

OCTOBER 2017

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



COOKING WITH RUM - ANCEL'S SHARE - CIGAR & RUM - MUSE OF MIXOLOGY - RUM HISTORIAN - RUM IN THE NEWS - EXCLUSIVE INTERVIEW - SPICES & SPICED RUMS - RUM UNIVERSITY



CONTENTS

OCTOBER 2017

5	FROM THE EDITOR
6-9	THE ANGEL'S SHARE - RUM REVIEWS
10-11	COOKING WITH RUM
13	AROUND THE RUM WORLD
14-17	THE RUMUNIVERSITY - IDEAS THAT CHANGED
	THE RUM WORLD
18-19	RUM UNIVERSITY LABORATORY
22-25	THE MUSE OF MIXOLOGY
26-31	RUM AND SPICES
32-33	THE RUM UNIVERSITY LIBRARY
34-37	HELPING THE REBUILDING EFFORT
38-41	THE RUM HISTORIAN
42-43	RUM IN HISTORY
44-47	RUM IN THE NEWS
48-52	EXCLUSIVE INTERVIEW
56-59	CIGAR AND RUM PAIRING







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FRONT COVER: Spiced Maceration
INSIDE SPREAD: Hot Spiced Rum

FROM THE EDITOR

Stubbling, Part 2

first talked about stubbling in a previous installment of "From The Editor" (January 2016, to be precise). Back then I explained how the term refers to sugarcane's ability to re-grow after having been cut almost all the way to its roots. Stubbling is one of the most important reasons behind sugarcane's value in today's economy and is also a source of many empowering analogies.

When nature devastates a community, many survivors often leave the affected area and never return, vowing instead to start anew elsewhere. Some do return and work hard to restore the remnants of their communities to their former glory or beyond. Yet others never leave -even if they have the opportunity-, determined to start the rebuilding even before the true extent of the devastation is fully known. This last group best embodies the spirit of stubbling and is often comprised of individuals who also embody the qualities of leadership and dedication that companies the world over strive to have in their ranks.

This hurricane season has left unforgettable physical and emotional scars in many communities across the Caribbean and coastal areas of North America. But even though the season is not over yet, signs of rebuilding -or stubbling- have already appeared and, those staying behind to be part of the reconstruction are already in a class of their own, fully aware of their intrinsic



power to be agents of transformation.

On pages 34-37 you will find a few ideas on how you can be part of this rebuilding. Much like applying fertilizer to a crop, outside donations and volunteers can boost this innate desire to re-grow and to prosper. If each of us contributes a small amount, together we can make a big difference.

Like they say in Jamaica, "out of many, ONE PEOPLE."

Cheers.

Vivi

Luis Ayala, Editor and Publisher

Linked in

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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!

DonQ Oak Barrel Spiced Rum

A new entry into the spiced rum market, Don Q Oak Barrel Spiced rum is distilled, aged, and bottled at the Serralles distillery located in Ponce, Puerto Rico. The rum is aged for three years in American oak bourbon barrels and then blended with spices and bottled at 45 abv.

Appearance

The 750 ml short necked bottle has two small labels detailing the basic facts about the rum leaving plenty of room for the bronze liquid to shine through.

The bottle is secured with a wooden stopper that holds an iconic Don Quixote coin on the top and what feels like a natural cork for the bottle.

Nose

The rum delivers a vanilla and cinnamon forward aroma with nutmeg, dried fruit, and other spices nipping around the edges.

Palate

Sipping the rum provides a swirl of strong vanilla, followed by cinnamon, nutmeg, toasted almonds, cloves, baking spices, and dried apricots. As the rum begins to fade there is a sweet caramel laden smoky oak note that drifts into a long tannin rich finish.



When Roberto Serralles decided to make spiced rum a part of their permanent line up, he wanted to go a different direction from the entry levels rums common in the marketplace and elevate the spiced rum category, instead of giving their customers more of the same.

I believe that they succeeded with their goal and created an interesting flavor profile that will stand out in any recipe that calls for spiced rum. I mixed the rum with Coca-Cola and the cola and vanilla united creating a lightly spicy vanilla coke.



THE ANGEL'S SHARE

by Paul Senft

Black Magic Black Spiced Rum

Black Magic Rum is imported and bottled by the Sazerac Company. Few details are provided about the actual product; instead, we the consumers are given a fantasy dreamt up by the creative minds behind the rum. The only clues we have is that it is imported rum with natural flavors and caramel color. Another detail I discovered is that it is a blend of light and dark rums. So let us dive in and see what this mysterious dark 47 aby liquid reveals.

Appearance

On the shelf this inky black rum is housed in a 750 ml bottle with simple black and white label with interesting artwork. I remember picking it up off the shelf and the more I looked at the art, the more things I kept finding in it including the dual image of a ship that turns into a skull and creatures hidden in the waves. (I later found out that the artist behind the label is Dave Welker.) Also wrapped around the neck was a cardboard holder with a ceramic shot glass that displayed another piece of art from Welker.

When the black rum is held up to light it glows with a lovely chestnut color. So it was no surprise when I poured the rum in the glass that it had a chestnut color with lighter amber hues.

Nose

The aroma of the rum delivers notes of vanilla, cinnamon, clove, coconut, kola,

wintergreen, with a little alcohol vapor tweaking the nose.

Palate

Sipping the rum is interesting: there is an initial rush of vanilla, which shifts to caramel, and as the spices take over forms a toffee base. I quickly dissect some of the flavors from the aroma — a swirl of kola, cinnamon, clove, minty wintergreen, with a hint of nutmeg. As the rum flavors begin to fade, a sugary sweetness takes over and lingers is a brief finish.

Review

When I first saw the dark liquid in the bottle I thought this was a product obviously going for a share of the Kraken market. Luckily I found the actual flavors gave this spiced rum its own unique identity in the Spiced rum market. I like the fun and fantasy angle that the marketing company ran with for the product. The only major turn off for me was the sugar sweet finish along with the residue left across my teeth and tongue. Otherwise it is a fine addition to my spiced rum selection. Visiting the Black Magic rum website I found an interesting array of cocktails that would appeal to any imbiber's palate. luck finding the skull!





www.blackmagicrum.com

Would you like to see your rum reviewed here?

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For more information, please send an email to: margaret@gotrum.com

Got Rum? October 2017 - 9

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

Spiced Rum Chicken and Mushrooms

Ingredients:

- A 2 lb. Chicken, chopped
- 3 Garlic Cloves, diced
- Salt and Ground Black Pepper, to taste
- 2 Tbsp. Olive Oil
- ¾ C. Spiced Rum
- 1 C. Mushrooms, sliced

Directions:

In a saucepan add oil and heat. Add chicken, garlic, salt and pepper. Cook



"Playwrights are like men who have been dining for a month in an Indian restaurant. After eating curry night after night, they deny the existence of asparagus.."

Peter Ustinov

until chicken is brown. Add mushrooms and cook until mushrooms are soft. Lower the heat and add spiced rum, mix and cover with lid. Serves 3.

Date Spiced Cake

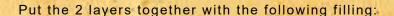
Ingredients:

- 1 C. Sugar
- 2 Tbsp Salted Butter, softened
- 1 Egg
- 1 tsp. Baking Soda
- 1 ½ C. All Purpose Flour, sifted
- 1 tsp. Cinnamon
- ½ tsp. Nutmeg
- 1 tsp. Cocoa
- 1 C. Rich Buttermilk



Cream sugar with butter. Add the egg and beat again. Sift the flour two more times, on the second time add the cinnamon, nutmeg and cocoa. Mix the baking soda with the buttermilk then add the flour to the

buttermilk then add the flour to the butter mixture, alternating with the buttermilk mixture. Beat mixture to make a smooth batter. Pour into two 9-inch pans that were previously greased lightly and floured. Bake in 350° oven for about 25-30 minutes, until cakes tests done. Remove cakes from pan and cool on a rack.



- 1 lb. Dates, no seed
- 1 Cup Water
- 4 Tbsp. Spiced Rum
- 1 ½ C. Double Cream, whipped stiff with 2 Tbsp. Spiced Rum
- 4 Tbsp. Powdered Sugar

Put the dates in a saucepan with water and cook slowly until dates become mushy, approximately 15 minutes. Stir frequently so as not to burn the dates. Remove from heat and put dates in a strainer. Add the 4 Tbsp of Spiced Rum, add more rum to taste.

Spread an even layer on one of the cakes and place the other cake on top. Mix the double cream, 2 Tbsp Spiced Rum and powdered sugar to make the icing and cover the cake with mixture. Serves 12.



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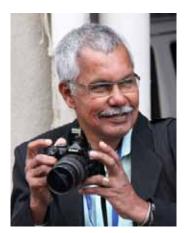
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AROUND THE RUM WORLD

by Carl Kanto

very country is identified with an alcoholic drink that has eventually become part of its culture. Chile is no different with Pisco being identified as part of its culture and the life line of its people.



