

Got Rum?™

JUNE 2013

FROM THE GRASS TO YOUR GLASS!

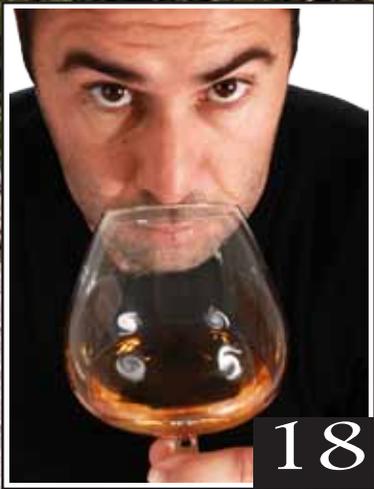
**RUM EVENTS - ANGEL'S SHARE
- RUM HISTORY - EXCLUSIVE INTERVIEW -
SPECIAL IDEAS FOR FATHER'S DAY -
RUM LIBRARY - TOBACCO & RUM**



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ON THE COVER: "The Spirit of Adventure"

FROM THE EDITOR

On Choosing Quality Over Fantasy

A culinary expert once told me that most cooks in the world can put together a masterpiece when they have access to the best ingredients of the land, but only a true chef can amaze using inferior ingredients.

Most storied rum companies brag about how the sugarcane they use is the best variety on earth, how it is grown on the most fertile soil and how their water is the purest anywhere. Then they boast about the perfect humidity of their air and the ideal temperature conditions of their aging warehouses. If you believe all this rum propaganda, then you'll agree with me that in those ideal settings it would be harder to screw up than to end up with an amazing rum. For this reason, when it comes to the quality of the rum in my glass, I tend to be less forgiving of the large, paradisiac producers, and more forgiving of the smaller producer who doesn't own the cane fields, who has to age his rum in less-than-ideal conditions, yet manages to achieve standard, sometimes superior results.

There are few organoleptic experiences as rewarding as a well-fermented, properly distilled, patiently-aged rum. Those fortunate to find and interact with these elusive elixirs often describe the encounters as multisensory parables capable of evoking sublime thoughts and memories that are hard to dismiss. But where does this beatific sensuousness come from? If you think it comes from sugarcane grown on perfect soil that never needs fertilization, watering or the application of herbicides, then don't read any further. If you believe that it comes from natural water so pure that it doesn't have to be treated for hardness, pH and microorganisms, then please turn the page now.

The truth is that rums exist on two parallel worlds. The first world is where production takes place: here one must compare the cost of cultivating sugarcane versus that of purchasing molasses, one must also treat water used for fermentation and bottling and, more importantly, one must keep an eye on the cost of dry good (glass, labels, corks, etc...)



to make sure the rum can be retailed within the price range consumers expect. In the second world, we see marketers embellishing reality with tales of ideal weather, water and warehouses (the three Ws). Here we also run into mythical "family recipes" handed down from one generation to the next and into mysterious yeast strains with unnaturally-sublime powers.

As long as bloggers, journalists and consumers are happy to remain within the confines of the second world, rum companies will continue to spend a large amount of time and money perpetuating it, rather than devoting those resources to education about what really happens in the first world.

As Jean-Paul Sartre once said, "we are our choices," so please choose wisely!

Cheers,

Luis Ayala, *Editor and Publisher*

LinkedIn <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



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!



Depaz Blue Cane



Founded in 1651, the Chateau Depaz estate is located in the coastline city of St. Pierre on the island of Martinique. It is the home to Depaz Blue Cane Rhum Agricole. When one thinks of the Depaz estate it is easy to imagine the ocean on one side and the sweeping fields of blue sugar cane on the other.

This blue sugar cane is unique to the region and the fresh sugar cane juice is essential to producing their rhums. They produce their products at such a high standard they have earned the coveted Appellation d'Origine Controlee (AOC) designation for excellence.

For a distillery to receive this designation everything from the sugar cane fields, the quality of the juice, the state of the distillery, and facilities must meet the high standards required. The rum is aged in specially designed oak casks and no additives are allowed for products with the AOC designation.

