

Got Rum?®

MAY 2017

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**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM -
MUSE OF MIXOLOGY - RUM HISTORIAN -
RUM IN THE NEWS - EXCLUSIVE INTERVIEW -
MOTHER'S DAY - RUM UNIVERSITY**



6



10



22



28

CONTENTS

MAY 2017

5	FROM THE EDITOR
6-9	THE ANGEL'S SHARE - RUM REVIEWS
10-11	COOKING WITH RUM
14-15	THE RUM UNIVERSITY - Ideas That Changed The Rum World
18-19	RUM UNIVERSITY LABORATORY
20-21	MOTHER'S DAY SPECIAL
22-25	THE MUSE OF MIXOLOGY
26-27	THE RUM UNIVERSITY LIBRARY
28-30	THE RUM HISTORIAN
32-33	RUM IN HISTORY
34-37	RUM IN THE NEWS
38-39	PAUL'S SPIRITED TRAVEL
40-44	EXCLUSIVE INTERVIEW
48-51	CIGAR AND RUM PAIRING





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FRONT COVER: Refreshing Rum Cocktail

INSIDE SPREAD: Rum Days of Summer

Got Rum?™

FROM THE EDITOR

Alcohol and the Environment

In today's world of environmental impact awareness, we frequently have to answer the question of how the distilled spirits industry in general, and rum in particular, affect the environment. Too much happens during the growing of grains, roots and plants, and during their harvesting, to do justice to the subject in these brief lines, but perhaps in future editorials we will explore this area. The question we are hearing more often these days refers specifically to the impact distilleries have, not so much the impact from the industries supplying them. So let's take a moment to explore this wonderful world.

Alcohol production requires a lot of water and a lot of energy (mainly to convert the water into steam). These two are perhaps the biggest potential areas of environmental impact during distillation. Distilleries should have (and most do have) systems that capture the spent steam and other forms of processed water, so it can be re-utilized. In some cases, water plants at the distilleries can render the water potable again and feed that into the water grid for the adjacent communities.

Aging, if involved, requires a lot of barrels. In the case of Whiskey and Bourbon, the aging must be done exclusively in new oak barrels, which means that every time a barrel is emptied, it must be replaced with a new one (rum is almost always aged in these used barrels). This has an impact, as the new barrels can only come from trees. In most countries where barrels are produced, the re-planting of trees is closely regulated and enforced, to insure sustainability.

Distribution and retailing involve glass or plastic bottles, plus paper products (labels and cardboard boxes). These also represent areas of environmental impact and each country enforces recycling in different ways.

On-premise establishments, for the most part, are good about separating their recyclable components from the rest of the waste they produce, but at-home



consumption still represents a large volume of spirits consumed around the world. Some consumers believe it is the trash/waste company's responsibility to separate recyclable from non-recyclable products and, in some cases, it should be. Other consumers voluntarily separate these themselves.

As consumers, we determine how much we want to demand from our governments and from the businesses around us, but we should also determine how much we want to demand from ourselves, if we want to minimize our impact on the environment.

Cheers,

A stylized, handwritten signature in dark ink, appearing to read 'Luis'.

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!

Lyon Dark Rum

Lyon Distillery is a small batch craft distillery located in Saint Michaels, Maryland. Established in 2012 the distillery uses locally sourced ingredients to make their rums, whiskies and liqueurs.

Their dark rum is distilled using a combination of molasses and cane sugar with Kentucky Pot Stills in batches of around 1,000 bottles.

Bottled at 45 abv, the company adds a small amount of caramel to each batch for color.

Appearance/Presentation

This rum holds a dark golden amber color in the bottle and glass. When swirled in the glass it creates a thick band around the glass that spins off equally thick legs.

Eventually the band and legs evaporate leaving behind large pebbles and residue.

Nose

On the nose the caramel is front and center, with notes of molasses, herbaceous grass, with just a touch of yeast punctuating the experience.

Palate

The rum has a buttery caramel sweet entry that has a nice bite to it. Additional sips add some earthy minerals as well as bitter herb notes that fade into a yeast filled finish.

Review

With this rum the Lyon Distilling company has created a solid entry into the craft rum category. I appreciate their lack of subterfuge with them clearly stating that they add caramel to the blend providing its dark color as well as contributing to the flavor profile.



www.lyondistilling.com

THE ANGEL'S SHARE

by Paul Senft

Mount Gay 1703 Master Select

This spring Barbados Mount Gay rum distillery launched a new version of its staple 1703 rum. This limited edition, Mount Gay 1703 Master Select, blend is the creation of Master Blender, Allen Smith. It is created by fermenting molasses using a proprietary yeast and well water. The fermented liquid is then sent to either their continuous column still or one of their pot stills for distillation. This rum was aged in used American oak bourbon barrels before it was blended to 43 abv and has a limited run of 12,000 bottles.

Appearance/Presentation

The rum bottle can be found nestled in a black box that is hard to miss on the shelves. The first thing that caught my attention with the bottle was the way the Mount Gay logo stood out. Inside the bottle, the rum has a dark chocolate mahogany color that once poured into the glass lightens to a dark golden amber color. Swirling the liquid creates a band around the glass that slowly thickens and forms equally slow moving legs before beading up and evaporating.

Nose

The aroma of the rum delivers an upfront note of smoky oak, balanced by sweet banana and wisps of caramel and dried apricot nipping around the edges.

Palate

The first sip presents the smoky oak and banana notes from the aroma reminding me of banana foster. Additional sips delivered notes of cinnamon, clove, sweet pineapple and dried apricots. As the rum transitions to the finish there are notes of black pepper, tobacco and earthy minerals.

Review

This limited edition rum has all the earmarks one is used to seeing with a Mount Gay product. The original 1703 was one of my introductions to finer aged Bajan rums and I found this a pleasant step forward from that blend. With its limited world-wide release and respectable price I do not expect this rum to last long in the market place.





www.mountgayrum.com

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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

Rum Pork Tenderloin

Ingredients:

6 Pork tenderloins slices, cut 1 inch thick
1 Cup Dark or Spiced Rum
½ Cup Sweet Cream (can substitute with Sour Cream)
3 ½ Tbsp. Salted Butter
4-5 Garlic Cloves, diced
¼ tsp. Dried Thyme
Flour- to roll tenderloins
Salt and Pepper to taste

Directions:

Salt and pepper the tenderloins on both sides and roll in the flour. Melt butter in a deep skillet. Add diced garlic and meat. Brown meat on both



"If I had to narrow my choice of meats down to one for the rest of my life, I am quite certain that meat would be pork."

— James Beard

sides, adding more salt and pepper as needed. Add the dark/Spiced rum and thyme. Cover the pot and let the meat simmer for about an hour or until meat is tender. Do not allow meat to cook dry. Add rum (or water) from time to time if necessary. Add the sweet cream (or sour cream) and heat, but do not boil. Serves 6.



Almond Rum Torte

Ingredients:

6 Eggs, separated
1 Cup Sifted Granulated Sugar
Grated rind of Lemon (yellow part only) and juice of $\frac{1}{2}$ of the Lemon
1 Cup Raspberry Jam mixed with 2 Tbsp. Dark or Spiced Rum
1 tsp. Baking Powder
 $\frac{1}{3}$ Cup Bread Crumbs, freshly ground
 $\frac{1}{2}$ lb. Toasted Almonds, ground
1 Tbsp. Dark or Spiced Rum to flavor cake batter
Sweetened Whipped cream, flavored with rum

Directions:

Separate the eggs. To the yolks add the sugar. Beat eggs repeatedly, if possible use an electric beater. Add the grated lemon rind and juice, baking powder, bread crumbs and almonds. Fold in the stiffly beaten egg whites and add the tablespoon of rum. Bake in two floured 9-inch layer pans at 350° for 25-30 minutes, until cake tests done. Remove pans and let cool. Place one of the cakes on top of the other that has the raspberry jam mix and rum. Top the cake with the sweetened whipped cream that has the added rum. Serves 12.

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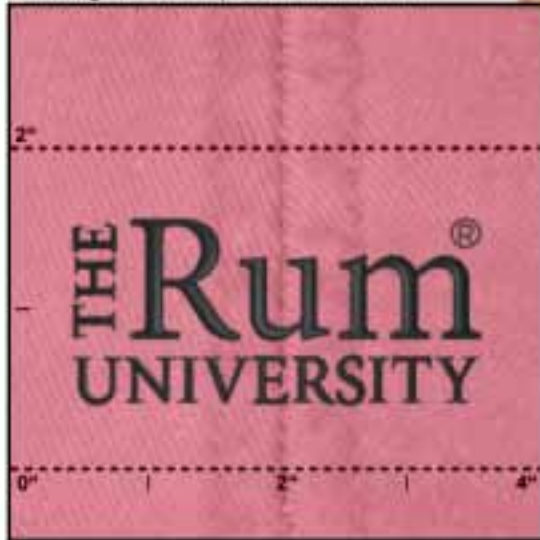
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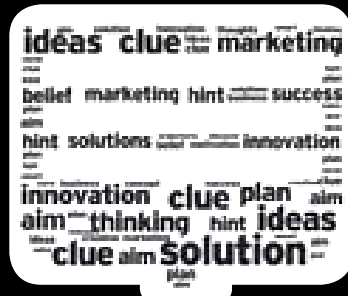
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Got Rum?
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Unite rum enthusiasts with knowledge and passion

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The background of the entire page is a photograph of a rum cellar. On the left, several wooden barrels are stacked. The walls are made of rough, textured stone. A bright light source, possibly a doorway or a window, is visible in the center background, creating a strong glow and casting long shadows. The overall atmosphere is warm and aged.