On August 22nd,

La Serena, the capital of the Coquimbo region on Chile's coast erupted in a hype of activities with the launching of the 17th edition of the Spirits Selection by Concours Mondial de Bruxelles. For the next three days 66 of the world's finest judges / tasters of 22 different nationalities meticulously assessed 1,200 spirits from 54 different producing countries and awarding medals based on merit with Grand Gold being the highest followed by Gold and ending with Silver.

At the end of the tasking three days of judging three innovative and modern spirits that underscore current market trends were identified as Revelation spirits. These

were Rhum Blanc Agricole Karukera Canne Bleue by Marquisat de Sainte-Marie Sas, Guadeloupe, Chateau du Tariquet Bas Armagnac Folle Blanche 12 ans by SCV Chateau du Tariquet, France and Mezcal Don Aurelio Reposado by Mezcal de Calidad Don Aurelio Lamas S.A. de C.V., Mexico.

The Organic Spirits Selection was introduced for the first time in the competition to single out organic spirits that scored well in the competition. This prestigious award was won by Ekiss Vodka 2012 by Domaines Francis Abecassis of France.

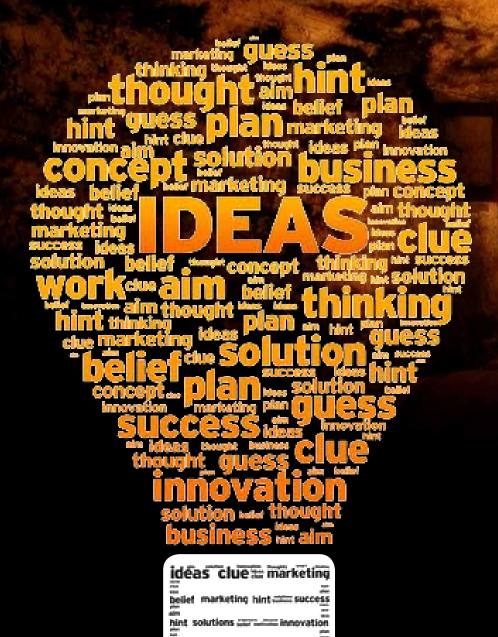
A total of 356 medals were awarded and Rum took 29.2% of the Grand Gold, 19.2% of the Gold and 15.5% of the Silver. These included rums from Barbados, Guadeloupe, Martinique, and Trinidad and Tobago.

The next Spirits Selection by Concours Mondial de Bruxelles will take place from August 21 – 23, 2018 in the city of Plovdiv, Bulgaria. With with rising trend for rums in Europe this would be an excellent opportunity for rum producers especially in the Caribbean to display and advertise their remarkable and fantastic products.



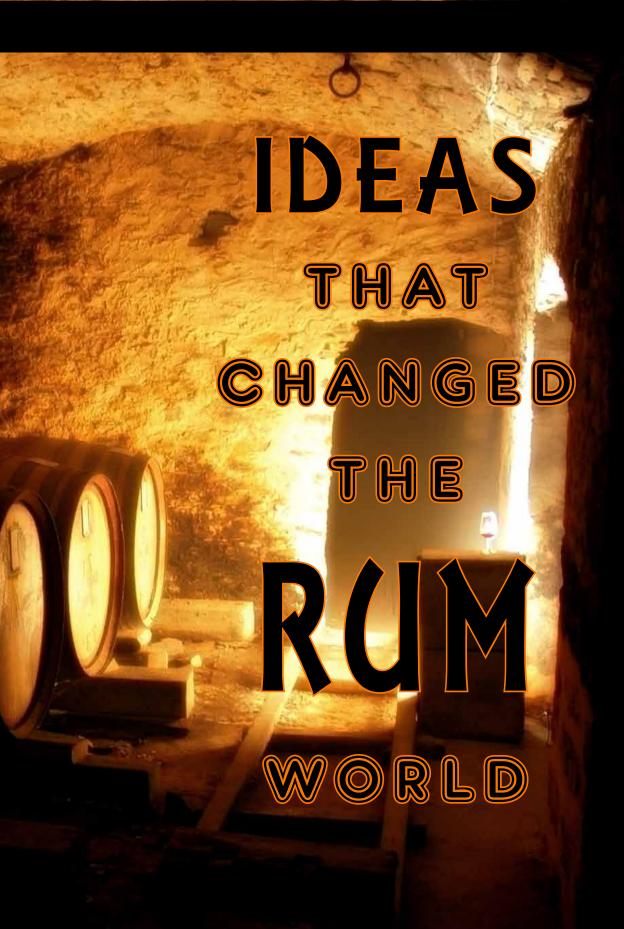
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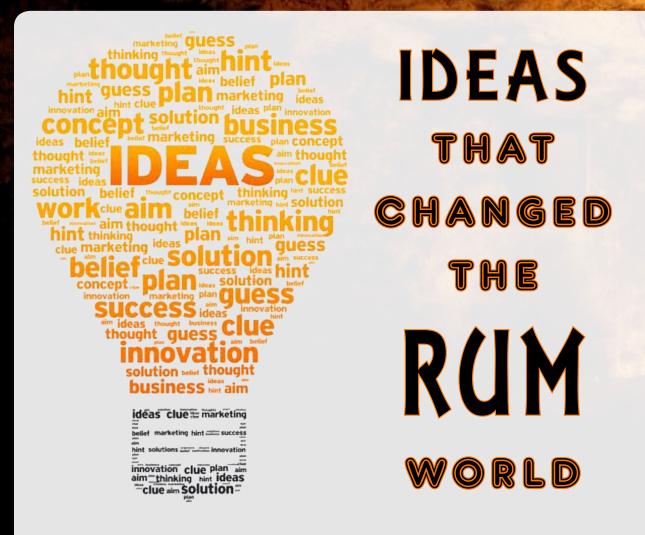
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Category: Cooking and Flavoring

Cooking, or the preparation of food through applied heat, evolved from the simple direct exposure of animal meats or grains to fire, to more sophisticated processes (such as steaming or frying) as social groups grew in size and in their understanding of crafts such as woodworking and pottery. Cooked meals were easier to chew, resulting in people being able to get more nutrients out of them in a shorter time. Once basic cooking was mastered, however, different groups started employing additional herbs, fruits and minerals (like salt) to further enhance the experience of eating.

Idea: Macerations

According to Merriam-Webster Dictionary, to macerate is "to cause to become soft or separated into constituent elements by or as if by steeping in fluid". There are many examples of macerations around us in everyday life, perhaps the most common is the process of wine macerating, where the grape skins are macerated with their juice in order for the juice to extract tannins and other components found in the skins.



If you've ever seen a bottle of liqueur or cordial, with a fruit inside (apple, pear, etc.), then you've seen an example of in-vitro maceration. Alcohol is a particularly-good liquid to use for macerations, because the ethanol can dissolve (and thus extract) components not soluble in water alone. Oak barrels are also maceration vessels, except in this case it is the actual "container" that contains the flavors we are going after.

Once maceration was understood, it was easy for producers to add raisins, prunes, cinnamon sticks or other sources of flavors into blending tanks, aging barrels or into the bottles directly. In many rum-producing countries, it is not uncommon for people to add a dozen or so raisins to a rough or particularly unpallatable bottle of rum, in order to smooth it out. Another example is vanilla extract, used by many cultures around the world, it is a maceration of vanilla beans in alcohol.

Variety is the spice of life and spices add variety to rums, but neither spices nor rums would be what they are today if it were not for the basic principles of maceration!

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+ A acidum Vitrioli

+ Acconcentratum, d.dilutum

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V Aqua fortis

+O acidum Salis Oto Sdephlogisticalum

W Aqua Regis

Acidum fluoris mineralis

· acidum arsenici

+v. acidum Vegetabile

+ Acidum tartari

+ acidum Sacchari

A acetum

+a. acidum animale

+ acidum urinæ; phosphori

45 Acidum Formicarum

A acidum aereum; almosphæricum

O Sal alcalinus

Op. Sal alc. purus (Causticus)

Ov. Alcali fixum vegetabile

Om Alcali fixum minerale

A Qlcoli volalile

₹ Jerra

₩ Lapis

: arena

* Calx, p. pura (uflulata)

YA Calz vitriolata (Jelénites, gipfum)

Ferra ponderola
Got Rum? October 2017 - 18

making your own

Vanilla Extract

Ingredients:

- 8 oz. Glass Bottle or Jar
- 7 Vanilla Beans
- 1 cup 80 Proof (40% Alcohol) Vodka or White Rum

Directions:

- Slice each bean once long-ways and place it inside the bottle.
- Pour the rum or vodka, making sure the vanilla beans are completely submerged.
- 3. Wait about 6-8 weeks, shaking the bottle periodically, at least once every couple of days.

Did you know that...