The Blue Cane product is available in limited quantities to the United States market at 90 proof while their blanc and 100 proof Blue Cane agricole rum are available everywhere else.

Appearance/Presentation

The short 750 ml bottle is sealed with a wooden cap and real cork. The security strip wraps the top and descends almost to the neck wrap. Front and back label provide the standard information along with the legal requirements for the U.S. market.

In the glass and bottle the liquid has a golden straw color that reminds me of some of the first flowers of spring. Swirling the glass creates a tight band that forms thin legs that slide quickly down the side.

THE ANGEL'S SHARE

Nose

When I pour the rum in the glass the air is filled with the strong floral and grass aroma that mellows quickly. I let it settle for a few minutes and pick up the baseline of soil and grass with hints of oak, cinnamon, banana and honey playing in the glass.

Palate

The first sip brings the raw cane and alcohol notes front and center followed by an earthy base note. They fade into a nice light honey nectar finish. This paves the road for the second sip which smoothly brings sugared banana, cinnamon, and oak into play. The honey and cane notes return, transitioning into an enjoyable slow finish.

Review

It is no surprise to me that the blue sugar cane for Depaz rum is harvested in the spring. Every time I have made a cocktail with it or sipped it neat, it reminds me of spring mornings when the fragrance of new flowers fills the air. I enjoy the multilayered complexity of the rum and would recommend it as a good introduction/gateway product for those used to molasses based rum.

A fun cocktail using this rum is the Depaz Mai Tai created by Mixologist Mark Hooper. Here is his recipe:

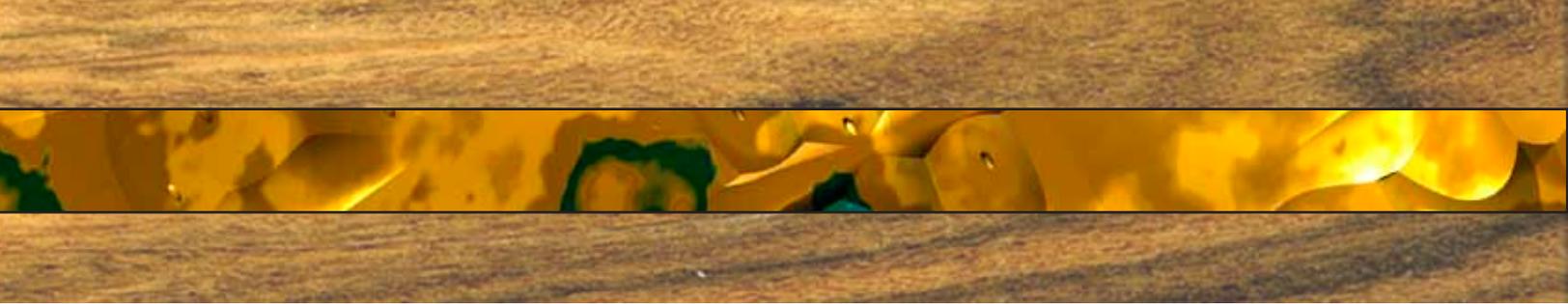
1 oz. Appleton V/X Jamaican Rum
1 oz. Depaz Martinique Blue Cane Rum Agricole
1 oz. Fresh Lime Juice
1/2 oz. Orange Curaçao
1/4 oz. Orgeat
1/2 oz. Depaz Cane Syrup
Dash of Elemakule Tiki Bitters

Fill shaker with ingredients and crushed ice. Pour unstrained into glass. Garnish with spent lime shell and swizzle stick.



Ron Centenario 20 Years





When one thinks of rum, visions of Caribbean islands, beaches, and tropical concoctions come to mind. The idea that Central America has several countries such as Belize and Costa Rica that are producing quality rums can be a bit of a boggle. When I inquired about quality rums from Costa Rica, a friend recommended trying Centenario.

A friend of mine who was visiting picked me up a bottle of Centenario 20.

He shared with me stories of the lush environment with rainforests framed by the Atlantic and Pacific. The rum selection is plentiful but Centenario is the only one produced in Costa Rica from fresh squeezed sugar cane juice. After it is fermented and distilled they age their rums in American white oak Bourbon barrels.

