

Got Rum?®

APRIL 2018

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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



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FRONT COVER: Cask and Sniffer

INSIDE SPREAD: Raw Sweetness

FROM THE EDITOR

Rum Festival Season

We are entering the beginning of rum festival season. Rum lovers around the world will be rewarded with exhibits from distillers and private label owners whose rums are normally beyond their reach. Brand representatives will also use the festivals to strengthen existing or to develop new distribution relationships in different parts of the world.

As we prepare to carry out these activities, however, it is important to keep in mind the meaning and origin of the festivals themselves.

Merriam-Webster dictionary defines a festival as: *"a time of celebration marked by special observances"* or *"an often periodic celebration or program of events or entertainment having a specified focus"*. The words *"Festival," "Feast"* and *"Fiesta"* are related and all symbolize events celebrated by communities, typically centered on religious, folkloric or agricultural aspects of the society.

For many of the rum-producing areas in the Northern Hemisphere, now is also the time of the year when the sugarcane harvest comes to an end, so it is easy for me to also see the rum festivals as cane harvest celebrations.

As consumers and industry members gather to celebrate the distilled spirit of the sweet grass, it is important to recognize the hard work of the farmers, mill workers and distillers, without whose help our rum bottles and drinking glasses would be empty. It is also important to make sure our practices along the



supply chain are sustainable, so future generations may also enjoy these products and the festivals they will form a part of.

Festivals are, after all, gathering places for like-minded individuals and organizations, so there is no better place than a festival to point out deficiencies and to come up with plans to improve the industry.

Cheers,

A stylized signature of Luis Ayala in black ink.

Luis Ayala, *Editor and Publisher*



<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!

Vanûa Rum

Recently while walking the aisles of my local Total Wine I came across this rum from Fiji. Vanua rum is a blend of rums aged three to five years distilled from hand harvested fresh sugar cane juice.

In my research, I discovered very little about the product that could not already be found on the label. One of my favorite bits found on the back label was that the Fijian word "Vanua" means "the land one is identified with".

Sugarcane production and harvesting is a big part of the Fijian economy, as part is used for sugar production and the rest for ethanol production. Even with this two-pronged approach, the sugarcane industry on the island is struggling as trade partners in Europe and India continue to undercut the value of sugar as a global commodity.

Appearance

The tall 750 mL bottle holds a straw colored liquid. The neck and base of the bottle is wrapped in twine while the top of the bottle is secured by a wooden cap, holding a synthetic cork.

Swirling the liquid created a thin line that slowly thickened, pebbled and very slowly dropped tear drop shaped legs.

Nose

The aroma of the rum delivers light notes of vanilla and raw coconut, with a robust pineapple rounding it out.

Palate

Sipping the rum delivered a nice bite of vanilla-laden alcohol with a swirl of honeyed pineapple, coconut meat and mangos with a twist of oak tannins manifesting as baking spice, charcoal and nutmeg.

Review

The immaturity of the rum along with the floral vanilla and fruit flavor profile lends this rum to be used in cocktails. With the coconut and pineapple notes, a Piña Colada is an easy choice, but in the Tiki spectrum the rum is enjoyable in a Pi Yi cocktail or Tahitian Rum punch.

If you are curious about this Fijian rum, roll the dice and enjoy the exploration. I did not have much in the way of expectations either way and found myself happy that I picked it up.



www.laroutedelasoif.com

THE ANGEL'S SHARE

by Paul Senft

Caroni 2000

In 1923 the Caroni plain's sugarcane plantation and distillery were founded in Trinidad. In 2003, when the island's sugarcane refinery and production was shuttered by the government, the distillery subsequently was forced to close the same year. Two years later La Maison and Velier, a company that bottles rare spirits, purchased all of the remaining stock at the Caroni facility. The rums for this product were distilled in 2000 using a double column still and a copper pot still and aged in oak. In 2017 this rum was developed using a stock of seven barrels that was blended to 55% ABV, creating 2700 bottles total to be released worldwide.

Appearance

The 750 ml dark glass bottle conceals the rum and instead focuses on the photo by Fredi Marcarini on the front label and information loaded back label.

In the glass the molten amber color shines through the mahogany liquid. Agitating the liquid created a medium size ring that quickly thickens and drops two waves of legs. The bands and legs slowly evaporate, leaving behind remnant of the ring and pebbles around the glass.

Nose

The aroma of the rum when I first poured it was a combination of tropical fruit, particularly banana, and fresh asphalt. After I let the glass sit for a few minutes it the asphalt note settled revealing notes of mineral and oak tannins.

Palate

This rum delivers a full bodied mouth feel laden with a concoction of combative flavors. Front and center notes of overripe banana, mango, and roasted almonds lay a foundation as the 110 proof liquid ignites the perimeter of the mouth. Additional sips reveal saddle leather, medicinal cherry, cacao, prune, acidic copper, tar, hemp rope, charred oak, and treacle, with a long mineral rich finish.

Review

La Maison and Velier have developed a successful business model where they find rums from around the world and create limited edition bottlings. Caroni 2000 is their first venture in to the United States and it has been interesting watching the collectors and rum connoisseurs get excited to finally have access to this brand in the country. I found the flavor profile challenging in a good way as the congeners in the spirit are a tad overwhelming. Clearly designed for sipping, I felt this rum was part of a puzzle piece and am curious what it would have been like as part of a blend with another island's rum. If you have to mix it in a cocktail, avoid lemon and lime juice, the flavor profile fights with those flavors. However a rum Old Fashioned cocktail using an ounce of the rum was an interesting experience. With a limited amount of this product being released worldwide it is going to sell out quickly and the value will only go up. If you are interested in this product you may want to check select stores in New York and some online outlets for availability. Happy Hunting!



www.lamaisonandvelier.com

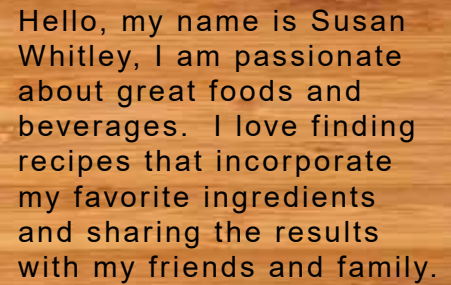
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For more
information, please
send an email to:
margaret@gotrums.com

by Chef Susan Whitley

by Chef Susan Whitley



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

We are getting into spring and what better way to start your beautiful mornings than with a nice cup of coffee with cinnamon rolls or perhaps a coffee parfait. Here are two recipes that are sure to put an early smile on your face and beg for more the next day. Bon Appetit!!!

Ingredients for the Dough:

1 Pkg. Dry Yeast or 1 oz. Compressed yeast
 ½ Cup Lukewarm Water
 4 Tbsp. Granulated Sugar
 ¼ Cup Gold Rum (can use Dark Rum for a robust flavor)
 1 Cup Milk, scalded then cooled
 3 C. Sifted All-Purpose Flour
 ¼ C. Butter, salted
 1 Egg
 ½ tsp. Salt
 ½ C. Raisins, that were previously soaked in rum (use gold or spiced rum)

"Anyone who gives you a cinnamon roll fresh out of the oven is a friend for life."

— Daniel Handler (Lemony Snicket)

1 Tbsp. Butter, softened
Ingredients for the Filling:

¼ C. Butter, softened
½ C. Brown Sugar
2 tsp. Cinnamon
½ C. Chopped Nuts, mix of
Pecans and Walnuts

Ingredients for Icing:

3 Tbsp. Gold Rum
1 Tbsp. Heavy Cream
1 ¼ C. Confectioner's Sugar

Directions:

Dissolve the yeast in lukewarm water and add 1 teaspoon of sugar. Stir in the rum, milk and 1 cup of flour, beating until smooth. Allow to sit for about an hour until mixture is light and bubbly. In a separate bowl cream together the remaining sugar and butter. Blend in the egg and salt and combine mixture with the yeast sponge. Add remaining flour to make a soft dough. Add the rum soaked raisins and knead until smooth and elastic. Place dough in a deep greased bowl and butter the top of dough. Set aside and allow dough to rise to at least twice the size, approximately one hour. Roll out the dough onto a lightly floured board, approximately 12" x 18". Begin spreading the ingredients for the filling over the dough making sure to distribute evenly. Now roll up the dough tightly and then slice into 24 pieces. Place each roll into a buttered pan and allow rolls to rise to almost double their size. Place pan in the oven and bake at 350°F for 30-35 minutes. Remove from oven, allow to sit for 2 minutes then place rolls on a platter and drizzle the icing that was made with the rum, cream and sugar. Enjoy your morning breakfast!



Rum and Coffee Parfait

Ingredients:

1 Tbsp. Gelatin
¼ C. Gold Rum
1 ¼ C. Brewed Coffee, cold
½ C. Brown Sugar
1 C. Cream, whipped and sweetened to taste
½ C. Salted Almonds, chopped

Directions:

Soften gelatin in ¼ cup of cold gold rum. Brew coffee of your choice. Add softened gelatin and sugar, stir until dissolved. Pour into shallow cake pan, about half an inch. Chill until firm then cut into half inch cubes. In a parfait glass, alternate layers of cubes, sweetened whipped cream and chopped almonds. Finish with a dab of cream sprinkled with almonds. Serves 4-6.



