Got Rum?" readers. I'm Luca Pirola and I'm from Monza (you know, the city where the Formula 1 Italy GP takes place!). I'm the founder of the Bartender.it network (http://www.bartender.it/), the first Italian Web Magazine dedicated to the mixology world and international bartending.

With Bartender.it, in the last 5 years I've created five events that cover all the beverage sectors: Aperitivi&Co Experience (http://www.aperitiviexperience.com/), Agave Experience (http://www.agaveexperience.com/), The Gin Day

(http://english.ginday.it/), The Whisky Day (http://www.thewhiskyday.it/) and... The Rum Day (http://www.therumday.com/), obviously.

I'm also the owner of Cinc - Food & Drink, located in Brera, the physical and figurative heart of the city where I work, Milan.

Q: You organized the first "The Rum Day" in 2014, what inspired you to hold a rum event in Italy and why in Milan?

As I told you, The Rum Day is part of a series of five events covering all the existing beverage macro-categories. Talking about the Sugarcane Experience, I noticed here in Italy the lack of a format like mine: a great tasting room able to put the products in the middle, with all of the present companies presented on the same level.

We do our events throughout Italy, and we feel good everywhere in the Country. Milan is the Italian city which is most easily accessible from all over Europe. That's why we decided to set our main business over here.

So, why in Italy? Because the Italian market still lived in that kind of "confusion" generated by the advertising claims of the big brands, that often left out the main aspects of product tasting and of organoleptic properties. In our

format, the big brand has conferred the necessary authority to the small one for existing, and the smaller brand, put into this virtuous circle, had the opportunity to "contaminate" the market with new pushes and incitement, so as to be known better.

Q: In comparison to the first year's event, did last year's event fulfill your expectations?

We have grown by 30% in participant companies and brands, and by 35% in visitors. Keeping in consideration just last 2015 Edition, we counted about 3900 admissions, settling ourselves as the biggest Italian event dedicated only to the Sugarcane Experience. Remember that with the two days of The Rum Day we're talking just about trade public, made up for 90% by operators of the sector, and with a 10% of enthusiasts present in the dedicated day (that is Sunday). So, basically, yes, I'm talking about more than fulfilled expectations.

Q: What are some of the changes people can look forward to in this year's event?

Never change a winning team! In every Edition our goal is to improve organization and details, as you do it in every other type of experience. Luckily, others are trying to change their formats to come closer to ours, symptom that, after all, we are not moving too badly.

Q: Where and when will your event take place this year?

Sunday 13th and Monday 14th, November 2016. As usual, in Milan!

Q: Is the event geared primarily to promote rum brands that already have distribution in Italy or are you hoping to attract new brands too?

Obviously it's easier and more immediate to work with rum imported and distributed in Italy, but the presence of companies and brands not already distributed here has been really important, for us and for companies too: through The Rum Day they have had the opportunity to close deals with Italian companies - in some cases with their very "neighbors of stand" too! But you can imagine, we're Italians, we find the way to manage things all the time.

Q: I am not familiar with the rum industry in Italy. Can you tell me your perspective of rums in Italy? Do you think consumers are looking for young-unaged rums? Aged rums for sipping? Or more as an ingredient in cocktails?

Italy is the Country of Taste, where people like good stuff - and I'm not talking just about food!

In the wide variety of brands, the "new" generation of unaged white rums and the aged rums to taste neat represent by now two faces of the same coin: what matters is the quality of the product, mixed with the professionalism and the "vocation" of the one who dispenses it. With this perspective, both can be served neat as well as mixed in cocktails. One of the greatest values of our events is precisely the fact that the knowledge of the product can bring to the optimal "management" of its use, in terms of trade, marketing and, above all, in a sensorial and organoleptic way.

Q: There are rum events in several European countries, why should a rum brand choose to participate in your event in Milan over others?

I really don't know how many events have grown by 30% in participant companies and brands. The Italian rum market is not that big in absolute numbers compared with other European markets, but it's for sure a market that represents a commercial and marketing key positioning.

Italian growth is in everyone's eyes in this field, and in our event you can see how quality has an impact both in the parterre of the exhibitors and by the patrons. Rumors about us are good, and you can investigate with everyone who came in the previous two Editions of The Rum Day. We are pretty sure about the points of strength of our concept and we won't stop it. I'm totally not that one who feels to force your hand: come at least once... and you'll decide!

Q: Where can people go to find out more information about your event? If people want to reach you directly, how may they contact you?

