

# Got Rum?®

APRIL 2019

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



6



10



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30



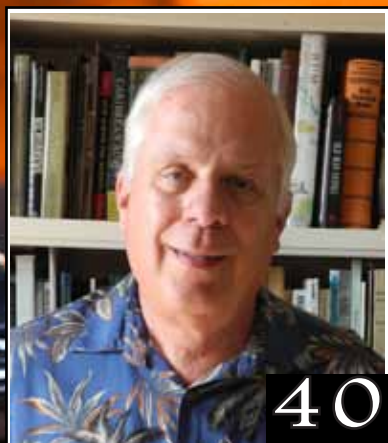
36



# CONTENTS

APRIL 2019

5	FROM THE EDITOR
6-9	THE ANGEL'S SHARE - RUM REVIEWS
10-13	COOKING WITH RUM
14-17	THE RUM UNIVERSITY - FERMENTATION
18-21	THE MUSE OF MIXOLOGY
22-23	THE RUM UNIVERSITY LIBRARY
26-29	THE RUM BIOGRAPHY
30-33	THE RUM HISTORIAN
36-39	THE COCKTAIL SCIENTIST
40-43	RUM IN THE NEWS
44-50	EXCLUSIVE INTERVIEW
52-55	CIGAR AND RUM PAIRING



40



44



52



# Got Rum?®

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FRONT COVER: Rum & Cola

INSIDE SPREAD: Golden Tears of Joy



# FROM THE EDITOR

## April Breezes

*"There is no glory in star or blossom  
till looked upon by a loving eye;*

*There is no fragrance in April breezes  
till breathed with joy as they wander by"*

William Cullen Bryant  
American Poet and Journalist

April is upon us, wildflowers and warmer mornings are now the norm. Whether you are planning to enjoy the outdoors or to hide from nature for a while (pollen allergies anyone?), April in the American Southern states is pretty on the eye and is one of my most enjoyable times of the year.

Q2 also marks the release of some industry reports that I like to keep a close eye on. One of these reports is Impact Databank's annual *Distilled Spirits Hot Brands*. The 2018 report is very telling:

- I believe it is the first time in many years that there are NO rums in the top 30 spots.
- While Tequila's top spot comes at number 7 (Hornitos), the rest of the top-30 list is crowded with it!

The report's criteria leaves out many successful rum brands by design, as it only takes into account established brands with double digit growth in 2016, 2017 and 2018, plus a minimum 2018 volume of 200,000 9-liter cases. I know many small/craft brands and private labels are thriving, they are simply flying under the radar of this report.



What I find most telling is the consumers' preference for mainstream Tequila, some of which is translating into rums being aged or finished in ex-Tequila barrels.

Will this become a solid trend? Author Harold "Hal" Borland wrote that "*April is a promise that May is bound to keep.*" Only time will tell.

Cheers,

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!

## Havana Club Añejo 3 Años

Curiosity, it can get you in trouble, or it can lead to fun discoveries. When exploring rums, curiosity is a driving force behind every product I choose to review. Cuban produced Havana Club rums, often seen as "Forbidden Fruit" in the United States of course would make me curious since so many times I have found that "Forbidden Fruit" is rarely worth the trouble. In our recent travels I was gifted this particular bottle of rum. The rum is created by distilling fermented molasses using a copper lined column still. The liquid that is created during this process is called aguardiente and is placed in American white oak barrels and aged for two years. The aguardiente is removed from the barrels and filtered before some of it is bottled and sold; while the rest is blended with other rums and put back into barrels for additional aging. It is my understanding that this additional aging is the age that actually appears on the bottle. The rum is blended to 40% ABV and bottled for local and international sales.

### Appearance

The rum label on this product provides the basic information about the product on the front and back labels. The rum has a light straw color in both the bottle and glass. Agitating the liquid creates a medium band that spins off fast moving legs before quickly evaporating, leaving a large quantity of pebbles in their wake.

### Nose

The aroma of the rum was full of surprises for me. Nosing the aroma reminds me of sweet muscadine wine,



toasted coconut, sweet pineapple, fresh cut herbaceous tobacco and ending with a slight note of charred oak.

### Palate

The first sip delivers a rush of sweet fruit, toasted coconut and minerals. Additional sips slow things down and it is easier to define the fruit notes as cooked pineapple, sweet grapes, honey, fresh cut oranges and a zing of lime. There are light undertones of ginger that is highlighted by a hint of black pepper, tobacco leaf, charred oak and minerals that mingle with the fruit flavors in a long pleasant finish.

### Review

This time curiosity paid off in a good way. I enjoyed the complexity of the rum and was quite comfortable sipping it neat. However, it really does shine in traditional classic cocktails as well as other drinks that call for an immature rum. When I think about Donn Beach or Victor Bergeron and their bar teams developing Tiki cocktails back in the 40's and 50's; it is easy for me to imagine this being the kind of Cuban rum they were using in their recipes. This is a fun one to experiment with and I will make sure to try and keep a bottle in stock for the bar. I am well aware for the readers outside the U.S. this is probably old news, but for those of us dealing with the ongoing embargo and restricted distribution of Cuban products in America, it is good to know if a product is worth the luggage space. In this case I definitely recommend picking a bottle up on your travels.



www.havana-club.com

# THE ANGEL'S SHARE

by Paul Senft

## Havana Club Añejo Blanco

When an established and well known rum company like Bacardi releases a rum line that shares the name of an established global brand you know there is more to the story. Havana Club Añejo Blanco was released to the U.S. market in 2016 and is reported in the press documents to be based on a recipe that the Arechabala family used in 1934 to create the original Cuban Havana Club product until their rum company was nationalized by Fidel Castro's regime in 1960. When the family fled Cuba and went into exile, they took the formula with them.

What we see on the shelves in the United States is Bacardi's rendition of that product after they purchased the recipe from the Arechabala family in 1994. In my opinion, this is one more salvo in their ongoing battle with the Cuban government and Pernod Ricard in their decades spanning trademark war.

The rum in the bottle is distilled in Puerto Rico and aged for one year in used American White Oak Bourbon barrels. It is blended and aged in oak for an additional two months before being filtered and bottled at 40% ABV.

### Appearance

The bottle has a black and silver label with bold text that can easily be spotted on the shelves. The liquid is crystal clear in the bottle and glass, showing the level of filtration we are used to seeing with all Bacardi products.

### Nose

The aroma of the rum leads with turbinado sugar, vanilla, with a touch of citrus before the alcohol note dominates the profile.

### Palate

Sipping the rum delivers a swirl of sugary vanilla, pineapple, raisins and lime notes. As these settle some light mineral notes of salt, sulfur laced char, and raw alcohol take over and meld with the other flavors in a long finish.

### Review

The notes in the rum are combative when sipping neat, but proved serviceable and docile in both a Cuba Libre and Daiquiri cocktails. Found only in the United States as it would be in violation of the Global Trademark of the Cuban Havana Club product; this rum comes up short compared to Bacardi Select, the next closest product in the Bacardi portfolio.

For me the purchase and exploration of this product was one born of curiosity and now that the work has been done really have no interest in revisiting it as there are better products in the market with which to make cocktails.







[www.bacardi.com](http://www.bacardi.com)

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# COOKING WITH RUM

by Chef Susan Whitley



Hello, my name is Susan Whitley, I am passionate about great foods and beverages. I love finding recipes that incorporate my favorite ingredients and sharing the results with my friends and family.

Through this monthly column I will do my best to inspire you to incorporate the ***spirit of the tropics*** into your everyday cooking!

Sue@gotrum.com

## Spicy Rum Meatballs

### Ingredients:

- 1 lb. Lean Ground Beef
- ½ lb. Lean Ground Pork
- ¾ C. Bread Crumbs
- 2 Tbsp. Grated White Onion
- 2 Tbsp. Butter, melted
- 1 tsp. Orange Bitters
- 2 tsp. Salt
- 1 tsp. Ground Allspice
- 1 tsp. Marjoram
- ½ tsp. Oregano
- 1 Egg, beaten
- ¾ C. Dark Rum
- ¼ C. Butter for Sautéing

### Directions:

Put beef and pork meat in a bowl. Add white onion and blend in melted butter, bitters, seasonings, egg and rum. Form into tiny balls about 1-inch in diameter. Heat pan and sauté in butter until brown. Yields 3-4 dozen meat balls. Serve hot on cocktail picks along with barbecue sauce spiked with rum to taste.