Centenario 20 is aged using the Solera system for blending, meaning the oldest rum is 20 years which is then blended and balanced with younger rums for consistency.

Appearance/Presentation

The burgundy box shares information about Centenario and their processes in English and Spanish on the side panels. The bottle is a short handled design that has a burgundy wrap around the neck and is capped by a wood and cork cap. The gold Centenario crest is placed right below the bottle neck and above the label which is identical to the box. The word Centenario is embossed around the front base of the bottle.

The liquid has a lush mahogany color with lighter chocolate hues both in the bottle and the glass. Swirling the glass creates glacially slow legs as a thick band forms and clings to the side of the glass. As I let the liquid settle, I notice the bands transform into thick drops that hang on the side until my first sip.

Nose

As soon as I pour the rum in the glass, a rich caramel aroma fills the room. After the rum settles, the smokiness of the oak comes through carrying a light trace of vanilla and cinnamon.

Palate

The rum initially fills my mouth with smoky caramel. As the alcohol plays around the perimeter of the tongue, I detect an oaky foundation intermingled with cinnamon, vanilla, and a touch of cocoa. As the flavors continue to settle, I pick up a glycerol feel to the liquid highlighting the flavors. The smoky caramel note carries into the smooth finish and then dissipates.

Review

Centenario 20 rum is a solidly complex sipping rum. The blenders did a good job of balancing and blending the flavors from start to finish. This experience definitely piqued my interest in other rums that are part of the Centenario line. I look forward to exploring them as I come across them.



THE TOP

5 WAYS TO FEAST YOUR FATHER ON HIS DAY

by Margaret Ayala

Father's Day in June Throughout the World:

First Sunday in June: Lithuania

Second Sunday in June: Austria and Belgium

Third Sunday in June: Argentina, Antigua, Bahamas, Bangladesh, Barbados, Belize, Bulgaria, Canada, Chile, People's Republic of China, Colombia, Costa Rica, Cuba, Cyprus, Czech Republic, Ecuador, Ethiopia, France, Ghana, Greece, Guyana, Hong Kong, Hungary, India, Ireland, Jamaica, Japan, Malaysia, Malta, Mauritius, Myanmar, Mexico, Netherlands, Pakistan, Panama, Paraguay, Peru, Philippines, Puerto Rico, Saint Vincent and the Grenadines, Singapore, Slovakia, South Africa, Sri Lanka, Switzerland, Trinidad and Tobago, Turkey, United Kingdom, United States, Ukraine, Venezuela and Zimbabwe.

Last Sunday in June: Haiti

June 5th: Denmark

June 17th: El Salvador

June 20th: Bulgaria

June 21st: Guatemala

June 23rd: Nicaragua, Poland and Uganda

1

YO-HO-HO AND A BOTTLE OF RUM!

Find a nice bottle of aged, premium rum, wrap it up and give it to your father. Then help him consume it, just remember to let him have the first sip and the last drop!



PIRATE BOTTLE CADDY

This delightfully whimsical collection of nautical bottle holders are a very popular gift item at the Seafarer! Tin characters hold most standard size bottles (up to about 3.25" in diameter - stands about 13" high when loaded).

www.seafarergiftshop.com/piwica.html

2

PERSONALIZED BARREL

3

These little oak barrels will smooth, mellow and enhance your favorite rum in just a few weeks because of their small size. Small liquor barrels have much more surface area compared to their volume so you achieve years of aging in a very short time.

www.deepsouthbarrels.com



ICE SPHERES



Add a touch of class to your drinks with these Sphere Ice Molds. The innovative and clever design gives you a 2.5" sphere, perfect to accompany your favorite sipping rum.

www.amzn.to/12litqh

4

OAK BARREL ICE CHEST

5

(Opposite page) This huge cooler is made from a reinforced, lined oak barrel that is water tight and durable. It is a unique way to keep cases of bottles or cans cold for your next barbecue or patio event. It comes with a convenient drain spout, hinge supported lid. An 18-inch wrought iron stand or solid oak stand (barrel horse) are options. 41" height X 36" width X 26" diameter.

www.theoakbarrelcompany.com

II INTERNATIONAL RUM CONFERENCE & RUM TASTING COMPETITION

MADRID, SPAIN June 4-7, 2013



Sponsored By:



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MADRID RUM CAPITAL

A CLOSER LOOK



Mr. Javier Herrera, Director,
International Rum Conference

Q: How does Spain compare to the rest of the rum world?