⊕ *m. Acidum minerale*

⊕⊖ *Acidum Vitrioli*

⊕⊖ *c. concentratum, d. dilutum*

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

⊖ *Aqua fortis*

⊕⊖ *Acidum Salis ⊕⊖ a. s. dephlogisticatum*

⊖ *Aqua Regis*

⊕⊖ *Acidum fluoris mineralis*

⊕⊖ *Acidum Arsenici*

⊕⊖ *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. Alkali fixum vegetabile*

⊕ *m. Alkali fixum minerale*

⊕ *Alkali volatile*

⊖ *Terra*

⊖ *Lapis*

⊖ *Arena*

⊖ *Calx, p. pura (ustulata)*

⊖⊖ *Calx vitriolata (Jelenites, gipsum)*

⊖ *Terra ponderosa*

⊖ *Magnesia*

making your own

Apple Cinnamon Rum Liqueur

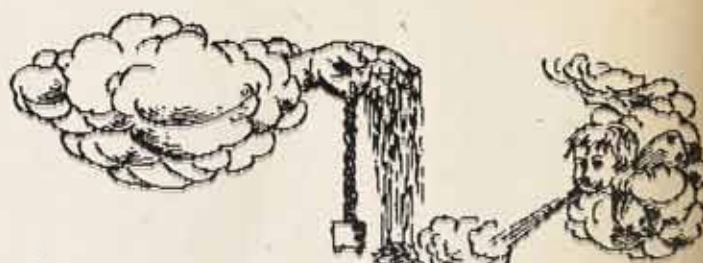
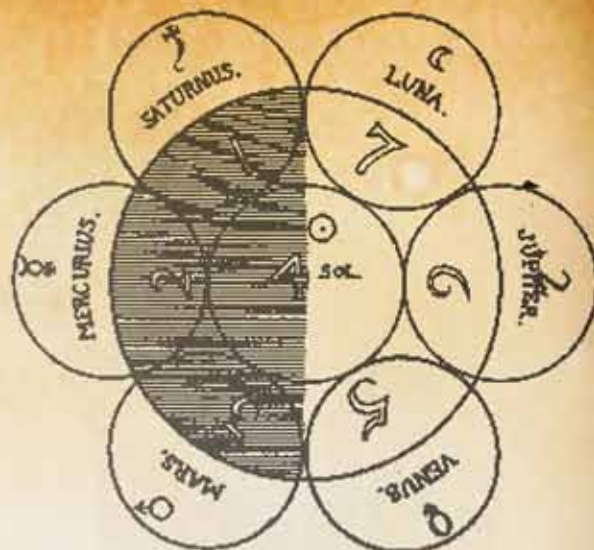
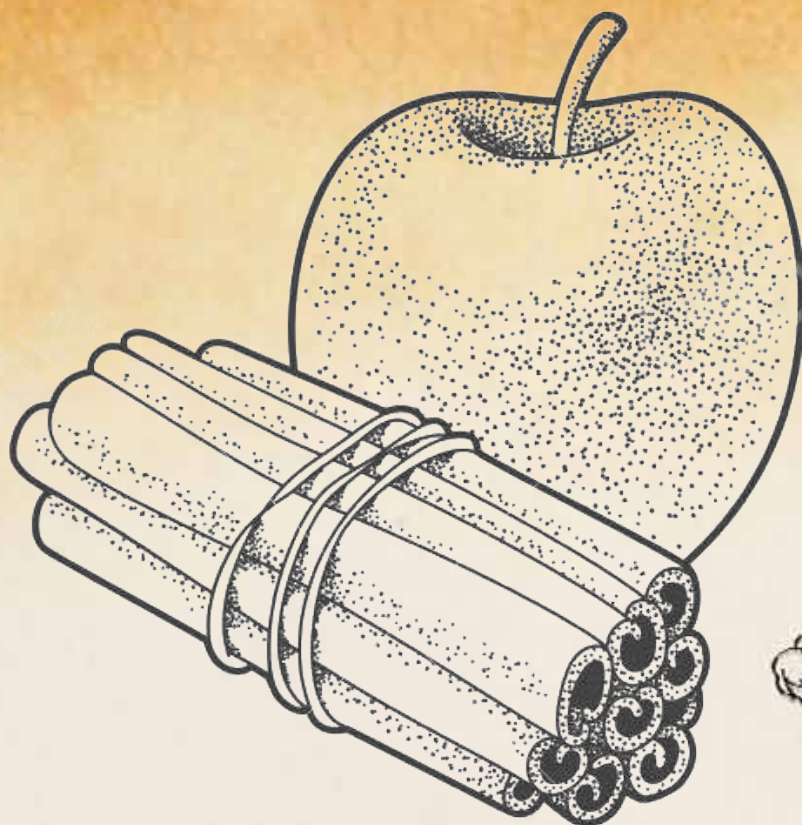
Ingredients

- 1 Granny Smith Apple, Diced
- 2 Cinnamon Sticks
- 3 Cups Light (low-congener) Rum at 40% ABV
- 2 Cups Sugar
- 1/4 Cup Water
- 1 teaspoon Glycerin (optional)

Directions

In a quart jar, add apple, cinnamon sticks, 1 cup sugar and rum. Seal jar tightly, and place in a dry, dark place for about 2 weeks. After two weeks, strain the liquid using a double layer of cheese cloth.

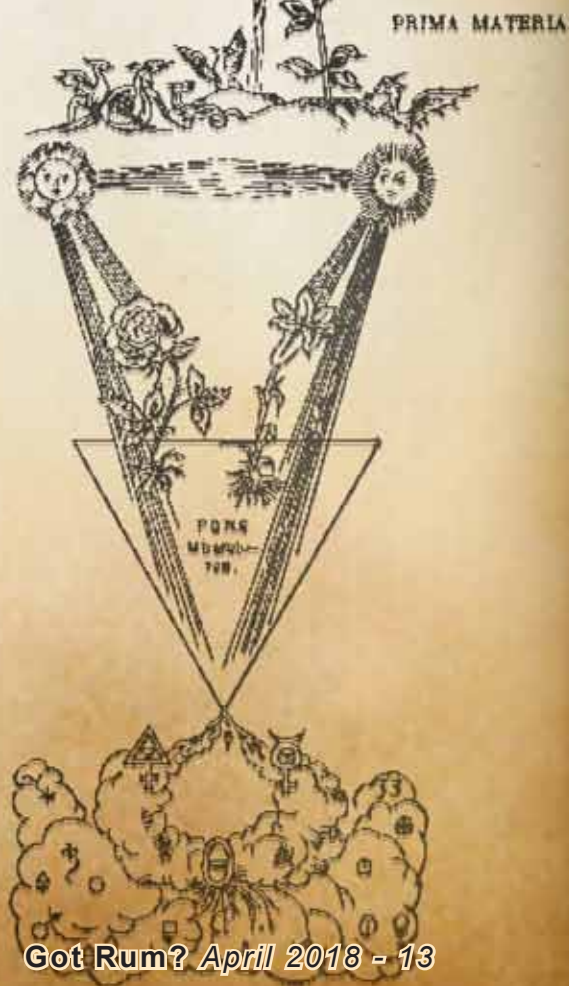
In a fresh quart jar, add the second cup of sugar, the glycerin, water to top and the strained liquid. Stir gently until the sugar has dissolved. Seal and store in a dark place to rest for 2-3 months. You can then optionally transfer (and filter) into a serving decanter.

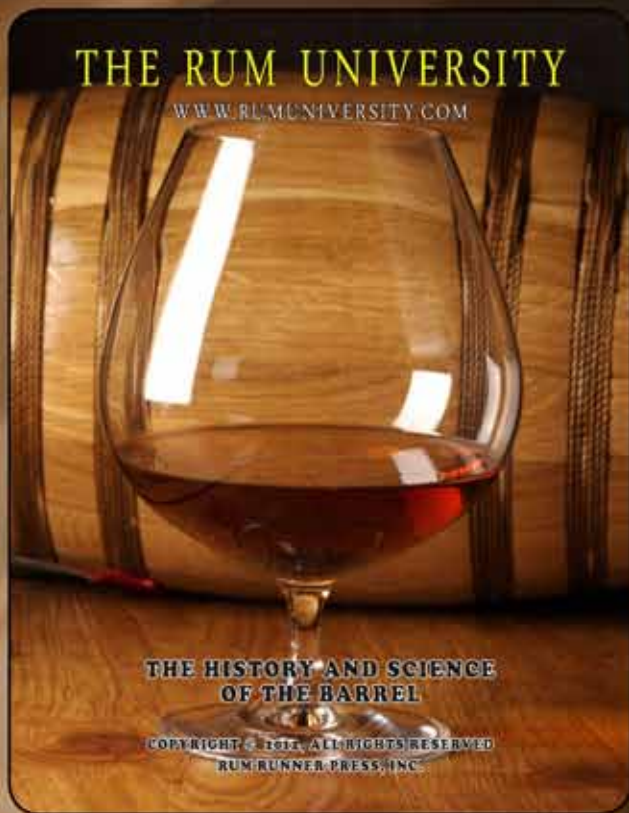


Did you know that...

- Cinnamon oil, which sounds like a delicious addition to anything, destroys the hell out of mosquito larvae, as it turns out. So think of cinnamon as an environmentally friendly pesticide in a way by adding a few drops or sprinklings to your sunscreen or lotion.
- Mixing a few spoonfuls of cinnamon into a paste — with honey or actual conditioner — will lighten your hair once applied and allowed sunshine to get at it.
- Back in the day — talking the first century A.D. here — cinnamon carried an ungodly price tag, especially in Rome. It was considered a precious commodity, given its high demand and low supply. Once the regularity of foreign exploration kicked in, the spice became more available and therefore more affordable.
- Though you may think of cinnamon as a light, fun taste, it has some heavy background. It helped preserved the dead in ancient Egypt (with a nice scent to boot) and Moses, according to the Old Testament, added it to holy oil for anointing.