## Rum Puppies

### Ingredients:

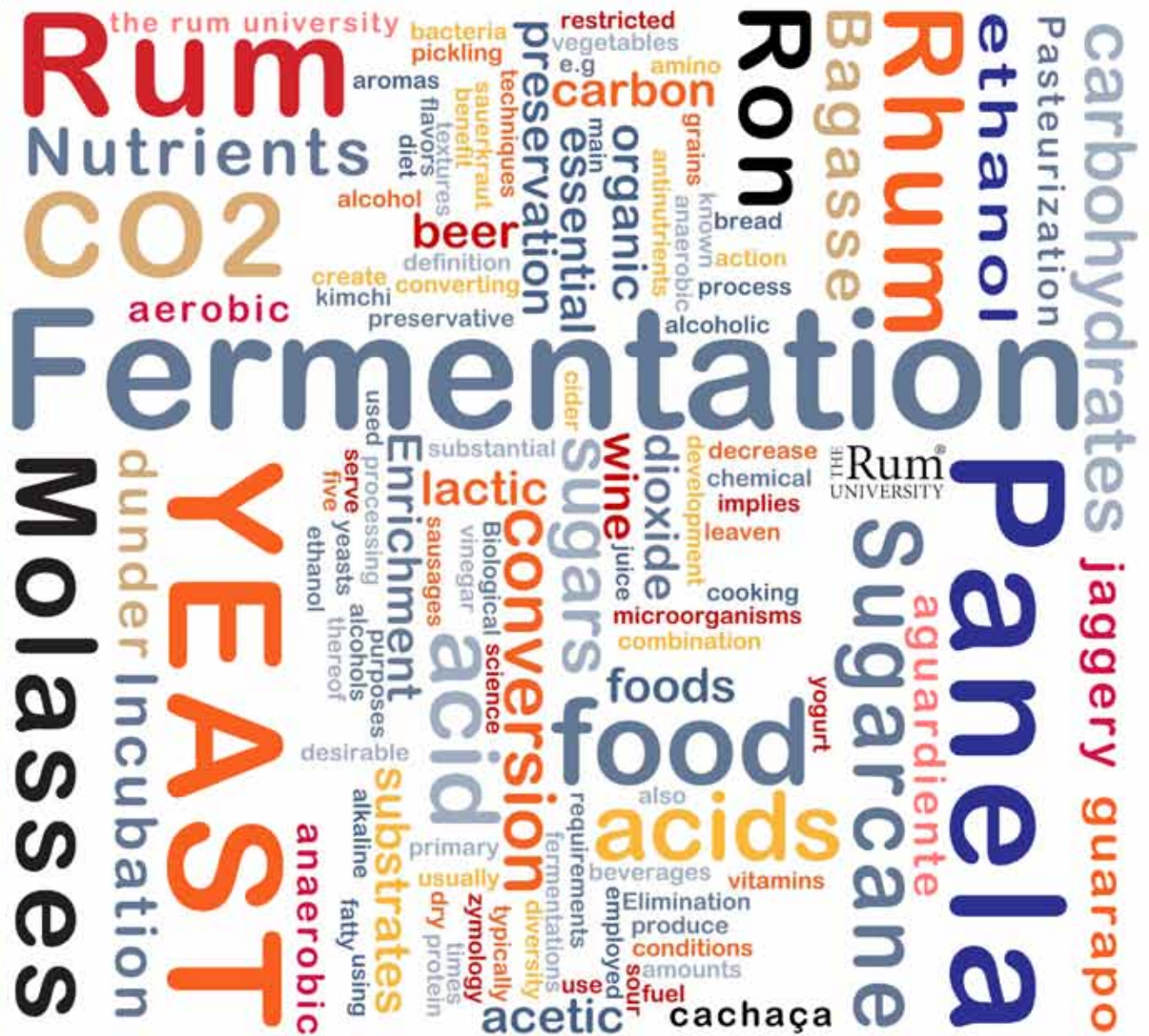
- 1 Egg
- ¼ C. Whole Milk
- ¼ C. Gold Rum
- 1 C. Bisquick Biscuit Mix
- 2 Tbsp. Yellow Corn Meal
- ¼ Tsp. Paprika
- ½ tsp. Dry Mustard
- 1/8 tsp. Ground Cayenne Pepper
- 1 lb. Miniature Sausage
- Use Olive Oil or Coconut Oil for deep frying

### Directions:

Blend egg, milk and rum. Stir in the dry ingredients. Dip sausages in batter and fry in oil at 375°F for about 3 minutes on each side. Serve hot on cocktail picks. If need to reheat, bake in oven at 400°F for about 5 minutes. Serves 8.











FROM  
SUGAR

Into  
Alcohol



## Fermentation Primer - Lesson IV

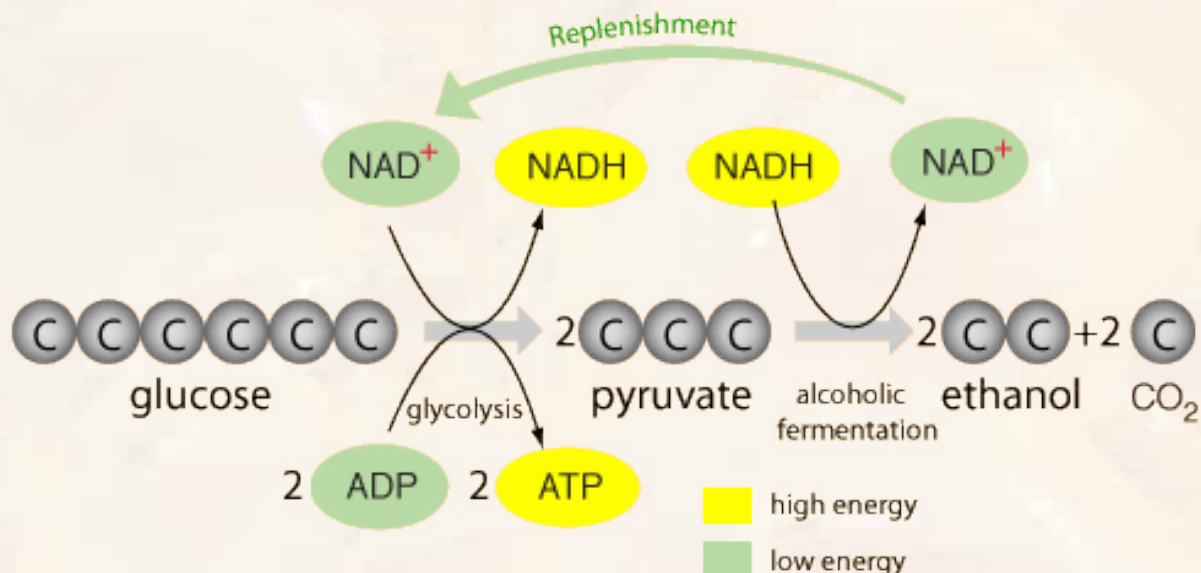
In last month's lesson we discussed how yeast cells process pyruvate under aerobic conditions. This month's issue explores the anaerobic processing.

**Q: So, what happens to pyruvate under anaerobic conditions within the yeast?**

In the absence of oxygen, pyruvate can follow two different routes, depending on the type of cell that is metabolizing it:

1. It can be converted into ethanol and carbon dioxide through the *Alcoholic Fermentation Pathway*, or
2. It can be converted into lactate through the *Lactic Acid Fermentation Pathway*.

Let's start with the Alcoholic Fermentation Pathway:



In alcohol fermentation, NADH donates its electrons to a derivative of pyruvate, producing ethanol.

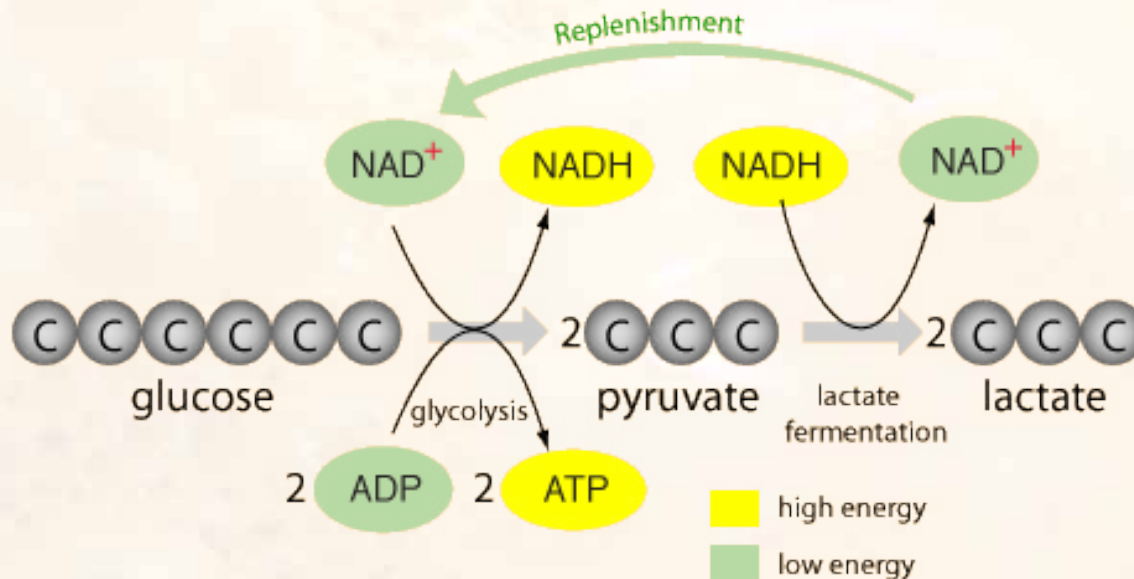
Going from pyruvate to ethanol is a two-step process:

1. In the first step, a carboxyl group is removed from pyruvate and released in as carbon dioxide, producing a two-carbon molecule called acetaldehyde.
2. In the second step, NADH passes its electrons to acetaldehyde, regenerating NAD<sup>+</sup> and forming ethanol.

This process is irreversible as carbon dioxide diffuses away.



Let's look now at the Lactic Acid Fermentation Pathway:



In lactic acid fermentation, NADH transfers its electrons directly to pyruvate, generating lactate as a byproduct. Lactate, which is just the deprotonated form of lactic acid, gives the process its name. The bacteria that make yogurt carry out lactic acid fermentation, as do the red blood cells in your body, which don't have mitochondria and thus can't perform cellular respiration.

This process is reversible. When oxygen is available to the cell again the lactate can be converted back to pyruvate.

#### Interesting facts about Alcoholic and Lactic Acid Fermentations

- Alcoholic fermentation is the process that causes bread dough to rise. When yeast cells in the dough run out of oxygen, the dough begins to ferment, giving off tiny bubbles of carbon dioxide. These bubbles are the air spaces you see in a slice of bread. The small amount of ethyl alcohol that is produced in the dough evaporates when the bread is baked.
- Humans undergo lactic acid fermentation when the body needs a lot of energy in a hurry. When you are sprinting full speed, for example, your cells will only have enough ATP stored in them to last a few seconds. Once the stored ATP is used, your muscles will start producing ATP through lactic acid fermentation. Fermentation makes it possible for cells to continue generating ATP through glycolysis.

Join us again next month, as we continue our deep-dive into this fascinating world!

Source: Creative Commons ([creativecommons.org](https://creativecommons.org)) and Khan Academy ([khanacademy.org](https://khanacademy.org))



# 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.

## Puerto Rico: Welcome Caribe


I just came back from a week in San Juan, Puerto Rico and it was absolutely amazing. I spent an afternoon at the Don Q distillery (next month's article), worked with the folks who run La Factoria (one of the top 50 bars in the world), and got really immersed in the cocktail culture. One night we had dinner and drinks at Jungle Bird (another future article!) and they had a little table of books and bar tools for sale. I purchased Jeff Berry's new book, *Potions of the Caribbean* and I literally cannot put it down! If you are a lover of rum, and all things Tiki, you MUST add this book to your collection. The photos are incredible and there are tons of stories and cocktail recipes I have never even heard of.