Vanilla is a member of the orchid family, a sprawling conglomeration of some 25,000 different species. Vanilla is a native of South and Central America and the Caribbean; and the first people to have cultivated it seem to have been the Totonacs of Mexico's east coast. The Aztecs acquired vanilla when they conquered the Totonacs in the 15th Century; the Spanish, in turn, got it when they conquered the Aztecs.



One source claims that it was introduced to western Europe by Hernán Cortés-though at the time it was eclipsed by his other American imports, which included jaguars, opossums, an armadillo, and an entire team of ballplayers equipped with bouncing rubber balls.

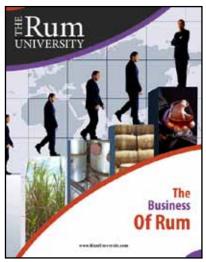
The Aztecs drank their chocolatl with a dash of vanilla, and Europeans, once they got used to the stuff (one appalled Spaniard described chocolate as "a drink for pigs"), followed suit. Vanilla was thought of as nothing more than an additive for chocolate until the early 17th Century, when Hugh Morgan-a creative apothecary in the employ of Queen Elizabeth I-invented chocolate-free, all-vanilla-flavored sweetmeats. The Queen adored them. By the next century, the French were using vanilla to flavor ice cream-a treat discovered by Thomas Jefferson in the 1780s, when he lived in Paris as American Minister to France. He was so thrilled with it that he copied down a recipe, now preserved in the Library of Congress.

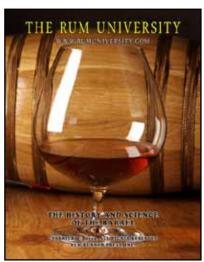






Upcoming 5-Day Rum Course: February 19-23 2018, Kentucky, USA





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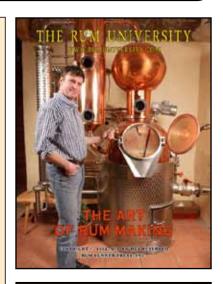
Day 2: The Classifications of Rum. We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

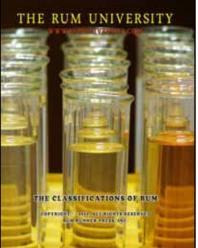
Day 3: The Art of Rum Making. You will spend an entire day exploring the distillation of rum, understanding cuts and derived styles, using laboratory and production stills.

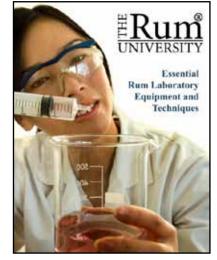
Day 4: History and Science of the Barrel. You will spend a full day exploring and understanding rum's transformation inside the barrel.

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

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







REGISTRATION

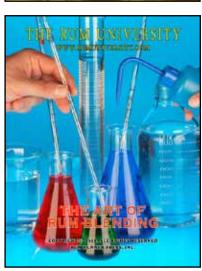
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A few comments from our recent graduates:

"I've been a long-time reader of 'Got Rum?' and just recently attended your Rum University class in Louisville, Kentucky. We've been in the rum business for quite a while so I was a bit concerned exactly how much value I might benefit from taking the course. The class was 5-days long and the entire spectrum of the rum industry was covered - including areas I thought I fully understood.

I want to let your readers know that I got ideas, tips, and information worth to the full course value on each and every day of the class. I couldn't believe how much I still have to learn. Anyway, I started implementing those ideas the day I got back!"

Mr. Paul W. Case, Jr. Partner, Kolani Distillers LLC., Hawai'i

"It was excellent. I commend your group and team for this fine course. I'm honored to have been here."

F. Stipes, Puerto Rico

Learn more about The Rum University at:

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English 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

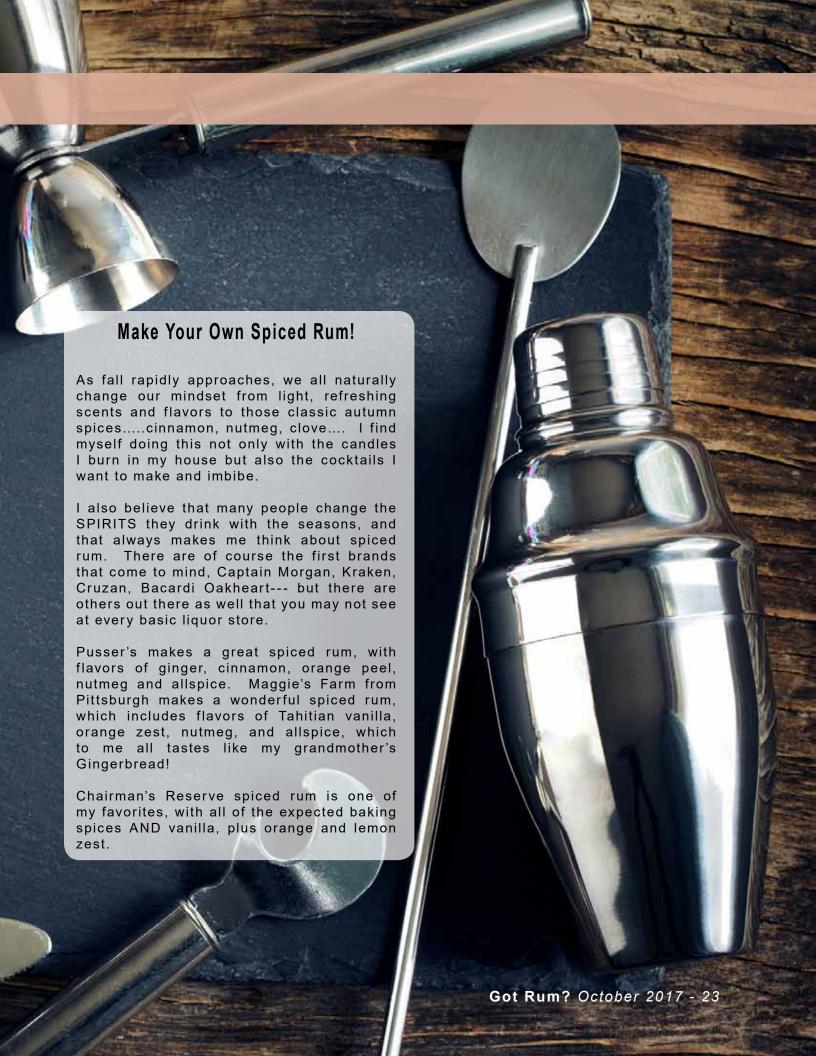




My name is Cris Dehlavi and I am a native of Arizona, but have lived in Columbus, Ohio for the past 13 years with my daughter, Desi. I have been running the bar program at "M", of the Cameron Mitchell Restaurant group since 2005. I am currently the President of Columbus USBG as well as a consultant for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







As you know, rum is a vast category of different styles and regions around the world and it all depends on your palate and what you prefer. I am a huge fan of making my own infusions, however, and this is one of the easiest to do. First you must choose the style of rum you want. I would certainly use an aged rum, but you need to determine if you want a mellow one like Mt. Gay Eclipse, a bold one like Ron Zacapa 23, or something funky like Rhum J.M. I have included my personal infusion recipe below, but remember that it is YOURS and you should add the flavors you most prefer.

An article from me wouldn't be complete without a cocktail recipe and a little history lesson, so I want to introduce you to a favorite of mine, the Cable Car. The Cable Car is a twist on the classic Sidecar (Cognac, Cointreau, Lemon) and was created by Tony Abou-Ganim in 1996 at the Starlight Room in San Francisco at the Sir Francis Drake Hotel. The hotel is a landmark, and is located alongside the very famous Nob Hill cable car tracks. The Cable Car cocktail calls specifically for Captain Morgan (but you could use your own spiced rum infusion as well), Orange Curacao, and fresh lemon sour. It also uses a cinnamon/sugar rim, which is a lovely addition to the spices in the rum.

