

Got Rum?™

OCTOBER 2012

FROM THE GRASS TO YOUR GLASS!

**RUM LAB - ANGEL'S SHARE - RUM HISTORY
THE RUM UNIVERSITY - RUM TECHNIQUES
EXCLUSIVE INTERVIEW - TOBACCO & RUM**



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ON THE COVER: Candlelit Shimmering Rum and Glass

INSIDE COVER: Halloween Pumpkin with a Glowing Smile



FROM THE EDITOR

Are Spiced Rums Really Spiced?

It is October once again, a month that in our hemisphere we often associate with a return to cooler weather and with the All Hallow's Eve celebration, which is observed in many countries around the world. October is also the month we typically devote to reviewing spiced rums, due to their connection to traditional holiday spices and, in some cases, to goblins and general mischievousness.

Closely examining offerings in the spiced rum category reveals one common trend: the use of vanilla (pure vanilla if we are lucky, artificial vanillin if we are not). Why is it that vanilla, which is not even a spice, has become synonymous with spiced rums? It is no secret that vanilla has a very wide demographic appeal: consumers of all ages and from all walks of life consider its presence in foods and beverages an "indulgence," one that they've come to closely associate with celebratory items such as chocolate and caramel.

When we work with Master Blenders on rum formulations involving vanilla, we always bring to their attention the many different variations and derived roles associated with it. For example, single fold vanillas are extraordinarily aromatic, but are more expensive than higher-fold versions, which are better for depth and lingering aftertaste. If we are working on a spiced rum, we stress the point that vanilla is not a spice and should only be used to enhance the appreciation of veritable spices (allspice, cinnamon, clove, nutmeg, etc.). When looking at single fold vanillas, it is also important to know the geographical



and processing differences between the varieties available. Mexican, Madagascar, Tahitian and Indonesian varieties can offer floral, sweet, fruity or smoky traces, all of which can be paired perfectly with the right base rum.

It is my hope that, as time goes by, more spiced rums will feature spices as the main flavors, rather than just having a vanilla-centric character. But even if this doesn't happen, I hope that the vanillas used are more a reflection of quality than quantity. So grab a bottle of your favorite spiced rum, find a comfortable place to sit down and enjoy this special issue of "Got Rum?".

Cheers!

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

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.

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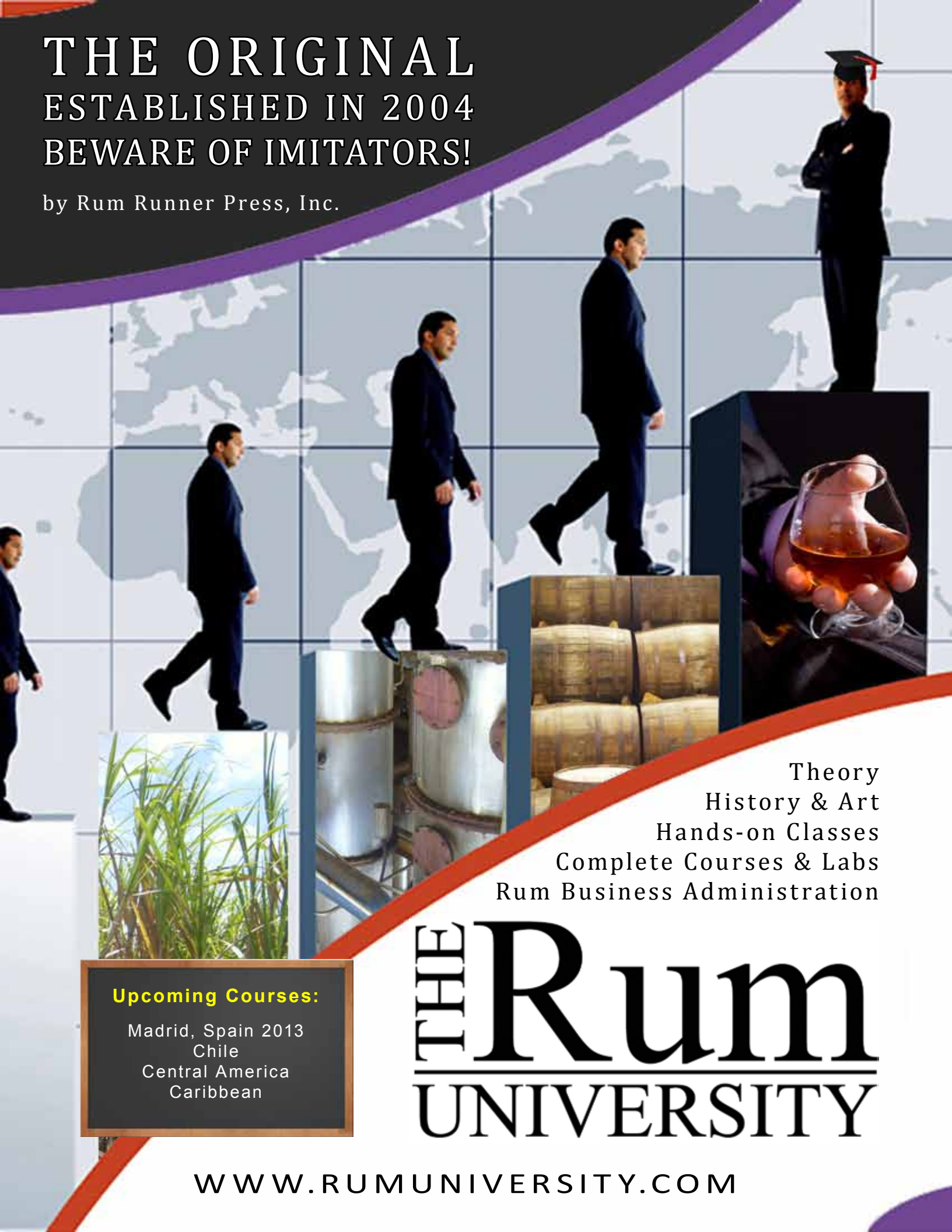
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THE ANGEL'S SHARE