One of the sections that struck me the most is about a famous bartender by the name of Joe Scialom. He encouraged people to call him "Joe the Bartender" but he was far more than just that. Joe Scialom spoke 8 languages fluently, and dressed impeccably. He was born in Egypt in 1910, his father being a Sephardic Jew from Italy and his mother a Russian Jew. His father owned a pharmacy in Cairo, and given that he was expected to take over the family business, he studied Chemistry in France in the late 1920's. He didn't necessarily love the mixing of medicines but what he was passionate about was mixing tinctures on hand for the purpose of "making something that would make people cheerful". Joe made a name for himself as a bartender in Egypt, making cocktails for very famous names including Egypt's King Farouk, Sir Winston Churchill, and Charles de Gaulle. During the 1940's, Conrad Hilton began opening luxurious Hilton locations that he









called "little Americas". Puerto Rico was the first property and Hilton left no stone unturned. It was called the Caribe Hilton and was a 10 story hotel with over 300 rooms, an outdoor swimming pool, and a private beach. Guests were greeted with a beautiful cocktail upon arrival, the "*Welcome Caribe Hilton Cocktail*", one of many tropical drinks served at this location. Swanky and exotic are the words that come to mind to describe this incredible spot.

Conrad Hilton knew he needed the right person at the helm to manage the bar at The Caribe and Joe Scialom was the perfect fit. Joe was not only a brilliant cocktail crafter, but he was also Mr. Personality--- and this is the part I relate to and love so much about him. He understood the importance of hospitality.....many people can make a great drink, but a great bartender is so much more than that. He was quoted once as saying "The complete bartender is a blend of diplomat, man of the world, father, confessor, financial advisor, and storyteller, with a dash of education". I would probably also add psychiatrist to this list but I certainly concur and try to live by this exact mantra. Joe was also far ahead of his time with his use of local ingredients--- by today's standards that is just expected of a craft cocktail bartender but in the 1950's, not so much. Whether you are reading this as a working bartender, a novice cocktail maker, or just someone who enjoys sitting at a bar, I hope that you can appreciate my affinity for Joe Scialom. If I could travel back in time, I would go spend a week learning from him!

I have included a few recipes of Joe's below, as well as the Caribe welcome drink. When I was in Puerto Rico last week I had fresh Guanabana for the first time (YUM!) so I had to include one with it. Also- on a side note- Puerto Rico is alive and well after the devastation of Hurricane Maria, and I highly recommend it as a wonderful getaway. The food and cocktail scene is world class and the beaches are outstanding.





#### **CARIBE WELCOME COCKTAIL (Circa 1954, originally created by Ricardo Garcia)**

- 1.5 oz. Puerto Rican Gold Rum
- .5 oz. Apricot Brandy
- 2 oz. Coconut Water
- .5 oz. Coco Lopez Coconut Cream
- .3 oz. Fresh Lime Juice

Shake all ingredients with ice, and if you are able to source a whole coconut, this drink is extra special when served in one. Serve over ice and garnish with lime.

#### **OLD FASHIONED VOODOO (Circa 1957, by Joe Scialom)**

- 1 oz. Puerto Rican Gold Rum
- 1 oz. Apricot Brandy
- 2 oz. Guanabana Juice
- 1 oz. Whole Milk

Shake this cocktail with ice and serve over fresh ice in an old fashioned glass. Garnish with fresh grated coconut and nutmeg, and if fresh Guanabana is available, it makes a lovely garnish.

- Guanabana is also called *soursop*. I have bought the Jumex brand before but it is a bit sweet so if you are using that you may want to pull back on the amount in this drink.

#### **TROPICAL ITCH (circa 1957, by Joe Scialom)**

- 2 oz. Puerto Rican Light Rum
- 1 oz. Jamaican Dark Rum
- 1 oz. Vodka
- 1 oz. Grand Marnier
- 6 oz. Mango Juice
- .5 oz. Fresh Lime Juice
- 2 dashes Angostura Bitters

This is a giant recipe--- over eleven ounces!! I think this is definitely a drink for two, so you will either need to pour it into two glasses or find one large vessel with two straws. Shake all ingredients well with ice and garnish with all the elaborate Tiki garnishes you want, such as: mint, pineapple, lime, orchids, etc...

Cris

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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.RumUniversity.com](http://www.RumUniversity.com)



## 101 Mojitos & Other Muddled Drinks

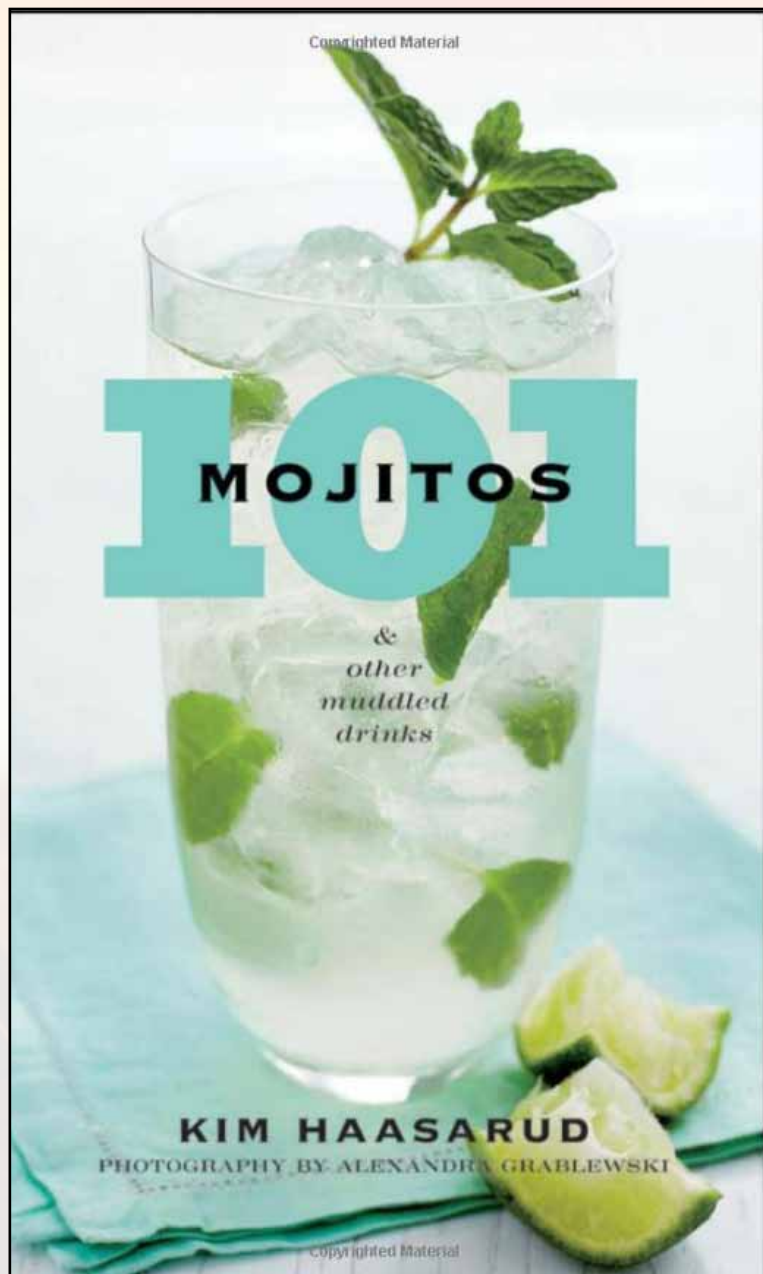
(Publisher's Review): 101 cool cocktails for warm-weather fun. In the last few years, the mojito has become a staple cocktail at summertime parties and bars across the country. This simple mix of rum, fresh muddled mint leaves, and lime juice served over ice with a splash of soda is the perfect drink for cooling down on a hot, sunny day.

101 Mojitos and Other Muddled Drinks provides expert guidance on mixing the perfect mojito, as well as 100 variations and other muddled drink recipes that focus on fresh ingredients and plenty of ripe fruit. In addition to mojitos, you'll find caipirinhas, caipiroskas, crushes, and margaritas as well. In fact, if you've got fresh fruit of any kind on hand, you'll probably find more than enough delicious and refreshing ways to use it.

Includes 101 recipes illustrated with brilliant four-color photographs throughout  
Features recipes that emphasize fresh fruit and herbs and inventive tweaks on classic summer drinks.

With such drinks and variations as Blood Orange Mojito, Pomegranate Mandarin Mojito, Concorde Grape Sage Caipirinha, Watermelon Basil Lemonade, Blackberry Grappa Smash, and the classic Old Fashioned.

Whether you're hanging out in the backyard, lounging by the pool, or eating at an outdoor restaurant, the mojito and its muddled cousins make the perfect summer drinks.



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Language: English  
ISBN-13: 978-0470505212







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**T**he 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.

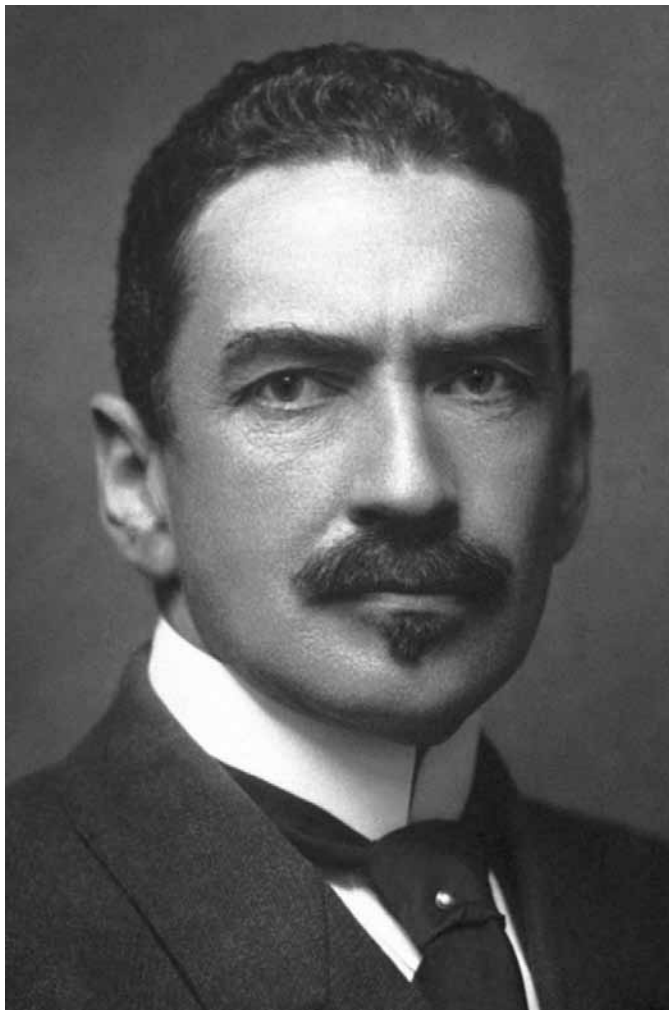
## **Featured Biography: Hans von Euler-Chelpin**

### **Early Life**

Hans von Euler-Chelpin was born on February 15, 1873, at Augsburg. His father, who was then a captain in the Royal Bavarian Regiment, was transferred to Munich and von Euler-Chelpin spent most of his childhood not far away with his grandmother at Wasserburg. After going to school at Munich, Würzburg and Ulm, he studied art from 1891 until 1893 at the Munich Academy of Painting, first under Schmid-Reutte and later under Lenbach, whose gifted and powerful personality greatly influenced him.