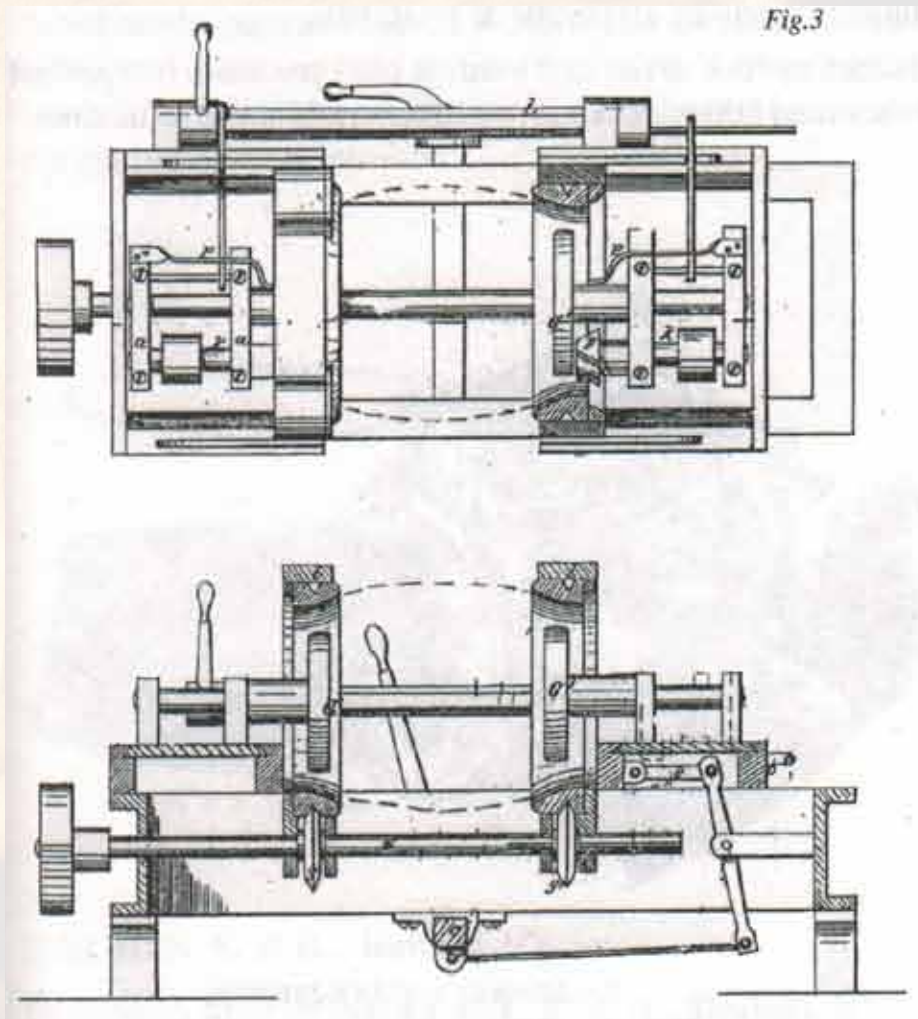
IDEAS THAT CHANGED THE RUM WORLD



Cooperage, the official name of the trade responsible for the production and repair of wooden barrels, is a profession that remained almost unchanged from its origin through the 19th century. Up until then, it relied extensively on highly-skilled laborers who ardously employed specialized tools to create barrels, slowly and -thus- expensively. Cooperage machinery was born in the US A in the late 1840's, despite the fact that the country as a whole was relatively new to the trade, compared to European countries that had been at it for centuries.

Idea: Barrel Crozing and Chamfering

Barrels are an essential component in the production of aged spirits. Consumers who've never been to a cooperage or who have never taken a closer look at how a barrel is made, often assume that the different pieces of the barrel are held together with screws, nails or glue. In reality, the only force keeping the barrel from falling apart, is the pressure exerted on the staves by the metal hoops. Keeping the lids/faces of the barrels in place is achieved thanks to a lip (chamfer) around the circumference of the barrel heads, which fits precisely into a groove (croze) that is cut into the end of the staves. Managing to get a perfectly even and smooth fit between the two is a task that used to require a lot of specialized tools, skills and time. The arrival of machines into the cooperage meant that the task could be automated, increasing consistency and speed of production.



Shown here is a machine for crozing and chamfering barrels. It was patented in the USA on June 4th, 1872, by Greenwood & Co, from Rochester, New York.

⊖ *m. Acidum minerale*

+⊖ *Acidum Vitrioli*

+⊖ *c. concentratum, d. dilutum*

+⊖ *Acidum Nitri, ⊖ a n. phlogisticatum*

∇ *Aqua fortis*

+⊖ *Acidum Salis ⊖ a n. dephlogisticatum*

∇ *Aqua Regis*

+⊖ *Acidum fluoris mineralis*

+⊖ *Acidum Arsenici*

+v. *Acidum Vegetabile*

+⊖ *Acidum tartari*

+⊖ *Acidum Sacchari*

⊖ *Acetum*

+a. *Acidum animale*

+⊖ *Acidum urinae; phosphori*

+⊖ *Acidum formicarum*

⊖ *Acidum aereum; atmosphaericum*

⊖ *Sal alcalinus*

⊖ p. *Sal alc. purus (Causticus)*

⊖ v. *Alcali fixum vegetabile*

⊖ m. *Alcali fixum minerale*

⊖ *Alcali volatile*

∇ *Terra*

∇ *Lapis*

∇ *Arena*

∇ *Calx, p. pura (ustulata)*

∇ *Calx vitriolata (Jelenites, gipsum)*

∇ *Terra ponderosa*

∇ *Magnesia*

making your own

Golden Plum Rum Liqueur

Ingredients:

- 1 Cup Honey
- 1 Cup Water
- 10 Yellow/Orange Plums, Stemmed
- 2 Cups Plum Wine
- 1 Cup Heavy (High Congener) Aged Rum
- 1 Cup Light (Low Congener) White Rum
- 1/2 tsp Lemon zest
- 1 Tbsp Freshly-squeezed Lemon Juice

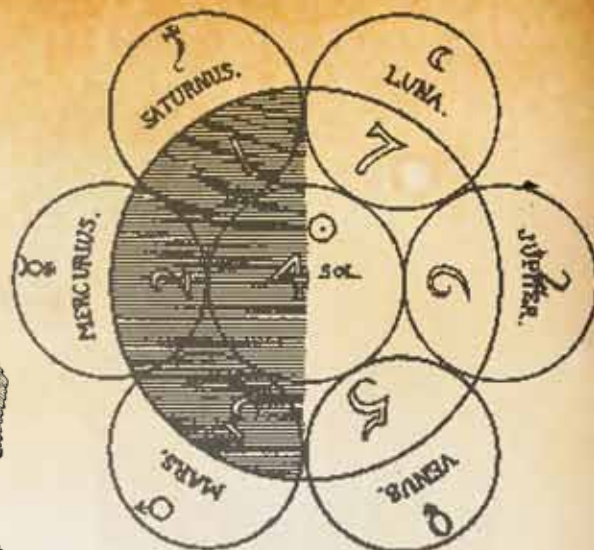
Directions:

Combine the water and the honey in a medium saucepan, stirring until all the honey has dissolved. Bring the mixture to a boil over medium heat and maintain the boil for 3 minutes, skim any foam that forms on the surface. Remove from the heat and allow it to cool.

Cut the plums in halves and remove the pits, place the pits in a 2-quart (2-liter) jar. Mash the plum halves with a potato masher, combine with the remaining ingredients, including the syrup, then transfer the mixture to the jar with the plum pits.

Allow the liqueur to rest in a dark, cool place for at least 30 days.

Strain and discard the solids, then allow it to rest for another 7-10 days so that impurities can precipitate. Filter or rack to one or more final serving containers.



Did you know that plums ...

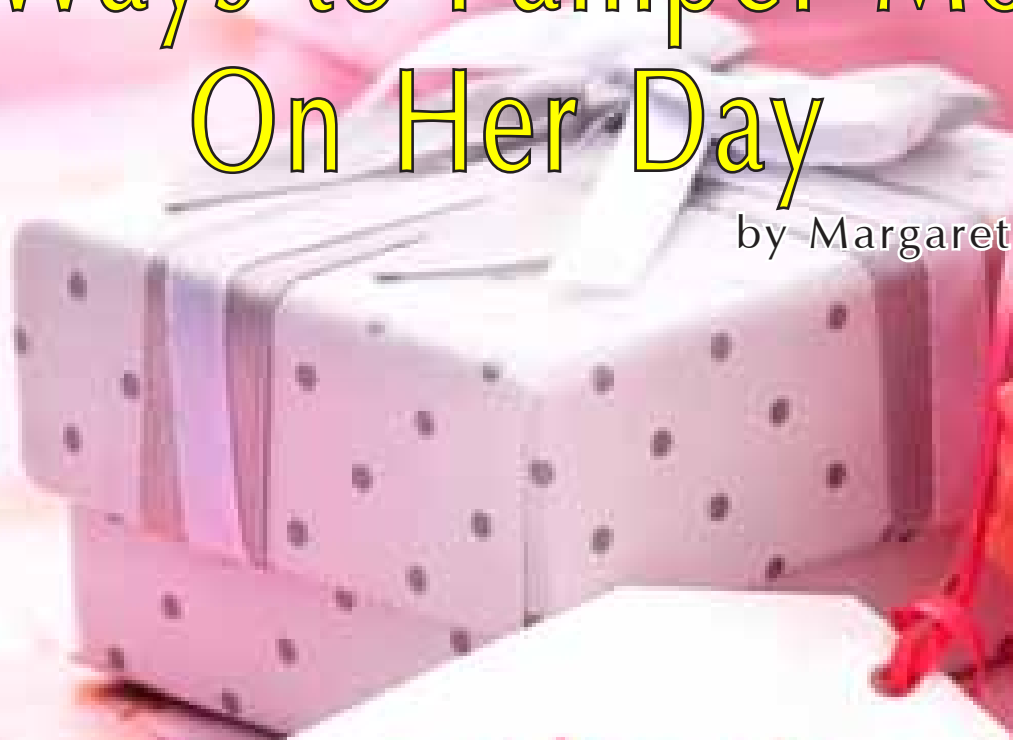
- Are great for relieving constipation and digestive problems: plums are filled with dietary fiber, sorbitol and isatin.
- Protect your heart: a medium fresh plum contains 113 mg of potassium that helps manage high blood pressure and reduce your risk of stroke.
- Prevent diabetes: plums have a low glycemic index, so eating plums can help you control your blood sugar and reduce the risk of type 2 diabetes according to the Dietitians of Canada.
- Improve bone health: in a study one group ate prunes, the other group ate dried apples and both took calcium and vitamin D supplements. The prune group had substantially higher bone mineral density in the spine and forearms. (Florida State and Oklahoma State Universities)
- The Chinese believe plums symbolize good fortune.
- More than one hundred varieties of plum stones were found on Henry VIII's flagship the Mary Rose, which sank in 1545.
- February is the month for plums in Japan; there are plum blossoms everywhere.
- Umeboshi (Japanese pickled plums) were thought by the samurai to combat fatigue.
- Plum trees are grown on every continent except Antarctica.
- There are more than 140 varieties of plum sold in the United States.
- Plums are the second most cultivated fruit in the world.
- Plums can be as large as a baseball or as small as a cherry.
- Plums were on the menu at the first Thanksgiving dinner in 1621.