A: Let's not forget that the world's oldest "trapiche" (sugar mill) is in Granada, dating back to the Arab occupation of Spain. Since then, the country has been a rum paradise, all our countrymen who had to seek a better future outside of Spain contributed to the success of today's rums. This includes Spaniards such as Facundo Bacardi, Juan Serralles, Andrés Brugal, Julián Barceló, J. Armando Bermúdez, Camp and Alvarez families and José Arechabala (just to name a few).

Everyone listed above was a legend in his own right. Rum was not only a distilled beverage to them, but it also represented life itself, for their families, their towns, cities, even their countries and symbolized wealth and prosperity. So magnificent was this distillate that it was even used to heal, cook, celebrate, mourn, pray, etc...

In the past, many families in the Canary Islands, in the south of Spain, depended on sugarcane for a living. Today the only place harvesting the cane is in Isla de la Palma, where my friends from Ron Aldea continue distilling their Aguardiente from locally harvested cane. Curiously enough, it is Cuban immigrants on the island who are in charge of the zafra (harvest). I believe that the current economic crisis in Spain could be used as an opportunity for people to return to their roots, planting sugarcane on the other Canary Islands.

Q: How did you fall in love with rum?

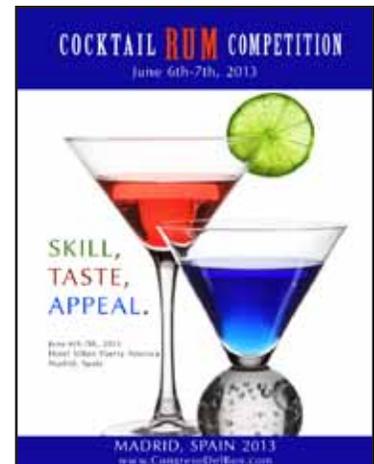
A: Well, I have my degree in Hospitality and Tourism which is where I learned a lot about our history with rum. I have relatives that live in Motril and Málaga, which are both regions know for their rums. In addition, I have close ties with the Canary Islands, specifically in La Palma, where they too have good rums. As you can see, my life has been surrounded by rum. For these reasons, I've set out to learn as much as possible. There is very little literature available about rum so knowing different languages has helped me further my research. I am a member of the Spanish Sommelier's Association and President of the International Rum Club. Rum has allowed for my passion and professional interests to come together.

Q: How did you come up with the idea for the Festival?

A: As I mentioned earlier, the rum world offers very little literature on the subject, so as I set out to learn more about rum, I made the decision to start the Festival and Conferences. I was convinced that these activities would go a long way in helping to educate consumers of just how wonderful the rum they enjoy really is.

Q: Will rum outsell vodka in the USA, as well as, in other parts of Europe just like whiskey?

A: I am convinced of it, since rum is a far more versatile beverage with an almost unlimited array of flavor combinations. Also, women typically are the game changers in this industry, and they have a sweeter palate than men. Since rum is usually sweet, if the rum industry really goes after them, we'll see a notable success by 2016, marking the first step towards the "premiumization" of rum.



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EXCLUSIVE INTERVIEW



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I'd like to thank Mr. Jay Maltby (left), President of Hemingway Rum Company (Palm Beach Gardens, Florida, USA) for taking the time to grant us this exclusive interview. We will be dedicating the July issue of "Got Rum?" to Ernest Hemingway, beloved American icon and rum aficionado, since July marks both a celebration of Hemingway's birth and death (July 21, 1899 - July 2, 1961). Papa's Pilar rums are inspired by Hemingway's undying spirit of adventure.

This interview is part of our magazine's continuous effort to communicate, educate and inspire consumers and rum entrepreneurs so that together we will be able to create a better rum world.