His desire to study problems of colour and especially the colour of the spectrum led von Euler-Chelpin to begin, in 1893, the study of science. He therefore went to the University of Berlin to study chemistry under Emil Fischer and A. Rosenheim, and physics under E. Warburg and Max Planck; and in 1895 he took his doctorate at the University of Berlin. He then took a short course in physical chemistry in Berlin and went, after this, to the University of Göttingen to work from 1896 until 1897 under W. Nernst. In the summer of 1897 he went to work in the laboratory of Svante Arrhenius in Stockholm and was appointed assistant there. In 1898 he qualified as Privatdozent in physical chemistry in the Royal University at Stockholm, and in 1899 he was appointed as such in that University. Between 1899 and 1900 he visited the laboratory of van 't Hoff. Both van 't Hoff and Nernst greatly influenced his scientific development.

Subsequently, visits to the laboratories of A. Hantzsch and J. Thiele confirmed his interest in organic chemistry and he then began to work on this subject, partly in collaboration with Astrid Cleve, who was his wife at that time. During this period he visited the laboratories of E. Buchner in Berlin and G. Bertrand at the Pasteur Institute in Paris.



## Academic Work

In 1906 he was appointed Professor of General and Organic Chemistry in the Royal University, Stockholm. In 1929 the Knut and Alice Wallenberg Foundation and the International Education Board of the Rockefeller Foundation established in Stockholm the Vitamin Institute and Institute of Biochemistry, and von Euler-Chelpin was appointed as its Director. In 1941 he retired from teaching, but continued his researches.

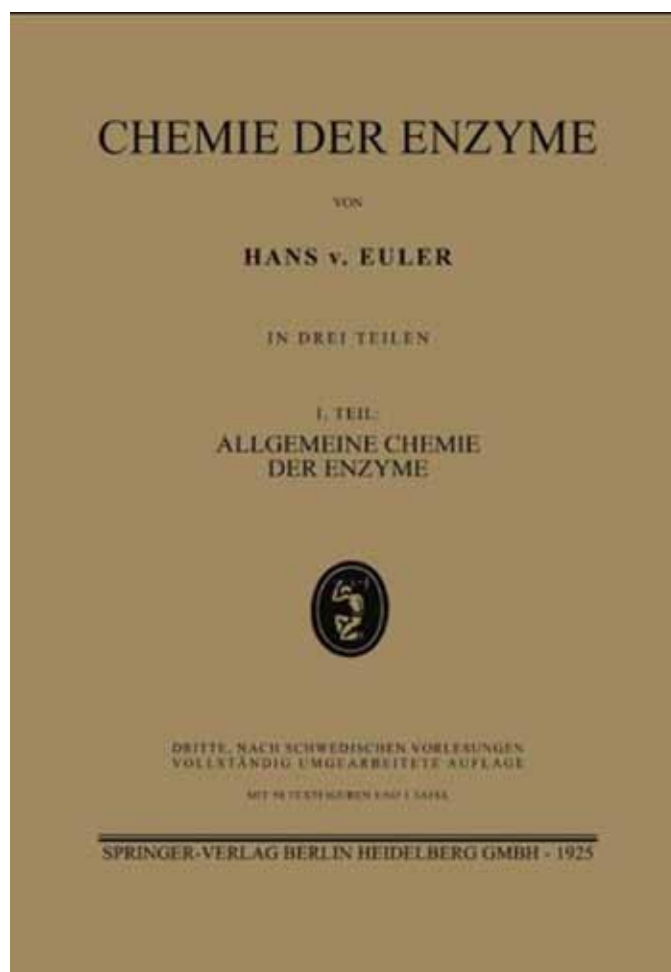
Von Euler-Chelpin's first biochemical work was published in 1904. Its subject was the action of enzymes considered in relation to his earlier work on catalysis. This earlier work had won him, in 1898 the Lindblom Prize of the German Academy of Sciences for a paper on the catalytic hydrolysis of substrates by salt formation with the catalyst, work which he later developed further in collaboration with E. Rudberg and A. Ölander. From 1906 onwards, von Euler-Chelpin was chiefly concerned with physico-chemical and biochemical problems, publishing, from 1908 to 1909, the results of his work on the chemistry of plants, and in 1915 the results of his collaboration with P. Lindner on the chemistry of the fungi. From 1925 until 1930 he worked on the chemistry of enzymes.

An important part of von Euler-Chelpin's work was done in collaboration with K. Josephson on the enzymes saccharase and catalase. The work he had begun in 1905 on fermentation was specialized in his Institute to phosphorylation, and the first phases of fermentation and their catalysis were studied, with special attention to co-enzyme and also related activators. In this latter work K. Myrback played a great part. An important result of his work with his collaborators on co-enzyme was his clarification of its structure, other conclusions being confirmed by Lord Todd in 1956.

In 1924 von Euler-Chelpin began his numerous studies of the vitamins in collaboration with B. von Euler, Paul Karrer and Margareta Rydberg, with whom he carried out, in 1928 a study of the marked vitamin A activity of carotene. His work on fermentation and general enzyme chemistry was continued in the Institute established in Stockholm by the Wallenberg and Rockefeller Foundations, special attention being given to the use of enzyme chemistry for the study of heredity and the blood serum.

## Nobel Prize

In 1929 von Euler-Chelpin was awarded jointly with Arthur Harden, the Nobel Prize for Chemistry for his work on alcoholic fermentation. In 1914 he had published a book on the chemistry of yeast and alcoholic fermentation. Between 1925 and 1934 he embodied the results of his very extensive research in enzymology in his monograph entitled *Chemie der Enzyme*, which was the first modern monograph on this subject. In 1957 he published with B. Eistert a book





on the chemistry and biochemistry of reductones. With C. Martius he had succeeded in preparing triose-reductone. In 1958 he visited Japan and published a monograph on the reductones in collaboration with Professor K. Yamafuji and Drs. Namura and Adachi.

Later in 1935 von Euler-Chelpin investigated the biochemistry of tumours and especially studied the nucleic acids in tumours by means of labelled compounds by a technique he invented in collaboration with G. de Hevesy. On tumours he published two important monographs, one entitled the Biochemistry of Tumours, written in collaboration with Boleslaw Skarzynski of Cracow and published in 1942 and the other entitled The Chemotherapy and Prophylaxis of Cancer, published in 1962.

A careful teacher and a friend to all who worked with him, von Euler-Chelpin has inspired and exerted great influence on many workers in the field of biochemistry. He was a Fellow of the Academies of Sciences of Bangalore, Berlin, Munich, Rome, Paris, Vienna, Copenhagen, Helsinki, Moscow, Leningrad, Halle, Göttingen, Tokio and New Delhi. He was also a Member of the Royal Swedish Academy of Sciences, the Royal Swedish Academy of Engineering Sciences, the Royal Institution, London, the Finnish Academy of Sciences, and the Academy of Sciences of New Delhi, a Foreign Member of the Max Planck Society, a Corresponding Member of the Academy of Sciences, Paris, and an honorary member of the Academies of Sciences of Helsinki and Japan, the Indian Academy of Sciences, the Chemical Societies of France, Italy and Berlin, and of the Japanese Cancer Association, Tokio. He held honorary doctorates of the Universities of Stockholm, Zurich, Athens, Kiel, Berne, Turin, and Rutgers and New Brunswick Universities. In 1959, he was awarded the Grand Cross for Federal Services with Star, Germany.

Von Euler-Chelpin married twice. His first wife, Astrid Cleve, is mentioned above. They had five children. In 1913 he married Elisabeth Baroness af Ugglas, who collaborated with him in his work. There were four children by this marriage. He died in Stockholm on November 6, 1964, at the age of 91.

### **Did you know that...**

The environment of the enzyme and the substrate can affect the speed of the reaction. In some cases the environment can cause the enzyme to stop working or even unravel. When an enzyme stops working we call it "denatured." Here are some things that can affect enzyme activity:

- **Temperature** - The temperature can affect the reaction rate. The higher the temperature, the faster the reaction will occur. However, at some point the temperature will become so high that the enzyme will denature and stop working.
- **pH** - In many cases the pH level, or acidity, of the environment around the enzyme and substrate can affect the reaction rate. An extreme pH (high or low) will typically slow the reaction or even stop the reaction altogether.
- **Concentration** - A higher concentration of substrate or enzyme can increase the reaction rate.
- **Inhibitors** - Inhibitors are molecules that are specially made to stop the activity of enzymes. They may just slow down the reaction or stop it altogether. Some inhibitors bond with the enzyme causing it to change shape and not work correctly. The opposite of an inhibitor is an activator which can help to speed up the reaction.



# THE RUM HISTORIAN

by Marco Pierini



**M**y name is Marco Pierini, I was born in 1954 in a little town in Tuscany (Italy) where I still live.

I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been history. Through history I have always tried to know the world. Life brought me to work in tourism, event organization and vocational training. Then I discovered rum. I cofounded La Casa del Rum, that ran a beach bar and selected premium rums.

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](https://www.facebook.com/marco.pierini.3) and in my new Blog: [www.therumhistorian.com](http://www.therumhistorian.com)

I have published a book on Amazon:

*"AMERICAN RUM - A Short History of Rum in Early America".*

**Got Rum? April 2019 - 30**

AND IF IT WERE THE FRENCH  
CARIBBEAN THE FIRST CRADLE OF  
RUM?

## 6. CONCLUSION: THE CRADLES OF RUM

In this last article I will try to sum up the outcome of my research into the role of the French Caribbean in the first steps of commercial production of rum.

In the 1620s and 1630s, the French began to settle in the Caribbean. In those years, they had known America and its resources for well over a century. In particular, they had a long experience of travelling to and trading with Brazil, the greatest producer of sugar of the age. And we know that in Brazil rum was already produced, at least from the beginning of 1600s.

When the French settled in the Caribbean, they already had a long and successful commercial experience of producing and exporting *eau-de-vie de vin*, water of life from wine, on a large scale. Or, to say it in another way, in the 1620s and 1630s the business of distilling had been well





1. Le Chasteau. 2. Le Jardin. 3. La Basse cour. 4. La Chapelle et les Offices. 5. Les Escuries. 6. La Tour des munitions. 7. La Ville d'Angole.

established in France for some time.