Source: www.foodbeast.com





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THE HISTORY AND SCIENCE OF THE BARREL

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Private Label Primer

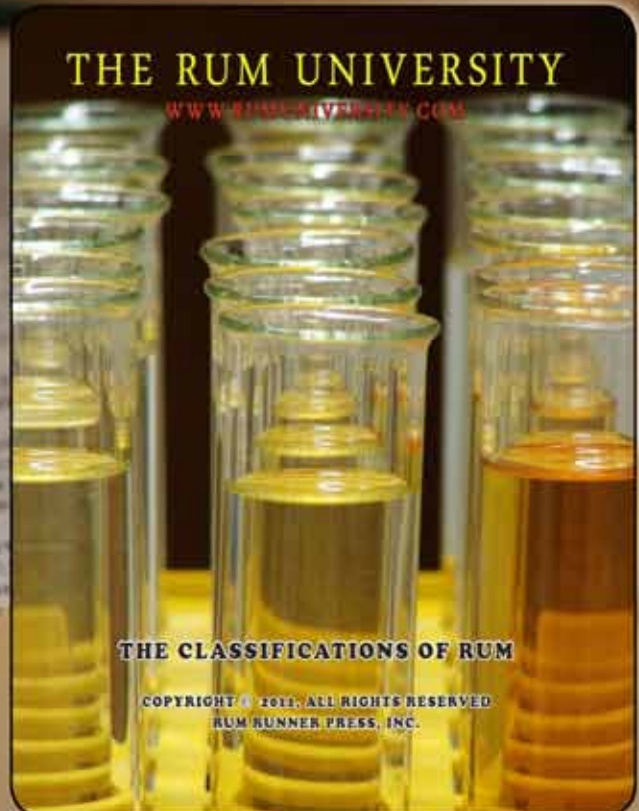
A Beginner's Guide to the World of Private Label Rum



YOUR BRAND
15 Years Old
Aged RUM

Aged in American Oak
Finished in French Oak
(inner label design)

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Dictated by Philip Ili Barake, columnist in Got Rum Magazine and Champion habano sommelier 2010.

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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.



Central Ohio Rum Society (CORS)

What happens when you love rum so much that you want to preach it to the world? You start a rum club. I met Chad White about 4 years ago when he and his then girlfriend (now wife!) came to my bar to enjoy classic Daiquiris. He was excited about rum and although not a working bartender, definitely seemed to know a lot about the category.

Our friendship grew, and one afternoon he called me with this idea of starting a rum club. I at the time was the President of the Columbus chapter of the United States Bartender's Guild so I had some insight into what he was getting himself into. Chad and I sat down last week to discuss how it went from a simple idea to now a truly wonderful organization, all for his love of rum.



Central Ohio Rum Society

What made you decide to put together a rum society?

It was 2012. The craft cocktail scene in Columbus was booming, much to the credit of brilliant trailblazers like Cris Dehlavi. Speakeasies, bitters, amari... I was hooked. Then, while in Cleveland on business a buddy and I found a rum bar (for lunch!), casually ordered a “premium” rum flight, and boom... ground zero. I began collecting, tasting, and comparing any rums I could find in Ohio beyond the mass-marketed stuff, often sharing these unknown expressions with friends. Eventually I’d meet my wife, and our mutual affinity for world travel only intensified the hunt.

During this time I realized how incredibly diverse and historically rich yet sadly underappreciated and ridiculously misunderstood the rum category is in the US. While most folks were either enjoying the bourbon craze or still settling on “well” spirits, many of them - consumer and bartender alike - were completely overlooking the wonderfully vast world of cane spirits. The task of elevating the rum category in the US is tough enough; doing so in a control state in the Midwest is an even greater challenge. But I truly wanted to introduce my city - from “bourbonites” and amateur cocktailers to professional bartenders - to the rums, rhums, and rones that stand up on their own among the finest whiskies, tequilas, and brandies.

So we decided I needed an outlet, a forum for spirits enthusiasts with whom I could share my passion and - hopefully - create a micro-movement in Ohio with the greater goal of elevating the rum category in the US.

When did you start it and how many members did you begin with?

On National Rum Day 2016, realizing a Facebook group was a bit more reasonable than trying to open my own bar, the Central Ohio Rum Society (CORS) was born. We started with a dozen friends and a few impromptu home tastings -- the aim was really just to provide an access point for the rum-curious. Three months later, with the help of a few fellow rumheads, CORS would have its first official meetup at the Grass Skirt Tiki Room. We now have nearly 300 Ohioans and growing!

You meet once a month, correct? What is the structure of a meeting?

Correct, with the occasional but necessary break. In 2017 we hosted ten uniquely-themed meetups at seven of Columbus’ best establishments. We have hosted distillers, global brand ambassadors, authors, and many, many tastings, from comparing entire

product lines to deconstructing popular rum blends and sampling each baseline rum individually. The underlying focus is to show how broad the rum category is, celebrate its many provenances and “styles” - particularly from proud Caribbean producers - and demonstrate its versatility in a cocktail with other fermented and/or distilled beverages.

They’ve all been fantastic collaborations, but the meetups that come to mind are those that made up our two-part Prohibition series, which focused on the speakeasy and Cuba, “America’s Tavern.” My personal favorite, titled “Rum, Beer & Revolution,” effectively transformed Columbus’ best brewery into a colonial-era tavern featuring traditional rum & ale “flip” cocktails, rums from Barbados (Washington’s favorite) and New England, communal punch, and, of course, demonstrations of colonial barkeep techniques.

What are your goals for CORS moving forward?

To draw more people to the conversation! And of course to continue our mission to elevate the rum category and showcase the best cocktail talent and establishments in Columbus, which means more unique collaborations, support of local businesses and, hopefully, more notoriety for CORS as a local special interest group.

In 2018, we really just want to see more authentic rums populate Ohio liquor agency and bar shelves! Velier, for example, a beloved and legendary European independent bottler of quality rums crafted around the world (from Barbados to Fiji), recently hit the US market with a launch event in NYC. Many of their coveted products are considered the Van Winkle’s of the rum world.

We’ve also formalized CORS membership this year (\$50 annually or per-event), which will help us contribute more to Caribbean hurricane relief funds, procure rarer bottlings for tasting, and most importantly bring more special guests (e.g. master distillers) to Ohio to share their knowledge and products with our members. All visitors are welcome to attend our events, but annual membership is exclusive to Ohio residents.

All inquiries can be sent to ohiorummers@gmail.com and if you are an Ohio resident you can join the facebook group at <https://www.facebook.com/groups/179525435802039/>.

Enjoy!!

Cris Dehlavi



THE RUM UNIVERSITY LIBRARY

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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

Got Rum? April 2018 - 20

Flavor: The Science of Our Most Neglected Sense

(From the Publisher) A journey into the surprising science behind our flavor senses.

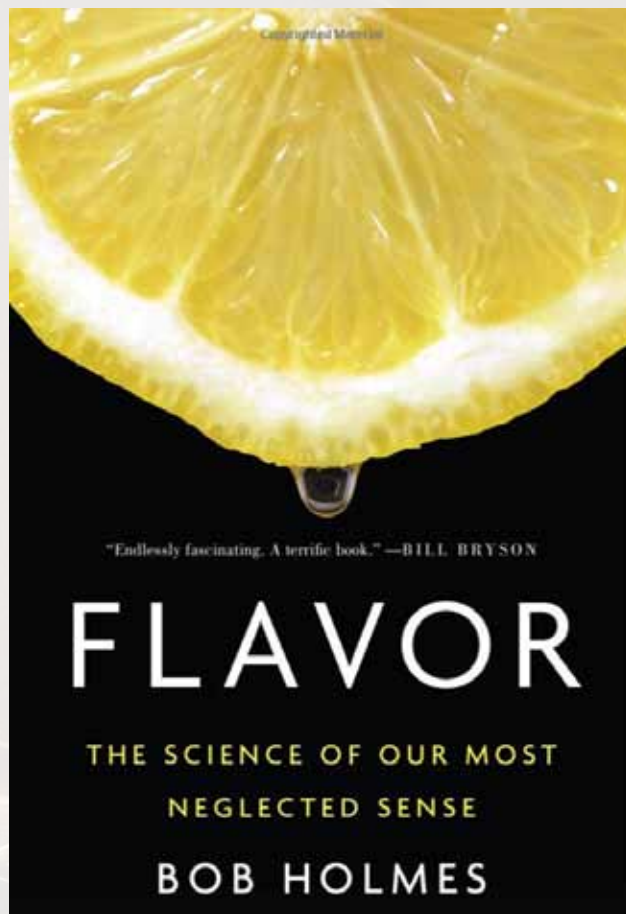
Can you describe how the flavor of halibut differs from that of red snapper? How the taste of a Fuji apple differs from a Spartan? For most of us, this is a difficult task: flavor remains a vague, undeveloped concept that we don't know enough about to describe—or appreciate—fully. In this delightful and compelling exploration of our most neglected sense, veteran science reporter Bob Holmes shows us just how much we're missing.