CABLE CAR

1.5 oz Spiced Rum .75 oz Orange Curacao 1.5 oz Fresh Lemon Sour (equal parts fresh lemon juice and simple syrup)

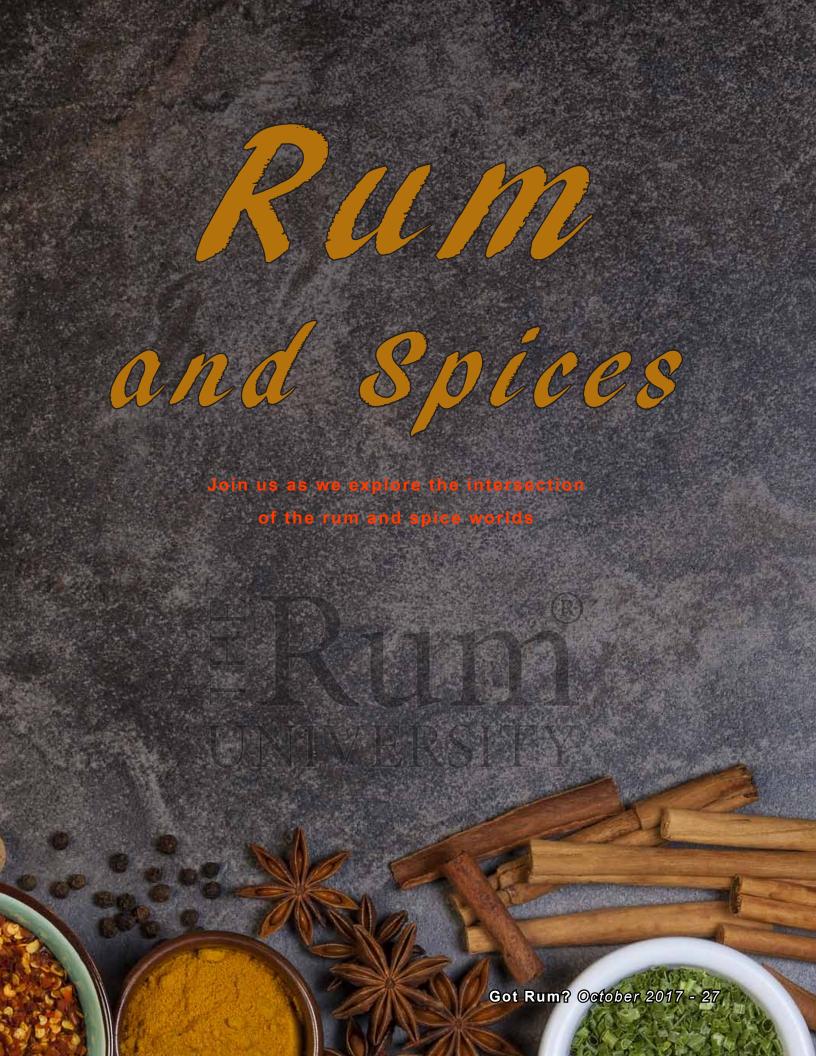
Shake these ingredients well with ice and strain into a martini glass or coupe rimmed with cinnamon and sugar. I use 3 parts superfine sugar to 1 part ground cinnamon, mixed well on a plate. Garnish this with an orange peel zested over top of the drink.

SPICED RUM INFUSION

1 liter of rum, your choice
2 cinnamon sticks (don't use ground cinnamon)
2 pieces whole clove
1 piece star anise
1/4 teaspoon ground nutmeg
2 quarter size pieces of orange peel, pith is okay but no juice
1 vanilla bean, sliced lengthwise

Place all ingredients in the bottle, seal and allow to sit for 72 hours. Strain out all ingredients and enjoy!!





Many people are suprised when they find grassy, herbal or floral notes in the aroma of a high-congener rum made from good quality cane juice or from high test molasses. They are also surprised to find notes of clove, cinnamon, nutmeg, almonds, walnuts and vanilla in rums that have been aged. Finding these notes does not mean that the actual spices were added to the rum, rather it means that the spices and the sugarcane plant, or the oak barrel the rum was aged in, have a lot of things in common. Sometimes they share the same chemical responsible for the aroma, other times the chemicals are quite different, but the aromas are not.

In this article we explore some of the most common aromas found in rums, along with their origins.

WHITE RUMS (from the raw materials)

Herbal: depending on when and how the cane juice is pressed (amount of green leafs present, for example), the aromas include (Z)-3-Hexenyl Acetate, (Z)-3-Hexanal, (Z)-3-Hexen-1-OL and (E)-2-Hexanal. (Z)-3-Hexenal is the main compound that gives freshcut grass its smell. Many fresh herbs also contain these compunds, thus making it easy for consumers to draw the analogies.

Floral: the sugarcane juice employed in the production of white rum, along with the by-products of fermentation from yeast, can include Benzyl Ethanoate, Benzyl Propanoate, Ethyl Benzanoate and Hexyl Salicylate, all of which have aromas with floral characteristics.

Caramel: if the sugarcane juice is processed into molasses, and the rum made from the molasses rather than from the original juice, the rum may have all the Maillard aromas related to the caramelization of the sugars.

AGED RUMS (from the barrels)

Oak Lactones (cis- and trans-). The two isomers of oak lactone are the main aroma constituents of raw oak.

Associated sensory descriptors are fresh oak and coconut.

Vanillin. Vanillin is the main aroma compound in natural vanilla. Present in raw oak, quantities released in rum are reported to vary with oak species and seasoning. Vanillin increases with medium toast levels, but decreases with very high toast.

Eugenol and Isoeugenol.

Eugenol is the main aroma compound in clove. Eugenol and isoeugenol possess a very similar spicy, clove-like aroma.

Guaiacol and 4-Methylguaiacol. Wood lignin degradation at very high temperatures (pyrolysis) results in formation of a wide range of volatile phenols. These compounds have smoky aromas, and are markers of the smoky character imparted by heavily toasted oak.

Furfural, 5-Methylfurfural.

These compounds result from degradation of sugars and carbohydrates by heat (Maillard reactions). In wood, the carbohydrates, cellulose and hemicellulose are degraded during barrel toasting.

AGED RUMS (from esterification)

The fresh congeners formed during fermentation and concentrated during distillation will react with the oxygen present inside the barrels. This interaction results in the formation of aldehydes, acids and eventually esters. The more complex (ie, the higher the congener diversity and concentration), the more esters will be formed. Since ethanol is the main alcohol formed in alcoholic beverage production, most of the esters will be ethanol (ethyl) based. Here is a brief list of them, each one with its own aromatic properties: Ethyl butyrate, Ethyl hexanoate, Ethyl cinnamate, Ethyl formate, Ethyl heptanoate, Ethyl isovalerate, Ethyl lactate, Ethyl nonanoate and Ethyl pentanoate



HOW TO RECREATE 36

WORLD CUISINES with 3 spices

(source: www.urbancultivator.net)

The world is full of rich, wonderful and tasty cuisines. Recreating the flavours of the world can seem like a daunting task, but this guide will show you the key parts of the foods of 36 regions. Which is your favourite?



MOROCCO









NEPAL



Lime



NORMANDY

Apple



Cider



Conander

Cinnamon

NORTHER & EASTER EUROPE





Chill





NORTHERN INDIA







NORTHERN ITALY







PAKISTAN







PERSIA/IRAN







PROVENCE







SOUTHERN FRANCE







SOUTHERN INDIA





SOUTHERN ITALY





Torricto.



Porsitiv









TUNISIA



Chilli

Mustard

Seed





WEST AFRICA





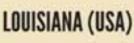
Tomato



HAWAII (USA)











MIDWEST (USA)



Cordway





Sea Sat YAMEN





YUCATAN





Got Rum? October 2017 - 31

THE RUM UNIVERSITY LIBRARY www.RumUniversity.com



The Spice Companion

(Amazon Review) Lior Lev Sercarz is the chef and owner of La Boîte, a destination spice shop in New York City. After attending culinary school in France, he worked for multiple Michelin-starred chefs before turning to his true passion: helping cooks everywhere embrace new flavors. His spices are sold online and in many boutiques, including ABC Carpet & Home and Eataly. He lives in New York City with his wife and their children.

This book is a stunning and definitive spice guide by the country's most sought-after expert, with hundreds of fresh ideas and tips for using pantry spices, 102 never-before-published recipes for spice blends, gorgeous photography, and breathtaking botanical illustrations.

Since founding his spice shop in 2006, Lior Lev Sercarz has become the go-to source THE SPICE COM PANION

LIOR LEV SERCARZ

A GUIDE TO THE WORLD OF SPICES

Photography by THOMAS SCHAUER

for fresh and unusual spices as well as small-batch custom blends for renowned chefs around the world. The Spice Companion communicates his expertise in a way that will change how readers cook, inspiring them to try bold new flavor combinations and make custom spice blends. For each of the 102 curated spices, Lev Sercarz provides the history and origin, information on where to buy and how to store it, five traditional cuisine pairings, three quick suggestions for use (such as adding cardamom to flavor chicken broth), and a unique spice blend recipe to highlight it in the kitchen. Sumptuous photography and botanical illustrations of each spice make this must-have resource—which also features debossing on the front cover, an orange-stained book edge, and a silver ribbon marker—as beautiful as it is informative.