After this short historic introduction, here are some contemporary French documents.

1. Minutes of the Assembly of the Company's Stakeholders, 13 August 1639. "Regarding the request made by Jean Faguet in order that the Company grant him for six years an exclusive license to make water of life on the islands of Martinique and Saint-Christophe, both from wine and any other fruit or legumes that he will be able to grow or find through his ingenuity and industriousness on the above-mentioned islands, ... the aforementioned Faguet is granted exclusive license to make water of life on the aforementioned islands, using what grows on them, for six years, on condition that he pays to the Company the XXth part of the water of life he will produce, with everybody else being banned from

producing it on the two islands during said period under penalty of confiscation of the water of life they have produced and a fine of a thousand pounds of tobacco."

2. Jacques Bouton "*Report on the settlement of the French after the year 1635*" published in 1640. "They [the slaves] are fond of a strong water of life that they call stomach burner".

3. Minutes of the Assembly of the Company's Stakeholders, 7 January 1643. "Regarding the requests submitted by Captain Flament, letters in his favour will be written to Mr Aubert on the island of Guadeloupe and to Mr de Leumont, intendant general of the affairs of the Company on Saint Christophe. He will be granted permission to make water of life for a period of three years without prejudice to the public freedom to produce it as it is common, and to ship it from



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# France's American Empire at Its Greatest Extent, 1700



France to the islands.” In other words, the Company grants Captain Flament permission to produce spirits, but not exclusively. Other colonists are specifically allowed the right to continue producing them, as evidently they had been doing for some time.

We cannot be completely sure, though, that the water of life quoted in these documents was actually rum. Even before the Europeans arrived, the natives made various fermented beverages and the settlers drank them for want of anything better. We know that the Europeans distilled these beverages but it is probable that they also produced a spirit from sugar cane, that is, rum. Because there was sugar cane in the French islands.

4. Hyacinthe de Caen *“Relation des îles de Saint-Christophe, Gardeloupe et la Martinique...”*, 1641. “As sugarcane is

cultivated in this place, there will be plenty of work making sugar, primarily on the islands of Guadeloupe and Martinique, that will one day be able to supply France...”

5. Maurile de Saint-Michel *“Voyage des Isles Camercanes en l’Amérique”*, published in 1652. “Never before have I seen a country where sometimes more diverse kinds of beverages can be found than on S. Christophe: more ancient and longer Frenchified than Martinique; as the Dutch bring their beer there; the Normans their cider, but it does not keep for long; those from S. Malo stop in Madeira and collect the wine which they carry and sell at a hefty price; those from La Rochelle the wine from Gascony which ages and becomes sour very soon; but vinegar sells well; everybody works hard to get water of life to the island, and that is the lifeblood of this country. Some send there [water of life] from rosolio; others produce it from



sugarcane wine, and I will soon tell you how it is produced; others from Oüicou; others from Masbi.” Here there can be no doubt whatsoever: Maurile de Saint Michel tells us clearly that on Saint- Christophe several types of spirits were produced regularly, among which one made from sugarcane: RUM.

6. Jean Baptiste Du Tertre, “*Histoire générale des isles de Christophe, de la Guadeloupe, et le Martinique et autres*” published in 1654. “Another great bounty is obtained from this sugarcane; because from it excellent water of life is produced, which is sold at a high price in the country.”

7. Jean Baptiste Du Tertre “*Histoire générale des Antilles habitées par los Francois*” published in 1667. “Neither the crushed cane nor the scum that is removed from the second and third sugar boiling cauldrons is useless. The scum is reserved in a trough where it is kept to make *eau-de-vie*, or brandy. The slaves prepare an intoxicating drink from it, and it sells quite well on the islands; sugar syrup also sells quite well because it is used in making spice bread in Europe. I have also seen it boiled together with *ouicou* which renders a drink even stronger than the best Flemish beer. As for the crushed cane, it is fed to the pigs which fattens them and gives the meat and lard an excellent flavor. The juice from crushed sugar cane which isn’t tipped quickly enough into the boiling cauldrons, goes sour immediately, and when this is mixed with water the preparation is called *vesou*, which also sells well on the islands. All these little tricks contribute significantly to a well-run sugar plantation.” (translated by Bernie Mandelblatt in “*Atlantic consumption of French Rum and Brandy and the economic growth in the Seventeenth- and Eighteenth-Century Caribbean*” 2011) Then, speaking about the slaves, he writes: “They are not given water of life to drink, except when they are obliged to do very hard work, or when they are planting tobacco under pouring rain. Water of life has been a bit more common on the islands since sugar started to be produced there, thanks to the secret which has been discovered of

making it from the skimming taken from the cauldrons ...”

Therefore, in two different French books, de Saint-Michel’s “*Voyage des Isles Cameranes en l’Amérique*” and Du Tertre’s “*Histoire générale des isles de Christophe, de la Guadeloupe, et le Martinique et autres*” , both published a few years before Ligon’s, we can find the earliest indisputable evidence of rum production in the Caribbean. Can we then state that the French were the first and that Barbados came in second? No, we can’t, not yet at least. There are other English documents in Barbados, older than Ligon’s book, but less clear, which ought to be studied thoroughly. And I don’t know whether it’s worth it, in any case it would be merely a matter of few years. But now we can say with certainty that, **in the race to grow sugar and produce rum commercially in the Caribbean, the French and the English got to the finishing line together. And that both learnt from Portuguese Brazil.**

In our modern world the cultural hegemony of the English language is a fact. Moreover, for centuries the British were by far the biggest producers and consumers of rum. All this explains why the attention of academics, popularizers and enthusiasts has focused on Barbados and much less on Saint-Christophe and Martinique. But the historic truth is that the **French Caribbean and English Barbados have been together the first cradles of rum.**

But if large scale commercial production of rum started at the same time in the French and English Caribbean, why did rum later become a typically British spirit ? In other words, why didn’t the French producers have the same success as their English neighbors and rivals? We’ll endeavor to find an answer to this question through a new research dedicated to French Rum’s Early History.

See you next month.

Marco Pierini

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# THE COCKTAIL SCIENTIST

By Joel Lackovich



Hello, my name is Joel Lackovich. I first became a Rum aficionado while bartending at the legendary Washington DC hotspot, NATION, in the late 90's. Serving hundreds of patrons each night, I always held a special place in my heart for Rum, whether I grabbed a bottle from the rail or from the top shelf.

Today, with over 20 years of experience in the field of life sciences, and degrees in Biotechnology, Chemistry, and Microbiology from the University of Florida, and an MBA from the Jack Welch Management Institute, I bring a unique blend of both science and human perspective to how I look at Rum, and the cocktails we all enjoy. The ingredients, the preparation, and the physical properties that constitute a Rum cocktail fascinate me. I hope you enjoy my column where I dissect a different Rum cocktail each month and explore its wonder.

Joel Lackovich (joel@gotrum.com)







Photo by Joel Lackovich

## THE TRADITIONAL MOJITO

### INTRODUCTION

The Traditional Mojito is a true classic cocktail, that when prepared correctly, you can taste the hard work of the artisan in every sip. Perfectly illustrating the phenotypic beauty of a hand-crafted cocktail, the Mojito is as visually pleasant to the eye as it is deliciously tasteful to the pallet. Thus, it is easy to see why when ordering the Mojito, one can quickly turn into two!

However, to thoroughly enjoy the Mojito, one must follow a scientific formula during preparation to ensure the perfect outcome. Within the confines of this popular cocktail lies true significance as to its preparation and ingredients. Both are equally important to the cocktail's outcome and its flavorful profile. Prepared incorrectly, and the taste can be quite repugnant, leaving even an avid Mojito enthusiast regretting they ordered a Mojito in a restaurant or bar.

## MATERIALS AND METHODS

Rum – 1.5 oz (60 mL) Light White Rum  
Sugar – 2 tsp (8 gr) White Sugar  
Lime – 1 tsp (Juice of ½ Lime)  
Fresh Mint Leaves – 6 to 12  
Soda Water

Gently muddle, using a wooden muddler, the mint leaves in the cocktail glass with the sugar and lime juice.

Fill the glass with ice.  
Pour the Rum into the glass.  
Fill with soda water and stir.  
Garnish with Mint Leaves.

## DISCUSSION

Preparing a traditional Mojito is a journey. Although made with just five simple ingredients, when it is not prepared correctly, the result can be more like a science experiment gone wrong than a delicious cocktail. The time and a preparation involved cannot be over emphasized. When making a Mojito, patience is a virtue, and the resulting taste is a true measurement of the level of patience of the preparer.

## HISTORICAL ORIGIN

But first, before analyzing the preparation and dissecting the ingredients of the cocktail, we must understand how the traditional Mojito came to fruition. The Mojito was the first cocktail to combine artistry and science. As craftsman-like as the Mojito cocktail is considered today, its original ingredients and origin may have been out of necessity. Much like the Daiquiri, a pleasant cocktail experience was likely not the initial sought outcome. According to legend, the Mojito has roots dating back to the 1500's when Sir Francis Drake, an infamous Naval Captain who served under Queen Elizabeth the First's flag, combined a high-congener rum called *aguardiente* with sugar, lime, and mint. He is said to have coined it, "El Draque" or "The Drake" (1). Like the Daiquiri's inception, the concoction was likely developed to alleviate the effects of scurvy and dysentery. As Sir Francis Drake was using Cuba as an island base during this period of history, this is likely how the foundation of the drink was introduced to the Island, or the drink was introduced to the man. And while the origin

of the name of the cocktail is up for much debate, the Mojito's international acclaim owes much of its popularity to Ernest Hemingway, who was known to enjoy them at *La Bodeguita del Medio*, a local Cuban bar. James Bond in the 2002 movie, "*Die Another Day*," likewise elevated the cocktail's reputation when he ordered a Mojito instead of a martini. It is through these two pop culture icons' appreciations for the Mojito that we are re-introduced to this muddled cocktail.

## MUDDLING

The technique of muddling used in the architecture of the Mojito is a true labor of love that has ties to ancient history. A wooden muddler is used to muddle the mint leaves to build the cocktail. The wooden muddler, which looks like a wooden dowel or a small baseball bat is a type of pestle. A pestle is a tool that has been around for thousands of years, used normally with a mortar in both food and medical applications for grinding spices, herbs, and medicines. In the world of cocktails, the first time a bartender used a wooden pestle to make a Mojito cocktail would be analogous to man discovering fire for the first time, and it would have been epic! Unfortunately, it is very easy to spoil a Mojito by over muddling, and this is the devil in the details why many of us have had a ghastly experience with the Mojito.