-Margaret Ayala, Publisher

Q: How did you get started in the rum industry?

A: I actually started in the wine business right out of college. That was in 1973, at the beginning of a serious wine boom in the US. One of my responsibilities was to establish a distributor network in the Caribbean. I quickly learned that each island had a different style of rum and I liked almost all of them. I was also amused at the similarity between rum and wine in that there were different production techniques and traditions with each appellation and that the locals on each island are clannish in their support of their home island rums. With each trip I brought back numerous bottles and had soon accumulated a big collection of rum.

In 1978 I started a marketing job with Bacardi. I was originally tasked with new product development for wines and then became responsible for marketing and sales for Bacardi's wine division. I then moved over to Sales for both wines and spirits and after several reorganizations and managerial positions in marketing and sales, including National Sales Manager, I served my last few years as CFO, responsible for Finance and Operations. In this role I learned much more about the production of the rum, sourcing of raw materials and various manufacturers.

In 1995 I assumed the role of President and COO of Todhunter International, a public company that owned numerous businesses, including Florida Distillers, which produced rum and bulk alcohol for the beverage alcohol industry. Todhunter had also just acquired the Cruzan Rum Distillery on St Croix, in the USVI. I also assumed the title of Chairman and CEO of Cruzan and together, with a few former friends that had left Bacardi, we repositioned Cruzan rum, built a sales and marketing organization and set about building the Cruzan Rum brand, in the US first and then internationally. Cruzan Rum was a multiple Impact Hot Brand and Adam's Fast Track Brand winner and one of the fastest growing rum brands for 8 straight years. I am very proud to have helped create Cruzan Single Barrel rum, which was, at the time, a very innovative super premium rum that collected numerous gold medals and high ratings. During those same years, we represented and imported Barbancourt Haitian rums in five countries and I served on the board of directors of Angostura Ltd. in Trinidad, a large producer of rums.

Due to our success with Cruzan, the company was purchased by V+S (Absolut Vodka) in 2006. Together, with a small group of former Cruzan management, we founded Incubands Spirits Group, which was established to develop new brands and provide early stage marketing, sales,



and logistical support. Along the way we partnered with ad agency, Crispin, Porter + Bogusky, Lincoln Henderson and his son Wes and we created Angel's Envy Bourbon. At about the same time we had begun negotiations with the Ernest Hemingway family, with the hope could develop with them a very special brand of rum. A rum with the imagery and authenticity of Ernest Hemingway was a concept easily grasped and embraced by everyone.

Q: What rum products do you currently produce?

A: We produce two rums, Papa's Pilar Blonde rum and Papa's Pilar Dark rum.

Papa's Pilar Blonde Rum is a light rum but well aged, so it has quite a bit of flavor and color to it, thus the term "Blonde." It is a blend of column distilled rums, 3, 4, 5 and 7 years old which are sourced from three Caribbean islands, two Central American countries and Florida. The rum is then fractionally blended in a two stage Solera and finished in Spanish Sherry casks. When one sets out to make a light rum from aged rums, charcoal or carbon filtration is necessary to remove the amber color acquired from aging in charred oak casks, in our case once used Bourbon barrels and used Port wine casks. This filtration process also removes most of the flavor and character of the rum. We removed some of the color but left a fair amount, preserving the flavor and body of the rum. We were also trying to replicate the color and flavor of the rum that Ernest Hemingway might have enjoyed in Cuba in the 1930's. The Papa's Pilar Blonde nose has citrus notes of grapefruit, mandarin and key lime mixed with vanilla, oak and a touch of crisp almond. The taste is creamy and buttery, vanilla and layered with mango, orange peel and pineapple hints. The finish is nutty, clean and exceptionally smooth...particularly for an 84 proof rum.