ISBN-13: 978-1101905463

HELPING THE REBUILDING EFFORT

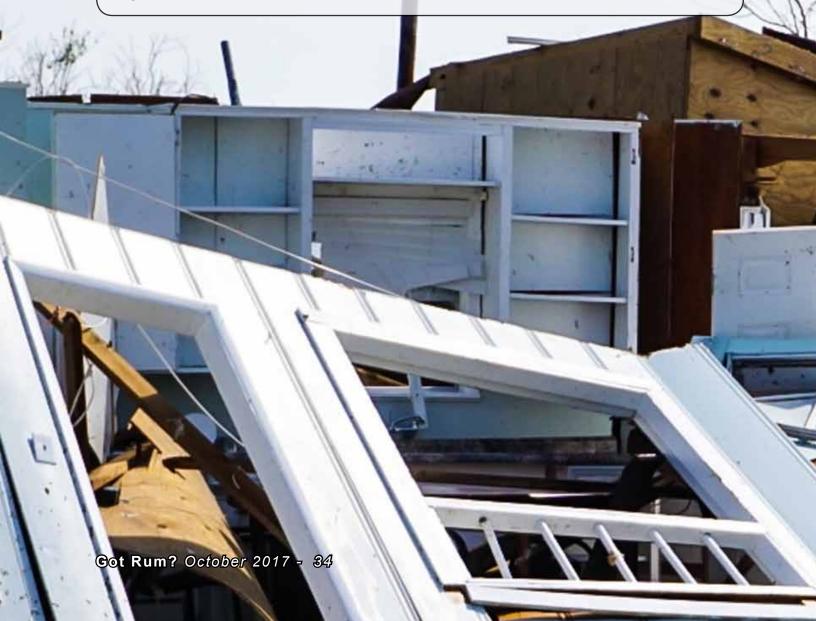
Helping out those in need

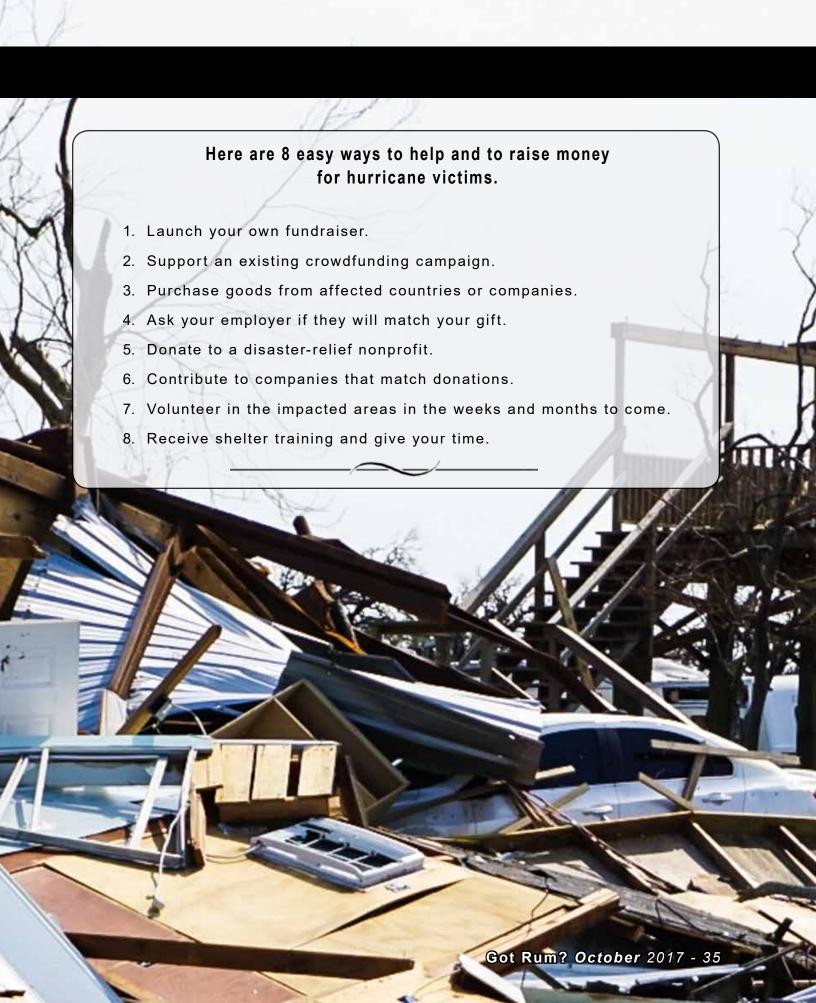
If you've read the news in the past month, you know that this hurricane season has been the most devastating yet, leaving a path of destruction throughout the Caribbean, Mexico and parts of the USA.

It can be easy for individuals to feel powerless or confused when thinking about ways to help those affected. Together, however, we can make a big difference. Please take a moment to review the 8 ideas we listed on the opposite page, hopefully at least one of them will be within your reach.

Thank you, together we can make a difference!

"Got Rum?" Team





HELPING THE REBUILDING EFFORT

he Caribbean Rum & Beer Festival is teaming up with the Caribbean Tourism Organisation (CTO) to raise monies for hurricane relief to the islands in the Caribbean who have been hit hard by Hurricane Irma & Maria.

It is clear that the islands will need long-term support to recover from these natural disasters. With this is in mind this year's Caribbean Rum & Beer Festival in Barbados on 9 Dec 2017 will be raising funds for the CTO Hurricane Relief Fund. As the organisers of the Festival we have committed to:

- Donating 5% of ticket sales and Exhibitor floor space fees to the CTO Hurricane Relief Fund.
- Accepting donations of rum & beer from producers / distributors and selling these contributions at the Festival. 100% of monies from the sale of donated products will be given to the CTO Hurricane Relief Fund.
- Allowing CTO members to raise monies on-site at the Festival. 100% of monies will go to the CTO Hurricane Relief Fund.

We would love to have you as an Exhibitor at the Festival, however if you are unable to be with us then please consider donating rum or beer products for us to sell to raise money for the CTO Hurricane Relief Fund. Your gift will be put to good use and all participating parties will be acknowledged.

Please send your 'free domicile' product donations to:

Ms. Cheryl Collymore Festival Director Caribbean Rum & Beer Festival 25 Second Avenue Rendezvous Gardens Christ Church, Barbados Tel: (246) 262 0314

Thank you for your contribution to assisting our Caribbean brothers & sisters in a time of need.

For further information please refer to our website http://bit.ly/2017CharityCRBF or you can contact me. Please feel free to share this email with any persons who can assist us in this endeavour.

Regards,

Dr. Glyn Williams
Operations Director
Caribbean Rum & Beer Festival
www.rumandbeerfestival.com
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www.instagram.com/caribbeanrumandbeerfest
www.twitter.com/rumbeerfestival

2017





ROCKLEY GOLF AND COUNTRY CLUB

Barbad⊌s 2PM - IOPM

www.rumandbeerfestival.com



y 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. Through History I have always tried to know the world. 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 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.

I have published a book on Amazon: AMERICAN RUM. A Short History of Rum in Early America.

AMERICAN RUM 24: TEMPERANCE

So far we have seen how rum played a central role in the lives of the people of the Continental Colonies and the soldiers who fought for Independence. And yet it was precisely with the victory of the Revolution that the decline of American Rum began. This decline was due to two main reasons: a new negative view of alcohol, drunkenness and spirits in general, and therefore of the most common of spirits, rum, among the cultivated classes; and the contemporary emergence of a powerful new competitor: whiskey. In this article we'll deal with the first reason, with the help of a very good and useful book: "The Alcoholic Republic" published by W.J. Rorabaugh in 1979; and all quotes are from this book.

During the XVIII century, in the middle of the large surge of alcohol consumption we know, a number of pioneering physicians had become aware of the dangers associated with large alcohol consumption.

"As early as 1720 some scientists had



THE DRUNKARDS PROGRESS.

FROM THE FIRST GEASS TO THE GRAVE.

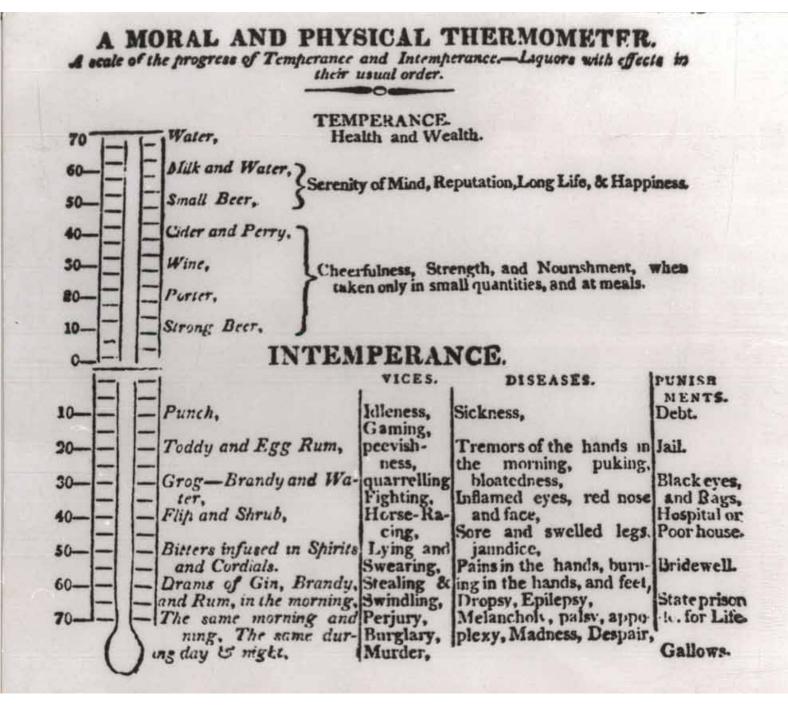
A lithograph by Nathaniel Currier supporting the temperance movement, circa 1846.