Caution: those with a history of kidney stones are advised to avoid eating plums.



4 Ways to Pamper Mom On Her Day

by Margaret Ayala



https://www.amazon.com/NEW-Teddy-Cuddly-Present-Birthday/dp/B01AGN3T7Q/ref=sr_1_148



https://www.amazon.com/Art-Plates-Might-Ceramic-Coffee/dp/B00CNV5QW/ref=sr_1_43

Mother's Day Celebrations Throughout The World

Countries that celebrate the second Sunday in May: Australia, Belgium, Canada, Denmark, Finland, Italy, Japan, Turkey and The United States.

Countries that celebrate on May 10th: Bahrain, Hong Kong, India, Malaysia, Mexico, Oman, Pakistan, Qatar, Saudi Arabia, Singapore and United Arab Emirates.

Other countries that celebrate Mother's Day in May: France and Sweden-last Sunday in May, South Africa-first Sunday in May.



https://www.amazon.com/Tea-Forté-RAISIN-BISCOTTI-Limited/dp/B01KVSGS06/ref=sr_1_1_a_it



https://www.amazon.com/Tortuga-Caribbean-Golden-Original-Cake/dp/B019VRA9IA/ref=sr_1_27_a_it

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.



Swizzles

Aside from being a really fun word to say, a “Swizzle” is both a noun and a verb. It is the word for a specific style of cocktail, but also the word for a certain bar tool. The word swizzle originates from the West Indies, where they swizzle everything. A stick, or branch, with 4-5 little prongs on the end is inserted into a tall glass, (or even a pitcher) and then placed in between the hands. Using a motion similar to a boy scout making fire, the swizzle stick twirls in the glass of ice and liquid, not only mixing the drink but making the outside of the glass incredibly frosty. There are different theories of where the original swizzle stick was created-- One story is that it was invented during the 18th century at a rum plantation in the West Indies. Another is that it originated in Martinique and that the stick is whittled from the twigs of the Bois Le’le’ tree.

The Swizzle style of cocktail can be many different recipes --- but typically it is a cocktail served in a tall frosty glass, over crushed ice, with RUM in it. The “Rum Swizzle” is known as Bermuda’s national drink, and is often associated with the

“Swizzle Inn” of Bailey Bay. It is the oldest pub in Bermuda and its motto is “Swizzle in, swizzle out”. The Rum Swizzle of Bermuda is a delicious combination of black and gold rum, lemon, pineapple, orange juice, Falernum and Angostura bitters.

I recently spent a week in Edinburgh, Scotland, at Tales of the Cocktail On Tour. Of all the cocktails I saw, made, and tasted, my most favorite were the swizzles, which was my inspiration for this article. They were the perfect combination of sweet and boozy, cold and refreshing, and always aromatic. One of the key things about making a cocktail with crushed ice is that the ingredients need to be full of flavor because the ice will immediately dilute them. Perhaps the most recognized swizzle cocktail is the “Queens Park Swizzle”. It was created in Trinidad at the Queens Park hotel in Trinidad in the 1920’s and is a direct relative of the classic Mojito. I love the funky and rich flavors of the Overproof rum in this one and highly recommend that you make one on the next warm spring or summer day.

QUEENS PARK SWIZZLE

2 oz. Overproof Demerara Rum

1 oz. Simple Syrup

1 oz. Fresh Lime Juice

3-4 Dashes Angostura bitters

8 mint leaves

Place the mint leaves in a tall glass and using a muddler gently press and bruise them.

Add all other ingredients and then pack it with crushed ice. Using a swizzle stick, swizzle and mix until the outside of the glass is frosty. Garnish with a fresh mint sprig and enjoy!

My most favorite swizzle I had in Scotland was made by my friends at The House of Angostura and was a marriage of bitter, sweet, tart, and coffee! I loved it and have made it twice since I have been back home:





AMARO ESPRESSO SWIZZLE

60ml Amaro Di Angostura
20ml Kahlua
20ml Brewed Espresso
10ml Falernum
6-8 Mint leaves

Place mint leaves in a mixing glass and using a muddler gently press and bruise them. Add all other ingredients and stir. Pack a tall glass with crushed ice and strain just the liquid into the glass. Using a swizzle stick, swizzle and mix until the outside of the glass is frosty. Garnish it with a large fresh mint sprig. Note: This original recipe was not written with any rum in it but a lightly aged rum adds to the complexity and makes it a little boozy-er!

THE RUM UNIVERSITY LIBRARY

www.RumUniversity.com



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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

RumRunning and the Roaring Twenties

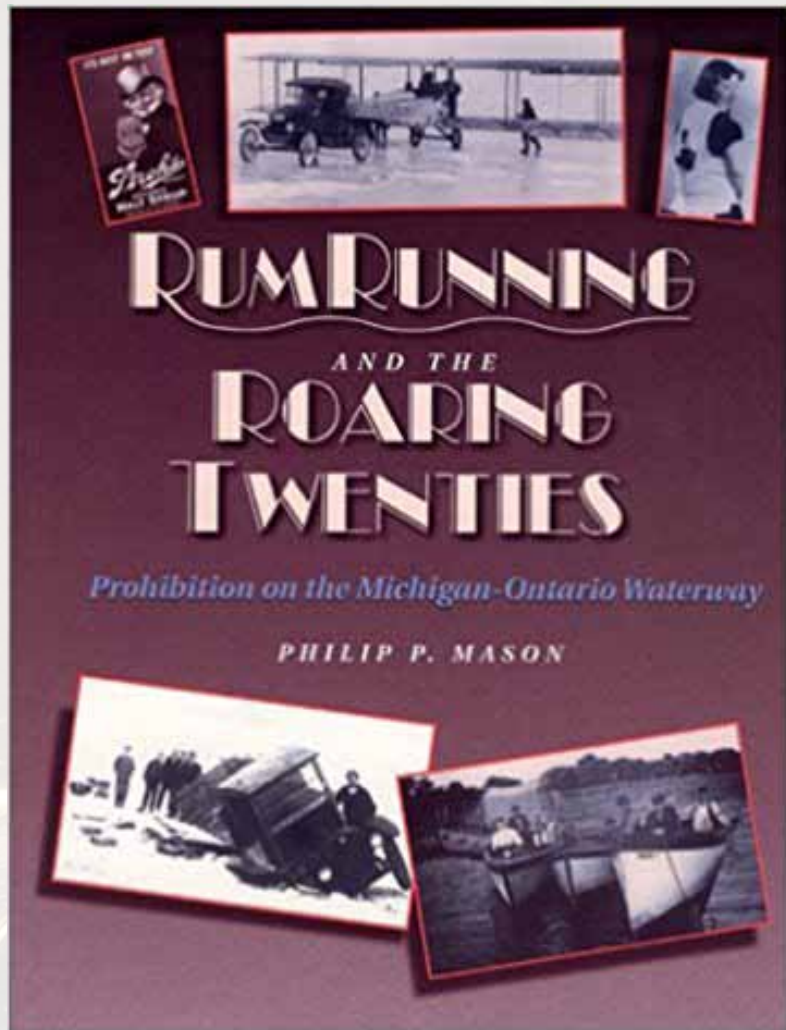
(Midwest Book Review)

The Prohibition experiment failed dismally in the U. S. - and nowhere worse than in Michigan. The state's close proximity and easy access to Canada (where large amounts of liquor were manufactured) made it a major center for the smuggling and the sale of illegal alcohol.

Although federal, state, and local law enforcement agencies attempted to stop the flow of liquor into Michigan and its wide-spread sale and use in blind pigs, joints, speakeasies, and the more exclusive, prominent clubs and restaurants, an astounding 75% of all illegal liquor brought into the U. S. was transported across the Detroit river from Ontario.

Using police and court records, newspaper accounts, and interviews with those who lived during the time, Philip Mason has constructed a fascinating history of life in Michigan during Prohibition.

Most entertaining are the hundreds of photographs and cartoons capturing the creative smuggling efforts ranging from electronically controlled torpedoes and baby carriages to hollowed out loaves of bread and watermelons. Rumrunning And The Roaring Twenties succeeds in capturing the essence of the era, when flappers, urban development, fads, and speakeasies dominated American culture. ISBN-13: 978-0814325834.



THE RUM HISTORIAN

by Marco Pierini



My name is Marco Pierini, I was born in 1954 in a little town in Tuscany (Italy) where I 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.com/marco.pierini.3 and in my articles on the Italian webpage www.bartender.it.

AMERICAN RUM 19: RUM AND MOBS

In America during the 1760's, the British authorities had the Royal Navy, but the Patriots had Rum and Mobs. What were mobs exactly, or more precisely, the "disciplined mobs", a phrase which would seem almost a contradiction in terms? Well, think of scores of men who meet in a tavern, listen to the speeches of their leaders, discuss and drink rum, plenty of strong, cheap American rum.

As time goes on, their numbers grow and they move out of the taverns, still discussing and drinking. Then, at a certain point, inflamed by patriotic zeal and by the rum which they have drunk in great quantities, they set out. Usually mobs gathered against someone specific, some "enemy" whose name had been mentioned widely in the local papers: customs and tax collectors, Navy men, officials and Governor's entourage, but also some unlucky American Loyalist. Made up of hundreds, sometimes thousands of angry people, armed with clubs, cudgels, rocks, knives and everything that could be used as a weapon, the mob represented a force to be reckoned with and created widespread fear.



THE STAMP ACT RIOTS AT BOSTON.