Papa's Pilar Dark Rum is a heavier blend of pot and column distilled rums from three islands and three countries, plus Florida. It is a blend of rums from 3 to 24 years old and we used this inventory of hand selected casks to reverse engineer and replicate a Solera that had been in existence for 24 years. There are very old Soleras in existence but we think this is the only one that is populated with rums from six different producers and includes once used Bourbon barrels and used Port Casks. Not only does this give us great creative control over the rums we

continued on page 16



PAPA'S PRIDE

2.5 oz Papa's Pilar Dark
Serve on the rocks with
grapefruit peel

PAPA'S BLONDE

2 oz Papa's Pilar Blonde
Serve on the rocks with
grapefruit peel

papa's PILAR

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papaspilar.com

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produce but it was inspired by Hemingway himself. Ernest Hemingway was not one to research his books in a library, he accumulated real life experiences and friends in his adventures all over the Caribbean and the world. He used those experiences to create realistic stories and characters. We did the same with the sourcing of our rums. Papa's Pilar Dark rum has a nose of complex notes of vanilla, cinnamon, coffee bean and honey, with hints of sherry and port. The taste includes a touch of spice, bourbon, almond and apricot and the finish is robust and quite velvety for a rum of 86 proof.

Q: You have a very unique look to your bottles of rums, what was the inspiration behind this look?

A: The inspiration for the bottles was purely Ernest Hemingway. One of the world's great adventurers, he traveled to Spain and wherever the action was as a war correspondent. He was an ambulance driver, was always in the thick of battle and even received a medal of honor from the Italian government. He was an adventurer, sportsman and bon vivant. His hunting expeditions in Africa's Serengeti and his record breaking fishing expeditions in the Caribbean all portray a man who was never a spectator. The canteen shape of the bottle represents something that was often always close at hand in all these experiences.

The name Pilar was easy. Pilar was the name of his fishing boat and one true companion and the one that allowed him to reach beyond the shoreline, feasting on life and later telling his tales as he sat at his typewriter. Pilar was an exceptionally well equipped fishing rig for its time and included many innovations that are still in use today. Pilar is still in Cuba and rests at Hemingway's finca.

Q: Is there something unique about your distillery, company and/or your products?

A: I think that was answered above but to summarize. Old and older rums, up to and including some of 24 years of age, sourced from several different Caribbean islands and Central American countries and further aged and fractionally blended in a Solera and then finished in Spanish Sherry Casks. I can add that the rums have already achieved some critical acclaim from the experts. Papa's Pilar Dark rum just received a Double Gold at the San Francisco Wine and Spirits Competition and Papa's Pilar Blonde rum won a Gold Medal and Best in Class at the Rum Renaissance in Miami.

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

A: We are still learning about our Solera, as it is a truly unique and complicated process that is totally original. I am certain that we will develop some interesting offshoots and draw some interesting blends from stages within the process. The Solera and the expert counsel of our good friend Lincoln Henderson should make for some great special releases in the future. For now, we are focused on establishing the core rums in the market and making sure that every bottle is the best it can be.

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

A: The greatest challenges and obstacles have been the sourcing the rums and reverse engineering the Solera. It wasn't so hard to find the great rums, but they aren't readily available to anyone. We are fortunate to have long standing relationships with numerous rum producers and were able to choose from some very special old lots. The sheer logistics of transporting the rums in such small quantities from different islands and countries has been interesting. The Solera itself presents numerous challenges but we very much like the results, so embrace the complexity. In a Solera no cask is ever emptied of more than half its contents so the Solera itself continues to mellow and, hopefully, improve with time. It will be exciting to see it evolve over time.

Q: Could you describe to our readers your everyday activities? In other words, how much time do you dedicate to product development, research, marketing, etc.?

A: My day job is running a sales and marketing company as well as being responsible for the creation and production of Papa's Pilar rums. As you can imagine, between Angels' Envy, Papa's Pilar and several other new product concepts we are always thinking about product innovations, business models, emerging markets, categories and niche markets. We look at an average of two to three new product ideas a week. Most are by entrepreneurs but some are from companies in the business but located outside the US. Having Lincoln Henderson as a friend, business partner and resource enables us the opportunity to explore all kinds of ideas and know that we will be able to focus on processes that will result in relevant and achievable outcomes. In other words, we don't guess much.