Original at The Library of Congress.

concluded that alcohol was poisonous, and by 1730 this view was gaining support. James Oglethorpe, for example, attempted to ban rum from his Georgia colony at the urging of the Rev. Stephen Hales, one of the colony's trustees, a physiologist, and the author of two anti-spirits treatises. Then, during the 1740s, American doctors began to investigate the quaintly named West Indies Dry Gripes. This was a painful, debilitating malady that we now recognize as lead poisoning caused by drinking rum made in lead stills. ... rum as the cause of the disease and recommended abstinence, a novel proposal that was contrary to traditional opinion concerning healthful qualities."

But it was only after the Revolution that this new image of alcohol was backed up by new arguments and became common among the cultivated classes. Considerations of social control were also involved, similar to those that had in the past led to an attempt to limit the number and the business of the taverns. "While opposition to the taverns developed and then collapsed in the throes of the Revolution, upper class attitudes toward liquor were undergoing change. By the middle of the eighteenth century many educated people had begun to doubt that spirituous liquor was ever a good creature and some began to condemn it altogether."

Simplifying somewhat, we might say that the new attitude toward alcohol combined the new rationalist approach to life of the Enlightenment, the rise of modern industrial capitalism with its need for a careful, disciplined workforce, and the general advances in science, above all in medicine. In particular, the large diffusion of the practice of conducting scientific postmortems, a novelty of this period, revealed



the great damage that could be caused by excessive consumption of alcohol. Alcohol that, moreover, was often, as we know, of very poor quality.

The new aversion to spirits (and to slavery) first emerged among the Quakers and Methodists, and then among other religious denominations. One of the founding texts of the movement was published right at the start of the Revolution, in 1774, "The Potent Enemies of America Laid Open: Being Some Account of the Baneful Effects Attending the Use of Distilled Spirituous Liquors, and the Slavery of the Negroes", written by John

Wesley and Anthony Benezet.

But the strongest blow to the traditional vision of alcohol as something beneficial and health-giving came from the writings and militant work of a renowned physician and patriot Benjamin Rush. He was among other things a friend of John Adams and served for a time as surgeon general in the Continental Army. He published numerous articles, and in 1784 the pamphlet "An Inquiry into the Effects of Spirituous Liquors". Only a few pages, packed with information on the serious physical and moral damage caused by spirits.

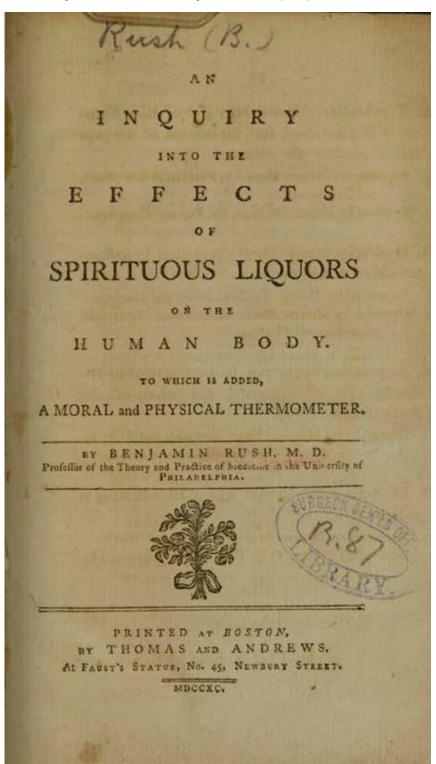
In addition, Rush writes: "I shall conclude what has been said of the effects of spirituous liquor ... a people corrupted with strong drink cannot long be a free people. The rulers of

such a community will soon partake of all the vices of that mass from which they are secreted, and all our laws and governments will soon or later bear the same marks of the effects of spirituous liquors which were described formerly upon individuals". A free people cannot be enslaved by alcohol: this idea of republican virtue was to survive for a long time and culminate in the great temperance movements of the last century.

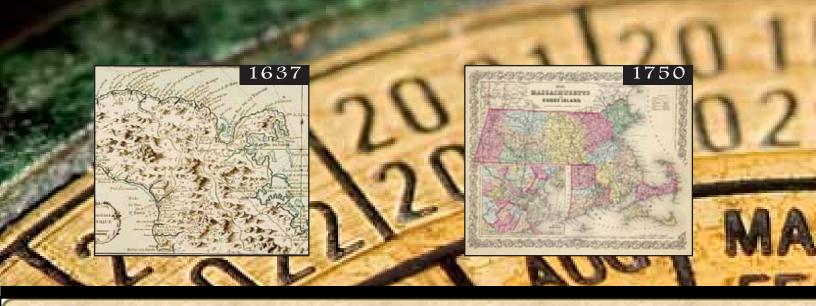
Rush was not a Teetotaler; though he asked his countrymen to stop drinking spirits entirely, he was not opposed to moderate consumption of fermented beverages such as beer, cider and wine.

The pamphlet was a great success and Rush's medical and social theories passed into the mainstream of the American elite, though not among the common people, continued to drink who as much as before, with consumption peaking, we have seen, in 1830. But the work of Benazer and Rush, among others, was not without consequence. They had planted the seeds of the Temperance movements and attracted attention to the economic and social costs of rum consumption, just as its central role in American life was vacillating in the face of new competition from a new beverage: whiskey.

Marco Pierini



RUM IN HISTORY



October Through The Years

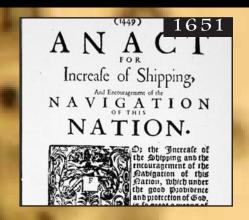
1637 - Sugarcane is taken from St. Kitts to Martinique.

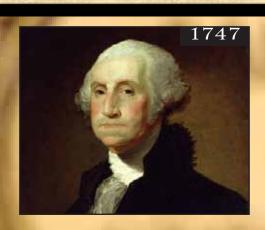
1750 - Massachusetts has 63 distilleries producing rum made from molasses supplied in some cases by slave traders who sell it to the Puritan distillers for the capital needed to buy African natives that can be sold to West Indian sugar planters.

1637 1687 1737

1651 - The Navigation Act passed by Parliament October 9 forbids importation of goods into England or her colonies except by English vessels or by vessels of the countries producing the

1758 - George Washington distributes free rum to constituents as he runs for the Virginia House of Burgesses, a move which earns him the highest number of votes for any candidate.





Got Rum? October 2017 - 42



1780 - A hurricane destroys much of the English fleet in Carlisle Bay. English sugar consumption reaches 12 pounds per year per capita, up from four in 1700, as Britons increase coffee and tea consumption.

1900 - Sugar beet production worldwide reaches 5.6 million tons, a figure that quadruples in the following 64 years.

1787 1837 1837

1850 - Nearly 15 percent of the world's sugar consumption now comes from sugar beets. The Royal Navy reduces its daily rum ration from one-quarter pint to one-eighth pint to be dispensed before the midday meal.





Got Rum? October 2017 - 43

RUM IN THE NEWS

by Mike Kunetka

NEWS

FLOR DE CANA PGA OPEN

The 2017 Flor de Caña PGA Open, one of the most prestigious golf tournaments in Latin America, will bring together approximately 144 professional golfers from 25 countries around the world. The tournament, whose first edition was held in 2016 and is part of the PGA Latinoamérica Tour, will be returning to Mukul Beach, Golf and Spa in Nicaragua's Emerald Coast between August 28th and September 3rd. This tournament will further consolidate Nicaragua's image as a world-class destination for this type of event and will showcase Flor de Caña as an international brand with presence in over 40 countries in 5 continents. Nicaragua is part of 14 countries in Latin America that have hosted an official event of the PGA Tour Latinoamérica. Celebrating 125 years of rum production, family-owned Flor de Caña is an award-winning Nicaraguan rum that offers a full portfolio of high-quality, naturallyaged rums. Flor de Caña premium and ultrapremium rums are distilled five times using 100% renewable energy and aged at the base of Nicaragua's most active volcano, the San Cristobal.