We work in an active way on social networks, with almost 90.000 likers on Bartender.it Facebook Fanpage (https://www.facebook.com/bartender.it/?fref=ts) and with a good feedback also in the (just opened!) The Rum Day Fanpage (https://www.facebook.com/theRumDay/?fref=ts), and we are located on the Web with Italian and English websites. Info@rumday.it is the email for logistic information and questions. Here you can see the video recap of the last The Rum Day Edition in 2015: https://www.youtube.com/watch?v=-hXP9fwNz1w

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

I hope you will all come to Milan at the next Rum Day. Big thanks to you,

Margaret Ayala, for the opportunity you gave me. I know that our common friend Marco Pierini made this meeting happen, and a big thanks goes also to him. I hope you've in mind to come to Italy and I hope to find you at The Rum Day: it may be a good occasion to take you for a tour of the city's bars!

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

Cheers!
Margaret Ayala, Publisher

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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).

Cocktail N. 33

While thinking about a new and exciting pairing for this month's issue, I glanced at a bottle of Elixir 33 on one of my shelves. This bottle was produced by Cuba Ron S.A., renowned for their line of rums from the Eastern side of Cuba, such as Santiago de Cuba and Cubay (a line introduced only a few years ago).

First of all, the alcohol strength of the rum means it is not a real 'rum' at 33% ABV, which is addressed somewhat on the label where the product is described as an "Elixir de Ron Añejo" (an elixir made with aged rum). We know it is made from sugarcane, probably cultivated on the Eastern side of the island and we also know it is not going to be a typical Cuban rum.

A closer look at the Elixir reveals a light but shiny amber color, perhaps not 100% natural. The aroma is very fruity and somewhat syrupy, the aromatic finish has very weak traces of white American oak barrels, spent from being used numerous times. On the palate it is very sweet and laden with vanilla, very reminiscent of the cough syrup given to children when they are sick. I know this because while growing up I had to take those syrups on multiple occasions, not unpleasant, quite the opposite actually. It reminds me of how much I used to enjoy the sweetness back then, when my throat was sore.

Once I knew that the Elixir has this profile, I decided it would be too sweet to be consumed neat, so my mind turned to its use in a cocktail, where I'm sure it could be paired more easily. I thought of the standard Negroni and Manhattan, made with rum of course, but I didn't like the idea of adding Vermouth to it, thinking it would make it too spicy. So I decided to simply "refresh" the Elixir and attempt the pairing that way.

Photo credit: @Cigarili

The first thing I did was to locate a mixing glass (you can use any large glass too). I added ice, -just like in the photograph- then I poured 4 oz. of Elixir 33, stirred it to cool it down and also to dilute it a bit. You will also need to locate a cocktail glass, with a capacity of approximately 5 oz, such that you can transfer the cold, slightly diluted Elixir into it, leaving the ice behind. If you don't like the idea of drinking it from a Martini-type glass, you can always pour the Elixir directly into a Short or Rocks-type glass with ice in it. You will also need to add a few drops of bitters, an obvious choice when trying to adjust the sweetness of a cocktail. I opted for Amargo Orinoco, from The Dead Rabbit.

Photo credit: @Cigarili

Now that I have my "Cocktail N. 33" ready, I have to select which cigar or "puro" to smoke. I can't opt for something too aggressive (strong) because I don't think it would pair well, even though there is no accounting for personal taste. In other words, after quantifying the strength of the cocktail, I could not opt for a Partagas or a Ramón Allones (from Cuba), much less a Flying Pig from Nicaragua, all of which are excellent cigars but which are also outside the intensity range. For this reason I opted for an **Epicure Especial** from Hoyo de Monterrey, which is a "Gordito" in "vitola de Galera," 50 gauge and 141 mm in length. In other words, it is a Robusto but slightly longer. The cigars from Hoyo de Monterrey tend to be among the lightest or smoothest ones from Habanos SA and, in theory, the draw and strength should pair up very well.

Now that I have the cigar and cocktail at hand, we've reached the point every cigar smoker lives for: the precious moment when one lights up the cigar! Everything around you stops, all your thoughts are paused and you find yourself contemplating the cigar, the rum and the pleasure provided by both.

My forecast regarding the Elixir was dead on: the intensity of the sweetness was lowered enough to allow for the pairing, while leaving some toasted almond notes behind, reminiscent of Frangelico, but less abrupt. The drops of bitters are also playing their role correctly, counter-balancing the sweetness.

During the first third, the cigar plays second fiddle to the cocktail, meaning that the notes from the Elixir are still dominant, but not in a very drastic manner. The cigar and the cocktail were playing nicely together.

I am not usually a fan of sweet cocktails, at least not to the extreme, because too much sugar destroys my palate. But I'm happy to report that this pairing worked out very well. The second third was the most enjoyable, but that wouldn't have been the case if sipping the Elixir neat.

I hope you are able to replicate this pairing, I highly recommend it to all those who enjoy sweet cocktails. Cheers!

Philip Ili Barake
#GRCigarPairing

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