Got Rum?™

APRIL 2012

FROM THE GRASS TO YOUR GLASS!

SPECIAL FEATURE:
RUMS FROM SPAIN

RUM NEWS - ANGEL'S SHARE - RUM HISTORY - THE RUM UNIVERSITY - RUM TECHNIQUES - BARTENDER'S CORNER: GLASSWARE

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INTERNATIONAL RUM CONFERENCE
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ON THE COVER: Antique rum bottle on beach.

INSIDE COVER: La Puerta de Alcalá, Madrid, Spain.
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FROM THE EDITOR

The Joy Of Returning To Your Roots

It gives me great pleasure to announce that this issue marks the first anniversary since the re-launch of "Got Rum?". We have seen big changes throughout the past year with some amazing new rum products and an increase in the interest in this wonderful distilled spirit that we fell in love with almost 20 years ago.

I want to thank all those who granted us exclusive interviews: thank you for your time, for helping us keep our readers educated about the industry and its practices. It is so nice to see the tender loving care that Master Blenders and Master Distillers have put into creating their rums. I also want to thank all who submitted their rums, photos and cocktail recipes for review in our Angel's Share section.

In this issue we are featuring rums from Spain which makes this month extra special for me: I was born in Madrid, Spain and my mother is from the region called "La Mancha" where the famous Don Quixote story was born. I left Spain at an early age and visited very seldomly.

It was on a special trip last year in November to Madrid that I got to take my husband, Luis, for the first time to my birth place. It brought back so many fond memories and thanks to Javier Herrera and the members of the Rum Club International we got to sample many rums in Spain. I was so excited to see the diversity and taste the range in flavors.

Luis and Margaret Ayala, standing by the parking garage elevator on Calle de Ayala, Madrid, Spain.

The trip back to my home country and the introduction to the many rums sold there is what inspired Luis and me to do this feature on Spain. Thank you so much Javier and all of the members of the Rum Club. This month's feature would not have been possible without you!

It was all of the research, tastings and tourist attractions that made me fall in love with my country all over again. I am delighted to share with you all of the rums Spain has to offer along with its beautiful culture and delicious cuisine.

Cheers!

Margaret

Margaret Ayala, *Executive Editor*

LinkedIn www.linkedin.com/pub/margaret-ayala/34/5a5/140

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.

RUM IN THE NEWS

These are some of the recent rum-related headlines as published in the *Rum Talk Blog* (http://rumtalk.blogspot.com); please visit the site to read the complete stories. You can also submit articles or press releases. Visit **www.gotrum.com** for contact information.

March 8th

Rhum Clément Introduces New Packaging In Line With the Company's 125th Anniversary

Martinique-based Rhum Clement has introduced new packaging for its Première Canne white rum, in line with the company's 125th anniversary. The new bottle, which was redesigned to look more contemporary as well as reflect the brand's lineage and history of rum making, recently started shipping. Priced at $29.99 a 750-ml., Première Canne (40%-abv) is one of the newest releases to the Rhum Clement line, which also features Créole Shrubb, V.S.O.P., Cuvée Homère and X.O. The brand is distributed in the U.S. by Clément USA Inc. and is available nationally.

March 9th

Bacardi Names New Worldwide President and CEO

(by Shanken News Daily) Shanken news has learned in an exclusive interview that Bacardi Limited has named Ed Shirley, former vice chairman of Procter & Gamble's Global Beauty & Grooming division, as its new president and CEO.

Shirley will be based at Bacardi headquarters in Bermuda, and he starts his new job on Monday. He replaces the retiring Seamus McBride, who has been Bacardi's president and CEO since September 2008.

Bacardi Limited chairman Facundo Bacardi said in an exclusive interview that the search for McBride's replacement took about nine months and that the move was aimed at coinciding with the company's fiscal year-end of March 31."This timing made the most sense, so Seamus's successor could start off with a new fiscal year," he said.

March 12th

Destileria Serralles Names Haleybrooke International Its Exclusive Travel Retail Agent

Destileria Serralles has named Haleybrooke International as its exclusive travel retail agent in the Americas, covering the U.S., Canada and other select markets. The primary focus will be on Serralles's Don Q rum brand, especially its high-end Don Q Grand Añejo variant, which sells for around $60 a bottle. Don Q has been rising fast in the U.S., with sales up 16% to 220,000 cases last year, according to Impact Databank.

March 15th

The Wine Group Enters Rum With Flipflop, Low-Cal Cocktails With Lulu B

Extending its foray into spirits, The Wine Group (TWG) has entered the rum and low-calorie premix cocktail categories with the launch of Flipflop rum and Lulu B. Fabulous Cocktails, respectively. An extension of TWG's fast-rising Flipflop wine range, Flipflop rum features both silver and spiced expressions, priced at $13.99 a 750-ml. and $22.99 a 1.75-liter. The rums are currently shipping into select U.S. markets. Flipflop rum follows the 2010 rollout of Flipflop wines, which last year shipped 600,000 cases in the U.S., according to Impact Databank. "Rum is a large and growing spirits segment, and a logical next step in Flipflop's evolution," says Jeff Dubiel, EVP of marketing for Flipflop.

Lulu B. Fabulous Cocktails, meanwhile, are a spin-off of the Lulu B. wine brand, owned by Montreal-based Kruger Wines and Spirits and marketed by TWG in the U.S. TWG subsidiary Underdog Wine & Spirits will import the newly launched premix range, which features Chocolate Martini, Margarita, Cran Cosmo and Mojito cocktails, each with 37-48 calories per serving.