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

A: We have a website: www.papaspilar.com. The website includes where the brand is sold and is being updated to include maps that show store locations. I can be reached through Aaron Brost at Ro-Bro Marketing & PR, Inc., aaron@ro-bro.com or Incubbrands Spirits Group, phone number: 561-776-4945.

Q: Are your rums only sold in the United States? If not, where else in the world? If yes, are there plans to sell outside of the USA?

A: We have just launched Florida and will roll-out in 9 more states over the next few months. We will be introducing the rum into a few Caribbean markets but international expansion is a few years in the future.

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

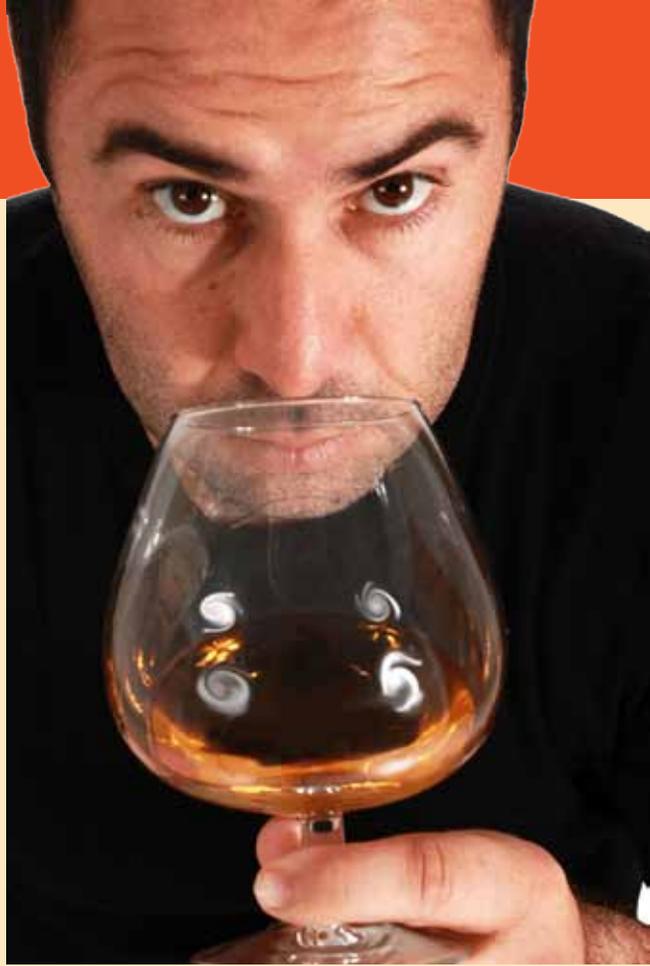
A: Working with the Hemingway family has been a real pleasure. They are all so interested in the project and they each know so much about Ernest and his adventures. I have had the pleasure of spending some time with Ernest's sole remaining son, Patrick. He and his lovely wife are so intelligent, knowledgeable and charming. Patrick has some great recollections of his childhood with his father, growing up in Cuba and Key West, and hunting and fishing all over the world. His recall seems incredible, remembering dates, names and he puts everything into historical context.

It took a little time for them to approve this project but the unifying concept that made it possible was that their share of the profits, paid as royalties, would all go to charity. The Hemingway Foundation, a charitable trust, was established to support charities we jointly agree that Ernest would support. As you might guess, some of these will be environmental and others literary. On our part, we often run promotional events that include a charitable component, so we are coordinating those to increase the magnitude of the Hemingway Foundation's activities. I think this will be one of the most rewarding aspects of the project. That, and the ability to create great rums.



Bartender's Corner

by Dr. Ron A. Ñejo



Essential Rum Cocktails - Part I

Often referred to as “the one-bottle bar”, rum’s versatility allows it to be used even in standard cocktails that traditionally call for whiskey, gin and vodka. Rum Old-Fashioneds, Rum Martinis, Rum Screwdrivers and Rum Manhattans are both great cooling agents, as well as, catalysts for warm comradery.

While alcohol in general is often associated with celebrations, few distillates encapsulate the desire to dance, sing and rejoice as much as rum does. Author William James encapsulated it perfectly: *“It is in fact the great exciter of the Yes function in man. It brings its votary from the chill periphery of things to the radiant core”*.