Considering every angle of flavor from our neurobiology to the science and practice of modern food production, Holmes takes readers on a journey to uncover the broad range of factors that can affect our appreciation of a fine meal or an exceptional glass of wine. He peers over the shoulders of some of the most fascinating food professionals working today, from cutting-edge chefs to food engineers to mathematicians investigating the perfect combination of pizza toppings. He talks with flavor and olfactory scientists, who describe why two people can experience remarkably different sensations from the same morsel of food, and how something as seemingly unrelated as cultural heritage can actually impact our sense of smell.

Along the way, even more surprising facts are revealed: that cake tastes sweetest on white plates; that wine experts' eyes can fool their noses; and even that language can affect our sense of taste. Flavor expands our curiosity and understanding of one of our most intimate sensations, while ultimately revealing how we can all sharpen our senses and our enjoyment of the things we taste.

Certain to fascinate everyone from gourmands and scientists to home cooks and their guests, Flavor will open your mind—and palate—to a vast, exciting sensory world.

ISBN-13: 978-0393244427



Rum and Glassware

Part I

by Luis Ayala

Q: What is the best glassware to enjoy rum to its fullest?

Ever since my work with Riedel to design the first-ever rum glass in 2006, people call or write to me to ask for my opinion regarding glassware producers claiming to have the definitive vessel designed to maximize our enjoyment of rum.

Before I provide an answer, it is necessary to explore the history of glassware in general, followed by its role in human culture. Only in this framework will such an answer be meaningful and justifiable.

So let's start by exploring the timeline of glass manufacturing.

- 3100 BC Earliest glass artifacts found in Egypt.
- 1500 BC Small glass articles made from molds have been found in Egypt and Syria. The first glass was produced probably in Egypt.
- 650 BC First glass making manual was written, Assyrian Assurbanipal's Library.
- 1 AD Technique of blowing glass was invented in the Babylon area.
- 25-400 AD Rapid development and growth of glass melting, working and forming technology in the Mediterranean region during the Roman Era.
- 100 AD Glass cost rapidly declines and for the first time becomes available to ordinary citizens.
- 600-699 Strong Islamic influence.
- 1000AD Domination of Venice glass center in glass production. Murano Island became a major glass center.
- 1226 "Broad Sheet" was first produced in Sussex.
- 1330 French glassmakers produced "crown glass" in Rouen, France.
- 1500 Angelo Barovier invented "cristallo", clear, colorless glass.
- 1590 Development of glass telescope and microscope lenses in Netherlands.
- 1600 Caspar Lehman, a Prague glassmaker, used the technique of cutting rock crystal to glass.
- 1600 France became a major power in the glass industry.



- 1608 The first American glass was made by settlers in Jamestown.
- 1615 Introduction of coal furnaces in England.
- 1620 Production of “Blown plate” was produced in London.
- 1676 English glassmaker George Ravenscroft patented a formula for lead glass, heavy, clear glass, ideal for cutting.
- 1688 “Polished plate” was produced in France.
- 1690 William of Orange passed a law that lifted taxes on distilled spirits and encouraged development and expansion of this industry.
- 1745 Glass Excise Act passed in England.
- 1765 “Crystal glass” production began a new era in glass industry.
- 1773 Glassworks of polished plate glass were established at Ravenshead in England.
- 1800 Industrial revolution dawned a new era in glass industry. Synthetic glasses with improved properties were available for the first time.
- 1827 Glass pressing machine was invented in America.
- 1834 Robert Lucas Chance introduced “Improved Cylinder Sheet”.
- 1843 Henry Bessemer introduced an early form of “Float glass”.
- 1847 James Hartley invented “Rolled plate”.
- 1867 First regenerative glass furnace was patented in Germany by the Siemens brothers, Freiderich, Karl, Hans, Werner and Wilhelm.
- 1875 Technical glasses were developed in Germany.
- 1903 An automatic glass blowing machine was invented by Michael Owens.
- 1913 Technique of “Flat Drawn Sheet” was introduced in Belgium.
- 1950-1960 Glass science became a major research discipline. Major glass research center was established by Ford Motor Co.
- 1959 “Float glass” was invented in UK by Sir Akistair Pilkington.
- 1984 First fluoride glass was discovered by Marcel and Michael Poulain and Jacques Lucas in Rennes, France.

As you can see, glass has been around our societies for a very long time. Furthermore, a considerable amount of effort has been applied to improve its quality and production methods. Why? Join us next month, as Part II of this series continues to explore this fascinating topic.

Cheers!

Luis Ayala

Source: www.historyofglass.com



Got Rum? *April 2018* - 25





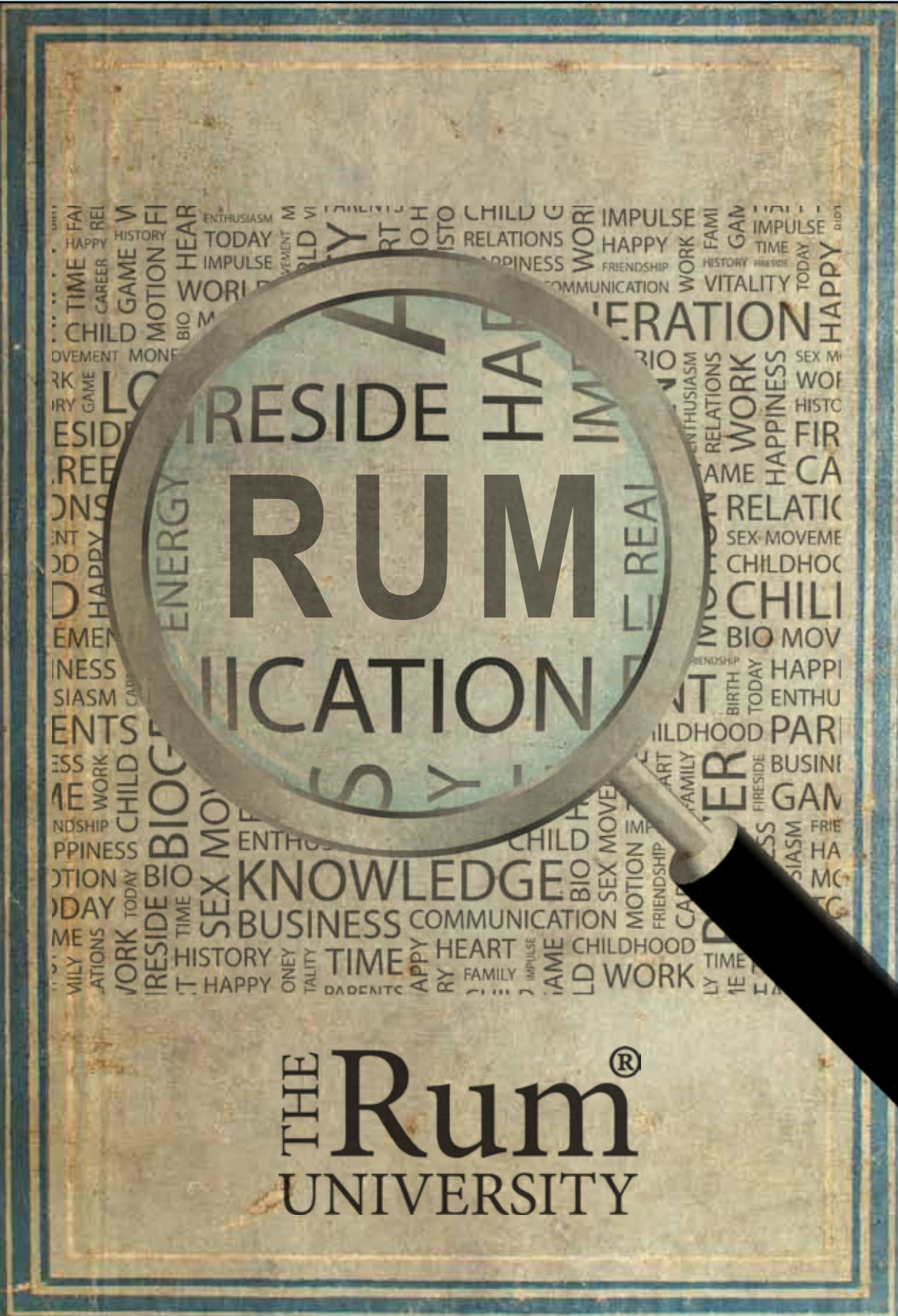
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The rum industry owes its present success to many people who, through their vision, wisdom, ingenuity and/or dedication were able to innovate or improve existing processes. In this new series we will explore these individuals, to honor their memories and to –hopefully- inspire a new generation of game-changers.

Featured Biography: Alexander Fleming

Alexander Fleming was born in Ayrshire, Scotland, on August 6, 1881, and studied medicine, serving as a physician during World War I. Through research and experimentation, Fleming discovered a bacteria-destroying mold which he would call penicillin in 1928, paving the way for the use of antibiotics in modern healthcare and in the production of alcohol. He was awarded the Nobel Prize in 1945 and died on March 11, 1955.



Early Years

Alexander Fleming was born in rural Lochfield, in East Ayrshire, Scotland, on August 6, 1881. His parents, Hugh and Grace were farmers, and Alexander was one of their four children. He also had four half-siblings who were the surviving children from his father Hugh's first marriage. He attended the Loudon Moor School, the Darvel School and Kilmarnock Academy before moving to London in 1895, where he lived with his older brother, Thomas Fleming. In London, Fleming finished his basic education at the Regent Street Polytechnic (now the University of Westminster).