UPCOMING SPIRITS EVENTS

ADI 9th Annual Spirits Conference, Louisville, Kentucky

April 1st – 4th

http://www.distilling.com

Rhum Fair Paris – Paris, France

April 2nd

http://www.facebook.com/pages/Rhum-Fair-Paris/297083396981259

Miami Rum Renaissance Festival - Miami, Florida

April 16th - 22nd

http://rumrenaissance.com

BevOps/Fleet Summit – Las Vegas, Nevada

April 16th – 18th

http://www.BevOpsFleetSummit.com

The Rum Collective Tasting Part 2 – Vancouver, BC Canada

April 27th

http://bit.ly/GCXBRv

The Beverage Forum 2012 – New York, NY

May 22nd - 23rd

http://www.BeverageForum.com

Distil the Business of Spirits - London, UK

May 22nd - 24th

http://www.londonwinefair.com

Cocktails Spirits – Paris, France

June 3rd – 4th

http://www.cocktailspirits.com

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MADRID RUM CAPITAL

A CLOSER LOOK

Mr. Javier Herrera, Director, International Rum Conference

In June of this year, the city of Madrid, Spain, will transform itself into the undisputed **Rum Capital of the World** as the International Rum Conference (Congreso Internacional del Ron) opens its doors at the acclaimed, 5-star hotel Silken Puerta de América. Everything will revolve around rum, starting June 6th and 7th with **Conferences** and **Seminars** by the industry's leading figures, these sessions will be for trade professionals only.

The Rum Festival will then open its doors to the general public on the 8th and 9th. All those present will be invited to taste the amazing selection of rums available, as well as, to participate in the genera conferences. Everything is aimed at educating consumers about the wonders of this great distilled spirit.

In addition to the conferences and seminars, producers will be able to register their rums for the International Rum Tasting Competition. An independent auditing team will be strictly monitoring and cataloging all the participating rums under the most accurate classification system. Best of all, there is no registration fee for entering rums, that's right, **our competition is open to all rum brands, FREE of charge**.

Behind the scenes with Mr. Javier Herrera

Q: How did the idea for this conference/competition come to be?

A: There is very little published information in Spanish about rum. My desire to learn more about this wonderful spirit is what drove me to organize the event. I believe the industry will benefit from it as consumers learn more about what they are drinking. After the event we will publish a book in both English and Spanish with photographs, summaries of the conferences and other highlights from the event. This is the first time anyone attempts to have a rum event of this high caliber and we hope to set the bar high for future shows to take place in other countries around the world.

Q: How is the industry responding to this event?

A: Given that this is our first event, we are exceedingly pleased with the response and support. Most of the booths are already booked and additional companies keep calling us, confirming their participation. We want everyone who is interested in participating to have the opportunity. We are even offering special options for small companies with limited budgets so they too can be there. Based on what we are seeing, companies are considering us an event where they must be present to be taken seriously in the rum world.

HOTEL SILKEN PUERTA AMERICA (MADRID) © FOTO RAFAEL VARGAS

Q: When will the next festival take place?

A: I don't know yet, time will tell. My only focus at the moment is giving this event my full attention so that it becomes the international hit everyone expects it to be.

www.CongresoDelRon.com

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THE ANGEL'S SHARE

Ron Arehucas 7 (80-Proof, 7 Year Old). This rum boasts a glistening mahogany color. The aroma is complex and very inviting, it is rich with the scent of dry fruits (currants, raisins and prunes), toasted nuts, nutmeg and sweet vanilla.

The rum opens up smoothly in the palate, with a distinctive smoky whiskey character, and a prolonged oak-rich finish. The taste lacks some of the complexity suggested by the aroma, but is enjoyable and very agreeable nonetheless.

Enjoy this rum neat, in a snifter or with a single ice cube in a rocks glass.

Ron Añejo Arehucas Reserva Especial 12 Años (80-Proof, 12 Year Old). This rum features a very attractive fiery-red citrine color. The aroma is very brandy-like, with rich, wet oak, layered sweetness (raw sugar, molasses), caramelized bananas and nutmeg.

In the palate it showcases a very mellow character, not as complex or sweet as the aroma suggested, comprised primarily by molasses sweetness and ending with a subtle trace of oak.

The finish is clean but lacks complexity and depth to match the wonderful notes from the aroma. Enjoy this rum straight with a cigar.

WWW.AREHUCAS.ES

Ron Artemi 7 (75-Proof). This rum has an iridescent reddish amber color. The aroma is rich with raw sugar, orange peel and caramel. The body is light and the texture is silky, slightly unctuous.

The taste is light and very straightforward, with upfront sweetness, a touch of spices in the middle and a short and dry finish with a bitter almond hint.

Enjoy this rum in your favorite cocktail or as a base in fruit liqueurs.

Ron Añejo Dos Maderas PX 5+3 (80-Proof, 8 Years Old). This rum has a rich, dark mahogany color with copper highlights. The aroma is deep and complex, with elements of coffee, sherry, cocoa, vanilla and spices.

The taste is reminiscent of a coffee liqueur with sweet chocolate and a touch of molasses. The rum is velvety and the body is heavy, prolonging the lingering effect of the flavors in the palate.

This rum can be consumed neat, on the rocks or in cocktails. It makes an excellent digestif.

WWW.AREHUCAS.ES

WWW.WILLIAMS-HUMBERT.COM

THE ANGEL'S SHARE

Ron Aldea Gran Reserva 75 Aniversario (80-Proof). This rum features a very attractive dark citrine color with orange hues. The aroma is an orchestra of Valencia orange oils, fresh guarapo (squeezed cane juice) and pipe tobacco.

The rum opens up smoothly in the palate, with a very light character, the taste is dominated by subtle oak and fresh cane juice. The aftertaste is semi dry and lingers pleasantly for a while. Enjoy this rum neat in a snifter, great for pipe enthusiasts.

WWW.DESTILERIASALDEA.ES

Ron Aldea Gran Reserva Familia (80-Proof, 15 Years Solera). This rum has a beautiful red acacia color with golden highlights. The aroma is very reminiscent of naval-style pot-stilled rums from Guyana and Jamaica; it has strong notes of molasses, fusel alcohols and rich, wet oak.