So why does over-muddling effect the taste of the Mojito? Unbeknownst to many, it has to do with mint, or *Mentha*, as it is known scientifically. There are over 20 different species of the genus *Mentha* and all of them contain chlorophyll and carotenoids which are phytochemicals.





Phytochemicals are chemicals produced by plants that play a role in the biological activity, plant growth, and plant defense against competitors, pathogens, or predators (2). Simply look at a mint leaf and you will see plant veins containing chlorophyll and carotenoids which are known to be bitter tasting. In fact, during a recent study, *Mentha spicata* (spearmint), which is one of the more popular mint varieties used in the preparation of a Mojito, was found to have the highest content of carotenoids, compared to other species in the *Mentha* genus (3). Thus, when preparing the Mojito, many believe to release the aromatic compounds of the sought-after mint taste, that drilling the mint leaves with the wooden muddler is required. Violently shredding *Mentha* will release phytochemicals during the cocktail preparation process and irrevocably harm the flavor profile of the Mojito, not to mention allow for tiny pieces of mint to find their way in between your teeth when you drink the cocktail. Instead, to protect the scientific and artisanal integrity of the Mojito, only a couple gentle turns of the wooden pestle against the mint leaves are required to release the mint's flavor.

### FLAVOR PROFILE

Because the modern Mojito uses Light (low-congener) Rum which lacks a strong suite of esters, which are more common in heavier rums, the cocktail relies on other ingredients to give it its characteristic delectable taste. Lime Juice, Sugar, and Mint (*Mentha*) all play an integral role in the flavor profile of the Mojito. Through the act of muddling during the initial preparation of the cocktail, Lime Juice, Sugar, and Mint all react with one another. The use of Lime Juice, which is a significantly strong citric acid and key indicator of sourness, is balanced with the sweetening properties of sugar, much like in the Daiquiri. However, by adding Mint, menthol is introduced. Menthol is a terpene alcohol and is the main active ingredient of mint. In nature, *Mentha* produces menthol as a deterrent to insects to protect itself. However, when consumed by humans, menthol makes our mouths feel cool because menthol binds to and triggers the cold sensitive TRPM8 receptors in our mouths (4). Thus, it is imperative that gentle muddling is exercised to release this active

chemical ingredient to ensure our Mojito's taste cool and minty.

### NUTRITION

*Mentha*, specifically spearmint (*Mentha spicata*), one of the common base ingredients of the Mojito, possesses several biological activities that have been linked to folkloric medicine. It has been prescribed over the centuries as treatment for colds and upper-respiratory tract infections, as well as a treatment for stomach-aches. While there lacks true scientific evidence to support these uses of *Mentha*, the use of *Mentha* to enhance cocktails is well documented. While the use of *Mentha* in the Mojito distinguishes it nutritionally from its cousin, the Daiquiri, the Mojito cocktail is a healthy cocktail containing only 205 calories per 8 oz (5).

### NUTRITION FACTS

(Amount Per 1 fl oz)

Calories:	25.63
Total Fat:	0.01 g
Cholesterol:	0 mg
Potassium:	6.25 mg
Total Carbohydrates:	3.63 g
Dietary Fiber:	0.15 g
Sugar:	3.25 g

### CONCLUSION

The traditional Mojito is a cocktail that has deep colonial roots and remained relatively unknown to the modern world until the 20th century. Prepared correctly and carefully, the Mojito is a refreshing cocktail, and the use of the wooden pestle in the preparation of the Mojito is a true testament of a bygone tool maintaining a timeless usage in a modern great cocktail.

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# RUM IN THE NEWS

by Mike Kunetka



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 me an email to: [Mike@gotrum.com](mailto:Mike@gotrum.com).

## MONTANYA DISTILLERS

V&B, a high-end curated boutique in France that sells spirits, wine, and beer, now sells Montanya Distillers in 180 of its locations. Montanya's Oro and Platino are both available in V&B's 150 stores and its 30 tasting bars as part of V&B's "Born to Be Craft" portfolio. The rums are shipped in bulk to Spain where they are bottled and then shipped on to France, helping to make the overseas partnership a business and environmental success. According to Mintel, which tracks and analyzes new CPG products, more than half of consumers in France find craft distillers more appealing than larger brands. This demand stems from excitement for authentic, less processed, and more distinctive spirits. "Montanya is an ideal fit for what the market craves in France, and much of the EU, right now," remarked Karen Hoskin, co-owner and co-founder of Montanya Distillers. "V&B really sets an international trend with how they approach beer, wine, and spirits, so we're honored to partner with them. They take a really unique, millennial-style approach. Instead of



paying for something you've never tasted, they've set up tasting bars focused on exposing consumers to new things. It's a totally different and exciting experience than what we often find in the U.S." At V&B, tastings are held around large tables to encourage conversations and connections, you won't find tables and chairs. They also host tasting workshops, parties, concerts, and sports rebroadcasts. Montanya Distillers is one of only a few American craft spirits sold at V&B, thanks in part to Montanya's simple ingredients, which includes non-GMO sugar cane, mountain spring water, and yeast; nothing artificial. Montanya's fresh approach to rum also helps. Montanya's style of rum is generally lighter, drier, less funky, and more oak forward than many pot-distilled rums. Next up for Montanya, distribution into the UK, which Montanya slates for later this year. [www.MontanyaRum.com](http://www.MontanyaRum.com)

### **BANDITTI CLUB – GLASGOW SPICED RUM**

Banditti Club is the latest addition to Glasgow Distillery's growing range of award-winning premium brands such as Makar gin and 1770 whisky. Banditti Club refers to a collection of enthusiastic partygoers that would meet in local public houses in Glasgow in the late 1700's and early 1800's to sing, eat, play music and, of course, drink into the wee hours of the morning. Banditti Club is made using rum distilled from freshly pressed sugar cane juice on the Island of Madeira. The rum is then matured and spiced in Glasgow. Aged for up to 12 months in oak casks, the rum is spiced with a selection of fresh tropical fruit and exotic spices, including pineapple, orange, cacao and allspice. Natural sweetness and warm spice on the nose, Banditti opens up to toasted pineapple and orange on the palate with notes of clove and anise that lead to a long spicy finish. Mike Hayward, co-founder of The Glasgow Distillery Company, said: "The city of Glasgow has a strong historical connection with rum and therefore it felt right that we bring our own brand to market. We believe now is a perfect time to join the growing number of rums in the market, as consumers seek to further explore and discover new drinking experiences. Banditti Club offers a premium, all-natural product with no added sugars or colorings, which we believe stands up strongly alongside the best spiced rums currently available." [www.glasgowdistillery.com](http://www.glasgowdistillery.com)

### **MOUNT GAY RUM**

Mount Gay has marked its 316th anniversary as the world's oldest operating rum distillery by showing appreciation to its valuable staff members, clients and customers. The company

celebrated in fine style with a series of events including visits to clients and customers at bars and rum shops, a staff appreciation event and a massive product sale for the public. Speaking at the staff appreciation, Managing Director Raphael Grison said that 316 years was a great accomplishment and explained that the company wanted to say a huge 'thank-you' to all who made it possible to mark the significant milestone. "The rum shop crawl gave us the opportunity to meet with our customers one-on-one to thank them for pushing our brand and to also get a better insight into what is happening in the trade," he said.

"The sale at our distribution center was our way to say thanks and give-back to our loyal customers and clients, by providing the opportunity for them to purchase their favorite products at a reduced price." Stressing that the celebrations could not be complete without acknowledging Mount Gay's dedicated staff members for their contribution throughout the years, Grisoni told them, "I want to sincerely thank each of you for your input and commitment. It is truly appreciated. Three hundred and sixteen years are significant and cause for celebration. Each of you has played a very important role in getting us to this milestone and we should all be very proud." He added, "There is a pioneer mindset at Mount Gay and we intend to keep that going. Yes, we are the oldest but we do not intend to rest on our laurels. We intend to continue to be innovative, engage our customers and keep our brand visible as we look forward to celebrating many more years." <https://www.mountgayrum.com/>

### **RHUM SAINT JAMES**

After three years of development, Rhum Saint James has released Saint James Aromatic Cocktail Bitters. It is created using a base of sugarcane alcohol, which is macerated with plants and spices such as wormwood, gentian, quinquina, angelica flower, caraway, coriander and ginger. Stephen Martin, Brand Ambassador, researched historical pharmacist, distiller and bartender manuals to develop the final recipe. The new product was showcased at ProWein in Düsseldorf last month at the stand of brand owner La Martiniquaise/Bardinet. Produced in Martinique, Saint James is the world's best-selling agricole rum, with a distribution footprint in more than 50 countries. <http://www.saintjames-rum.com>

### **TIPPY COW RUM CREAM**

To continue the momentum from a sales jump of more than 25 percent in 2018, Midwest Custom Bottling has introduced a whole new look for its

complete line of nostalgic flavors, which includes Orange Cream, Chocolate Shake, Vanilla Soft Serve and Shamrock Mint. "The new dressed-up packaging better communicates Tippy Cow's quality and provides a bottle display that really stands out on a back bar. The new look increases consumer recognition of the brand as a high-quality cream liqueur while colorfully conveying each of Tippy Cow's long-loved nostalgic flavors found inside every bottle." Blended with the finest Caribbean rum and the freshest real dairy cream from Wisconsin, Tippy Cow flavors like Orange Cream, Chocolate Shake, Vanilla Soft Serve and Shamrock Mint are reminiscent of iconic sweet creamy flavors. Consumers say they remind them of a Dreamsicle, a Wendy's Frosty, a Dairy Queen Soft Serve and a Shamrock Shake. <http://tippy-cow.com>