Fleming was a member of the Territorial Army, and served from 1900 to 1914 in the London Scottish Regiment. He entered the medical field in 1901, studying at St. Mary's Hospital Medical School at the University of London. While at St. Mary's, he won the 1908 gold medal as the top medical student.

Early Career and World War I

Alexander Fleming had planned to become a surgeon, but a temporary position in the Inoculation Department at St. Mary's Hospital changed his path toward the then-new field of bacteriology. There, he developed his research skills under the guidance of bacteriologist and immunologist Sir Almroth Edward Wright, whose revolutionary ideas of vaccine therapy represented an entirely new direction in medical treatment.

During World War I, Fleming served in the Royal Army Medical Corps. He worked as a bacteriologist, studying wound infections in a makeshift lab that had been set up by Wright in Boulogne, France. Through his research there, Fleming discovered that antiseptics commonly used at the time were doing more harm than good, as

their diminishing effects on the body's immunity agents largely outweighed their ability to break down harmful bacteria -- therefore, more soldiers were dying from antiseptic treatment than from the infections they were trying to destroy. Fleming recommended that, for more effective healing, wounds simply be kept dry and clean. However, his recommendations largely went unheeded.

Returning to St. Mary's after the war, in 1918, Fleming took on a new position: assistant director of St. Mary's Inoculation Department. (He would become a professor of bacteriology at the University of London in 1928, and an emeritus professor of bacteriology in 1948.)

In November 1921, while nursing a cold, Fleming discovered lysozyme, a mildly antiseptic enzyme present in body fluids, when a drop of mucus dripped from his nose onto a culture of bacteria. Thinking that his mucus might have some kind of effect on bacterial growth, he mixed it with the culture. A few weeks later, he observed that the bacteria had been dissolved. This marked Fleming's first great discovery, as well as a significant contribution to human immune system research. (As it turned out, however, lysozyme had no effect on the most destructive bacteria.)

The Road to Penicillin

In September 1928, Fleming returned to his laboratory after a month away with his family, and noticed that a culture of *Staphylococcus aureus* he had left out had become contaminated with a mold (later identified as *Penicillium notatum*). He also discovered that the colonies of staphylococci surrounding this mold had been destroyed.

He later said of the incident, "*When I woke up just after dawn on September 28, 1928, I certainly didn't plan to revolutionize all medicine by discovering the world's first antibiotic, or bacteria killer. But I suppose that was exactly what I did.*" He at first called the substance "mold juice," and then named it "penicillin," after the mold that produced it.

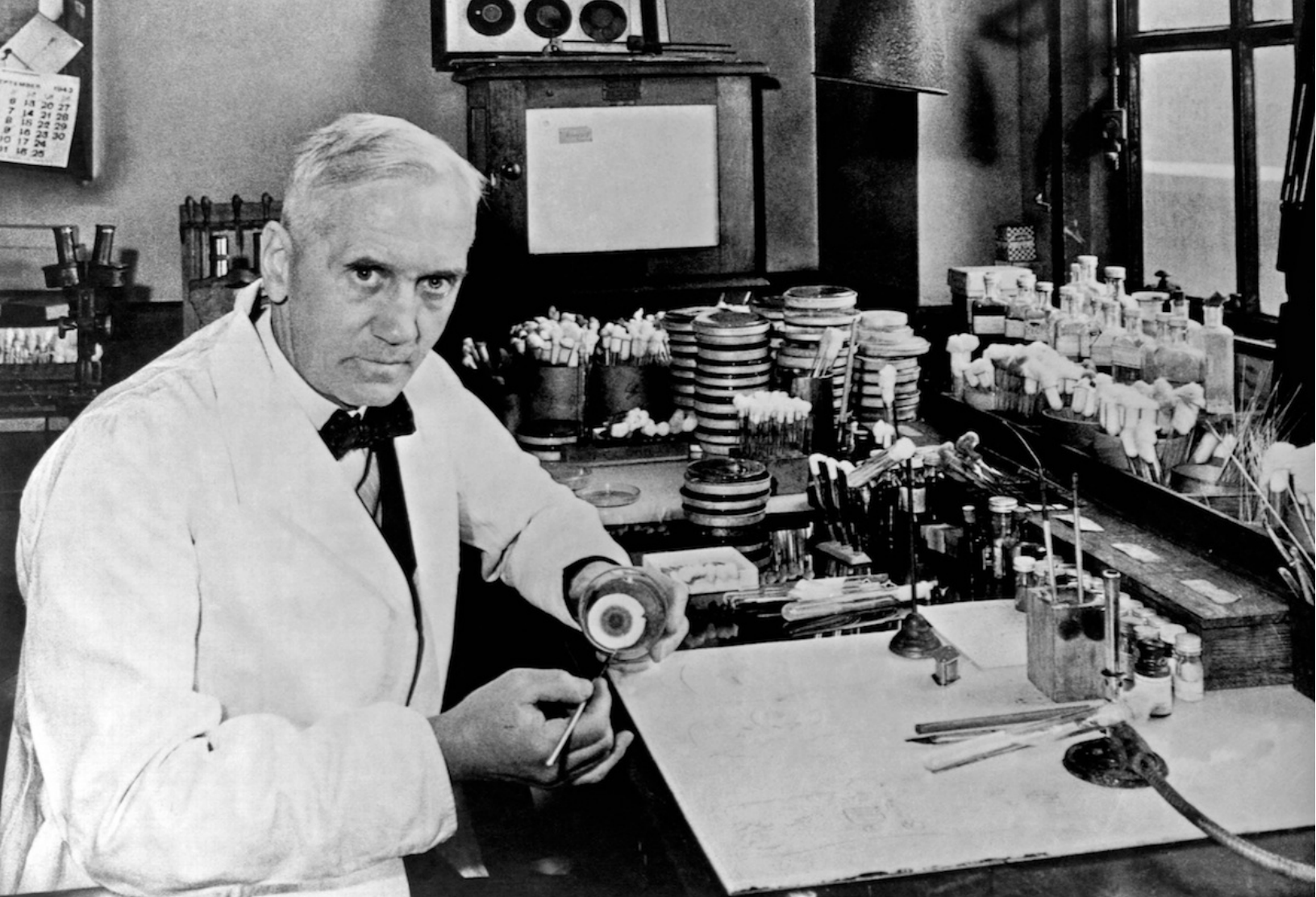
Thinking he had found an enzyme more powerful than lysozyme, Fleming decided to investigate further. What he found out, though, was that it was not an enzyme at all, but an antibiotic -- one of the first antibiotics to be discovered. Further development of the substance was not a one-man operation, as his previous efforts had been, so Fleming recruited two young researchers. The three men unfortunately failed to stabilize and purify penicillin, but Fleming pointed out that penicillin had clinical potential, both in topical and injectable forms, if it could be developed properly.

On the heels of Fleming's discovery, a team of scientists from the University of Oxford -- led by Howard Florey and his co-worker, Ernst Chain -- isolated and purified penicillin. The antibiotic eventually came into use during World War II, revolutionizing battlefield medicine and, on a much broader scale, the field of infection control.

Florey, Chain and Fleming shared the 1945 Nobel Prize in Physiology or Medicine, but their relationship was tainted over who should receive the most credit for penicillin. The press tended to emphasize Fleming's role due to the compelling back-story of his chance discovery and his greater willingness to be interviewed.

Later Years and Honors

In 1946, Fleming succeeded Almroth Edward Wright as head of St. Mary's Inoculation



Alexander Fleming working at his laboratory

Department, which was renamed the Wright-Fleming Institute. Additionally, Fleming served as president of the Society for General Microbiology, a member of the Pontifical Academy of Science, and an honorary member of nearly every medical and scientific society in the world.

Outside of the scientific community, Fleming was named rector of Edinburgh University from 1951 to 1954, freeman of many municipalities, and Honorary Chief Doy-gei-tau of the American Indian Kiowa tribe. He was also awarded honorary doctorate degrees from nearly 30 European and American universities. Fleming died of a heart attack on March 11, 1955, at his home in London, England. He was survived by his second wife, Dr. Amalia Koutsouri-Vourekas, and his only child, Robert, from his first marriage.

Did you know that...

One of the biggest challenges during alcohol fermentation is preventing and combating bacterial contamination? Bacteria is present almost everywhere and its growth rate is faster than that of yeast. Penicillin has been used by many alcohol producers since 1954 to solve this problem. Regulatory agencies allow its use due to penicillin's quick inactivation (degradation) when exposed to the temperature needed for distillation.

Source: www.biography.com (A&E Television Networks, LLC)

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. 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.

All this I try to cover in this column, in my FB Profile: www.facebook.com/marco.pierini.3 and in my new Blog: www.therumhistorian.com

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

THE ORIGINS OF ALCOHOLIC DISTILLATION IN THE WEST

3. THE ARABS

The very word alcohol derives from the Arabic *al-koél* (where *al-* is the article), but it had a different meaning. In Arabic it indicated the extremely fine, impalpable powder of antimony sulphide or even of galena (lead sulphide) that, mixed with water, had been used since ancient times in the Orient, especially by women, to paint their eyebrows, eyelashes and the edge of the eyelids black. The name and the thing itself entered the West thanks to the translation into Latin of Arabic books; in Spain both were commonly used until the XVI century, and even now the Spanish language has the verb *alcoholar* which basically means "to color one's eyes black".