The taste is consistent with the aroma, delivering a rich and bold –yet smooth- experience to the taste buds, starting with the sweetness from unrefined sugar, which is quickly followed by oak and spice notes. The body is medium to heavy and the taste lingers in the palate with a last smoky note for quite a long time. The rum is bold enough to withstand even the harshest fruit juices as a mixer, but purists will want to enjoy it straight or on the rocks to fully appreciate its character. Not for fans of light rum.

Ron Montero Gran Reserva (80-Proof). The rum has an inviting amber color with copper hues. The aroma is straightforward and slightly sweet, with predominant notes of cherry cola and oak.

The rum's body is light to medium and the taste opens up in the palate with caramel, cocoa and sweet vanilla. The finish is protracted, semi dry and overall clean.

Enjoy this rum in your favorite cocktail or try it neat with a piece of good quality dark chocolate.

Ron Montero Pálido (80-Proof). This rum has a very attractive and shimmering citrine-amber color. The bouquet is rich and inviting, full of wet oak, raw sugar, ripe red apples and hints of vanilla.

Once in the palate, the rum's taste is much lighter, less complex and not as sweet as the aroma suggested, but the experience is clean and enjoyable. The dominant flavors are those of apples and toasted nuts and the finish is defined by slightly bitter caramel and a touch of spice.

The rum has a nice aroma and a light body, making it perfect for cocktails, but lacks some of the complexity in the palate required to recommend it as a sipper.

WWW.RONMONTERO.COM

WWW.RONMONTERO.COM

HONEY RUMS

Ron Miel Canario Guajiro Cocal (60-Proof). This rum has light and golden amber color and a complex aroma of honey, cinnamon, almond liqueur and rose water.

In the palate it opens up thickly and sweetly with layers of almond turrón, honey and ending with a strong floral note. The finish is sweet and brief with a lingering honey touch. It is remarkably smooth considering its high alcohol content.

Enjoy this rum neat, on the rocks or as a special sweetener in hot beverages.

Arehucas Guanche Licor de Ron Miel (40-Proof). The color of this rum is dark and inviting, reminiscent of the darkest naval rums of yesteryear. The initial aroma is that of freshly-picked mandarin oranges, pears, berries and lightly-roasted coffee beans.

The initial taste is that of very sweet simple syrup, followed by orange blossoms and ending with an assertive rum note. It has a very high viscosity and, once in the palate, its flavor payload quickly takes over.

Enjoy this rum neat, on the rocks or poured on top of your favorite dessert. A great digestif.

WWW.RONMIEL.ES

WWW.AREHUCAS.ES

Festivals in Spain

1. Semana Santa- celebrated the week leading up to Easter Sunday. The most popular cities for this festival are Seville and Malaga. Others to check out are Valladolid and Leon.

2. San Fermin (Pamplona Bull Run) - occurs in early July for an entire week.

3. Tomatina (Tomato Fight)- this festival takes place on the four th Wednesday in

August in the small town of Buñol (located one hour outside of Valencia).

4. Las Fallas- is a traditional celebration held in commemoration of Saint Joseph in Valencia, Spain. It is a five day event leading up to March 19th.

5. Feria de Sevilla- this fair occurs two weeks after Semana Santa, officially beginning at midnight on Monday, and runs six days, ending on the following Sunday.

6. Carnaval (or Carnival in English) - takes place a few days before the start of Lent. Carnival is particularly famous in Tenerife and Cadiz. Other places known for their carnivals are: the gay district of Chueca in Madrid and in Sitges (near Barcelona) and Ciudad Rodrigo, near Salamanca.

7. Cristianos y Moros- mostly celebrated in the Alicante region, but it is also popular throughout much of the south of Spain with a number of events occurring in Granada.

8. Semana Grande de Bilbao- celebrated on the third week of August in the Basque region, particularly in Bilbao. This festival is much like the Feria de Sevilla, but a little less traditional. A big at traction of Semana Grande is the large number of concerts, ranging from rock and pop to classical and jazz.

9. Tamborrada- this is a drum festival that takes place on January 20th in the city of San Sebastián. It begins at midnight of January 19th when the mayor raises the flag of San Sebastián in the Konstituzio Plaza. For 24 hours straight the entire city is immersed with the sound of beating drums throughout the streets.

Credit: gospain.about.com

Places to visit and things to do in Spain

1. Experience a Tapas Bar

2. See a Bullfight

3. La Sagrada Familia, Gaudi's most famous achievement- Barcelona, Spain

4. Visit the Alhambra

5. See a Flamenco Show

6. Visit the three most important museums:

    a. El Prado, one of Madrid's three essential museums- Madrid

    b. Centro de Arte Reina Sofia

    c. Museo Thyssen-Bornemisza

7. Segovia's Aqueduct & Fairytale Castle

8.Eat Paella in Valencia

9.The City of Seville- cathedral with its Giralda tower, Alcazar castle and garden complex and the Plaza de España

10. Camino de Santiago- an ancient pilgrimage to the tomb of St James in Santiago de Compostela

Sangrías and Zurras

Sangrías and Zurras are both refreshing beverages made by combining wine (typically red), water, sugar, assorted natural flavors (typically fresh fruits) and spices. While the terms may be used interchangeably by some, purists argue that a Zurra is a Sangría to which a fortified (distilled) spirit has been added: usually brandy, cognac or rum.

The origin of the word *sangría* is unclear, some scholars suggest it is derived from the English word *sangaree*, which in turn is derived from the Spanish word *sangre*, meaning “blood” from its deep red color.

Making a Zurra (Sangría with Rum)

Ingredients

Use only fresh fruit.