### **AMERICAN DISTILLING INSTITUTE**

The 16th annual American Distilling Institute Craft Spirits Conference & Expo was held March 18-21, 2019 here in Denver. The competition recognizes excellence in the glass from distillers and blenders that are producing some of the world's finest artisan spirits. ADI Judging has expanded to accept US and International entries in all classes and categories of distilled spirits, RTDs, cocktail bitters, aperitifs and fortified wines from small and medium size producers. Spirits awards are handed out in classes including agave, brandy, gin, liqueur, rum, specialty, vodka and whiskey. The scoring of spirits is based on a 100-point system and each judge assigns an overall score which is correlated to a medal recommendation or no medal recommendation for each spirit. Below 70 no medal is recommended, 70-79 for a bronze, 80-89 for silver, and 90-100 for gold. After all the spirits in a flight have been scored the entire panel awards double gold, gold, silver or bronze medals for spirits judged worthy of recognition. It is not uncommon for no spirit in a flight to receive a medal. Once all the spirits in a particular spirit category have been judged, the "Best of Category" designation is awarded to a spirit the judges identified as the best example of that category entered into the entire competition. For example, the Best Classic Gin, the Best Blended Bourbon, the Best Citrus Liqueur, etc. Once all of the spirits for a particular class have been judged, the "Best of Class" designation will be awarded for both US and International spirits in a particular spirit class, such as Best US Whiskey or Best International Brandy. To be eligible for a Best of Class award, a spirit must have been awarded both a gold or double-gold medal and "Best of Category." This year, the Best of Class

awards for Blended Rum went to Virago Spirits for their Four-Port Rum. Best in Class for Distilled Spirit went to Pennsylvania Pure Distilleries for their Rum 105. Best of Category for Flavored Rum went to Eastside Distilling's Hue-Hue Coffee Rum. Best in Category for Column Still Rum went to Heritage Distilling Company for their Cask Club Distiller's Reserve Rum. Best in Category for International Pot Still Rum went to Proof and Wood for their The Funk Rum. NJoy Spirits Distillery won a Gold Medal for their Mermaid Rum, an overproof rum. Cutwater Spirits won a Gold Medal for their Barrel Aged Rum, a blend of Pot & Column Still rums. Islamorada Distilling won a Gold Medal for Reserve Rum Single Barrel, a Pot Still rum. <https://distilling.com/>

### **SHOTS BOX**

Shots Box, a monthly subscription box featuring spirits samples, has launched, connecting craft distilleries to people nationwide, providing consumers a new way to discover and taste craft spirits in sample sizes before making the commitment to buy a full-sized bottle. With Shots Box, consumers have the opportunity to taste unique spirits first and then can purchase a full-sized bottle from the Shots Box website or retail store, allowing them to affordably discover their drink of choice. The company's goal is not only to help consumers discover new brands but also offer local distilleries, who may not have wide distribution or marketing, the opportunity to reach a wider audience.

"The best spirits, in my opinion, are from craft distilleries which is why I am excited to announce the launch of Shots Box," said J.C. Stock, CEO and co-founder of Shots Box. "Our subscription service delivers samples of the best liquors from around the country and connects our subscribers by letting them share experiences and thoughts online. We want consumers to discover new favorites and enjoy the process of becoming a better-informed alcohol consumer."

Subscribers will have the opportunity to exchange authentic reviews of products and share their thoughts, recipes and more across the Shots Box online platform. Their selection will include all spirits, including rums. Coming soon they will have 4 craft rums coming from a craft brand in Mexico. <https://shotsbox.com/>

### **DRUNK MUNK TIKI BAR**

The Drunk Munk, a tiki bar and restaurant that serves Polynesian-themed food and drinks has



opened in Old Towne Scottsdale in Arizona. Drunk Munk will serve dinner seven days a week and offer weekend brunch and lunch. The restaurant is located on the corner of 6th Avenue and Stetson Drive, in the building occupied for 21 years by Cowboy Ciao. Drunk Munk's dinner menu offers everything from pot-stickers to Mexican street corn, though most dishes take a tropical approach, even if just in name. Starters include sweet coconut shrimp with sweet chile orange sauce, Huli Huli chicken, shrimp or short rib skewers, Beachcomber spinach and artichoke dip, and Tuna tostada with sweet soy, scallions, guacamole, green salsa, pickled onion and sliced jalapeño. The rest of the food options include salads, burgers and sandwiches, raw sushi rolls and signature plates. Cocktail selections include frozen drinks like Almond Joy made with coconut rum, almond liqueur, coconut cream and pineapple and the Horchatalada made with horchata vodka and topped with cinnamon. Partygoers also will have the option to indulge in large-format cocktails. The list includes The Grotto, a clam shell filled with rum, orange, pineapple, lemon, lime and blue curacao. The shareable drink is priced per person and each shell can hold up to 160 ounces of booze. <https://drunkmunk.com/>

### THREE NEW COCKTAIL BOOKS

I found three new cocktail books on Amazon last month and with a few quick keystrokes, the dark Prime delivery truck had them on my doorstep in two days. I love mixing new drinks for friends at small dinner parties, but when summer comes and the parties grow in size, one can get stuck at the bar all night. The first two books deal with batch cocktails, which sounded like the perfect solution (no pun intended) to this problem.

**Batch Cocktails: Make-Ahead Pitcher Drinks for Every Occasion** by Maggie Hoffman is from Ten Speed Press. It is 9-1/4"H x 6-1/2"W and has 160 pages. The 65 recipes are divided among seven chapters: Herbal & Floral; Fruity & Tart; Spicy; Savory & Smoky; Bitter; Boozy and Alcohol Free. There are sections on Tools & Tips and simple syrups. During a recent blizzard in Colorado, we enjoyed a batch of the spicy Fya Ball, a combination of Smith and Cross, Pineapple juice and Thai Chile syrup. Maggie Hoffman is the author of *The One-Bottle Cocktail*. She writes about cocktails, wine, and beer for the James Beard Award-winning website *Serious Eats*, where she founded the drinks section in 2011 and served as managing editor. Hoffman has written for *Wine Enthusiast*, the *San Francisco*

*Chronicle*, and *San Francisco magazine*, as well as the websites of *Saveur*, *Food & Wine*, and others. <https://maggiejhoffman.wordpress.com/>

**Batched & Bottled: Cocktails to Make Ahead** by Max & Noel Venning is from Quadrille Publishing, an imprint of Hardie Grant Publishing. It is 9-1/2"H x 6-3/4"W and has 192 pages. It's 50 recipes are divided among four chapters, one for each season, Spring, Summer, Autumn and Winter. Max & Noel are brothers from Manchester and owners of the Three Sheets bar in Dalston, London. Their recipes are inventive and introduce (at least to me) some interesting ingredients. I was amazed how many times I had to Google this item or that. They cover exciting cocktail-making techniques like carbonating, fat-washing, clarification and fermentation without using expensive, scientific-type equipment.

**Tiki: Modern Tropical Cocktails** by Shannon Mustipher is published by Rizzoli International Publications. It is 8-1/2"H x 6-1/2"W and has 192 pages. The 95 recipes are assembled in nine chapters; Foundational Drinks (the jumping-off point for all Tiki drinks); Essential Tiki Classics (Planters Punch, Mai Tai, Zombie, etc.); Sours (some of the earliest examples of craft cocktails); Long Drinks and Coolers (spirits being lengthened by juices, carbonation or both); Fiery, Savory & Bitter (edgier, more adventurous drinks); Frozen and Blended (these are the drinks that made Tiki both famous and infamous); and Communal Drinks (bowls and punches, Tiki version of batch drinks). The book closes with notes on rums, ingredients, tools, techniques and music. I liked this book. It won't replace my two copies of Martin & Rebecca Cate's *Smuggler's Cove* (an autographed copy sits on the book shelf and the working copy rests behind the bar, scuffed, stained and with a few pages stuck together), but it does have a nice collection of recipes, from traditional to experimental, from simple to complicated, from safe to adventurous. Shannon Mustipher is a spirits educator, cocktail consultant, and expert on the topic of rum and cane spirits. She has poured cocktails in settings ranging from neighborhood pubs to Michelin-starred restaurants, and is a founding member of the Cane Club Collective, which fosters knowledge and appreciation for rum through educational seminars for the consumer and trade. Her writing and recipes have been featured in a number of publications, including *Punch*, *Esquire*, *New York Magazine*, *The Village Voice*, and *Liquor.com*. [www.shannonmustipher.com](http://www.shannonmustipher.com)

# EXCLUSIVE INTERVIEW

by Margaret Ayala



Michael Kazanowski, Co-Founder and CEO of High Five Spirits in Petoskey, Michigan.

It gives me great pleasure to share this interview with all our readers. It is amazing to see what happens when free spirits devote themselves to the pursuit of life ideals through the distillation and sharing of elixirs that, not surprisingly, embody the philosophies of their creators. Those scared to follow their dreams will find inspiration and comfort in this success story. Cheers!

Margaret Ayala, Publisher



**What is your full name, title, company name and company location?**

My name is Michael Kazanowski, I am the Co-Founder and CEO of High Five Spirits in Petoskey, Michigan.

**Q: Can you tell us a little bit about High Five Spirits and what inspired you to start your own distillery?**

High Five Spirits was a dream my twin brother, Adam and I had a few years back when we were living in Breckenridge Colorado. We were both honestly kind of lost after we graduated from Michigan State and moved out to Breckenridge in hopes of finding ourselves. We got lucky one day when we met a distiller, Paul Dunning from Denver, who opened our eyes to the spirit industry. Paul invited us





down to his distillery and we were instantly hooked on the idea of starting our own distillery in our favorite place on Earth: Petoskey, Michigan. Easier said than done, we were 2 kids with no money, no experience, but we had a passion to create a distillery that catered to the free-spirited, adventure-seekers like ourselves.

**Q: What have been some of the biggest challenges you have faced, on your journey to opening up the distillery?**

Two of the biggest challenges we faced were lack of knowledge and funding. When we first had the idea to start our distillery, we thought *"oh sure it will be easy to get a bank loan..."* turns out it is extremely hard. I didn't even have credit at the time so we were quickly rejected from every loan we applied for. Looking back now tho, it was these challenges that shaped our company

and who we are today. Unwilling to give up on our dream, my brother and I had the idea to sell his car and move into our van and started travelling the country working at music festivals. It was over the next 3 summers working at these festivals that our entire outlook on life shifted. While on the road we met so many people like us with no money or possessions but what they did have was a simple enjoyment for life and all that it offered. It taught us to slow down and enjoy the little things, we didn't care about making money as much as we cared about spreading love and making memories. Our first ever product is called Gypsy Vodka and it pays homage to our journey and the people we met along the way.

**Q: Do you have any advice for someone who is considering opening up their own distillery?**





Don't be deterred by what the "industry professionals" tell you. We were told over and over that we would never be able to successfully make and launch our vodka with the \$50k we saved over the 3 years working at music festivals. We were always being compared to other distilleries that have millions of dollars in their budgets, but that led to us being creative and being more hands on. We had no choice but to do everything on our own, the grass-roots way which in my opinion makes what we are doing more special because it's our very own creation all the way thru. Follow your heart, follow your passion, and never give up. When you achieve your goal of opening your own distillery shift your attention to sales. You might have the best product in the world, but if you aren't actively going out and selling it, no one will ever try it.