"Alcohol was called by Arabic chemists such as Ibn Badis (11th century) رَمَخ دَعَصَم (distilled wine). The current word for distilled wine in Arab Lands is *`araq* قَرَع which means sweat. The droplets of ascending wine vapours that condense on



Arabic manuscript in the British Library showing the distillation process in a treatise of chemistry.
© The British Library, London.

the sides of the cucurbit are similar to the drops of sweat." (Ahmad Y. al-Hassan)

So, where does our use of the word alcohol come from? It comes from the famous physician, alchemist and astrologer Teophrastus Paracelsus (1493-1541). Paracelsus used this word to indicate the spirit of wine, which he called *alcohol vini*, wine alcohol, since it was the quintessence, the noblest and most essential part of wine. This new name gradually passed on to chemists and physicians, who ended up omitting *vini* and thus the word alcohol remained.

But what exactly was the role of the Arabs in the origins of alcoholic distillation? Let's see.

First of all, "If we speak of Arabs in this chapter we include all those that belong to the civilization of Islam, which means Syrians, Persians, Copts, Berbers and

others too. As early as one century after the death of Muhammed (632 A.D.) a large world empire has arisen from a local Arabian movement, and its center is transferred to Syria, and later Mesopotamia. The Islam knocks at the doors of Byzantium and menaces Italy and France." (Forbes)

The Arabs read and translated the works of the Greek and Hellenistic culture, annotated them and preserved them, kept them alive within their culture. Those first centuries are the Golden Age of Arab civilization. From Spain to Central Asia peoples and states shared the same (high) culture, with many thriving academies and centers of studies supported by enlightened monarchs. One of the reasons of this success was the Arabs' religious tolerance. Even before the arrival of the Arabs the old Academy of Athens founded by Plato had been closed (529 A.D.) and

many Greek heathens had moved to the hospitable cities of Iran. Later the Byzantine Empire was deeply divided by theological disputes and many suffered bloody persecutions, so many a group of "heretics" settled in the Arabian Empire. For instance, the Nestorians settled mostly in Persia, now Iran, and in present-day Iraq. Many Jewish scientific centers were situated in the Arabian Empire too.

In chemical technology too we owe much to the Arabs. For instance glass and pottery industries made it possible to make better vessels and containers for distillation technique and thus also made new experiments possible to chemists. Pharmacy and other branches of medicine could flourish. Often the Arabian chemists were inclined to consider distillation an important process for agricultural industry. In their hands the distillation of rose-water, vinegar, rose-oil and other perfumes and essential oils grew to become a true industry and rose-water was sent all over the world. Clearly, the perfume and cosmetics industry was a flourishing one, reflecting a better quality of life. It is important to remember that the cultural renaissance of the West in the early centuries after the year one thousand AD owes much to the Latin translation of Arabic texts and of Greek texts previously translated into Arabic.

But let's get to alcoholic distillation. Forbes is clear: "It will facilitate our discussion of these works if we state beforehand that no proof was ever found that the Arabs knew alcohol or any mineral acid in the period before they were discovered in Italy ..." Later, writing about the great Arab alchemists till 1200, he states "All these authors describe the same apparatus, which was incapable of distilling low-boiling substances. As none of them ever mentions alcohol it is practically certain that this substance was unknown to the Arab world" till the XIV century when the introduction of the new Western type of distilling apparatus enabled chemists to recover low boiling distillates.

Contemporary Arab authors claim the opposite, though.

According to Ahmad Y. al-Hassan in his online article *Alcohol and the Distillation*

of Wine in Arabic Sources From the Eighth Century Onwards "The distillation of wine and the properties of alcohol were known to Islamic chemists from the eighth century. The prohibition of wine in Islam did not mean that wine was not produced or consumed or that Arab alchemists did not subject it to their distillation processes. Jabir ibn Hayyan described a cooling technique which can be applied to the distillation of alcohol. Some historians of chemistry and technology assumed that Arab chemists did not know the distillation of wine because these historians were not aware of the existence of Arabic texts to this effect. ... the art of distillation of spirits is credited to the Arabs especially the Arabs of al-Andalus."

Ahmad Y. al-Hassan and Donald R. Hill in "*ISLAMIC TECHNOLOGY An illustrated history*" quote directly a passage by Al-Jabir [known in Latin Europe as Geber] "And fire burns on the mouth of the bottles [due to] ... boiled wine and salt, and similar things with nice characteristics which are thought to be of little use, these are of great significance in these sciences "

And later in their book, they write " The Muslims are credited with the development of the distillation apparatus classically known in chemistry as the retort, but also called the 'pelican' or 'cucurbit' because of its bird-like or gourd-like shape. In this case the still-head ceased to be a separate entity and better cooling resulting in the collection of an increased amount of distillate came about of itself if the side-tube were made long enough."

About cooling, the authors admit that early "Arabic manuscripts do not show any water-cooling sleeve round the side-tube. Nevertheless it seems to have been appreciated that cooling the tube would improve condensation of the vapors, and sponges, cloth or rags periodically moistened with cold water were placed round the top of the still. On present evidence it is usually suggested that the use of cooling water was a later development that occurred in the West. At the same time, a word of caution is needed because though the distillation of alcohol requires external cooling of the retort or of the side-tube, our present knowledge of Arabic technical and chemical manuscripts is still in its preliminary stages, and it is too



Left: 15th-century European portrait of “Geber”, the Latin name of Jabir ibn Hayyan: in Codici Ashburnhamiani 1166, Biblioteca Medicea Laurenziana, Florence. Right: European depiction of Al-Razi in the Latin version of one of his treatises translated by Gerard of Cremona between 1250-60.

early to come to definite conclusions about water-cooling in Muslim alchemy”

Let us think carefully about this. First of all, we must never forget how difficult and laborious it was in the past to solve technical and scientific problems that appear quite straightforward to us, like the cooling of the still with water. Arabic chemistry and alchemy developed greatly over the centuries, while Western Europe was shrouded in its dark centuries. It is therefore reasonable to think that some Arab scientists managed to overcome the technical problems of the cooling process and to produce alcohol before it made its appearance in the West. But there is no evidence that it ever became a common technique, let alone a commercial production on a large scale.

The relation of Islam with alcohol has always been difficult. We know that the Quranic prohibition of consuming alcoholic beverages did not prevent many a group among the male elites of the Golden Age

of Arab civilization from drinking wine. But surely this prohibition did not promote the creation of a social environment suited to the passage of alcohol from a scientist's laboratory to a commercial distillery and then to the tables of a tavern. The very fact that today researchers have to look for evidence and corroboration of Arab alcoholic distillation in ancient, cryptic manuscripts half-forgotten in some ancient library, suggests that commercial production never developed. Otherwise, why didn't it continue until today and even the memory has been lost?

To sum up, further studies may bring changes, but for now I feel I can safely say that the Arabs developed alchemy, chemistry and distillation and probably distilled alcohol too. But the production of alcohol, if even achieved, remained a limited experience, which never became large scale commercial production.

Marco Pierini

A close-up photograph of a person's hand holding a small, realistic-looking globe of the Earth. The hand is positioned on the right side of the frame, with the thumb and fingers gently cradling the globe. The globe shows the Americas, with North and South America visible in brown and green, surrounded by blue oceans and white clouds. The background is a soft-focus, vibrant green, suggesting a dense forest or garden. The overall lighting is bright and natural, creating a sense of care and environmental stewardship.

RUM and the Environment



Attention Rum Distillers, Brand Owners and Ambassadors:

Submit information regarding your company's efforts towards making this world a better place to live. Selected stories will be featured in upcoming issues of "Got Rum?". Ideas include, but are not limited to:

- Using recycled paper for labels, and/or cardboard boxes
- Using solar energy
- Capturing rain water
- Avoiding the use of plastic straws
- Planting trees, etc.

Send information to: news@gotrum.com

RUM IN THE NEWS

by Mike Kunetka



NEWS

KOLOA RUM

Hawaii's award-winning Koloa Rum Company has reported 2017 annual revenues and profits well above those earned in 2016. The company will award all of its employees with \$1,000 bonuses and five percent salary increases. The financial growth is attributed to Koloa Rum Company's steady climb to becoming the largest Hawaii-based premium rum brand, as well as the recently enacted Craft Beverage Modernization and Tax Reform Act, which provides short-term reduction on alcohol Federal Excise Tax (FET) for the first time since the Civil War.

"2017 was a remarkable year for Koloa Rum Company," said Koloa Rum Company President and CEO Bob Gunter. "We are grateful that Congress recognized the burden that the FET placed on small distilleries like ours. The reduced FET and corporate income tax rates allowed us to reinvest savings back into our business and, most importantly, reward our hardworking team members." Koloa Rum Company's financial success will also allow the company to increase its match to the employees' 401k plan from four percent to seven and a half percent in 2018; add a new bottling line to increase its production capacity and operating efficiency; accelerate plans for a new distillery; and bolster its distribution, sales and marketing programs. The company employs 31 individuals in Hawaii as well as one staff

member in California and another in Florida. Established in 2009, Koloa Rum Company produces artisanal, single-batch Hawaiian rum and ready-to-drink cocktails at its distillery in Kalaheo, Kauai and operates the island's first and only distilled spirits Tasting Room and Company Store. The company's award-winning rums are distilled in a vintage copper-pot still and uses only the finest local ingredients, including Hawaiian cane sugar, pure mountain rainwater and aloha. Koloa Rum Company's portfolio includes its premium Kauai White, Gold, Dark, Spice, Coconut and Coffee rums. In January 2018, Koloa Rum released its first-ever Kauai Reserve Three-Year Aged Hawaiian Rum. Products are available for purchase online, at select retailers nationwide, as well as in Canada, France and Japan. At the recent American Distilling Institute Judging of Craft Spirits, Koloa won five Bronze Medals for their rums.