- 2 Large Apricots or Peaches
- 1 Apple
- 1 Pear
- 1 Orange
- ½ Pineapple
- 2 Limes
- 2 Large Kiwis, pealed
- 1 Cup of Rum
- 4 Heaping Tablespoons of Sugar
- Freshly Ground Nutmeg, to taste
- ½ Liter Soda
- 2 Liters of Red Wine (can also use white or rosé, but red is the most traditional)

Preparation

As a rule of thumb, oranges and limes are a must. avoid the use of bananas. Find a bowl large enough to hold all of the ingredients and pour the wine into it. Squeeze the juice of one of the limes into the wine. Thinly slice the orange and remaining lime, including the skin, and add to the wine, same with the kiwi. Peel the rest of the fruits and cut into small pieces, add to the wine.

Mix the sugar with a little bit of hot water and stir until the sugar is completely dissolved. Add this mixture to the wine. If you add the sugar directly to the wine it may not dissolve completely.

Add the rum and the freshly ground nutmeg. Allow the mixture to rest in a cool place for at least 4 to 6 hours. Garnish with fresh mint sprigs.

SPAIN:
A CULINARY TREASURE

Cochinillo Asado (Roast Suckling Pig) - this dish is one of the most typical dishes in the cuisine of Castilla, especially the city of Segovia. The piglet is generally served on a large platter with warm gravy on the side, roast or fried potatoes and a simple green salad. Some chefs are so proud of the tenderness of their roasted pigs that they will use plates instead of utensils to cut the meat.

Pulpo a la Gallega (Galician Octopus) - this is Galicia's signature dish. The octopus is boiled and then garnished with paprika, rock salt and olive oil.

Gambas al Ajillo (Garlic Prawns) - large prawns, cooked in olive oil with garlic and spicy chili flakes.

Jamón Ibérico and Chorizo (Iberian Ham and Sausage) **- Ham** is Spain's second religion (a little behind football but probably slightly ahead of Catholicism); it is cherished as much as champagne is in France. There are various grades of quality, the best being 'pata negra' (black hoof) or 'de bellota', which is made from pigs that are reared on acorns.

Chorizo is a spicy sausage, either sliced thinly and served cold in a bread roll or cut into chunks and cooked in wine (al vino) or cider (a la sidra). Sometimes you will be served mini chorizos, called 'choricitos'.

Paella (Spanish Rice Dish) - Paellas are decadent rice dishes that can include every possible ingredient, from seafood to poultry, usually cooked with a touch of saffron and artichokes and/or asparagus..

Pescado Frito (Fried Fish) - Best in Andalusia or Cadiz. They serve a number of different types of fish, not just the typical cod.

Tortilla Española (Spanish Potato Omelet) - Omelet with potato and (usually) onion. Sometimes it will have prawns, mushrooms or squid inside and it will occasionally be served with cheese on top.

Gazpacho (Cold Tomato Soup**)** - Often described as a cold soup. Tomato based, with cucumber, green pepper, garlic, olive oil and salt. All mixed in a blender. This soup is so refreshing, making it a summer favorite.

Queso Manchego (Spanish Sheep Cheese) - A hard cheese from the Castilla-La Mancha region. Made from sheep milk, it is slightly salty and often served with jamon ibérico

Patatas Bravas (Fried Potatoes in Spicy Sauce) - Chopped potatoes are fried and covered in a spicy tomato sauce.

RUM IN HISTORY

April Through The Years

1485 - Bartholomew Columbus is sent by his brother to France and England in hopes that he may interest Charles VIII or Henry VII in outfitting an expedition to Asia, but Bartholomew is not successful.

1601 - The East India Company's James Lancaster institutes lemon juice doses among his crew while at the Cape of Good Hope, then heaves off to Madagascar to take on more lemons and oranges. His 200 men are the only crew not decimated by scurvy.

1485 | 1535 | 1585 | 1635

1513 - Spanish explorer Ponce De Leon sights Florida and claims it for the Spanish Crown after landing at the site of present day St. Augustine, now the oldest city in the continental U.S.

Ever wondered what happened in the month of APRIL throughout history?

1685

1687 - The Royal Navy officially adopts rum as the daily ration.

1735

1763 - Of the 14,000 hogsheads of molasses brought into New England, only 2,500 are from British sources, smugglers account for the remainder. French islands allowed to export their rum to France.

1764 - On April 5th, Parliament passes the Sugar Act, which replaces the Molasses Act of 1733.

1782 - Admiral George Rodney defeats Admiral de Grasse off the coast of Dominica and secures his place as a Royal Navy hero.

1785

1789 - On board the British ship Bounty, Fletcher Christian led a mutiny against Captain William Bligh.

1793 - Berlin chemist Franz Karl Achard, 40, reveals a process for obtaining sugar from beets.

1830 - The continuous still, patented by Irish inventor Aeneas Coffey, speeds up distilling and makes for "cleaner" whisky, gin and rum. The still is named after its inventor.

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Peaceful Caribbean

2012 BARBADOS CONFERENCE

The Peaceful Caribbean Initiative, in association with *Caribbean News Now*, is holding its first regional conference in Bridgetown, Barbados, on addressing the increasing problem of crime in the Caribbean, featuring top personalities from the Caribbean and the US, as well as the publication's editors and contributors.

There will be key addresses and panel discussions on the major issues confronting peace and stability in the Caribbean. It promises to be a hugely important event for anyone interested in the future of the Caribbean as a place to live and visit. For the latest conference information, sponsorship opportunities and registration, please visit www.peacefulcaribbean.com or contact info@peacefulcaribbean.com

The Peaceful Caribbean Conference
Hilton Barbados Resort
Needham's Point, Bridgetown, Barbados
April 20. 2010