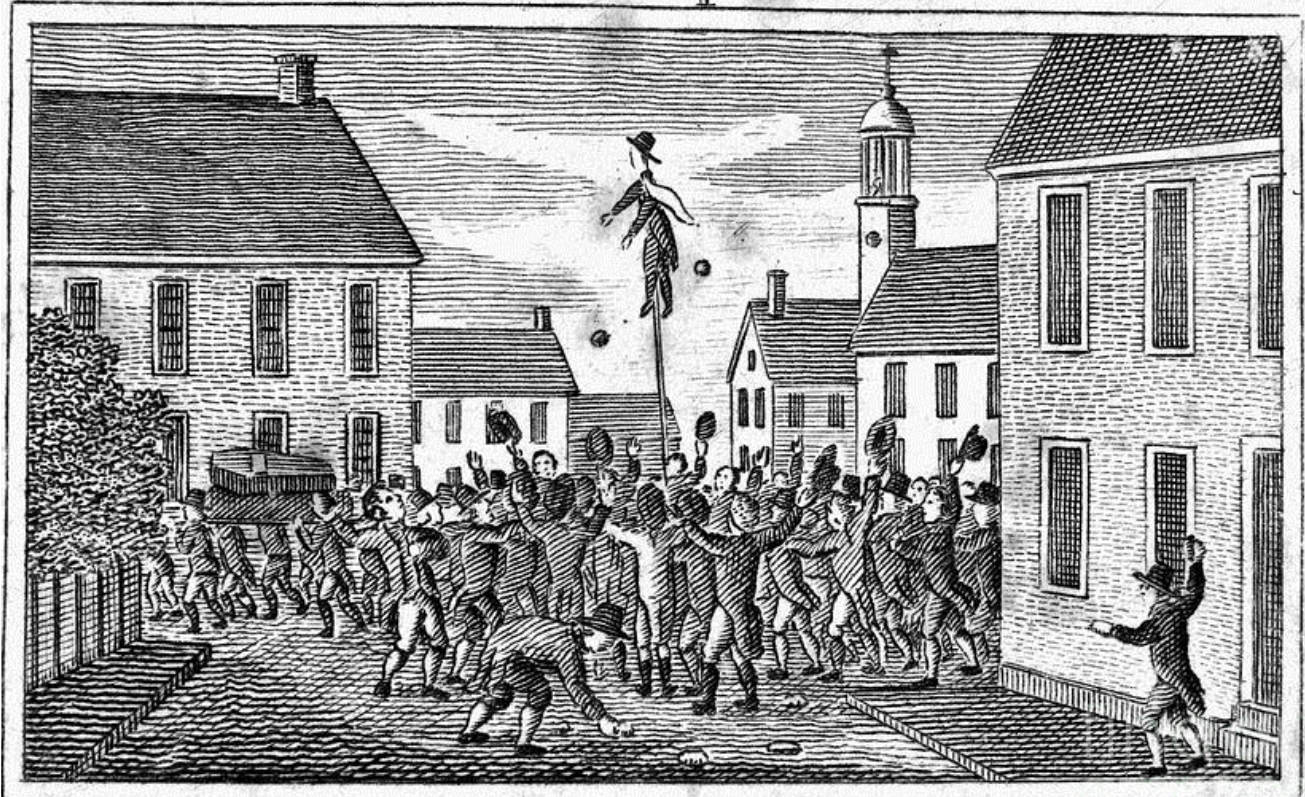
As the years went by and the conflict became irreparable, there was an escalation of violence. The mobs insulted and threatened their enemies, burnt their effigies in public, at first they “simply” vandalized and later even razed to the ground their homes and property, chased them, beat them up, often tarred and feathered them. They rarely went as far as killing them, but anyway they were exceedingly brutal. And they were fearsome.

As far as I know, the best contemporary description of a mob in action is the account of a Captain James Hawker, given during a trial at Charleston in 1767. Here is an excerpt:

“I sent a Boat with a proper officer to board a Schooner. She happened to get pretty near the Wharf before the Boat got on Board. A Mob collected, headed by a Person

who had the appearance of a Gentleman, asking is this the Man of War Boat? And being answered in the Affirmative, replied, ‘Let’s murder the Dogs’. Upon which they immediately threw Stones, Logs of Wood, Staves, and anything they could lay hold of into the Boat, wounded the Officer and Men and obliged Two of them to jump overboard to prevent worse Consequences. ... I therefore ordered the Boats to be manned and armed, and went into the Bow of the foremost myself, with the British Flag in my hand; but sorry I am to say it, that instead of having that respect paid which was due to it, received the highest Insults. I boarded the Schooner; but was there met by the Mob (by this time considerably increased) armed with Cutlasses, Axes, Stones, Clubs etc. to resist me forcibly in the Execution of my Duty. However after much abuse, violent

New Hampshire



Stamp Master in Effigy

Threats and most insulting Speeches against His Majesty's Dignity, and the British Parliament, the Master or Owner brought me the Papers belonging to Her. I found them regular. I told the Mob I was content if the Gentlemen of the Custom-House were. I gained my Point in behalf of His Majesty by seeing the papers and was satisfied. Had she been Seizable, I would have done it, if possible."

Then Hawker goes on to consider the social composition of the mob:

"I could sincerely wish that the Mob consisted only of lower class, or an idle unthinking Rabble; but it was quite otherwise. People of no small Repute appeared as the Ringleaders, a Merchant was one of the foremost with a short Club in his hand, holding it up and daring me, with many others, to fire the Pistol I had in my hand, and asking me in a very insolent manner if I wanted to introduce the English Laws."

Then the Militia appears, but: *"The Light Infantry Militia Drums beat to arms, not to quell the Mob collected in Defiance of all Law and Allegiance to their Sovereign, but to increase it."*

The Captain's amazement is understandable, even in Britain riots and mobs existed, but the rioters were from the lower rank of the society and the Militia repressed the mobs. In America the situation was altogether different: all social classes took part in the demonstrations; actually, it was cultivated, wealthy people who often led the protests with their authoritativeness, and the Militia was on the side of the mobs.

The account we have just read is by the commander of a warship, with cannons and an armed crew. Just imagine the effect that the mob must have had on a civilian, alone and unarmed, like a customs officer or a Loyalist!

Marco Pierini

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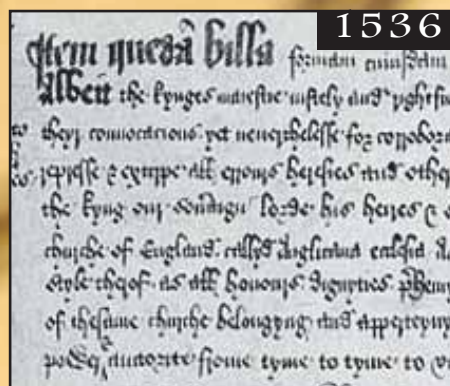
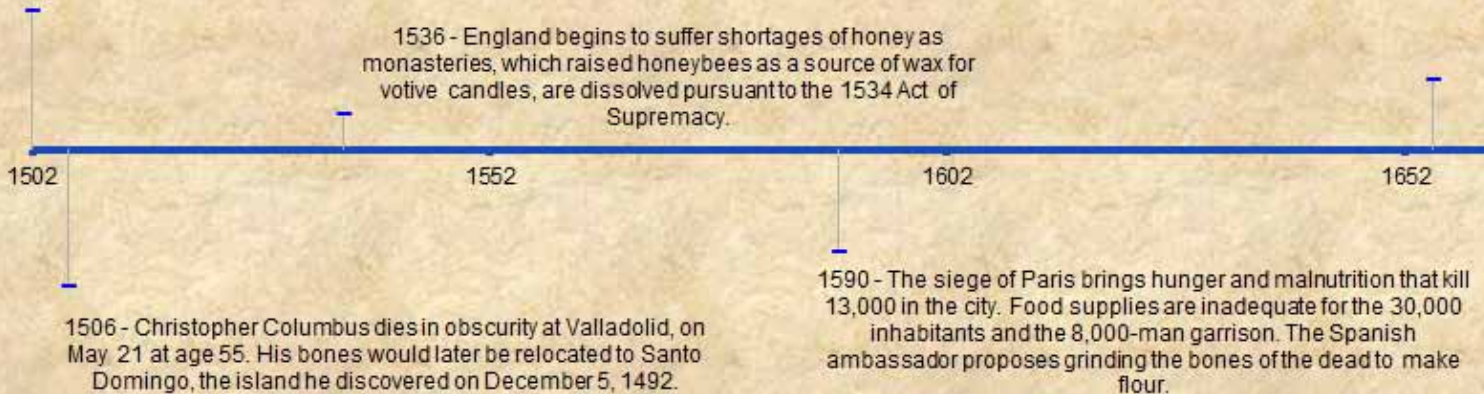
PrivateLabel@GotRum.com

RUM IN HISTORY



1502 - On May 11, Christopher Columbus embarks on a fourth voyage to the New World, the journey took eight months, forcing the crews to eat wormy biscuit, shark meat and ships' rats in order to survive. Columbus introduces sugarcane to Puerto Rico.

May Through The Years



Ever wondered what happened in
the month of **MAY** throughout
history?

1655 - English forces under the command of Vice Admiral William Penn, take Jamaica ("San Iago") from the Spanish, precipitating a 3-year war. The British Royal Navy introduces Rum from Jamaica to replace beer, because beer does not keep well at sea.

1832 - Aeneas Coffey perfects his Still, which allows for the first time to distill alcohol continuously, leading to higher production volumes and greater purity. The principles behind the Coffey Still are the foundation of modern column distillation.

1702

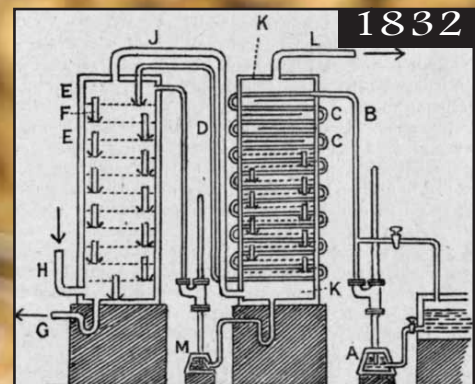
1752

1802

1690 - Start of the Pirate Round, the second of three outbursts that comprise the Golden Age of Piracy, which lasts until 1726. During this period, pirates target primarily the ships from the East India Company, due to the value of their cargo.



1690



1832

RUM IN THE NEWS

by Mike Kunetka

A stack of US dollar bills is on the left, slightly out of focus. To its right, four white dice are arranged in a row, showing the letters N, E, W, and S in black capital letters, spelling out the word 'NEWS'.