AMERICAN DISTILLING INSTITUTE 2018 CRAFT RUM AWARDS

Best of Category (BOC) Winners at the recent American Distilling Institute's annual judging of craft spirits included the following: Atom Brands Ableforth's Rumbullion! Navy-Strength won BOC for International Spiced Rum; Iron Fish Distillery's Cask Aged Distiller's Cut Dark Rum won BOC for Aged Column Still Rum; Manulele Distillers' KOHana KOHO Hawaiian Agricole Rum won BOC for Aged Hybrid Still Rum and their

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.

KOHana KEA Hawaiian Agricole Rum won BOC for Unaged Hybrid Rum; Still 630's Expedition Rum won BOC for Aged Pot Still Rum; Trail Distilling's First City Rum won BOC for Unaged Column Still Rum; Blackwater Distilling's Picaroon Dark Rum won BOC for Aged Pot Still Rum; Hidden Still's Spiced Rum won BOC for Spiced Rum; Waterpocket Distillery's Blanco Rum won BOC for Unaged Pot Still Rum; and Cutwater Spirits' Bali Hai Tiki Gold Rum won BOC for Flavored Rum.

ATLANTICO

Last year I wrote about the rebranding of Atlantico with heavy bottles from France, wood and cork closures from Portugal and attractive new labels from California. The labels include tasting notes, raw material information, barrel types used, individual bottle numbers and the signatures of the two founders. Labels for each of the three key bottlings in the Atlantico line now have their own distinct color.

Platino, with its white label, is made from fresh Dominican cane juice and is aged for over 1 year in American White Oak then finished in barrels that previously held Spanish Tempranillo.

Reserva has a classy burgundy label and is a Solera style rum uses different aged rums that were carefully selected and blended together by their third generation Master Blender.

Gran Reserva, with its royal blue label is the ultimate expression of Atlantico and it is a blend of small batched rums aged up to 25 years.

Recent posts on Instagram show a limited green label bottling that is a 15 year old Solera Rum aged for an additional year in Spanish Tempranillo Barrels resulting in a rose color and semi-sweet taste. Another post showed another limited release with a purple label that contained 25 year Solera Rums aged in Cognac Casks.

REAL McCOY RUMS

The latest release from Bailey's Pryor's iconic brand, the 10 Year Old Limited Edition, is a blend of 12 year old rum aged in ex-bourbon casks and 10 year old spirits, aged in virgin oak barrels. Even though it's labeled as a 10 year old rum, a large proportion of the rum is 12 years old. Pryor has done a great job of working with Foursquare Distillery's Richard Seale to produce another great sipping rum. The 10 Year Old is bottled at 46% ABV.

FOURSQUARE RUM DISTILLERY

An interesting release coming from Foursquare is a blend of white rums from the Traditional Coffey Column of Foursquare in Barbados and the Double Retort Pot Still of Hampden in Jamaica. Of course, there will be no added color or sweeteners. It will be called Veritas (the truth) in Europe and Probitas (honestly) in the United States. Both versions will be bottled at 46%.

CAPTAIN MORGAN

The latest round-bottle from Captain Morgan is the limited edition Watermelon Blast. Like Cannon Blast, Loconut and

RUM IN THE NEWS (continued)

by Mike Kunetka

A stack of US dollar bills is visible on the left side of the image. 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'. The background is a textured, light-colored surface.

Jack-O-Blast, Watermelon Blast is designed to be enjoyed as a shot. The latest rum bottle from the Captain is bursting with juicy watermelon flavor. So flavorful, even the packaging is scented! Simply enjoy as a chilled shot for instantly delicious fun or create a refreshing spritzer by mixing with club soda and a lemon garnish. Pick up some Watermelon Smash today to party like a Captain all summer long.

RUM & CACHACA MASTERS 2018

Spirit Business Magazine's annual Rum & Cachaça Masters event was held this year at The Rum Kitchen in London's Notting Hill. A panel of drink experts evaluated rums in twenty-four categories and awarded Gold and Silver Medals to the highest scoring rums in each category. Thirteen Master Medals (MM) were awarded to those rums which judges agreed on a score of 90% or higher. This year Master Medals winners included the following rums: Neptune Rum's Gold Rum and Element Eight's Republica Rum both won MM in the Super-Premium Gold Rum category; Worthy Park's Single Estate Reserve won a MM in the Ultra-Premium Gold Rum category; Lost Spirits' new Jamaica Rum won MM for Super-Premium Dark Rum; Bacardi's 8 Años won MM in 8 – 12 Year Dark Rum category; Trois Rivières' Cuvee l'Océan won MM in the White Agricole category; Maison la Mauny Signature de Maître de Chais and VSOP 40° and Trois Rivières 12 Ans

all won MM in the Aged Rhum Agricole category; Negrita Spiced won MM in the Spiced Rum Category; Rum-Bar white Overproof won MM in the Overproof White Rum category; and finally, Pusser's Gunpowder Proof British Navy Rum and Plantation's OFTD won MM in the Overproof Dark Rum category.

SAINT LUCIA DISTILLERIES

You know you are a true rum geek when you start perusing the TTB website, looking for label applications for upcoming rums. (<https://www.ttbonline.gov/colasonline/publicSearchColasAdvanced.do>)

A recent search showed two new releases from Saint Lucia Distillers. Both labels reflect the classy new packaging that SLC introduced last year. The first is the newest version of their Chairman's Reserve 1931 bottling. In the past, the 1931 was a blend of pot still rums and column still rums made traditionally from molasses, as well as a small portion of agricole rum made from fresh cane juice. These rums were aged in both Bourbon barrels and Port casks. Another limited edition will be called Chairman's Reserve Single Batch Master's Selection, the first in a series of Master Selections. The back label reads: "Released in limited quantities, the Chairman's Reserve Master's Selection Series are unique rums deconstructed from the award winning "original" blend Chairman's Reserve is known for. This is a traditional Saint Lucian single batch distilled rum from

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the small John Dore Pot Still installed at Saint Lucian Distillers in 1998. The rum has aged six years in a single charred Bourbon cask and has been bottled at cask strength." It is rumored that the Master behind this first selection in the series is none other than Smuggler's Cove Martin Cate, a noted rum and tiki drink expert.

BACARDI

Bacardi will also be offering some new expressions, expanding their aged portfolio. BACARDÍ AÑEJO CUATRO is barrel aged for a minimum of four years. Bacardi 8 will get new packaging, emphasizing the famous bat in bright red on the center of the bottle. It will

become BACARDÍ RESERVA OCHO and is still aged for a minimum of eight years. BACARDÍ GRAN RESERVA DIEZ features similar packaging, but with a gold bat on the bottle. It is aged a minimum of ten years. A limited release, appropriately called Limitada, features a black bottle with gold lettering and contains rums that are aged for an average of twelve years.

EXCLUSIVE INTERVIEW

by Margaret Ayala



Left to Right: Victor Olshansky (Founder and CEO) and Chris Sutton (Co-Founder)
of the Florida Rum Company

One of the reasons Luis and I enjoy teaching our rum courses is that we get to meet fabulous people as they embark on their rum journey.

I am very happy to see the Florida Rum Company off to a great start, fully prepared to overcome the challenges and to enjoy the rewards that are part of our wonderful industry. I wish them all the best. Cheers!

Margaret Ayala, Publisher



Q: Please state your full name, title, company name and company location.

Victor Olshansky, Founder and CEO of Florida Rum Company, Hollywood, Florida.

Q: How did you get involved in the alcohol beverage business and what made you decide to produce rum over other spirits?

Although rum has been my go to spirit since I was old enough to drink, my interest in the business initially began with craft beer. I've enjoyed the wide range of flavors and expressions that craft beer has brought to the beverage alcohol industry over the past 20-some years and have wondered for some time if craft spirits could achieve



the same prominence. As I studied the industry further and learned more about the distillation process, I came to the realization that Florida is an ideal spot to produce rum. Some of the key factors that led me to this decision are access to locally-grown sugarcane, historic traditions, a tropical climate that favors an accelerated maturation, and South Florida's position as the largest market for rum consumption in the U.S.

Q: As a start-up company, I'm sure you faced many challenges and had to do a

lot of research and learning about the industry prior to bottling your first rum. What are some of the challenges you faced and what were some of things you did to learn more about the industry?

Unlike some other spirits start-ups, my partners and I came into the world of spirits with little industry experience, so there has been a lot to learn. We did bring with us a range of experience from other regulated industries but realized from the beginning that we needed to partner with some industry veterans if we were going to





build and sustain a successful brand. We also decided early on that we wanted to focus on the brand first and the distillery second. We were fortunate to find a good initial partner in South Florida Distillers, Inc., which has enabled us to be very hands-on in the distillation process without having to build our own distillery upfront. We also enrolled two of our senior personnel in Luis Ayala's Rum University program to get some additional training in rum production.

Q: What rums are you currently producing?