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Sea Island Spice Rum (70-Proof). This rum from South Carolina features a light golden color with jade undertones.

The aroma is floral, citrusy and sweet, with a honey-like fragrance that captures the imagination from the first whiff.

The body is heavy and silky, with a high viscosity, which allows it to quickly and enduringly coat the palate. As the rum opens up, notes of cinnamon and vanilla emerge, giving the rum its signature spice. The finish is sweet and prolonged.

Enjoy this rum on the rocks as a digestif, mixed with citrus sodas or with fresh coconut water. A very original offering from Firefly Distillery.

Featured Cocktail - Ginger Heat

Ingredients:

2 oz. Sea Island Spice Rum
1 oz. Falernum
Splash Lime Juice
Serve On The Rocks
Top with Blenheim Spiced Ginger Ale

Directions:

Pour spiced rum and Falernum in a rock glass filled with ice. Add a splash of lime juice and top with Blenheim Spiced Ginger Ale. Garnish with a wedge of lime.

RonDiaz 93 Spiced Rum (93-Proof). This rum features a very attractive golden amber color and an aroma surprisingly smooth for a rum at this proof.

“Ronnie D 93” is blended from aged Barbados rum, fine Madagascar vanilla and other tropical spices to create a very pleasant rum.

A thorough nosing reveals sweet and earthy vanilla notes intermingled with wet oak, followed by mild traces of cinnamon and nutmeg.

In the palate it opens up spice-forward, primarily cinnamon with a touch of toasted almonds. The finish is semi dry, with hints of caramel and vanilla.

Enjoy this rum in your favorite cocktail.

Featured Cocktail - Toocan Sam

Ingredients:

3/4 oz. RonDiaz Spiced Rum
3/4 oz. Gionelli Triple Sec
3/4 oz. Gionelli Blue Curacao
3/4 oz. RonDiaz Coconut Rum
3 oz. Pineapple juice
Blanks Grenadine

Directions:

In a shaker half filled with ice, add first 5 ingredients. Shake well. Strain into hurricane glass filled with ice. Lace with grenadine.



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THE ANGEL'S SHARE



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Newfoundland Screech Rum (80-Proof). If you ever find yourself enjoying the company of Newfies (people from Newfoundland), there is no better way to break the ice than to proudly announce to them that you have been “Screeched in”, a statement that will quickly elevate you from being seen as a foreigner, to being treated like an old friend. While the process of being “screeched in” involves actually drinking Screech at one of the official bars (Trapper John’s being one of the most famous) in downtown St. Johns, anyone fortunate enough to have a bottle is welcomed to try it remotely.

The rum’s color is that of dark mahogany, with shimmering copper hues. The aroma is rich and very reminiscent of the rum’s Jamaican heritage, with unmistakable esters and aldehydes. It opens up smoothly in the palate, revealing notes of spice, caramel, sweet oak and a touch of molasses, ending with a lingering touch of brown sugar. Enjoy this rum neat, with a Maduro Cigar or mixed in your favorite cocktail.

Featured Cocktail - Metropolitan

Ingredients:

2 oz. Newfoundland Screech Rum
2 oz. Cranberry Juice
1/2 oz. Orange Liqueur
Juice of one Lime
Splash of Club Soda

Directions:

Shake all ingredients, except club soda, with ice. Strain into martini glass. Top with a splash of club soda and garnish with a wedge of lime.



Old J Spiced Rum (70-Proof). Boasting a shimmering golden color, this rum's inspiration was the British Naval tradition of adding sugar and lime juice to the sailor's daily rum ration.

Unlike the sailors of yesteryear, however, consumers of Old J Spiced Rum are treated to a harmoniously-crafted and well-balanced blend of fine Caribbean rum with seven hand-picked spices, including sweet vanilla and aromatic Persian Lime.