ADMIRAL NELSON PINEAPPLE RUM

Heaven Hill Brands, the country's largest independent, family-owned and operated spirits producer, will build upon the successful Admiral Nelson's Rum franchise with the release of Admiral Nelson's Pineapple Rum this spring. Bottled at 70 proof, the natural fruit flavor is blended with light Caribbean rum, creating the perfect base for any cocktail. The sweet flavor is also highlighted in the packaging with yellow and brown accents and will be supported by an array of retail point of sale items with the brand message "Admirably Smooth. Perfectly Pineapple." As the second-largest brand in the spiced rum segment and with four percent brand growth, the franchise is poised for success with this this premium, fresh, flavor that is sure to bring out an adventurous spirit with each sip. "Admiral Nelson's continues to chart its own course offerings that deliver a smooth, premium taste that consumers look for at an approachable price," said Heaven Hill Brands Senior Brand Manager Hannah Venhoff. "Admiral Nelson's Pineapple is a natural extension, capitalizing on the flavor trend and providing a fresh, tropical flavor profile suited for dynamic and everyday experiences." Acquired by Heaven Hill in 2011, Admiral Nelson's Spiced Rum continues to be one of the best-selling spiced rums in the spirits industry.

PENNY BLUE VSOP RUM

Penny Blue has launched its first VSOP aged rum through the Indian Ocean Rum Company, a joint venture between Berry Bros & Rudd and Medine Distillery. Made from the finest Single Estate sugar cane, their VSOP is aged in ex Cognac, Bourbon and Whisky barrels before being blended by Master Distiller Jean-Francois Koenig and Doug McIvor from Berry Bros & Rudd. The VSOP retains the characteristic complexity of Penny Blue rums, but is more approachable than the award-winning Penny Blue XO and Single Cask releases. Fruity and complex, VSOP can be enjoyed neat or as part of rum cocktails. There have been four XO releases so far and one single cask. Penny Blue Single Cask #28 is rum from a single cask that was selected for its exceptional quality from within the Medine Distillery reserves by Master Distiller Koenig. Rare, with only 197 bottles released, Penny Blue Single Cask is

truly special. Penny Blue Single Cask is non-chill filtered and natural in color.

RON ZACAPA EDICION NEGRA

Last April, I mentioned that Ron Zacapa had created a special Edición Negra release exclusively for the Travel Retail Market. Finally, the rum has been released to the American market. The original press stated that "every part of the production process is carefully monitored by the Master Blender Lorena Vasquez, who is known for creating a rum with a powerful character in terms of appearance and taste. Zacapa Edición Negra is inspired by Guatemala's natural elements, volcanoes and dark hot fire. It has been aged twice in charred American oak barrels, creating a dark rum with a smoky intensity, while accented by woody and spicy notes. This rum is different from the previous editions that have clear sweet caramel tones and flavor of vanilla. Zacapa Edición Negra will have instead a deeper unique taste of dark chocolate, wood and balanced smoky notes." Zacapa Edición Negra is a blend of aged rums from 6 to 24 years old that undergo extra aging in double charred American oak whisky barrels. To differentiate it from Zacapa 23, Zacapa Edición Negra comes in a slender and elegant bottle with the distinctive Zacapa woven Petate band, this time in black.

MARAUDA STEELPAN BLEND

Steelpan rum was inspired by the people of Trinidad, who turned discarded steel barrels into drums, creating music that is synonymous with the Caribbean today, just as their ancestors had turned a byproduct of the sugar industry into rum.

Steelpan begins with rum from Angostura in Trinidad from a column still, aged 3 years. This is the base that allows the notes of the blend to form a melody. From there, the folks at Marauda go to Guyana to add a column still Demerara rum, aged 3 years, bringing a slightly heavier, distinctive body to the blend. And finally, to Jamaica, finishing Steelpan with a heavy, pot still rum from the Worthy Park distillery, also aged 3 years, that gives the blend its "funky" depth. Each rum in Steelpan's blend is distilled and aged according to tradition that bars the use of additives and colorings. The blend is aged in 55 gallon

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.

bourbon barrels, each made of American white oak and each used only once. Steelpan is blended at cask strength and bottled at exactly 80 proof.

MALIBU NOW INTO BEER

United States Beverage recently announced the upcoming launch of Malibu® Beer, a first-of-its-kind product aiming to redefine the Summer beer landscape, bringing more flavor and more fun to a growing consumer space. This refreshing golden lager is flavored with a hint of natural coconut for a light tropical note and features 5% ABV. The product is slated for roll out May 1 in the Miami, San Diego and Ann Arbor markets. Produced in the Caribbean, Malibu® Beer will be imported into the U.S. market by United States Beverage under exclusive licensing from the Malibu® brand. The introduction of Malibu® Beer was based on extensive research done over the past several years that identified consumers' desire for a mainstream lighter-bodied beer with flavor. "Research confirmed that a beer that embodies the flavor and fun personality traits of the Malibu brand is an innovative concept that appeals to the US beer consumer," said Justin Fisch, VP/ General Manager at US Beverage.

CASTLE BRANDS AND GOSLINGS RUM

Castle Brands Inc., a developer and international marketer of premium and super-premium branded spirits, today announced that it has acquired an additional 20.1% stake in Gosling-Castle Partners Inc. (GCP), its strategic global export venture with the Gosling family. GCP holds the exclusive long-term export and distribution rights for Goslings Rum and Goslings Stormy Ginger Beer for all countries other than Bermuda. The transaction increases Castle Brands ownership of GCP to 80.1% and will enable consolidation for tax purposes. In a related development, Castle Brands announced that GCP's exclusive export agreement with Gosling's Export (Bermuda) Limited and exclusive distribution agreement with Castle Brands have been extended through March 31, 2030, with ten-year renewal terms thereafter. "Since Castle Brands joined forces with the Gosling family to form GCP in 2005, sales of Goslings Rum have grown rapidly in the United States and internationally. Sales were approximately 170,000 cases during the 12 months ending December 31, 2016. In addition, we have worked together to launch and grow Goslings Stormy Ginger Beer, used in the trademarked Dark 'n Stormy® cocktail, an important driver of Goslings

Rum sales. Sales of Goslings Stormy Ginger Beer were approximately 1,325,000 cases during the 12 months. We are very glad that we have increased our ownership of GCP and have extended the terms of our Goslings agreements," stated Richard J. Lampen, President and Chief Executive Officer of Castle Brands. "The Goslings family has produced Goslings rum in Bermuda for 200 years. Because we realized that the brand had great potential in the U.S. and internationally, we initiated sales in the U.S. almost 20 years ago. By joining together with Castle Brands in 2005, we sharply accelerated that growth by gaining a very strong sales force, top-tier distributor relations and substantial infrastructure to support operations. We are excited to be taking these important steps to expand the relationship with Castle Brands," said Malcolm Gosling, President and Chief Executive Officer of GCP. Goslings Rum has been blended in Bermuda for over 200 years by Gosling's Brothers Ltd., the oldest company in Bermuda. Seven generations of the Gosling's family have built the brand into the "National Drink of Bermuda". Goslings Black Seal® Rum, Goslings Gold® Rum and Goslings Old® Rum are all award-winners. Because of its rapid growth, Goslings Rum was named a "Hot Prospect" by Impact Magazine. In addition to the United States, Goslings is now sold in 20 countries globally. Goslings Dark 'n Stormy® cocktail is one of the few trademarked cocktails in the world and Goslings Stormy Ginger Beer, launched in 2009 to fuel the growth of this cocktail, has become the leading Ginger Beer in the United States.

BUNDABERG RUM

Earlier last month, Bundaberg Master Distillers' Collection Solera was awarded Best Dark Rum in the World at the London World Drinks Awards, and was followed up shortly after with the announcement that Solera was also awarded a Gold Medal at the prestigious San Francisco World Spirits Competition. The rum was deemed 'exceptional' by the 43-member judging panel. The Master Distillers Collection Small Batch also got in on the awards action, being named Australia's Best Gold Rum at the London World Drink Awards. Duncan Littler, senior brand manager at Bundaberg Rum, was ecstatic over the international accolades. "It's an honor to see the distillery's craft recognized once again on a global scale. "The 2016 Master Distillers' Collection releases had some big shoes to fill following the Bundaberg Blenders Edition 2015 winning the World's Best Rum last year, but Bundaberg Solera and Small Batch have delivered world class results. These are two of the

RUM IN THE NEWS (continued)

by Mike Kunetka

NEWS

most complex rums the distillery has ever created.”

Bundaberg is now offering a ‘Blend Your Rum Experience’ at their distillery in Queensland, Australia. For nearly 130 years, the art of blending Bundaberg Rum has been solely a pursuit for Bundaberg’s Master Distillers. That is until now. During the Blend Your Own Rum Experience, you will be exposed to the art of blending their world-famous rum. You will spend 60 minutes with two of their expert Blend Your Own Rum Guides who will teach you the art of tasting rum straight from the barrel. Once you have selected your favorites, the guides will teach you the art of blending, and help you craft your very own personalized blend. You will then pour it yourself, direct from the barrel, cap it, label it and leave that very same day with two of your very own bottles with your name on them. One to keep. One to enjoy.

SAILOR JERRY RUM AND HARLEY DAVIDSON MOTORCYCLES

Sailor Jerry Spiced Rum, created to honor the father of American old school tattooing, Norman “Sailor Jerry” Collins, has aligned with the iconic, American Harley-Davidson Motor Company for a multi-year partnership. To commemorate the kick-off of the partnership, Sailor Jerry Spiced Rum will be unveiling a series of twenty-two customized Harley-Davidson motorcycles designed by high profile artists and visionaries from around the United States including Harley-Davidson’s own Styling Team, at a celebration this spring. This 360-partnership will come to life in bars, restaurants, Harley-Davidson dealerships and joint celebrations around the country. Consumers can expect a series of shared events and moments from the two iconic brands, leading up to Harley-Davidson’s 115th Anniversary in 2018. The first official venture together is the series of customized motorcycles created by acclaimed artists from around the country. The participating artists include a range of innovators with backgrounds in tattoo design, mural paintings, street art and automotive design. Acclaimed tattoo artists Jonathan Valena aka JonBoy, Oliver Peck, and Megan Woznicki aka Megan Massacre have designed a selection of bikes as well as popular Miami-based muralists, Alexander Mijares, celebrated automotive designer, Michael “BuckWild”

Ramirez and artist L’Amour Supreme. Each artist was tasked with interpreting the infamous flash art style of Norman “Sailor Jerry” Collins into their unique motorcycle design. Members of the Harley-Davidson Styling Team round out the group of artists and use their deep knowledge of Harley-Davidson history to inspire their unique designs. The motorcycles will be unveiled in a celebration at the Harley-Davidson Museum in Milwaukee on May 2, 2017 that will be open to consumers and include exciting festivities for all attendees. Following the celebrations, these bikes will not become a part of the exhibit, but instead be available for viewing around the United States all summer 2017 at liquor retailers, Sailor Jerry’s Fleet Week New York celebrations, at the Harley-Davidson Museum and more. Fans of Harley-Davidson and Sailor Jerry Spiced Rum will have a chance to win a motorcycle through a sweepstakes program kicking off on May 15, 2017. There will be twenty-two total bikes available to win. To enter, participants can log on to www.SailorJerry.com/Harley-Davidson and can receive additional information on the sweepstakes.