THE Rum UNIVERSITY

The History and Science of the Barrel

Lesson 4: Chemical Properties of Oak

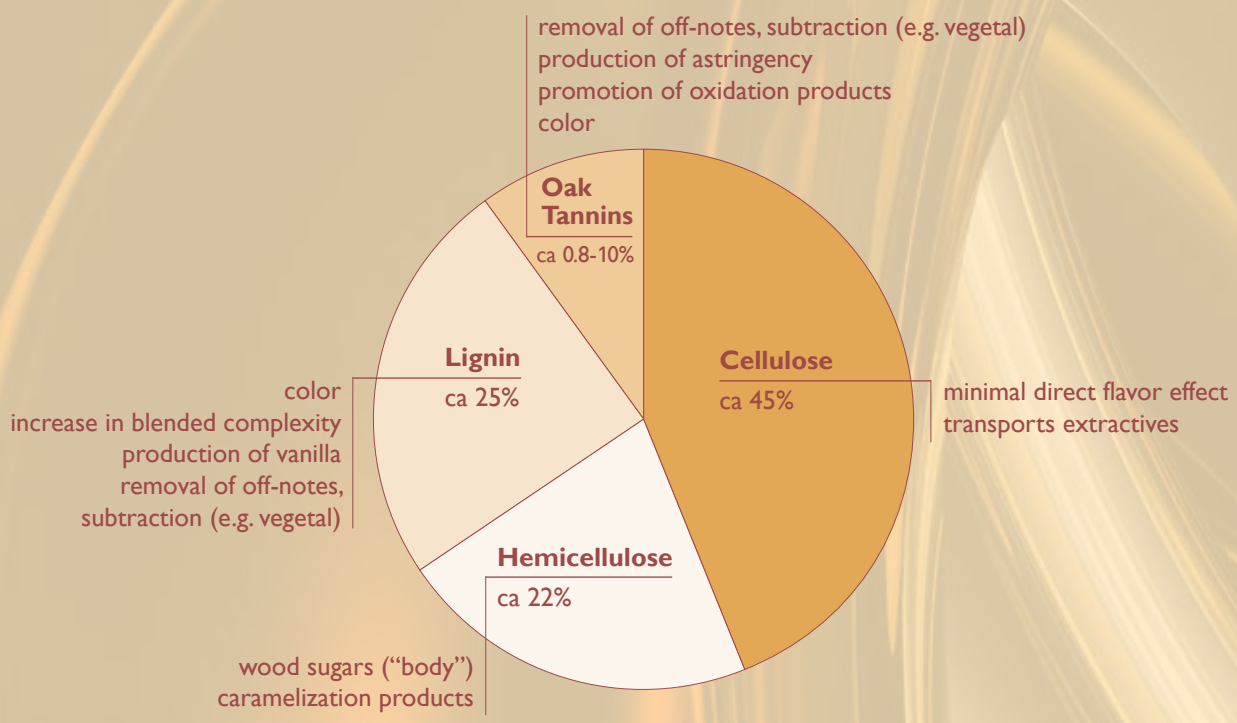
Welcome to Lesson 4 of 12 of the Rum University's latest course! You can find previous lessons of this course by visiting the Archives page at **GotRum.com.** You can also find additional courses and material at the university's official website, **www.RumUniversity.com**.

Oak barrels and the source of their flavors

In addition to the physical properties of oak, which we described in Lesson 3, the major building blocks of oak wood also contribute greatly to the flavor of the rum aged in its barrels. The following table illustrates these components along with the flavors and aromas each influences:

<table>
<tr><td></td><td>Only a limited contribution to toastiness but important for the transport of wood extractives from barrel to rum</td><td>Cellulose</td></tr>
<tr><td rowspan="2">Hemicellulose</td><td>Wood sugars ("body")</td><td rowspan="2"></td></tr>
<tr><td>Caramelization products</td></tr>
<tr><td rowspan="3"></td><td>Color</td><td rowspan="4">Lignin</td></tr>
<tr><td>Increase in blended complexity</td></tr>
<tr><td>Production of vanilla</td></tr>
<tr><td rowspan="3">Oak Tannins</td><td>Promotion of oxidation products</td></tr>
<tr><td>Production of astringency</td><td></td></tr>
<tr><td>Removal of off-notes</td><td rowspan="2">Char Layer</td></tr>
<tr><td></td><td>Burnt wood flavors</td></tr>
</table>

The presence of these components (cellulose, hemicellulose, ligning, tannins and char) by themselves does not guarantee the rum will acquire the taste or aroma desired. One needs to look at the intensity/concentration of each one in connection with the wood curing process employed (Lesson 6) and the toasting or charring method selected for each barrel (Lesson 8).



The graph above shows us the average makeup of oak in term of these components.

Cellulose - is the most abundant natural polymer on earth. It consists of linear chains of glucose units and remains relatively intact even after wood curing and toasting.

Hemicellulose - also known as a "wood sugar" is a two-dimensional polymer comprised of many simple sugars, including: Glucose, Xylose, Mannose, Arabinose, Galactose and Rhamnose.

Lignin - despite the fact that it is also one of the most abundant nature-produced materials on earth, lignin remains one of the least understood. Oak ligning consists of two building blocks: guaiacyl and syringyl. The former is responsible for producing coniferaldehyde, vanillin and vanillic acid, which -especially the vanillin- are easily recognized in cask-condition spirits.

Oak tannins - these plant polyphenols derive their name from the Latin word *tannum*, which means "crushed oak bark," since in early times oak trees served as a major source of tannin for the leather tannin industry. Tannins improve aged rum's character by increasing the perception of balance, complexity and roundness.

Next month: Lesson 5 - Tannins

Our special thanks to Independent Stave Company for their support in our research of oak.

Master Piece In a Bottle

For Zafra we hand selected American Oak casks, to ensure their optimal condition in preparation for aging this extraordinary rum. These casks are carefully cellared under the watchful eye of our Master Ronero, where the rum interacts with the oak casks and is masterfully blended, into this fine 21 year old "Master Reserve".