The rum's aroma is reminiscent of butterscotch, with traces of vanilla, maple syrup and cinnamon. The body is thick and unctuous, with high viscosity. It delivers a sweet dose of flavor to the palate, where it lingers for quite some time.

The Persian Lime emerges during the closing seconds, with a sharp top note which diminishes with the rest of the spices, leaving a very pleasant sensation in the palate.

Enjoy this rum as a digestif or mixed with light juices or sodas.

Featured Cocktail - Coke Float

Ingredients:

1 ½ oz. Old J Spiced Rum
1/3 oz. Fresh Lemon Juice
1 oz. Apple Puree
Fill with Coke

Directions:

In a tall glass filled with ice, pour rum, lemon juice and apple puree. Fill the remain glass with Coca-Cola.



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INTERNATIONAL RUM CONFERENCE

AWARDS CEREMONY, MADRID, SPAIN 2012



Representatives of the winning companies receive their awards from Javier Herrera. From left to right, top to bottom: Flor de Caña, Platu/Number 0, Caney, Legendario, Ron de Jeremy/Atlantico, DonQ, Cartavio, Ocumare, Izapa, Diplomático, Botrán and Matusalem.

INTERNATIONAL RUM CONFERENCE

AWARDS CEREMONY, MADRID, SPAIN 2012



Representatives of the winning companies receive their awards from Javier Herrera. From Left to right, top to bottom: Aldea, Clément, Santa Teresa, Depaz/Dillon/J. Bally/Negrita/Saint James, Varadero, Cubaney/Ophimus, Panamonte/Debonaire and Viejo de Caldas.

The First International Rum Conference and Competition, Madrid, Spain 2012, held its award ceremony on September 13 at the Hotel Silken Puerta de América. This ceremony is the first of its kind to be celebrated internationally.

The awards ceremony showcased the many rums which also participated in the competition earlier in the year: Zacapa, Santa Teresa, Botrán, Dillon, Negrita, Saint James, DePaz, J. Bally, Matusalem, Cartavio, Number 0, Flor de Caña, Ron Viejo de Caldas, Diplomático, Alma de Bohemio, DonQ, Clément, Aldea, Legendario, Havana Club, Ritual, Medellín, as well as, support from Coca-Cola and their wonderful cocktails.

During the award ceremony, the organizers officially unveiled the Second International Rum Conference and Competition. The event will take place again in Madrid in 2013 (June 4th-7th) and is already attracting more judges and rums from all corners of the world. For the 2013 event, rums will also be able to compete for recognition based on their packaging.

The organizers are also evaluating simultaneous interpretation services during the 2013 conferences, depending on the expressed needs from English-speaking participants.

Lastly, there will also be a Cocktail competition as part of the 2013 Conference, open to the participating companies, who will be allowed to have a mixology representative for the event.

Javier Herrera
Director, International Rum Conference



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SPOOKY COCKTAILS

Here are a few ideas for Halloween cocktails for you to enjoy with your friends while the kids are running around asking for candy. Our thanks to the fine folks at **RedRum** for submitting them to us.

-Publishers

VooDoo Pumpkin Martini

1 oz. VooDoo Spiced Rum
3 oz. Bols Pumpkin Smash liqueur
1 dash Half-and-Half
Ground cinnamon, for garnish

Witch Doctor

1 ½ oz. VooDoo Spiced Rum
5 oz. Dr. Pepper
Pour VooDoo Spiced Rum over ice in a tall glass.
Top with Dr. Pepper and stir.
Garnish with fresh lime.

VooDoo Devil


2 oz. VooDoo Spiced Rum
Fill tumbler with ice and equal parts pineapple & cranberry juice.
Serve as a cocktail or shots.

VooDoo Doll

2 oz. VooDoo Spiced Rum
5 oz. Rockstar Energy Drink
Mix ingredients with ice in a tall glass, and garnish with lemon.

VooDoo Magic

2 oz. VooDoo Spiced Rum
Add equal parts 7-Up and sweet & sour mix to shaker with ice.
Add splash of cranberry juice.
Big squeeze of lemon.
Serve as a shot.



Cursed Tiki

2 oz. VooDoo Spiced Rum
½ oz. Melon Liqueur
½ oz. Orange Juice
2 oz. Pineapple Juice
Serve over ice, garnish with orange slice.

Bone Shaker

2 oz. VooDoo Spiced Rum
½ oz. Triple Sec
½ oz. Lime Juice
3 oz. Pineapple Juice
Blend with crushed ice, garnish with lime.

VooDoo Zombie

1½ oz. VooDoo Spiced Rum
½ oz. RedRum (use for float)
1 oz. Apricot Brandy
3 oz. Pineapple Juice
3 oz. Orange Juice
½ oz. Lemon Juice
Mix the ingredients with ice in a tall glass
and float RedRum.