RON DIPLOMATICO

Diplomático Rum proudly announces a top nomination for Wine Enthusiast's Wine Star Award as Spirit Brand of the Year. Recognized as one of the finest rums in the world, Diplomático holds the DOC Rum certification from Venezuela and has become one of the international standards when speaking of premium and super premium rums. The Wine Star Awards are considered one of the most prestigious awards in the alcoholic beverage industry, and Diplomático Rum is honored to be recognized in the awards' only spirits category. Each year, the editors of Wine Enthusiast honor the individuals and companies that have made outstanding achievements in the wine and beverage world. This year, the awards will take place on January 29th in Miami at the Nobu Eden Roc Hotel. Diplomático Rum's nomination is recognized in good company; the other nominees include Bruichladdich, Del Maguey Single Village Mezcal, Jefferson's Bourbon and Luxardo. "I am thrilled to announce the nominees for the 18th Annual Wine Star Awards," says Adam Strum, Editor & Publisher. "Each year, I work with our global editorial team to tap top individuals and companies notably driving trends and creating impact in the consumer and trade wine, spirits and beer spaces. I look forward to celebrating the winners as we once again host the Wine Enthusiast Wine Star Awards at the stunning Nobu Eden Roc Hotel."

Nino Curbelo, Diplomático's Export Manager in North America, says, "We are honored to be chosen as a Wine Star Award finalist by Wine Enthusiast, a company so influential in the world of wine & spirits. For years Diplomático has prided itself in the excellence of our rums. From our unique and diverse distillation methods to our sustainable production processes, we strive to make rums that consumers can feel good about drinking. We are proud to accept this nomination as a testament to the quality of our rums," said Curbelo.

CRUZAN RUM HURRICANE RELIEF

Earlier last month, Suntory Holdings parent company of Cruzan donated \$1 million to support the American Red Cross in the wake of Hurricane Harvey and Hurricane Irma. Then the Cruzan Rum Distillery, based on St. Croix, U.S. Virgin Islands, committed over \$500,000 to the Fund for the Virgin Islands to support relief and recovery from Hurricane Irma in the territory. The donation brings the total to more than \$1.6 million in contributions by Cruzan and its corporate parents towards hurricane relief in the U.S. and its territories. "My family has been producing Cruzan Rum in the U.S. Virgin Islands for generations, and we're determined to help our friends and

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.

neighbors whose lives have been upended by this devastating hurricane," said Gary Nelthropp, President and Master Distiller of Cruzan Rum. "While St. Croix was spared the worst of Irma's wrath, our sister islands of St. Thomas and St. John took a hard hit. We're inspired by the way Virgin Islanders have come together, including how former NBA star and St. Croix native Tim Duncan has helped raise awareness and millions of dollars for the needs of the USVI's people, how Governor Mapp has urgently mobilized the territory's resources, how the Administration and Congresswoman Stacey Plaskett have led from Washington. The Fund for the Virgin Islands was established by the Community Foundation of the Virgin Islands (CFVI), a 501(c)3 nonprofit organization that has been operating in the USVI for more than 25 years. It has supported past relief efforts in the region and is working closely with government and community providers to identify priorities and direct resources for immediate needs as well as long-term recovery efforts. For more information, visit www.usvirecovery.org.

DIAGEO HURRICANE RELIEF

Captain Morgan's parent company Diageo has pledged \$1,000,000 to support relief and recovery efforts in the US Virgin Islands as they face an unprecedented storm season. The funds announced are in addition to the \$250,000 Diageo and its brands have committed to hurricane relief support over the past month. "The US Virgin Islands has been home to Captain Morgan since we opened our distillery on St. Croix in 2010. As a native of the USVI I am delighted Diageo and the Captain Morgan brand is able to support our community and people in this way," said Cynthia Arnold, Operations Director, Diageo USVI. Congresswoman Stacey Plaskett commented, "Diageo's contribution toward the rebuilding efforts in the USVI will be a strong infusion of support for hurting Americans and devastated islands. I am grateful for Diageo's commitment to partnership in the Virgin Islands. I look forward to continuing to work with Diageo team members and other generous partners as we all collaborate to rebuild our US Virgin Islands as we persevere

through a destructive hurricane season."

BACARDI HURICANE RELIEF

In the wake of the devastation caused by Hurricanes Irma and Maria, as well as the earthquakes in Mexico, Bacardi Limited and the Bacardí family have committed \$3,000,000 for disaster relief and recovery efforts in the impacted areas.

The world's largest privately held spirits company has designated \$2,000,000 in cash and other assistance to Puerto Rico, and the remaining \$1,000,000 to local relief agencies supporting communities impacted in Florida, other islands in the Caribbean, The Bahamas, and Mexico. "The Bacardi family, company and our employees are deeply saddened by the devastation and horrific loss caused by the recent hurricanes and earthquakes. We hope these donations will help alleviate some of the stress and pain people are experiencing while addressing some of their most basic needs," says Facundo L. Bacardi, Chairman of familyowned Bacardi Limited. Bacardi will provide immediate relief and longer-term rebuilding efforts in collaboration with several non-profit partners and local governments, including the Government of Puerto Rico, in the affected communities. Throughout its history in Puerto Rico, Bacardi has been deeply involved in the community and its commitment remains strong to the long-term success of Puerto Rico as it battles natural disasters and financial difficulties. "Disaster relief aid is part of our Philanthropy & Community Investment mission to provide assistance to communities in need," adds Mr. Bacardi. "We're working closely with government agencies and not-for-profit partners to identify the most pressing needs so we can provide meaningful support." The devastation of the recent natural disasters strikes particularly close to Bacardi since many impacted communities are considered its operations, offices, employees. In addition to operations in Puerto Rico, BACARDÍ rum is bottled in Jacksonville, Fla., and South Florida is home to the Bacardi North America regional headquarters office. In Mexico since 1931, the company has offices and production facilities for its rum

RUM IN THE NEWS (continued)

by Mike Kunetka

NEWS

and tequila brands. While Bacardi no longer has facilities in The Bahamas, our donation serves as a testament to the people of The Bahamas where the company produced its iconic rum for nearly 50 years

SAVANNAH SPIRITS

Savannah Spirits Distilling Company announced the launch of its first distilled product, Savannah Spirits Silver Rum. Heavily inspired by Savannah's colorful history and often pit stop location for history's most notorious rum-runners, the spirit reflects the distinctive character and provenance of the city and expresses this through its harmonious flavor infusions. Notes of vanilla and caramel, with hints of coconut and tropical fruits, concoct a balanced accompaniment for any summertime libation. Co-founder Dean Bell commented on his excitement in the introduction of the company's first release to the public, "This has been a long time in the making and to introduce Savannah Spirits to the Low Country starting with our rum, we feel, is the most apropos way to honor the bustling spirit of the region and its people, and to celebrate Savannah's fanciful history." Savannah Spirits Distilling Company is slated to open its new facility in early 2018 and will encompass a fully-functioning distillery with accompanying high-end liquor produced in-house. Additionally, the historical building in which the Distillery will be located will also house a separate chophouse featuring fine steaks and seafood, and occupy three stories with a full downstairs bar, event venue spaces, and a variety of dining rooms restored from antiquity. The next addition to their libation portfolio, Savannah Spirits Amber Rum, fuses caramel notes of Savannah Spirits Silver Rum with Imperial Sugar-made dark cane syrup for ambrosial boldness. "Thanks to the suggestions from our Imperial Sugar experts, we were able to mirror qualities of choice aged rums through employing a unique process. We are excited to present something noteworthy to the dark rum world which has a simultaneously abundant and mellow flavor. It carries the same essence as our silver rum, but we gave it a little edge," says co-founder Dean Bell.

MEZAN RUM

Look for a special Holiday package from Mezan that includes two bottles of Jamaican rum, six heavy tasting glasses and six coasters, all packaged in a small leather-trimmed suitcase. The first rum is Mezan's XO, an interesting blend of rums from four different Jamaican distilleries, re-aged for further smoothness. The second rum is Mezan's Jamaica 2005, a 12-year old rum from the Worthy Park Estate, that is bottled at 46% ABV.

RON SANTA TERESA

One liter bottles of Santa Teresa 1796 are now available at Lagardère stores at the Charles De Gaulle Airport in Paris.

Bacardi GTR took on the global distribution of the family-owned Ron Santa Teresa portfolio in January 2017. Santa Teresa 1796 is grown, harvested, aged and each bottle is hand-sealed, as a single estate rum using the Solera method - where no barrel is fully emptied, the most recent blends mixing and ageing with the oldest. The blend is a combination of rums, aged from four to 35 years. Santa Teresa takes sugar cane grown on their estate and juices it to extract the molasses, which are then taken to the estate distillery. Water used in the rum production comes from natural wells deep in the estate land. Continuous fermentation and distillation in pots stills is followed by long ageing in French oak barrels with refinement in oak vats, before handblending by the Maestro Ronero. Every bottle is wax sealed by hand. To support the launch, a team of in-store ambassadors will introduce and explain the story behind the Venezuelan rum brand. Shoppers can sample the rum in a series of sampling activations across key airports globally. Mike Birch, managing director of Bacardi GTR, said: "There is strong potential

in travel retail for a super-premium rum like this, especially in terms of its age and craft, appealing to shoppers at the second stage of luxury whose key purchase motivations are for aged spirits and the discovery of something rare and out of the main-stream. For the same reasons, we also see an opportunity to recruit new rum shoppers from the whisky category."