**Q: You are best known for your Gypsy Vodka, but you also have a gin and a rum in your portfolio. What can you tell us about the rum?**

Mackinac Island Rum is our newest product in our portfolio, but it is quickly becoming one of my favorites. We have a best friend who was born and raised in the British Virgin Islands and unfortunately lost everything after Hurricane Irma. She moved up to Petoskey to get out of the chaos and that's when we decided that it would be silly to not use her rum expertise and make our own. But we didn't just want to make any old rum, we wanted to produce a rum that spoke to the beauty and uniqueness of our home.

We sampled rums from all around the world and finally got lucky and got our hands on an 8 year bourbon barrel aged rum, that was truly out of this world. When we started to play with the rum it had amazing bourbon characteristics, you could taste the oak and char flavors immediately, but we wanted to do more to bring out the taste of Mackinac Island, which is famous for fudge. Instead of dumping boat loads of sugar to sweeten our rum, we developed a blend of chocolate fudge that we get from Murdicks on Mackinac Island, cinnamon, and nutmeg which makes Mackinac Island



Rum the perfect sipping rum for rum and bourbon drinkers alike.

**Q: Historically speaking, rum has been the spirit of choice for sailors and adventurers. Your brand and ideology cater to free-spirited explorers, isn't this a match made in heaven?**

It really is a match made in heaven. Growing up on the Great Lakes has given us the opportunity to get out and explore the natural beauty of our great state and Mackinac Island Rum pays homage to that. In fact on every bottle it says, "*At the crossroads of the Great Lakes is a refuge for all sailors seeking shelter from the bustle & grind of nautical life.*" It's a place to pause, to reflect, and to raise a glass with those we love most.

Our handcrafted Great Lakes style rum, finished with Mackinac Island Fudge, is a warm greeting and a friendly postcard from Mackinac Island, a sailors' true paradise.

**Q: Do you have signature rum cocktails? If yes, which one is the most popular?**

Yes, and it has quickly become one of our most popular cocktails. We have been making a rum style old fashion that we call a *Hemingway's Old Fashion*. Ernest









Hemingway spent his summers in Petoskey and actually wrote one of his books in our current building, so we felt the need to pay respect to him with this cocktail. We smoke a rocks glass over a cedar plank to give the old fashion more bourbon characteristics, then we muddle a fresh orange with simple syrup and bitters into our rum and garnish with a roasted orange peel and a piece of chocolate fudge.

**Q: Where are your products available for purchase?**

We are currently only selling our rum and gin in Michigan but have been approached by distributors in Colorado, Illinois, Florida and Ohio. Our vodka is currently sold in Colorado, Michigan, and soon to be British Columbia (fingers crossed!). So please be on the look out for our delicious, one of a

kind spirits to come to a bar or store near you!

**Q: Do you also distill or plan to offer other spirits in addition to rum, gin and vodka?**

We love to play around and experiment in our distillery, so we are constantly trying to come up with new products. We released an Apple Pie Vodka this winter, which quickly became our top seller out of our tasting room over the holidays. It is truly unique and unlike anything else available on the market. We plan on releasing a bourbon barrel aged gin, that we call *Fossilized Gin*, next month. We pulled the first few barrels out and tasted the final product for the first time this month and we were extremely pleased with how it turned out. We are also in the final





stages of launching our canned cocktail line which will include a summer punch and 2 low-calorie, super clean cocktails like a Moscow mule and gin and juice.

**Q: Do you offer tours of your distillery?**

We love to show people what we do, if you are ever in the area and would like to stop by please just ask or come say hi at our tasting room.

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

The best way to reach me is via email at [vodkatwins@highfivespirits.com](mailto:vodkatwins@highfivespirits.com)

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

I just wanted to say thank you so much for the opportunity to share my story and experience in the alcohol world. My brother and I did not have the most normal entry into this industry, but I think that is why we love it so much. We started in the back of a van at music festivals and now have a distillery in our dream location, I think it just shows you that if 2 young hippies can make it in this industry anyone can.

There will always be people telling you along the way that you won't make it, use that as fuel to follow your passion, work hard, chase your dreams, and never be discouraged.

**Margaret: thank you again Mike, I wish you and your team much success!**



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# CIGAR & RUM PAIRING

by Philip Ili Barake







**M**y 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).

Philip



## AP Rumtini

Not too long ago I helped a friend harvest peaches from her trees, which yielded a high crop. It reminded me of one of my trips to Austin, Texas, where I witnessed how passionate people are about their (Fredericksburg) peaches, so I thought long and hard about a simple-yet-tasty cocktail I could make for this month's pairing.

I drew inspiration from the AP Rumtini: the "AP" comes from "Apple-Peach" because it uses both of these juices in equal proportions, typically straining the juices twice to avoid having pulp when served.

The rum I selected was Santa Teresa 1796, which provides us with a well-balanced profile. If you want your cocktail to be more on the sweet side, you can substitute the Santa Teresa for a Diplomatico or Zacapa Solera 23. My preference is more aligned with the Santa Teresa, so this is what we are going to use. The ingredients are as follows, we'll use the cocktail shaker and a Martini glass:

### AP Rumtini

- 3 oz. Santa Teresa 1976 Rum
- 1 ½ oz. Apple Juice
- 1 ½ oz. Peach Juice

Add one large ice cube to the shaker, along with the rum and fruit juices. Stir everything while you chill the Martini glass (if you don't



Photo credit: @Cigarilli





chill it, the cocktail will get warm very quickly). Depending on the juices you use and on your stirring, you may develop foam from the juices, this foam will help you decorate the cocktail, you can even add grated nutmeg or other garnishes.

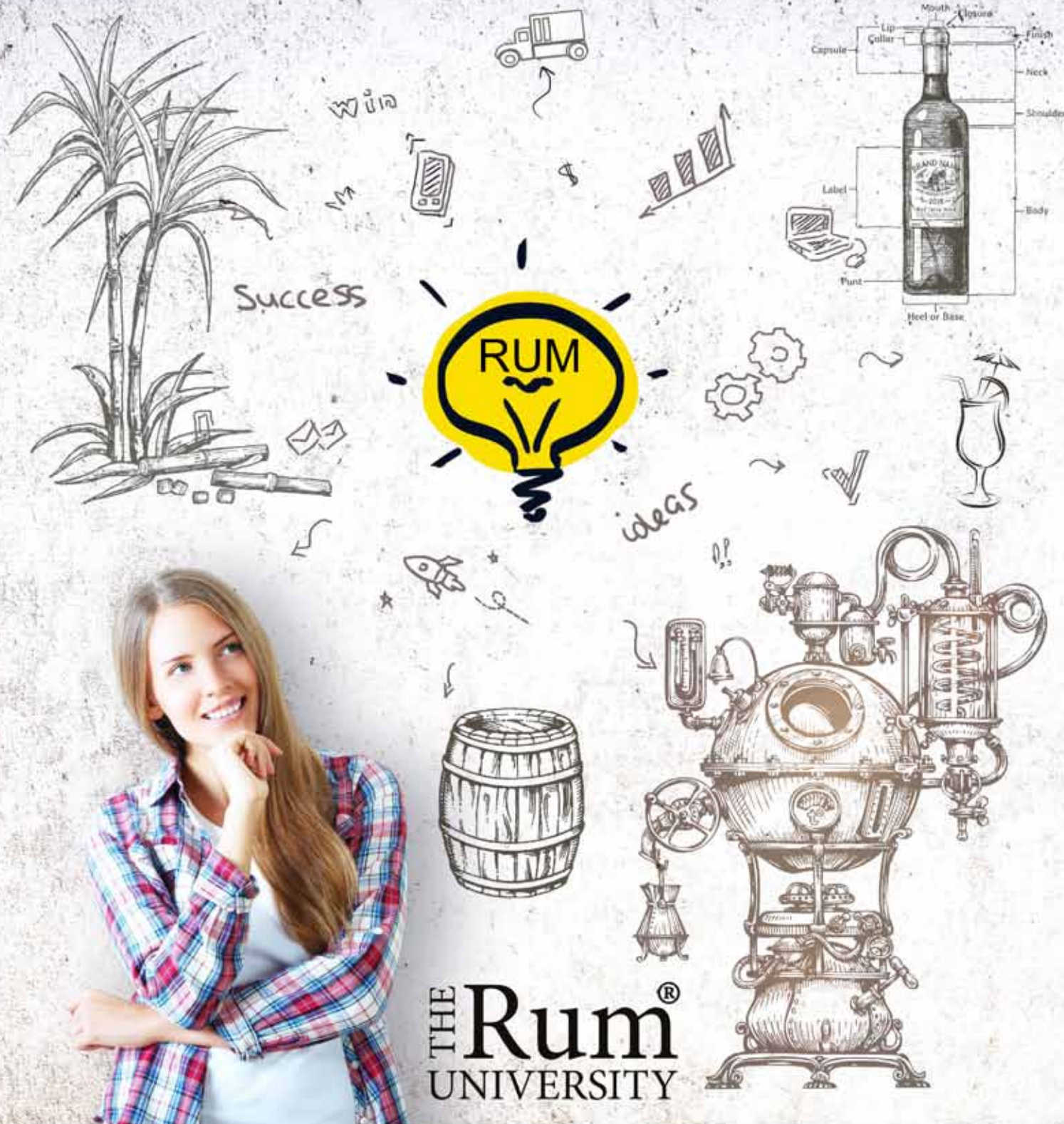
The cigar I chose was a Magnum 50 from H. Upmann, one of the Cuba's old classics, 50 x 160, released in 2008 to accompany the successful Magnum 46. While it has a strong character overall, it also has a mild side that becomes well-rounded and complex as you progress during the smoking session. I have a few of these cigars that were released in 2014.

The combination between the cigar and the cocktail was perfect, hard to imagine it being better. The cocktail remained cool and well-balanced and, in my opinion, the sweeter rums would not have worked as well.

The cigar is also at its peak: elegant, devoid of an aggressive concentration of ammonia (thanks to the humidor aging). This cigar profile is perfect for this cocktail, so stay away from more aggressive tobaccos.

I hope you can recreate this pairing at home. If you have fresh juices available, the cocktail will be even more balanced and fresh. Feel free to substitute the apple juice for another one of your preference, just keep the peach one intact, as it is the source of the cocktail's unique personality.

Philip Ili Barake  
#GRCigarPairing



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