Do you have a spooky recipe
that you want to share?
Please email it to us at
News@GotRum.com.

The Rum Lab

making a spiced rum

Spiced rums are popular because they feature aromas and flavors we typically associate with happy times. Vanilla, for example, is associated by many people with birthday cakes and cookies.

What better way to make any day special than by enjoying your own spiced rum, made with just the ingredients you like! Here is a good starting recipe:

Symple Syrup

- 1 Cup of Sugar
- 1 Cup of Water

Spiced Rum Base

- 2 1/2 Cups Dark Rum
- 4 tsp Pure Vanilla Extract
- 12 Whole Allspice, crushed
- 1/2 tsp Ground Cloves
- 1/2 tsp Freshly Ground Nutmeg
- 2 or 3 Cinnamon Sticks (depending on size)

Start by making a simple syrup using the water and the sugar. Combine both and bring them to a boil, stirring constantly. Once the syrup is clear, remove it from the heat and let it cool for a few minutes, until just warm.

Combine the symple syrup with the rest of the ingredients in a glass jar. Seal the jar and let it rest in a dark, cool place for 1 to 2 months. Rack or filter into a decanter and enjoy!



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Got Rum? - Exclusive Interview

Phil Prichard, Prichard's Distillery, Kelso, Tennessee, USA

When it comes to traditional New England style American Rum, only one name comes to mind: Prichard's. Since the beginning, Phil Prichard has been dedicated to reviving the once-lost style and, fortunately for his followers, he succeeded in doing so.

Always attentive to detail, Phil's philosophy revolves around carefully-selected ingredients, impeccable distillation standards, and thorough reliance on honesty.

We are happy to have witnessed Prichard's rums from the beginning, and are even happier to see him enjoy the success he has earned through his work and dedication.

Publishers



Q: When and how did you get started in the rum industry?

A: I grew up in Memphis, Tennessee and in 1980 I moved to Vermont where I purchased a small farm. My wife, Connie, and I married in 1982 and in addition to our real jobs; we began to import horses from Norway. In 1987 we moved from Vermont to upstate New York where we purchased a beautiful farm overlooking the Mohawk River valley; a place where we could pursue the raising and breeding of our Norwegian Fjordhorses. It just so happened that a Christmas gift shop was included with the purchase of the farm. It was a good business until two of the counties near us raised property taxes to the extent of 100% of assessed evaluation. Almost at the same time, the federal government began to close the air force base in nearby Rome, New York where a goodly portion of business was dependent upon.

As our business deteriorated to the point of not being profitable, I discussed my fate with my cousin Mack Prichard, of Nashville. Seeking a change of life, I expressed the boredom of my chosen profession, that of being a dental technician, and a desire to do something else for the rest of my life. I'm not exactly sure where it came from but Mack simply stated, "My daddy always thought we could make rum here in Tennessee from locally grown sorghum molasses." Now that was an interesting thought!

Like most intrepid entrepreneurs, I approached my banker with the idea of building the first legal distillery in Tennessee in almost fifty years. You are going to make what??? Rum in Tennessee? I can still hear the muffled laughter!

By this time, armed with plans from a little paperback book called *The Lore of Still Building*, I had converted Connie's old canning pot into a still and started to make a few batches of rum from sorghum molasses on the kitchen stove. I had fashioned a condenser from PVC and copper, propped it up on Connie's ironing board and proceeded to watch as white dog rum dripped into a measuring cup in the sink. It was quite a contraption to see. With heart in hand, I offered Connie a sip. Whew...That's Good, she replied! I had obtained my first complement from my worst critic, a giant step indeed.

An old classmate from high school, Victor Robilio, whose family had been in the business of distributing wines and spirits in Memphis for many years, was the person who provided me the greatest interest in pursuing distilling as a business. Discussing my new venture with Victor at my fortieth high school reunion in 1997, he asked me to bring him a sample. I can still remember his call. After tasting our rum, Victor provided, "Phil, you are producing one of the finest rums in the world. If you do not pursue this as a commercial venture, you are going to make a serious mistake." With encouragement from Victor and other friends, Connie and I founded Prichards' Distillery, Inc. in the fall of 1997.

The idea of making alcohol from sorghum had to give way as we were advised that Federal Regulations provided that rum must be made from the products of the sugarcane plant. However it did set us on a path that would lead us to the discovery of how rum was made in America some two hundred to



The Prichards enjoying a drive through town during the holidays.

two hundred and fifty years ago. Possessing a passion to remind everyone of much of the forgotten history of American Distilled Spirits, I set about to produce the first Traditional American Rum in over two hundred years.

Q: What rums do you currently produce?

A: We are currently producing seven rums, **Prichard's Private Stock**, a rum that has been aged in small fifteen gallon casks for as much as fourteen years now. Our **P. Fine Rum** is our best selling rum, a blend of rums between three and eight years in the barrel. Our **P. Crystal Rum** is the product of multiple distillations of rum made from the sweet table grade molasses as are our aged rums.