MEZAN RUMS

Mezan continues to capture the depth and diversity of the Caribbean and offer a taste of its purest, most authentic flavors. Distilleries old and new, some founded centuries ago, others no longer in operation; all are subject to their quest. Unsweetened, uncolored and only lightly filtered, these vintage rums represent the finest, truest expression of their producer and country of origin. Their latest releases come from Jamaica, Trinidad and Panama.

Jamaica 2005 comes from the Worthy Park distillery, Northwest of Kingston. A working sugar estate since 1720, the Clarke Family acquired the Estate almost a century ago and it has remained privately owned and managed ever since; the new distillery was completed in 2005. At Worthy Park the rum is entirely produced from molasses and double distilled in a Forsyth’s copper pot still. The company produces light and heavy rums using the estate’s proprietary yeast strains for fermentation.

Panama 2005 starts with a soft molasses base and is distilled in modern multi-column stills. The estate still produces its own sugarcane and the distillery was rebuilt in 1976 and is equipped with the new multicolumn stills. The company grows their

own yeast culture which adds to the individual and characterful rums.

Trinidad 2007 was distilled at Trinidad Distillers Limited in multi-column stills after 48 hours of fermentation with a yeast grown on the property. This rum comes from an assembly containing a high proportion of lighter distillates, distilled between 80% and 95% alcohol. It aged in the Caribbean in bourbon barrels before being shipped to the United Kingdom, where it was transferred to barrels containing old Trinidad rum.

DDL CERTIFIES 'DEMERARA RUM' GEOGRAPHICAL TERM

Demerara Distillers Limited has been certified as the registered proprietor of geographical indication, 'Demerara Rum'. This is according to a notice in a recent edition of Stabroek News from the Intellectual Property Office of the Commercial Registry. The notice said that the certification was issued in accordance with Sections 12 and 21 of Act No. 15 of 2005 and as there was no objection to the said geographical indication within the prescribed period. Minister of Foreign Affairs Carl Greenidge had said that recapturing the name provides opportunities for producers to obtain market recognition. "GI protection for those products means that a given name, Demerara, can only be used for products made or originating in Guyana and if production is moved out of Guyana they will no longer enjoy that domain feature," Greenidge stated at the opening of the GI Conference at the Marriott Hotel, Kingston. Greenidge had stated that Article 145 of the EU Economic Partnership Agreement (EPA) makes provision for the protection for geographical indications however; products must first be protected in its own country. The Minister noted that Guyana currently was not benefiting from this provision since there were no registered GIs locally. "Geographical Indications are now therefore developing quite fast they represent an important instrument for trade, rural development, protection of knowhow and tradition as well as products promotion and tourism," GINA quoted Greenidge as saying then. CARICOM's Assistant Secretary General for Trade and Economic Integration, Joseph Cox had noted that GIs are essential to enabling Caribbean countries to compete on international markets. Cox noted that there are already products within CARICOM that show the need for legal protection of these products. Guyana's move to acquire the legal right to the Demerara name prevents the usurpation of the value of the products. "The work here in Guyana will therefore give significant impetus to our progress across the region with the application for three Geographical Indications," Cox had stated.

RUMJAVA

RumJava Artisan Crafted Rums are all natural and inspired by a passion for Caribbean culture, rum and coffee. Born from Java'Mon Coffee based cocktails made in Cruz Bay, St. John, RumJava handcrafted collection of fine Rums are infused with five favorite

coffee blends and other natural flavors. RumJava is twice distilled at 160 to 180 proof in a copper stack pot from Florida cane produced in Clewiston, Florida. Artisan crafted in small batches, RumJava has nurtured every part of their proprietary process from formulation, to mixing, testing and tasting. After making the gluten-free rum, they infuse freshly roasted Java'Mon Coffee beans to extract the perfect amount of coffee flavor and add other natural ingredients for added depth and balance. With subtle notes of vanilla, hazelnut, chocolate, caramel, coconut, cinnamon, oak and coffee the result is a unique collection of smooth, silky, flavorful rums unlike any other.

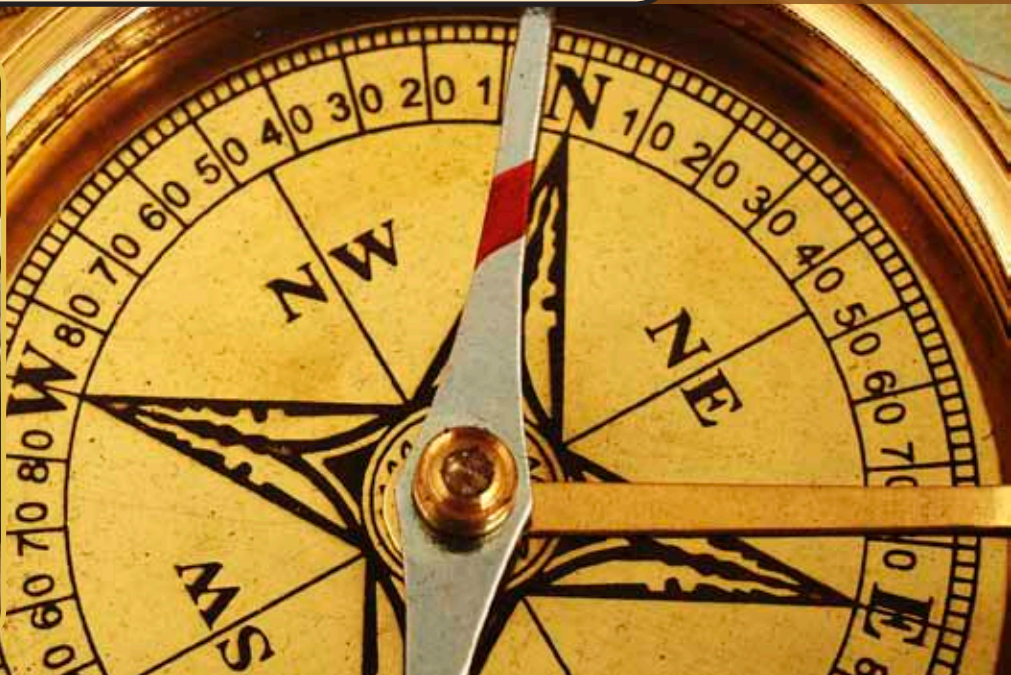
Here are their first six releases. Signature is a rich molasses rum that is infused with Java'Mon Signature Coffee and a touch of coconut, vanilla and caramel. Cacao'Mon is a robust chocolate rum, made from cacao nib and infused with the Java'Mon Coffee Chocolate blend. Mahtini'Mon was their original inspiration. Sweet and savory vanilla rum is infused with Java'Mon Espresso, chocolate, hazelnut and oak. Cinna'Mon Bay is their finest rum with a touch of cinnamon, hazelnut and a natural Java'Mon Cinnamon Bay Coffee infusion. Caffé Con Horchata is a rich horchata infused with a touch of coconut and a blend of Java'Mon Ethiopian Yirgacheffe and Kenyan blend. Limited Edition Espresso Rum Cream is their Mahtini'Mon Espresso Rum blended with naturally fresh cream; simply delicious.

DENVER INTERNATIONAL SPIRIT COMPETITION

Wine Country Network, Inc., producers of the highly respected Denver International Wine Competition and The Denver International Beer Competition, conducted the 6th Annual Denver International Spirits Competition last month. The double blind competition was based on a 100 point scale. A prestigious panel of 20 of America's most respected spirits authorities participated in the largest professional spirits competition in the Rocky Mountain Region.

Judges cast their votes for the best spirit entries in as many as 102 different categories. They were award medals for first (GOLD), second (SILVER) and third (BRONZE) place for each qualifying category and best of show. Rum awards included a Double Gold medal for Flavored or Infused Rum to Hilton Head Distillery for their Two Expressions Espresso Rum; a Double Gold medal for Spiced Rum to South Hollow Spirits for their Twenty Boat Spiced Rum; a Double Gold Medal for Spiced Rum to Bayou Rums for their Bayou Spiced Rum; a Gold Medal for Spiced Rum to Hilton Head Distillery for their Redlock Spiced Rum; a Gold Medal for White Rum to Hilton Heads Distillery for their Two Traditions Platinum White Rum; a Gold Medal for Flavored or Infused Rum to Ski Bum Rum Distillery for their Edelweiss Coconut Rum; a Gold Medal for Dark or Gold Rum to Southern Champion for their Pelican Harbor Dark Rum and a Gold Medal for Other Rum to Blue Chair Bay Rum for their new Key Lime Rum Cream.

PAUL'S SPIRITED TRAVEL



2017 Midwest Rum Festival

It was four in the morning when I arrived at Hartsfield Jackson International Airport. Destination Chicago, I was about to embark on a whirlwind trip centered on the 2017 Midwest Rum Festival. Having never been to Chicago, it was exciting to go in a day early and explore the city and surrounding area. After navigating airport security and an uneventful flight, I met up with two of my travel companions at Midway airport: Scott of Rumtrader.com and Bill, a private rum collector. Both had visited Chicago the year before for the festival and had offered to share the day with me visiting distilleries and liquor stores in the area.