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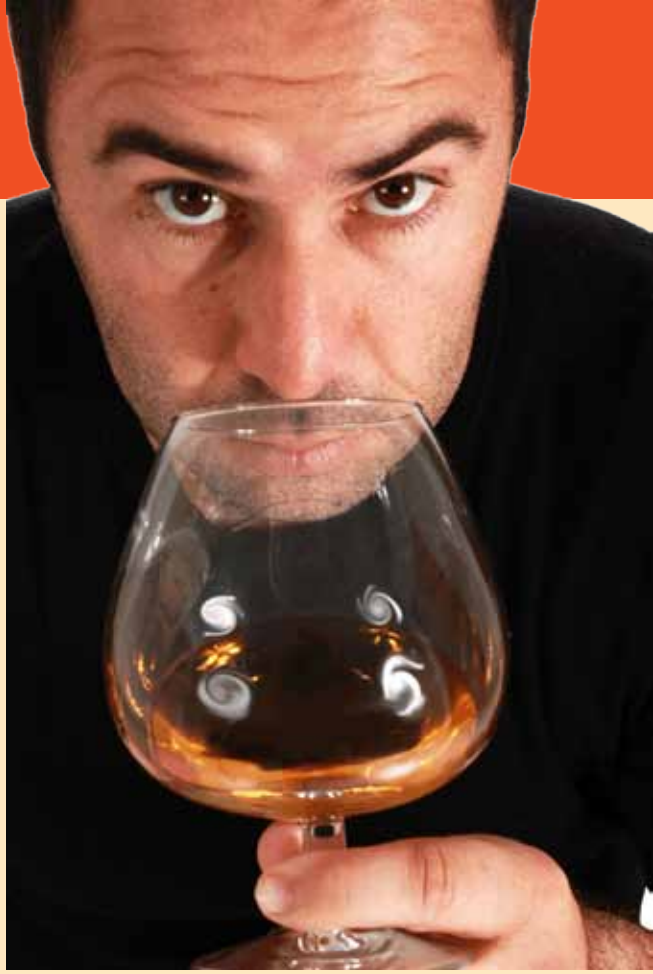
Bartender's Corner

by Dr. Ron A. Ñejo



I am often asked how to host the perfect cocktail party, so much so, that I've decided to write a short series of articles on the subject for the benefit of "Got Rum?" readers. These are not laws, rather they are guidelines, good, time-tested guidelines that have worked well for many hosts in the past. I hope they will help you as well.

Hosting the Perfect Cocktail Party - Part IV

(continued from the March 2012 issue)

On selecting glassware

Incredibly as it may sound, drinking the same rum out of different shape and size glasses can produce very different results, some considerably more enjoyable than others. But how does the modern host know which glasses to own and which ones to use?

Glasses should be attractive – the mere sight of them should serve as an invitation to reach out to them and start drinking from them – and also practical. If a piece is broken, it should be easily replaceable, it should also be easy to handle, clean and store.

Here are a few basic glass categories that you should become familiar with (from most expensive to least expensive):

Crystal: true crystal contains lead, which gives the glass a glamorous brilliancy and a loving musical tone when gently struck. These features, however, come at a very high price.

Hand-blown: these are glasses produced using traditional methods where a craftsman retrieves a mass of molten glass from a furnace using a long, hollow tube and, using only his skills, basic tools, shapes and lung power, he blows air into the shapeless mass until he achieves the desired form for the drinking glass.

Blown: blown glassware is similar to hand-blown, but a machine replaces the craftsman. This process is quicker, more consistent, and thus is slightly less expensive.

Pressed: glassware that is pressed is the most commonly available, because it is the least expensive to manufacture. It is produced by pouring molten glass into a mold and then pressing it against the sides of the mold using an insert, thus forcing the glass to acquire the desired shape.

Once you decide on a glass category, you will find that it is available in two basic shapes: tumbler and stemware. The latter, named so because of the stem that elevates the bowl from the base, is very elegant and it is easier on furniture, because it keeps condensation on the bowl away from the base, where it could cause damage when placed on unprotected surfaces. Tumblers, while less formal, are easier to hold and less expensive than their stemware counterparts.

If you want to limit your glassware purchases to the bare minimum, I recommend Old Fashioned glasses, also known as "on the rocks" glasses or simply "rocks" glasses. These are versatile enough to hold many cocktails and, as their name implies, also great for serving rum on the rocks. I also recommend the cognac snifter for serving the rarest rums to the most discerning guests.

To be continued...

Dr. Ron is a seasoned bartender completely devoted to exploring the many facets of rum. It has been said that he has rum running through his veins. He is used to serving up fine spirits and words of wisdom to all those lucky enough to find an open seat at his bar. Fortunately for us, Dr. Ron has agreed to be a regular contributor to "Got Rum?" magazine, where he will happily answer questions on topics ranging from mixology to relationships and etiquette.

THE SPIRITS BUSINESS

We are happy to share with our readers the results of The Spirits Business' Rum Masters 2012. Eight judges, anchored by The Spirits Business deputy editor Alan Lodge, meticulously reviewed all the rum entries. For additional information about the Spirits Masters or The Spirits Business, please visit their website at www.thespiritsbusiness.com.

THE JUDGES

Panel 1: Chaired by The Spirits Business deputy editor Alan Lodge. Also including: Shannon McCoy (ProBarChick); Cleo Rocos (UK Tequila Association president); and Pepijn Vanden Abeele (manager, Volupté lounge)

Panel 2: Chaired by Kane Brooks of Drake & Morgan. Also including: Cuan Dumas (Folly mixologist), Nicholas Quatroville (bar manager, W Hotels), and Yoann Lazareth (China Tang, The Dorchester)

RUM MASTERS 2012

COMPANY	PRODUCT	AWARD
OVERPROOF		
DIRUM SA	DZAMA AMBRE NOSY-BE	GOLD
WILLIAM GRANT & SONS	WOOD'S 100	GOLD
PUSSER'S	PUSSER'S RUM BLUE LABEL	SILVER
WHITE		
ANGOSTURA LTD	ANGOSTURA RESERVA	GOLD
GOLD UP TO 7 YRS		
ANGOSTURA LTD	ANGOSTURA 7YR	GOLD
ANGOSTURA LTD	ANGOSTURA 5YR	GOLD
ALCOHOLES Y RONES DE PANAMA	RON DE JEREMY	SILVER
REMY COINTREAU	MOUNT GAY ECLIPSE	SILVER
GOLD 8-12 YRS		
ST NICHOLAS ABBEY	ST NICHOLAS ABBEY 10YR	GOLD
R L SEALE'S AND CO	RUM SIXTY SIX 12YR	SILVER
GOLD OVER 12 YRS		
SPIRIT CARTEL	RON MILLONARIO 15YR SOLERA	MASTER
DIRUM SA	DZAMA MILLESIME 1998	GOLD