In addition to the aged and crystal rums, we produce four flavored rums to meet the market demand for greater variety in rums. Our **P. Cranberry Rum** is a real favorite with bartenders and mixologists; the **P. Sweet Georgia Belle**, our **Peach / Mango Rum** is a nice blend of two flavors that complement one another. **P. Key Lime Rum** has been often been noted for its very fresh flavor that comes from our process of distilling our white rum through our custom designed fusion still. The last, **P. Spiced Rum**, is our newest addition but we set it on a flavor course a bit different than other with the addition of cinnamon and nutmeg, giving it a bit of a New England flare deliciously mixable with hot apple cider or a hot buttered rum.

Q: What has been the market's response to your rums?

A: When we launched our rums, we essentially entered a new category; that of a traditional American rum made like we made rum in New England some 250 years ago. It has not been easy but we've carved a niche that is ours and it has been well received.

Q: Do you have any plans for developing additional rums in the near future?

A: We've been exploring the world of cream liqueurs. Discouraged from producing a cream rum some years ago because of it being a very small market segment; we have seen the cream category explode recently and with only a few players in the field, a cream rum is definitely under consideration.

Q: What have been some of the greatest challenges/obstacles you have encountered thus far as a craft distiller?

A: That's an easy question. Recognition by those of the three tier system.



Q: Over the years what are some positive things you have seen (or experienced) in the rum industry? How about negative things?

A: As the saying goes, "A rising tide raises all ships." We have benefited by the entry of a relatively large number of craft distillers, all of which have helped to overcome the recognition problem. As for negative, some of the folks are not going to make it.

Q: Do you have any advice for anyone who is considering starting his/her own distillery in the USA? What are the most common mistakes new distillers are likely to make?

A: I think I can answer both questions.

Take your time. You cannot make good spirits fast! Most want to jump into the category and make some form of white lightning. Like vodka, the category is full and has been done just about every way it can be done.

Q: You are, in our opinion, the first modern rum distillery in the USA to set the standard for "New England" style rum. Tell us, what is the definition of a "New England" style rum? Where do you see this style of rum headed and how best can we help educate the public about this type of rum vs. Cuban/Puerto Rican and Jamaican/Guyanese or other styles?

A: Early American spirits were produced in Pot stills making spirits drop by drop, a batch today and a batch tomorrow, each slowly aging until each barrel works its magic. As each drop turns into those wonderful aged spirits produced here in Kelso, you will find that our rums are not unlike those produced in Colonial America.

Rum is as old as America itself. From the mid 1600's to the early 1800's, rum played a major role in shaping the economic, political and social practices of early Americans. Rum was truly America's spirit of choice. Among the contents of his wine cellar, Thomas Jefferson listed 83 bottles of rum. Rum was so popular; it was supplied as a regular daily ration to the American military as late as 1862.

Rum was colonial America's greatest export and New England's most profitable industry. Recognizing this market, the British Parliament attempted to increase its share of the rum market in 1733 by imposing taxes on molasses imported from foreign islands. This tax and the tax on tea led to American petitions, boycotts and ultimately to the American Revolution. The American taste migrated from rum to whiskey after that war and for almost two hundred years, little rum was consumed in this country.

The bitter taste of battle led to the demise of rum as the spirit of choice of the early Americans. As early immigrants from Ireland and Europe, practiced in the arts of distillation, cultivated the familiar grains of corn, barley and rye, whiskey and bourbons gained in popularity.

It was another American war that resurrected the American taste for rum, World War II. The new "tropical"



rums of the post war period however, are distilled from a molasses not at all like the molasses used to make the early American rums. Today, the large sugar refineries have learned to extract virtually every available sugar granule from each gallon of molasses to make white table sugar. The by-product, of this process is called "Black Strap", thickened goo of a sticky residue, having a disgusting taste, a terrible smell and limited fermentable sugar content. Only through the use of column stills and multiple, high proof distillations, coupled with aging in used whiskey barrels, can the rum made from black strap become palatable.



Prichards' Fine Rum is an accurate recreation of America's first distilled beverage. It is made from sweet American molasses from the plantations of Louisiana and distilled in traditional copper pot stills using the techniques of the old master distillers. It is hardy in its flavor straight out of the still, bold and stout when aged in a proper barrel and truly a pleasure to sip as one enjoys the barrel notes of a fine brandy. More akin to the poor man's brandy of the age of Thomas Jefferson, Prichards' Fine Rum is most certainly, nothing like the rum of the tropics we have come to know today.

Everyone knows it takes good water to make good whiskey. Doesn't it make sense that it would take good water to make a good rum also? Clear mountain streams and bubbling springs with lots of pure limestone water are what we are famous for here in Tennessee. That's why we say "It's much better to bring the molasses to Tennessee than it is to find good water in the tropics!" The deep spring water from the nearby Teal Hollow Spring used to make Prichards' Fine Rum is free of iron and other impurities that could affect the taste of our rum.