Our first stop of the day was the Copper Fiddle Distillery in Lake Zurich, Illinois. The distillery was founded by Jose Hernandez and Fred Robinson in 2013. They began by making whiskey with a 13 gallon stainless steel still. Today the distillery makes a bourbon whiskey, three gins and two rums. The distillery has a bar at its entrance with the rest of the space devoted to fermentation, distillation, aging and bottling. That area is also converted into an event space for local bands to perform. If you find yourself in Chicago you may arrange a tour by visiting <http://copperfiddledistillery.com>.



We visited a couple of stores then stopped for lunch at Chef Shangri La. There we were joined by the final member of our group, Marie King of California's Tonga Hut. After lunch we departed for our last distillery stop of the day, Tailwinds Distillery located in Plainfield, Illinois.

Tailwinds Distillery is a family operation that was founded by Toby and Jillian Beall. Its welcome area was loaded with aviation themed memorabilia right down to the tasting bar designed to look like it is part of a World War II plane wing. The distillery team uses a 100 gallon Vendome copper pot still to create a line of four rums and two agave based spirits. The rums are aged using different kinds of barrels depending on the product. We sampled their rum line and toured the distillery operational area. Purchases were made then we were back on the road. We stopped at one more store before checking into our hotels and freshening up for the evening's festivities; a kick-off party at Hala Kahiki.



Saturday, after a hearty breakfast we gathered at Logan Square, home to the Midwest Rum Festival. 32 different brands from the U.S., Caribbean and South America presented their rums for the trade and consumers to experience. On the main stage they had cocktail competitions, cooking demonstrations and tasting seminars. Upstairs, Don Q Master Blender Jaiker Soto Bravo presented a seminar about the history of the brand, the anatomy of the blends and the entire product line including two limited edition vintages. Later in the day Richard Seale of Foursquare Distillery discussed the trickiness of the rum marketplace and educated the audience on how to raise their understanding about all rum products. Both seminars were educational and had something to offer those new to the rum world as well as those who have been studying it for some time.

At the close of the event we gathered at Paul McGee's Lost Lake Tiki bar enjoying the fine cocktails and camaraderie of the day. The festivities continued with

a dinner party at the Hampton Social with Ron Zacapa introducing its new Edicion Negra to the regular U.S. market. After the dinner our hearty band of rum travelers gathered at Three Dots and Dash, toasting a great weekend before parting ways for a night of well-earned rest and travels to our homes on Sunday.

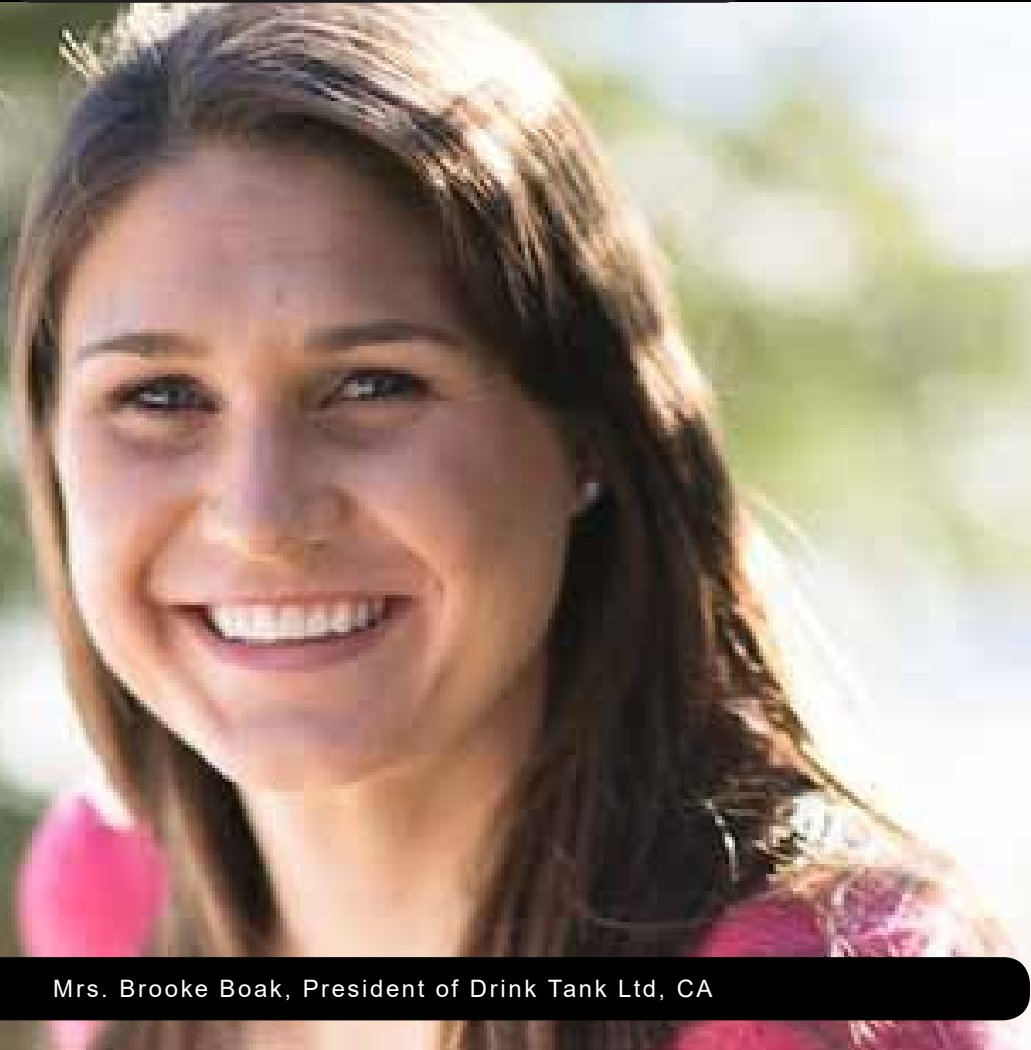
Overall both days were exemplified to me what Spirited Travel is all about. Good companionship filled with laughter, exploration and a good bit of rum.

Paul Senft



EXCLUSIVE INTERVIEW

by Margaret Ayala



Mrs. Brooke Boak, President of Drink Tank Ltd, CA

I am delighted to share this story with all our readers. Not only does it serve as inspiration to entrepreneurs in general, it also illustrates clearly the power of synergies! Many people dream about converting their passions into their careers, few of them attempt to do it and fewer even succeed! By combining her passion for scuba diving with her love for rum, Brooke Boak has elegantly combined both worlds, satisfying the thirst for exploration above and below the ocean. I wish much success to Brooke and her entire team!

Margaret Ayala, Publisher



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

Hi! My name is Brooke Boak and I'm the President of Drink Tank Ltd. in San Francisco, California.

Q: Your company name and the shape of your bottle are both very unique and intriguing, what is the story behind them?

I'm a scuba diver and the Tank Rum name and bottle are inspired by diver life. I started snorkeling when I was 4 years old, got scuba certified when I was a teenager and have been diving



all over the world. The best part about scuba diving is that every time you go it's a different experience. When you stand on the side of the boat, you wonder what you're going to see when you jump in - maybe a large school of fish, a shark or a beautiful coral display.

After a day of diving, it's time to sit back and relax with my friends or family and share stories over a cocktail. This, of course, is almost as much fun as the diving! I want to share that feeling of adventure and camaraderie by creating a great rum for people like us.

Q: How challenging was it to produce a glass bottle that resembles a scuba tank? Why isn't it made of metal, like the real tanks?

My plan when starting the company **was** actually to make the bottles out of stainless steel, both because it would look more like a scuba tank and because stainless steel is 100% recyclable and environmentally friendly. Stainless steel has some drawbacks, though. The first is that it's really expensive to manufacture and the second is that you can't actually **see** the liquid inside the bottle, which is important to consumers. Our crystal-clear glass bottles do a great job of





showing off the rum, and help us bring the cost of the product down for our customers.

I did make some prototype stainless steel bottles though, and thought they were really cool, so I decided to create another product out of them. It's called TankH2O, a stainless steel water bottle shaped like a scuba diving tank, and it's now the top-selling scuba product on Amazon.

Q: Can you describe the process you went through to select the rum for your brand?

First I want to point out that rum, more than any other spirit, evokes the tropics. It comes from sugarcane, which is grown and refined exclusively in the tropics. Our sugarcane comes from Réunion Island, in the Indian Ocean off the coast of Madagascar, which is responsible for some of the world's best rum AND is near some of the world's best dive sites. Caribbean rum is already popular in the American market and we wanted a product that was delicious, luxurious and exotic. We found the perfect source of sugarcane

for our rum on Réunion Island and have figured out how to bring it to the world from there.

Q: Where can consumers currently purchase your rum? Will it be available primarily at diving destinations or will it be distributed in-land as well?

The first shipments of Tank Rum will be arriving in the U.S. soon. We're working closely with our distribution partners, as well as their vendors at liquor stores, restaurants and bars to introduce Tank Rum in their respective markets.

Our distributors serve markets throughout the country and based on the level of interest we've received we're anticipating that Tank Rum will eventually be available in most states. While our initial focus is on the US, Travel Retailers (aka: Duty Free stores at International Airports and Cruise Ship Ports) throughout the Caribbean and as far away as New Zealand are already making plans to introduce Tank Rum to their customers.



Q: Any plans on producing other rums in the near future?

We have a product roadmap that includes ultra-premium aged and flavored expressions as well as developing other unique packaging concepts. For now, we're concentrating on the launch of Tank Platinum Rum, so it's too early to put a timeline on any new products, but 2018 introductions are more than likely.

Q: Do you have any advice for future brand owners who are thinking about developing a new brand concept, such as yours?