We are currently producing two rums which are specifically targeted to the South Florida market:

- Our **Zíami Platinum Florida Craft Rum** is a bourbon barrel aged white rum at 40% ABV. We wanted to produce a high-end mixing rum with a fairly neutral yet aromatic character, so we distilled it from Florida molasses and then matured it in American oak bourbon barrels. To achieve the "Platinum" character of the rum, we took the rum through an activated carbon filtration prior to bottling to remove the barrel color but retain as

much flavor as possible.

- Our **Zíami Ruby Rush** is a pink grapefruit flavored rum at 35% ABV. Also distilled from Florida molasses, this lightly sweetened rum is flavored with a natural pink grapefruit extract. To achieve a full-sensory experience, we wanted this rum to have not only the aroma and flavor of fresh Florida grapefruit but the appearance as well, so we added a natural, vegetable-based color to give a subtle pink hue.

Q: What was the inspiration for the name "Zíami", what is its meaning or story?

Zíami is intended to capture the spirit, character, and style of Miami – from A to Z – in a bottle.

Q: Where are your rums currently distributed? Where will you be distributing next?

Our rums first became available for purchase in January 2018, so we are a very young brand. Wholesale distribution is currently limited to South Florida, although some of our retail partners can deliver out of state. We have already



achieved a strong penetration into the Miami on-premise market and hope to expand to the Northeast states in 2019.

Q: A lot of international rum brands have corporate presence in Florida, due to the amount of rum consumed in the state. Do you see this as a challenge or as an opportunity?

We prefer to see this as an opportunity. Although Miami is an extremely competitive and highly concentrated market, we see it as the perfect spot to carve out a niche for a local rum brand. We may not be able to compete as effectively with some of the established, solera style sipping rums, but we see an opportunity to build a more contemporary mixing rum with a local character that appeals to Miami's thriving mixology scene.

Q: Do you offer tours of your distillery, as well as tastings?

We cannot offer tours at this time because we do not own our own distillery. However, we have started the initial planning process for building a distillery in 2019. You can follow us on social media for updates on this project.

Q: What is the best way for people or companies to reach you?

We have been focusing a lot of our public relations efforts on Facebook and Instagram (@ziamirum or #ziamirum). We encourage

readers interested in our brand to follow us on those platforms or visit our website at ZiamiRum.com. We've been conducting frequent tastings and events at a number of establishments around South Florida, and I try to attend most of them myself. We keep our Facebook page updated with a list of upcoming events and will be adding a calendar feature to our website shortly. Anyone interested in learning more about our brand is welcome to email me personally at victor@ziamirum.com.

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

We are thrilled to be entering the spirits industry at such a creative time period. We're really excited about all the opportunities in the rum segment and are anxious to start building up our aging stock so that we can expand our product offerings in the future.

Thanks to Got Rum? for taking an interest in our brand and interviewing us for this article. We hope your readers have an opportunity to try our rum the next time they are in Miami.

Margaret: Again, thank you so much Victor for this interview and I wish you and your team much success in 2018 and the years to come.

Cheers!
Margaret E. Ayala

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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).

Chirimoya (Custard Apple) Daiquiri

Being aware of the high temperatures enjoyed by many of our readers, I embarked on a mission to modify the classic Daiquiri, even though I knew it would be a challenge to pair it with a cigar, due to the citric nature of the cocktail, but I had a few ideas that I hoped would help me pull it through.

I knew that at least one of the rums (rhums) would be Rhum Blanc from JM, produced in Martinique and bottled at a 50% ABV. I wanted the Daiquiri to have a unique character that is easy to achieve with this type of agricole rum.

My first attempt at making the Daiquiri was using mango and a bit of aged rum, but the result was too plain and the citric was combating the sweetness, which was great for a stand-alone drink, but not for a cigar pairing.

My second attempt was with Maracuyá (Passion Fruit), incorporating also vanilla extract, but the Maracuyá was not complementing the vanilla due to the high acidity, so I did not even attempt the pairing.

My third and final attempt was with Chirimoya (Custard Apple) paste. Unlike with the previous two attempts, the citric dimension delivered by the ½ oz of lemon juice was not bad, quite the opposite: it made the cocktail come across as even fresher! Below are the ingredients for the drink:

Got Rum?



Photo credit: @Cigarili





Photo credit: @Cigarili

Chirimoya (Custard Apple) Daiquiri

- 1 ½ oz Rhum Agricole Blanc JM
- ½ oz Aged Rum (low congener, aged less than 5 years)
 - ½ oz Lime Juice
 - Vanilla Extract, to taste
 - 1 ½ oz Chirimoya Juice

Mixing the ingredients is easy, you can add them all to a blender and mix them until they are thoroughly combined, adding crushed ice. The vanilla extract should be added judiciously, adding only enough to impart a barrel-aging hint, start with a low dosage and increase if needed.

The Daiquiri is well-balanced, with a touch of rhum agricole, defined on one side by fresh and floral notes and on the other side by the vanilla, which gives us just the edge we need to facilitate the pairing with the tobacco.

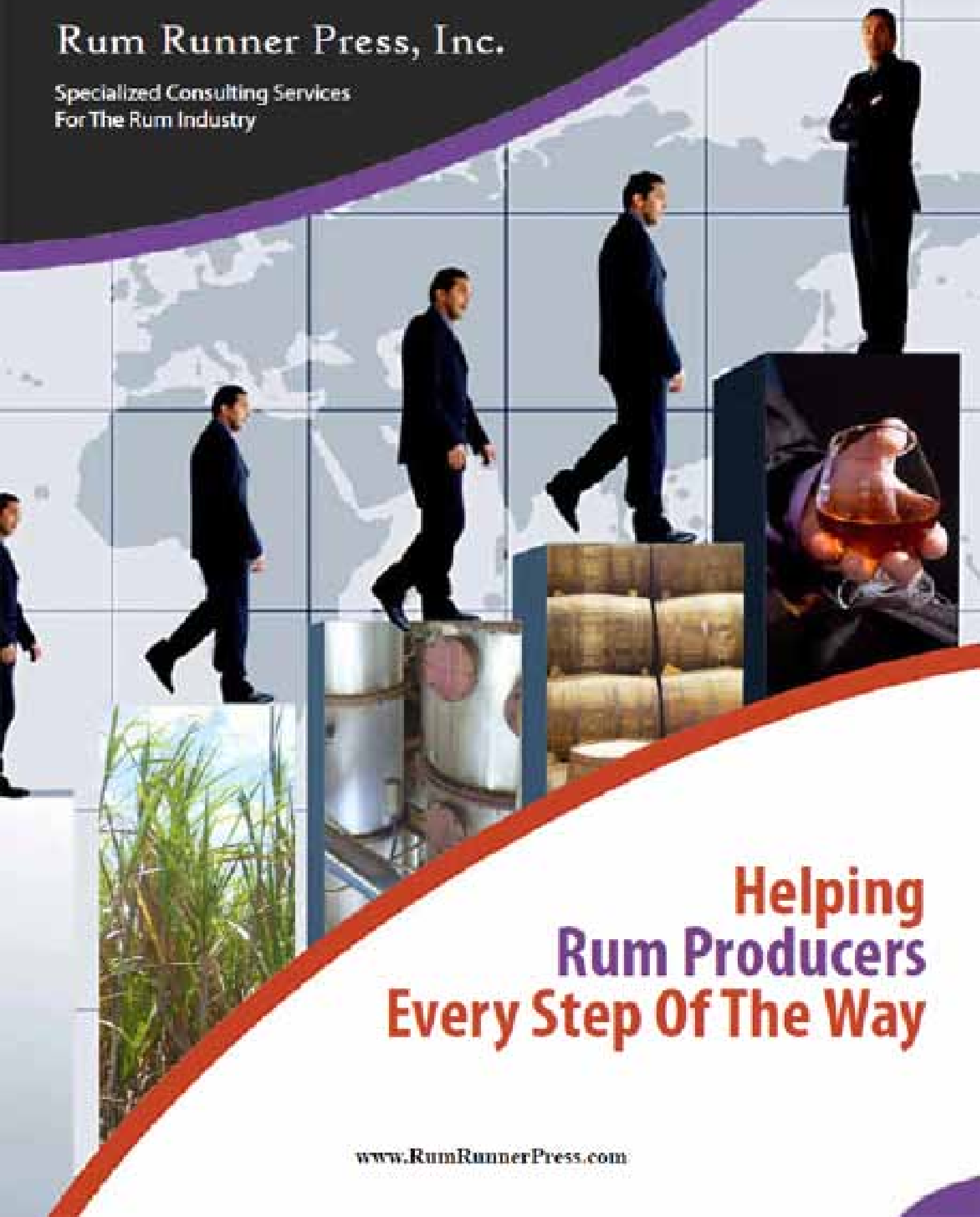
The cigar I selected was a Short Churchill from Romeo y Julieta (50 x 124mm), large ring size but with a body strength that is perfect for the pairing. If you can't find this specific cigar, substitute it with a similar one or even one with a lighter body. The Daiquiri does not have the alcohol strength to go along with a stronger cigar, so think of this cocktail as something to enjoy on a warm day with a good cigar. Even though you may be able to increase the intensity of the alcohol in the Daiquiri, you'd only be intensifying the tertiary aromas which may end up being more of a problem than an answer.

I hope you are able to enjoy this pairing which, despite the challenges I faced creating it, is a great experience for hot days.

Philip Ili Barake
#GR CigarPairing

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