Q: If I came to a party at your house and ask for a rum-based cocktail, what are you most likely to offer me?

A: Summertime: A nice rum and tonic with a squeeze of lime and a sprig of fresh mint, either Prichard's Fine Rum (my preference) or with P. Crystal Rum. Fall: Perhaps we might try our new P. Spiced Rum with cider. Winter: Definitely, a snifter of Prichard's Private Stock or P. Fine Rum. If we go out for dinner, cocktails will include a Prichard's Georgia Gimlet (two parts Sweet Georgia Belle and one part Prichard's Key Lime Rum. Shake with ice until the shaker freezes to your fingers. Strain and serve in a Martini glass and add a squeeze of fresh lime).

Q: If people want to contact you or want to know how to get a hold of your rums, how may they reach you?

A: Just send me an e-mail to: phil@pdsprits.com.

Q: Is there a particular message or comment you would like to share with our readers?

A: I'm going to mention my favorite topic. If the rum industry is going to make significant inroads into the Premium Rum category, it is going to have to take seriously how premiums can define themselves from the paper umbrellas and fruity tootie rums so associated with cocktails that are designed to mask the bitter flavor of some rums. Fine, well-aged rums are quite often quite at home in a brandy snifter but with the present classifications of rum, there is little information on the bottle to inform the consumer and help him or her distinguish quality other than by trial and error. Considering there are over two thousand rums to choose from, this can be an expensive process. We need better classifications of rums.



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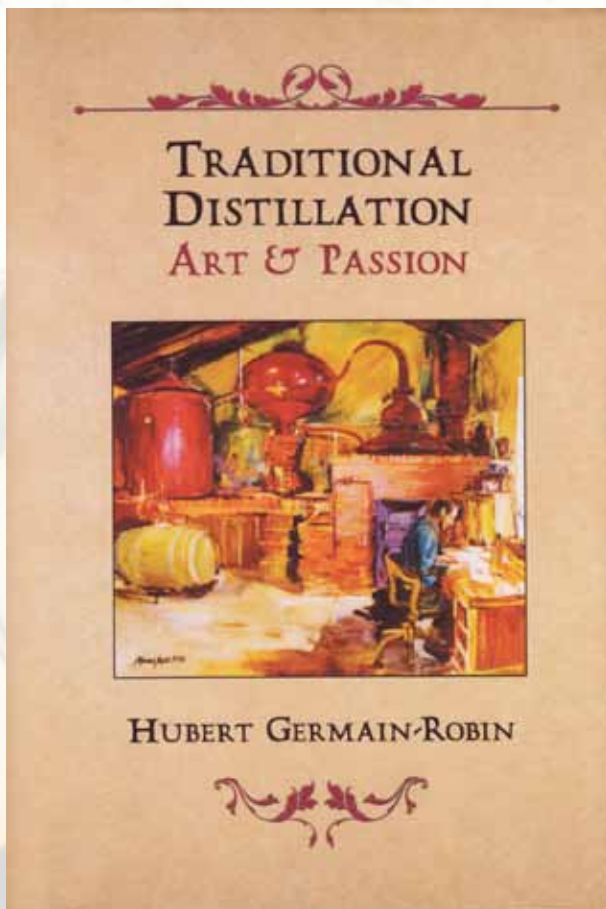


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RUM LIBRARY



Throughout the years, I've had the pleasure of enjoying all of Hubert's masterpieces. Until now, all of them came in the form of artfully crafted distillates, each a faithful representation of a particular spirit. Hubert's latest gift to the world comes in the form of a delightful, insightful and long overdue book on the Art of distillation.

It is exceedingly easy for today's distillers to find technical documents and "how-to" instructions on the internet, all pragmatically written and whose sole aim is to impart the bare minimum knowledge required to ferment and distill a spirit. For many, such superficial and often insipid documents are enough, but serious students of the craft are always left thirsty for more knowledge. Until the arrival of *Traditional Distillation*, this rich depository of knowledge was available only to those lucky to apprentice under old masters.

The book takes the reader on a journey through history, basic pot still designs and operation (including insightful commentary on wood vs. gas burners), troubleshooting unexpected results, best practices for consistency (how to take into account the environmental differences between distilling during the day versus distilling at night, distilling through the seasons, etc.) and tasting/nosing techniques.

The book is very engaging and extremely easy to read. I had a hard time putting it down after I started reading it.

I sincerely recommend this book to anyone who is seriously considering becoming a distiller.

Thank you, Hubert, for sharing your expertise with the world.

The book is published by White Mule Press (www.distilling.com).

-Luis Ayala

About the author

Connoisseurs of brandy will recognize the name Hubert Germain-Robin as a world-class master distiller and master blender.