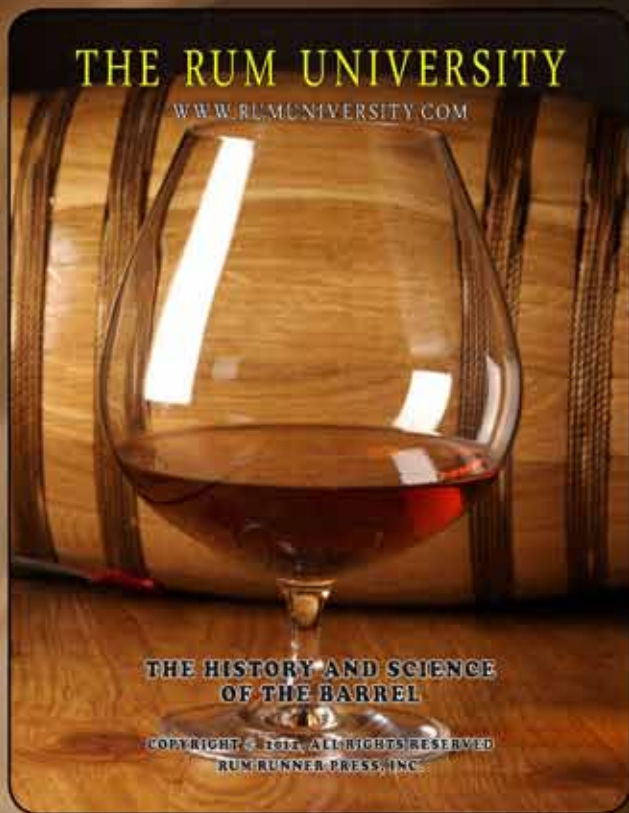
It's easier to target a niche audience than it is to go up against the big, established players directly. By launching the TankH2O water bottles before the rum, we built a worldwide customer base that's passionate about our lifestyle and product. We've learned who our customers are, which has really helped us to enter the spirits business confidently.

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

Whether you're interested in Tank Rum or how to launch a new brand, I'd love to chat. The best way to reach me is by email: brooke@drinktankltd.com. And once Tank Rum is available, we'll keep you updated on where you can buy it on our website: www.TankRum.com

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

Before we started production, we did a crowdfunding campaign to raise awareness and money for the first batch of Tank Rum. Launching a crowdfunding campaign for a spirit was tricky, because we weren't licensed to sell or ship spirits directly to our customers. We were able to come up with some creative non-spirit rewards, and we managed to surpass our fundraising goal. Our successful campaign proved that we have a customer base and that they really want the product.



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THE HISTORY AND SCIENCE OF THE BARREL

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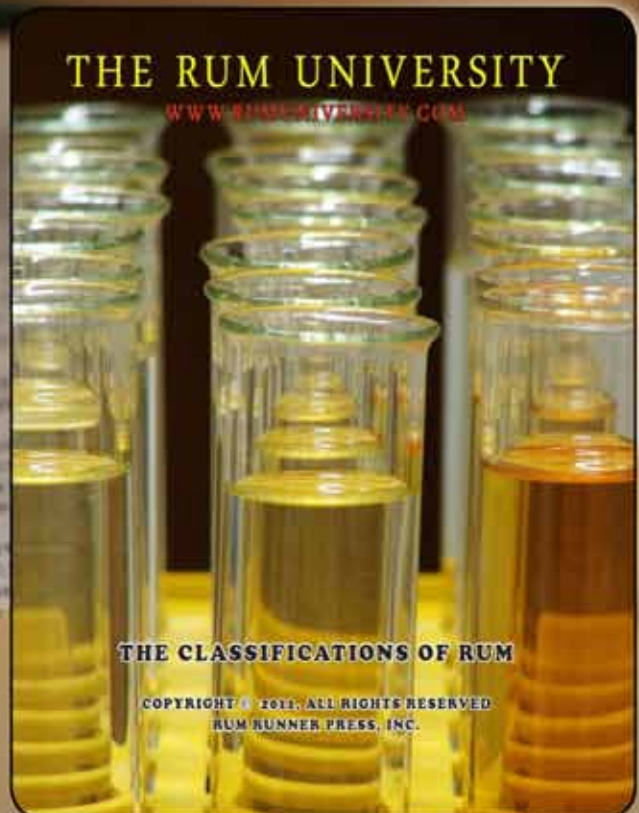


Private Label Primer

A Beginner's Guide to the World of Private Label Rum

YOUR BRAND
15 Years Old
Aged RUM
Aged in American Oak
Finished in French Oak
(inner label design)

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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).



Coffee Coffee

Most often than not, when someone mentions the word coffee, everyone assumes that the coffee being referred to is hot. Similarly, when coffee is used in mixology, it often evokes warm (spice, not heat) sensations, dominated by the coffee's own character, much like in this pairing. However, since summer is fast approaching in the Northern hemisphere, I decided to create a cold coffee cocktail that can be used as a refreshing pairing for a cigar.

I tried to keep the recipe very simple, mixing directly in the serving glass with crushed ice. I used two types of rum, Vermouth Rosso and the main ingredient, which is the coffee.

You can prepare the coffee ahead of time. Add 2 or 3 tablespoons of instant coffee to a cup, along with 3 tablespoons of granulated sugar. Add ½ cup of warm water to the cup and stir until all the sugar is dissolved. You may think that this results in a very strong cup of coffee, but we need it at this strength so that it still comes across the cocktail once it is combined with the rest of the ingredients, trust me.

Coffee Coffee

1 oz Rhum Bielle from Guadalupe, 59% vol
1 oz Ron Dictador, Insolent from Colombia, 40% vol
1 oz Vermouth Rosso
3 oz Concentrated Coffee (made as described above)

As you can see, this is a cocktail that is extremely easy to recreate at home. Fill a Collins glass with crushed ice, add the rums and the Vermouth, stir gently, add the coffee, top off with ice, stir gently

Got Rum?





Photo credit: @Cigarili



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again and serve. You could add a dry orange or lemon peel, to complement the coffee notes, it is completely up to you.

My reason for selecting these two rums is very simple: I really enjoy Rhum Bielle in cocktails, it adds a lingering sugarcane aftertaste. Ron Dictador, on the other hand, has very concentrated coffee notes.

Regarding the Vermouth, I initially wanted to add ½ oz of blueberry juice, but when I started combining the other ingredients, I decided instead for the Vermouth, to achieve a better balance.

Now, for the cigar, I opted for one that never fails me, whenever I am looking for full-bodied cigars. I am referring to a Campana Cubana from the Bolivar factory, a Belicoso (52 x 140mm) which should give us a smoking time between 30 and 45 minutes.

I anticipated this pairing would be good, but I was pleasantly surprised in that it turned out to be extraordinary, much better than expected! I think it is ideal for hot days, but this pairing definitely needs a full-bodied cigar. If you cannot find a Cuban cigar similar to this one, I would definitely recommend choosing something from Nicaragua.

Something interesting that occurred to me during the pairing, was that the cocktail maintained its character throughout, which allowed me to effortlessly go through the first 2/3 of the cigar. The cocktail could be embellished more, but I think it is perfect when pairing it with an Habano.

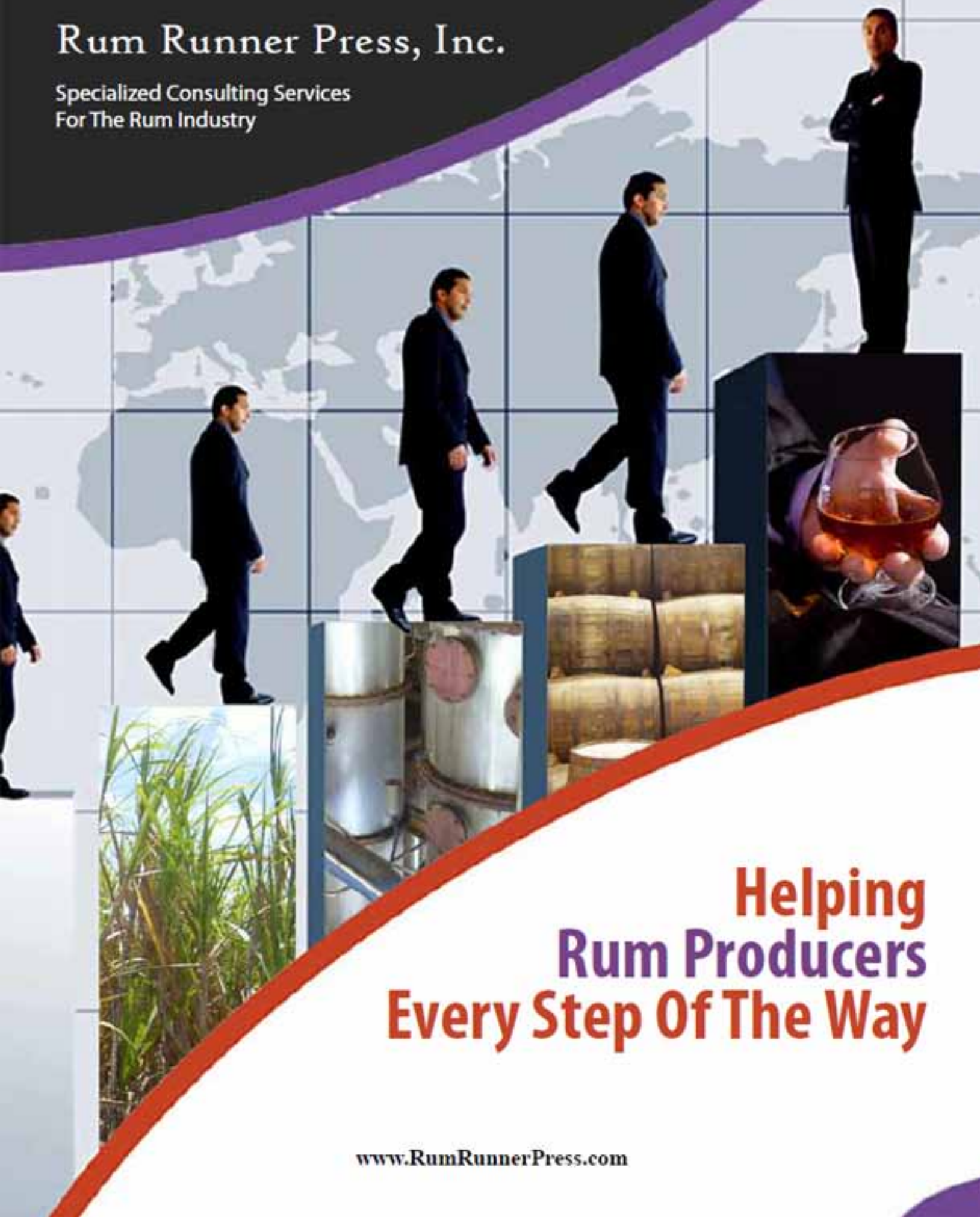
I really hope that those in warmer climates can enjoy this pairing at home. I tried hard to keep the cocktail simple, making sure that it would not require specialized utensils. It is meant to be enjoyed and to be customized by each person.

A highly recommended pairing.

Philip Ili Barake
#GR CigarPairing

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