RUM MASTERS 2012

COMPANY	PRODUCT	AWARD
DARK UP TO 7 YRS		
WILLIAM GRANT & SONS	O.V.D.	GOLD
MARBLEHEAD BRAND DEVELOPMENT	SKIPPER RUM	GOLD
HAVANA CLUB INTERNATIONAL	HAVANA CLUB 7YR	GOLD
DARK 8-12 YRS		
ANGOSTURA LTD	ANGOSTURA 1824	GOLD
DARK OVER 12 YRS		
COMPAGNIE DE GUYENNE	SANTIAGO DE CUBA EXTRA ANEJO 20YR	GOLD
PUSSER'S	PUSSER'S RUM 15YR	SILVER
PREMIUM		
REMY COINTREAU	MOUNT GAY XO	MASTER
ANGOSTURA LTD	ANGOSTURA 1919	GOLD
ST LUCIA DISTILLERS	CHAIRMAN'S RESERVE THE FORGOTTEN CASKS	GOLD
ROSSI AND ROSSI SAS	BANKS GOLDEN AGE 7YR	SILVER
DIRUM SA	DZAMA CUVÉE NOIRE	SILVER
SUPER-PREMIUM		
DESTILERIAS UNIDES	DIPLOMATICO AMBASSADOR	MASTER
HAVANA CLUB INTERNATIONAL	HAVANA CLUB SELECCIÓN DE MAESTROS	GOLD
ST LUCIA DISTILLERS	ST LUCIA DISTILLERS 1931	GOLD
REMY COINTREAU	MOUNT GAY 1703	GOLD
SPICED RUM		
FERNANDES DISTILLERS	19 SPICED VANILLA RUM	SILVER

RUM MASTERS 2012

COMPANY	PRODUCT	AWARD
DESIGN & PACKAGING		
ST NICHOLAS ABBEY	ST NICHOLAS ABBEY 10YR	MASTER
ANGOSTURA LTD	ANGOSTURA 1824	GOLD
ANGOSTURA LTD	ANGOSTURA 1919	GOLD
PUSSER'S	PUSSER'S RUM BLUE LABEL	GOLD
PUSSER'S	PUSSER'S RUM 15YR	SILVER

The Organoleptic Assessment of Rum - Part 13

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.

as·trin·gent

adjective

\as-trin-jənt\

Definition

1 - causing contraction of soft organic tissues; styptic, puckery

2 - suggestive of an astringent effect upon tissue; rigidly severe; austere

Seel also

as·trin·gently

adverb

Origin

Probably from Middle French, from Latin *astringent-*, *astringens*, present participle of *astringere* to bind fast, from *ad-* + *stringere* to bind tight.

First Known Use: circa 1541.

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

Make sure to visit the Rum University (www.RumUniversity.com) for additional courses on electronic and printed format.

5.2 DIFFERENCE TESTS

PURPOSE

To measure specific effects by simple discrimination.

PRINCIPLE:

Difference tests indicate whether two samples are alike or different but do not necessarily indicate the nature or cause of the difference. Difference tests can be quantitative. Difference tests are objective and yield statistically analysable data.

This type of test is too time consuming to be used as a screening test. It should be used only when samples are homogeneous and there is little intersample effect. Difference tests should not be used with products that build up flavour or feeling factors which carry over from one sample to another.

METHODS:

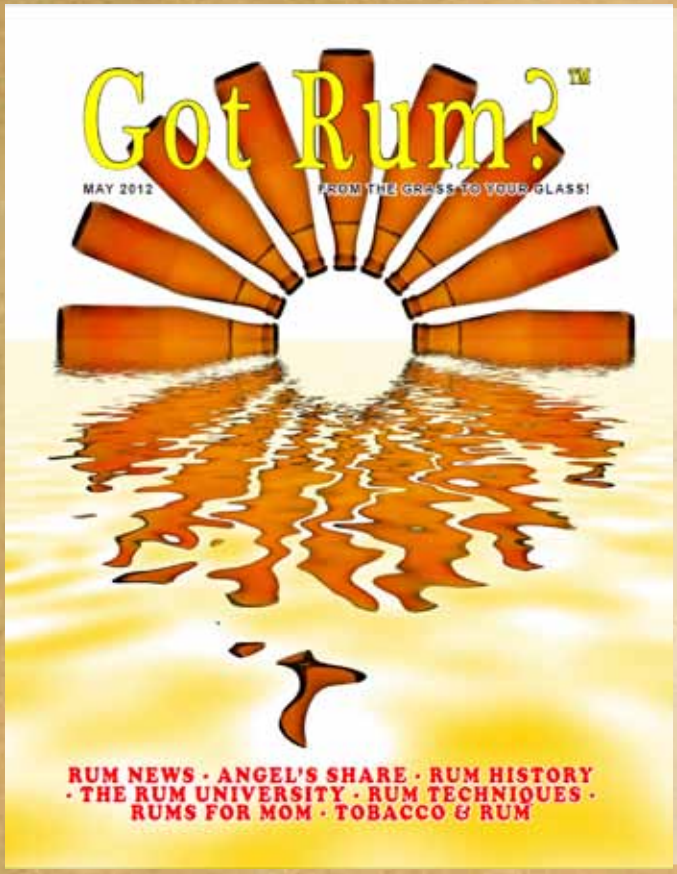
A. Triangle

B. Duo-trio

C. Two - sample

continued on page 33

COMING UP NEXT...