Germain-Robin is the current generation of a cognac distilling tradition that dates back to 1782 in Cognac, France. Since the early 1980s Germain-Robin has made Mendocino County, California, his home and has become recognized and respected in America for his brandies and eaux de vie.

He was among a handful of small artisan distillers, mainly in California, who were revolutionizing America's attitudes toward spirits and cocktails and he remains a leader in the art and craft of distillation.

www.hubertgermain-robin.com



RUM IN HISTORY



1637



1750

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.

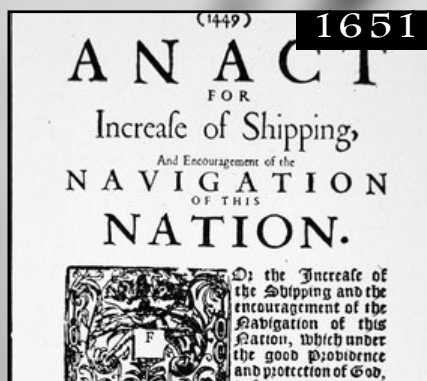
1637

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 goods.

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.



1651



1747

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

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

1887

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.





The Mayan calendar
marks 2012
as a special year...

... a VERY special
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The History and Science of the Barrel

Lesson 10: Oak Alternatives, Unacceptable Shortcuts

Welcome to Lesson 10 of 12 of the Rum University's latest course! You can find previous lessons of this course by visiting the Archives page on **www.GotRum.com**, you can also find additional courses and material on the university's official website at **www.RumUniversity.com**.

Oak barrel aging is the only acceptable form of rum aging

If you've followed this Rum University course from the beginning, you should have a very clear idea by now of how important oak barrels are in the aging and character development of rum. In this lesson we explore the proper and improper role of alternatives and additives commonly found in the industry, we also bust common myths about artificial "aging" techniques.

Why do we age rum in oak barrels?

Barrels interact with the rum they contain in many ways:

- releasing wood extractives
- absorbing volatile elements
- allowing air transfer between the inside and the outside of the barrel
- releasing tannings, which affect the taste and the color of the rum
- if charred, the barrels also absorb some aromas from the rum



Chips and spirals are great at imparting color, but do nothing else when used in steel or glass containers.

Oak chips and spirals are among the most common oak enhancements being offered in the market. There is a misconception, especially among newcomers to the industry, that these are not only barrel "enhancers" but also "replacers." Nothing could be farther from the truth.

Over time, oak barrels get weaker, losing much of their ability to impart flavor to the rum they store. In the case of ex-Bourbon barrels, this typically happens after 6-10 years, depending on how long their first (Bourbon) use lasted. Once it is determined that the barrels are "weak," the Cellar Master



An oak spiral, designed to maximize the surface area oak exposed to the rum (Photo from LangdonWood)

has to either rejuvenate them (through re-charring), replace them, or “enhance” them. The enhancement can be done by introducing new oak chips or spirals into the old barrels, thus allowing them to be useful for several more years.

Anyone using these oak enhancements in glass or stainless steel containers, instead of in oak barrels, will certainly get the tannic content and the color they expect, but they will not get any of the benefits of true aging listed in the previous page. Another drawback of exposing alcohol to barrel alternatives is that, in most markets, this exposure time is not considered “true aging.”



Oak chips release color components inside glass bottles.

There are few things more amusing and comical in this industry than seeing “bottle aged” or “aged in stainless steel tanks” claims on products. We can only hope that as consumers get better educated and begin to demand “authentic” aging from distillers, that fewer companies will attempt to bypass the time-honored tradition of barrel aging.

Next month: Lesson 11 - Soleras, Single Barrels, Specialty Barrels

The Organoleptic Assessment of Rum - Part 19

As part of our commitment to educate industry members and consumers alike, we are pleased to re-publish content from "***A guide book for the organoleptic assessment of rum***," by A. P. Saranin.

The guide was originally published in Bundaberg, Queensland, Australia, and is a detailed work covering the delicate job of formally evaluating rums and rum samples.

Our gratitude goes out to Dr. Alex Saranin and the fine people at The

Millaquin Sugar Co. Ltd. and The Bundaberg Distilling Co. Ltd., for making this material available to us.

Each issue of "Got Rum?" will include additional pages of this guidebook until all the pages have been published. At that point we will move on to another piece of historically-significant material.

As always, we want your suggestions for future topics, so we can continue bringing you the most relevant information possible.

tart

adjective

\'tärt\

Definition

- 1: agreeably sharp or acid to the taste <a tart apple>
 - 2: marked by a biting, acrimonious, or cutting quality <a tart rejoinder>
- tart·ish adjective
 - tart·ly adverb
 - tart·ness noun

Origin

Middle English, from Old English *teart* sharp, severe; akin to Middle High German *traz* spite. First Known Use: before 12th century.

Did you enjoy this article? Do you want to read more?

Make sure to get the July issue, where we'll continue this interesting topic with the section titled "General Remarks On Tasting."