SAINT JAMES RHUM

Last month I wrote about re-discovering Saint James Rhums and contacting Nadege Perrot, International Senior Brand Manager for Saint James for information on the new packaging and lineup. I briefly described the seven rhums in the Core Collection. This month, I would like to give you some quick notes on the seven rhums in the Distillery Collection.

Quintessence is a prestigious blend of SAINT JAMES best vintages, aged between 12 to 15 years. This offering is a bit different from the rest of the range and shows that SAINT JAMES can offer a different, more subtle rhum.

Fleur de canne (cane flower in French) can only be produced in very dry years. Once the cane is in hydric stress, the knots will grow closer one to another, and therefore the flavors will be more concentrated. The cane will then be cut, just before the flower blooms. The cane flower symbol is generally associated with mature cane. This white rum offers stunning floral notes and is bottled at 50% ABV.

The Aged Fleur de Canne is the same Rum but aged four years to round out the flavors, while keeping the typical floral flavors. It is bottled at 42% ABV.

Coeur de Chauffe is the only rhum of the range which does not meet the stringent requirements of AOC Martinique, as it's distilled in a privat-style pot still, one that is topped with a distillation column. It has been nicknamed "the elephant" because of its specific shape. This still allows the operator to carefully separate the heart (the coeur de chauffe) from the heads and tails. This white rhum is bottled at 60% ABV.

The Trilogy consists of three rhums of 7, 12 and 15 years old. Each of these rhums has been aged in small oak casks. The tropical conditions in Martinique (8% evaporation each year) will age the spirits a lot faster than, for

example, Scotch where the climate is colder. The 7 years old offers round flavors, notes of sweet spices (cinnamon, vanilla). The spicy flavors are even more important in the 12 years old (nutmeg). Ms. Perrot thinks this bottling is the best of the Trilogy, as it has a balanced mix of spice, wood, roast and fruit. In the 15 years old, the tannins and wood dominate. All of the rhums in the Trilogy series are bottled at 43% ABV.

Single Cask 1998 is considered one of the best vintages of Saint James. 1998 was a year of perfect weather conditions; from July to December there was the perfect combination of ample rain and sunshine to grow large and vigorous crops, and then from January to the harvest, a very dry season set the sugars and brought out the sweet flavors in the cane.

There is also a Single Cask 1997 that was produced to celebrate the 20th Anniversary of the AOC Martinique and the election of Saint James Oenologist Marc Sassier as its president. Both are bottled at 43% ABV.

USA TODAY TOP TEN RUMS

USA Today asked a panel of American spirits experts to nominate 20 of the best craft rum distilleries in the USA. Experts Emily Arden Wells (Gastronomista), Martin Cate (Smuggler's Cove), Brian Christensen (Artisan Spirit Magazine), Laura Johnson (Distillerista) and Arthur Shapiro (Booze Business) were chosen based on their knowledge and experience of the American craft spirits industry. Then for four weeks, USA Today asked readers to vote for their favorites. Many of these distilleries work in small batches using locally-sourced ingredients, many are family-owned and all take pride in crafting unique rums worthy of sipping as well as mixing. The top 10 winners in the category Best Craft Rum Distillery were:

Wicked Dolphin - Cape Coral, Fla.
Tailwinds Distilling - Plainfield, III.
Roulaison Distilling Co - New Orleans
Lyon Distilling Company - St. Michaels, Md.
New Holland Artisan Spirits - Holland, Mich.
Cutwater Spirits - San Diego
Calwise Spirits Co - San Diego
Malahat Spirits - San Diego
Richland Distilling Company - Richland, Ga.
Allegheny Distilling - Pittsburgh



It gives me great pleasure to share this interview with all our readers. Producing distilled spirits is already challenging enough by itself, but doing so under very strict organic requirements can be too much for most distillers.

Overcoming the challenge -however- means

that consumers get to enjoy a drink that satisfies both the body and the soul.

Margaret Ayala, Publisher

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

Mark Anderson, CEO and co-Founder Drakes Organic Spirits, LLC Minneapolis, MN

Q: What products does your company currently offer?

We are offering USDA ORGANIC RUM AND VODKA.

Q: Why did you decide to produce organic spirits?

Kristen and I both grew up on Midwestern farms knowing the importance of organic agricultural practices and were able to see a void in the spirits industry.

@DRAKESORGANIC



www.drakesorganicspirits.com





Drake's Organic Spirits
 Drake's White Rum



Double Gold Best Rum (White)





Not only did we want to provide a product that would meet the needs of people who support the organic movement and those with gluten allergies, but we wanted that product to taste exceptional.

We wanted a product that was smooth-without the burn of grain alcohol. To do that we had to find the right ingredients, and we found them in South America.

Q: Producing spirits in general can be tough. I can only imagine the additional challenges involved in doing so under an organic certification. Can you describe what you had to go through to achieve this?

The time and effort dedicated to ensure USDA Organic and Non GMO from "Farm to Table" is extensive. The process begins with the raw ingredients. In our case we use USDA Organic certified molasses and cane sugar. To certify a new crop organic it takes 3 years of production under USDA audit to be a certified USDA organic on

the 4th year. The distillery and equipment need to be inspected and certified by the USDA. The same holds true for the bottling equipment. For the labeling of USDA Organic alcohol the organic certificate adds another layer of regulation and approval. The TTB verifies with the organic certifying body whether or not the product is correctly labeled USDA organic. Then the TTB approves all the other requirements they oversee.

It's one thing to use organic ingredients, but in order to have the USDA Organic logo on the front label there are many more checks and balances that must be complied with.

Q: How have the products been received by consumers and by the trade?

We are fortunate to have received awards out of the gate in the first two competitions our company has entered, thanks to the amazing skill and ability of our Master Distiller, Luis Ayala, and his production team, led by you, Margaret.



Our USDA Organic Vodka won the Gold Medal in the San Diego Spirits Festival and our Organic White Rum won Double Gold and "Best Rum Overall" at the Las Vegas Global Spirit Awards.

Q: Do you think organic spirits are a "niche" or do you think they have a universal appeal?

Time will tell if Organic is a niche. However, we have crafted premium spirits made without Grain, No gluten, and No GMO's which *happen* to be USDA Organic.

Q: Will your organic spirits be available coast to coast or only in select markets?

Drakes Organic Spirits began distribution in CO and MN. We have been approved and picked up by the largest national distributor and will available coast to coast in 2018. Customers can also visit our website to buy our product online at www.drakesorganic.com.

Q: Will you be adding more products to your organic spirits portfolio soon?

Our main focus is on what we have done well, Drake's Organic Vodka and our Organic Rum.

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

Please visit our website at www. drakesorganic.com, facebook at www. facebook.com/drakesorganic, Instagram @ drakesorganicrum, @drakesorganicvodka @drakesorganic.

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

Thank you for your time and Drink Drake's!

Margaret: Thank you again Mark, for sharing your company's vision with all of our readers. We wish you success and hope consumers everywhere get to enjoy your products!

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THE SOUL OF YOUR RUM

CIGAR & RUM PAIRING by Philip III Barake



My name is Philip IIi 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).









and lingering finish. Let's see how these two rums do with the pairing.

Once I lit up the Habano, and despite the adverse weather conditions, the cigar burned perfectly and had an excellent draw. I had kept this cigar under the best possible conditions at my house (I have a special place for these "jewels", which should always be kept apart from other cigars). I then turned my attention to the rums to see which one paired up better.

I must admit that during the first puffs and before the cigar's full strength became evident, the pairing was more interesting with the Pampero, since the intensity of both the rum and the cigar where in equilibrium. The finish from the Pampero was only long enough to match the early notes from the cigar, the oak was not overwhelming and the caramel was low, atop subtle alcohol and brown sugar.

The El Dorado 15 had a stronger, better-defined body, which I knew going into the pairing, but I had hoped that it would match well with the cigar during the first third. The rum came across a bit too intense and I knew then I had to save it for later in the pairing.

Things changed once I got to the second third of the cigar, in part due to the fact that I had already been smoking for over 10 minutes and my palate was getting used to the strength of the Habano. The El Dorado's intensity, with a blend of dried fruits and ex-Bourbon barrels, with well-oxidized rum became the perfect match for the cigar.

Pampero, on the other hand, was left behind due to the growing intensity in flavors from the cigar and, while it could have been possible to continue sipping this rum, what really made the pairing work was the matching level of complexity from El Dorado, whereas the Pampero only excelled at the start.

You can do this pairing with only El Dorado 15 and, as I mentioned earlier, you can also use it instead of whiskey to make a rum version of a classic cocktail. This pairing worked well because of the balance achieved between the rum and the cigar, with neither taking front stage, giving El Dorado 15 the title of Count of Montecristo.

Philip IIi Barake #GRCigarPairing