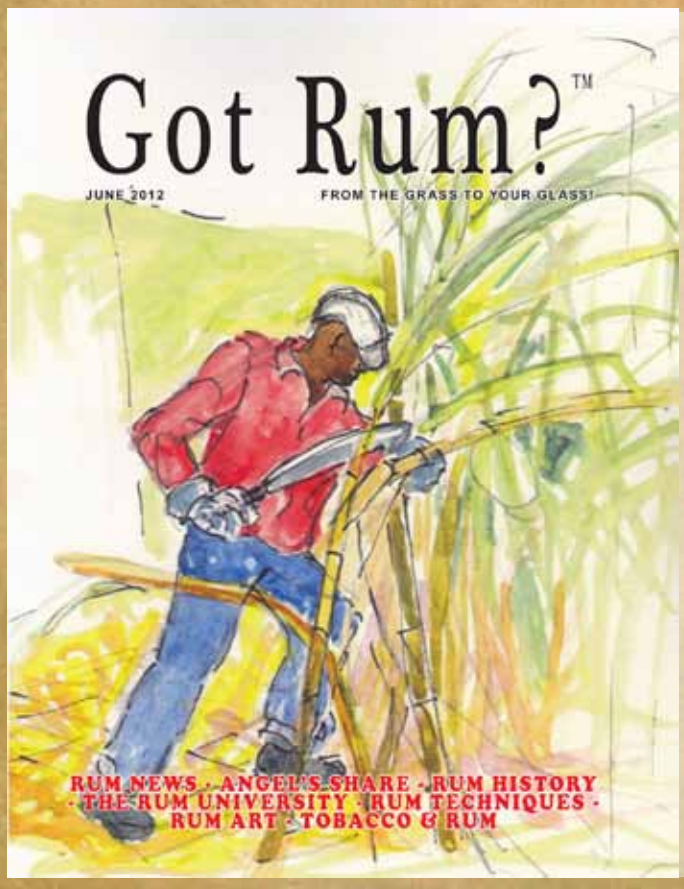
MAY 2012

Join us as we celebrate Mother's Day with rum reviews, recipes and gift ideas. We will also have a Rum Lab on how to make rum liqueurs and rum creams that are certain to delight that special someone in your life.

May will also feature comprehensive coverage of the Rum Renaissance Festival in Miami, Florida and an exclusive interview that you won't want to miss.

Producers: submit your special rum, cocktail recipes and/or gift ideas to celebrate mother's day. Send an email to **Margaret@ gotrum.com** for more details.

Consumers: nominate your favorite cocktails by sending an email to: **news@gotrum.com**.



JUNE 2012

We will be celebrating Father's Day with rum recipes, rum gadgets even rum apparel. We will also explore the world of rum-inspired music and cinema.

You won't want to miss the exclusive interview, 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** and follow the instructions on screen.

Do you have a special gift idea for father's day? Send an email to **Margaret@gotrum.com**.

You can also nominate your favorite cocktail for dad by sending an email to: **news@gotrum.com**.

continued from page 31

5.2 A. TRIANGLE

REQUIREMENTS:

Number of samples evaluated	1
Number of samples served	3 (2 of one type)
Number of testers (Trained)	6 - 25

PROCEDURE:

Serve three samples, two of one type (a pair) and one odd sample. The tester will attempt to determine which sample is different. Comments concerning the nature of the difference, or off-flavour, should be encouraged. This type of test is excellent for checking different batches of material, or wherever small differences might be detected. If differences are large, it is a waste of time to use the triangle test.

Triangulation places the taster on test as well as the questionable product. For this reason proven experts should not waste their time on triangle tests. These experts should be separated into an analytical panel where their ability is accepted. This would avoid waste of the expert's time as well as materials involved in extra sample preparation for triangulation.

Triangle tests can be used to determine "degree" of difference between samples correctly identified. A choice of descriptive or numerical terms should be included on the questionaire. In this manner a sample may be found to be of greater difference from the control than another sample. It sometimes happens that only three or four observers out of twenty-four may record a high degree of difference for one sample. This indicates that these judges are super-sensitive to a particular flavour note, or that there is intersample effect. At any rate there is good reason to suspect that such and such an effect does exist as a real difference if an insignificant number of people correctly identify the odd sample but at a high degree of difference.

Triangle test questionnaire should allow the taster to say that the samples are (1) different, (2) not different, or (3) that he has no decision. The no decision classification should be used by the taster who thinks that all three samples taste different. The "not different" and "no decision" votes should be added together and this total split evenly between the three samples. The corrected value is then used to determine whether or not a significant difference exists between the samples.

See the following pages for suggested questionaires for the triangle method of sensory testing.

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

PAIRING TOBACCO & RUM

THE CIGAR

Don Pancho Reserva Edición Especial 2006

Don Pancho Reserva Especial 2006

This cigar has a medium body and is constructed using Guatemalan filler and binder and a superb Connecticut -shade wrapper.

This is a very attractive cigar, it has an oily and silky cap and is firmly and evenly wrapped. The draw is consistent from beginning to end.

The flavor is intense and complex with hints of vanilla, sugar and notes of coffee. This is sure to be a classic in any cigar aficionado's humidor.

Available for purchase in either Robusto or Toro sizes.

THE RUM

Nº 0 Ron Añejo Guatemala

Nº 0 Ron Añejo Guatemala (76-Proof). This rum boasts a captivatingly brilliant yellow topaz color. The aroma is delicate and well balanced, comprised of wet oak, caramelized orange peel, semi-sweet chocolate and Crème Brule.

The taste is a perfect extension of the aroma, with a generous, yet smooth, amount of oak and orange peel up front, followed by sweet vanilla and ending with a tannic, bitter note.

Enjoy this rum neat or with an ice cube.

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de Can
His Majesty's
Smokin' Dawgs
Zino
ZINO PLATINUM
SCEPTER SERIES
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