5.4 PREFERENCE TESTS

PURPOSE:

To determine which of two (or more) samples is preferred by a greater number of persons.

PRINCIPLE:

An indication of preference for a product is often helpful in development work. Many times several products may seem suitable for a purpose and it is difficult to decide which is the best product. Preference tests determine which sample is preferred by the largest number of persons. Preference tests measure psychological factors as well as flavour factors.

METHODS:

- A. Simple
- B. Ranking

5.4 A. SIMPLE PREFERENCE TEST

REQUIREMENTS:

Number of samples evaluated	2
Number of samples served	2
Number of testers	5 - 12

PROCEDURE:

Of the two samples presented, please check one of them, whichever is your preference. Then state why this sample is preferred above the other one and then write down any comments that you have on either sample. See the following page for a suggested questionnaire for the simple method of sensory testing.

continued on page 33

COMING UP NEXT...



NOVEMBER 2012

In this issue we will be featuring Premium Rums, from distillation through aging, all the way to the filled snifter in your hand. Join us as we explore the answer to the question "What makes a rum Premium?". We also explore the controversial topic of cold filtration and much more!

You won't want to miss this issue, so make sure you are subscribed to our mailing list in order to receive notifications about new issues and special events. Simply visit www.gotrum.com, click on "Register Now" and follow the instructions on the screen.

Share your favorite premium rum and/or premium cocktail with us! Send via email to Margaret@gotrum.com for a chance to be included in this issue.



DECEMBER 2012

The holiday season is upon us, make sure you pick up December's issue, which will feature Winter Rum Cocktails, Rum Cake Reviews and a special list of "Must Have" rums gifts for the special people on your shopping list. We will also have in-depth coverage of the Caribbean Rum & Beer Festival from Grenada and much more!

You won't want to miss this issue, so make sure you have subscribed to our mailing list in order to receive notifications about new issues and special events. Simply visit www.gotrum.com, click on "register now" and follow the instructions on the screen.

Share your favorite winter cocktail recipes with us! Send via email to Margaret@gotrum.com for a chance to be included in this issue.

QUESTIONNAIRE

Type: Preference
Method: Simple

RUM SAMPLE No. _____

Name.....

Date

Which sample do you prefer: (Please tick one)

L

T

Why?

Comments:

Don't miss November's issue, where we will cover the Ranking
Preference Test and the Acceptability Tests.

Additional didactic material is available in electronic format for free
from The Rum University (www.RumUniversity.com).

PAIRING TOBACCO & RUM



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).

First Class Pairing

My dear readers, it brings me great pleasure to present to you the following pairing, which I consider to be very elegant and suitable for connoisseurs in the world of spirits.

To begin, I would like us to prepare our senses with an Espresso made with Guatemalan beans, developed from the grafting of an *Arábico* tree and *Robusta* roots. This grafting process creates a very special coffee bean with unique characteristics derived from the high altitudes of Guatemala and the roasting process, which gives the beans their elegance and distinctive flavor. The resulting coffee is of high quality, great flavor and well balanced in its level of acidity.

Now that our palates are saturated with the elegant taste of the coffee, we are now going to light up our hand-picked cigar. For this occasion I have chosen one from the **Liga Privada - Unico Serie Feral Flying Pigs**, which showcases fine aged tobacco, including a Connecticut broadleaf wrapper, a Brazilian *Mata Fina* binder and Nicaraguan filler. The cigar is a Double Figurado with a 60 ring gauge and 140 mm in length, which will give us approximately 1 hour of smoking pleasure. Feral Flying Pig gets its name from the curly "tail" that makes it a very peculiar and very striking cigar.



With cigar in hand, it is now time to search for the ideal companion. In this case, I have chosen a rum that is one of my very own personal favorites for its distinct characteristics in the rum world. This rum has a very long, smooth finish and has one of the best price points in the market. This rum that I hold in best regards is **El Dorado 15 Year Old** from Guyana, a country which is also well known for its high quality Demerara sugar. This rum features characteristics that are rarely known and utilized nowadays; both the climate and proximity to the Demerara river make the aging process so unique.

The cigar, with its robust intensity and aggressive strength, will need the full support of this rum. As the cigar continues to burn two-thirds of the way, it begins to unfold some incredible aromatic notes. As we sample the rum, it brings forth notes of dried fruits, roasted almonds, dark chocolate and a hint of vanilla; while the cigar on the other hand brings forth notes of freshly ground coffee, as well as, dark chocolate.

The blend of both the rum and the cigar is so unique that you will have an amazing experience for close to an hour, as you take a virtual tour of the Demerara valley atop a flying pig. Enjoy!

Philip Ili Barake
Cigar Sommelier
Philip@GotRum.com



THE RUM

El Dorado 15 Year - Guyana

THE CIGAR

**Flying Pig Double Figurado
(60 Ring x 140mm)**



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