I’ve addressed in past columns the nuances of planning and executing the perfect party. I also talked about when to serve certain types of drinks and how to get skilled help to better serve your guests during the party. It is now time to discuss in more details the actual drinks. I intend to share with you what I consider the fundamental *Rum Repertoire* for any modern host.

Before we start, however, it is important to review a few basic, yet crucial, principles:

- Inferior quality rums will make inferior-tasting cocktails. Do not assume that expensive rums are for sipping and cheap rums are for mixing. While it is true that you will find some inexpensive rums that make good cocktails, the vast majority of value-priced rums do not belong in cocktails worthy of your dear guests.
- Resist the urge to imitate skilled bartenders who can free-pour precise amounts of spirits straight out of the bottles. Use a measuring jigger for all your cocktails.
- Keep your ice as cold as possible. Avoid using ice that is already “weeping,” as it will turn into water quickly, diluting the flavors of your cocktails.
- Use the proper glass for each cocktail. Pre-chill the glasses if possible.
- If your cocktails call for fruit juices, seek first to produce them from fresh fruit, defaulting to concentrates/frozen alternatives only if fresh items are hard to come by.
- Do not experiment with your guests, stick to known, time-tested recipes.

Keeping these basic principles in mind will go a long way in ensuring your guests enjoy your contributions to the world of bibulous pleasure.

Essential Rum Cocktails - Part I

Essential Rum Cocktail #1: MOJITO

As we smell and taste it, rum should always remind us of its origin. That origin is, of course, the noble sugarcane. By the same token, a Mojito should remind us of freshly-crushed *hierbabuena*, or spearmint. A mojito that upon visual inspection contains mint, but fails the olfactory test is not a good mojito.

Classic Mojito Recipe

Ingredients:

10 Fresh Mint Leaves
1/2 Lime, cut into 4 wedges
2 Tbsp. White Sugar, or to taste
1 C. Ice Cubes
1 1/2 oz. White Rum
1/2 C. Club Soda

Instructions:

Place mint leaves and 1 lime wedge into a sturdy glass. Use a muddler to crush the mint and lime to release the mint oils and lime juice. Add 2 more lime wedges and the sugar, and muddle again to release the lime juice. Do not strain the mixture. Fill the glass almost to the top with ice. Pour the rum over the ice, and fill the glass with carbonated water. Stir and garnish with the remaining lime wedge.

Tips:

- When muddling the mint, make sure to bruise the leaves only, don't disintegrate them. No one likes having small pieces of mint stuck between their teeth.
- You may need to use up to a whole lime, depending on how fresh they are. Always test the quality of your limes ahead of time. The same applies to the mint leaves, you may need to use fewer or more, depending on their condition.



Dr. Ron is a seasoned bartender 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. He happily answers questions on topics ranging from mixology to relationships and etiquette.

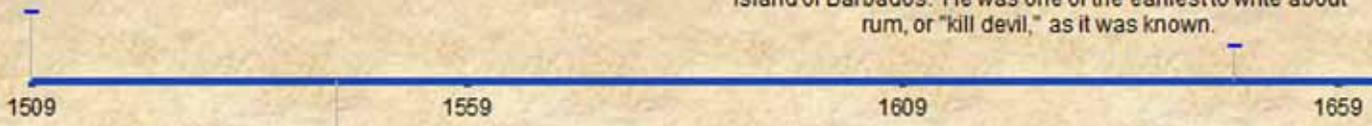
RUM IN HISTORY



June Through The Years

1509 - Ponce de León seizes control of Puerto Rico, making himself governor. Portuguese explorer Diego Alvaros Correa founds the first European settlement in Brazil near Porto Seguro.

1647 - Richard Ligon, a Royalist refugee from the English Civil War, arrives in Barbados, and in 1650 writes History of the Island of Barbados. He was one of the earliest to write about rum, or "kill devil," as it was known.



1544 - Northern Europe suffers a honey shortage as a result of the breakup of monasteries by the Reformation. The decline in honeybee colonies creates a growing need for cheap sugar, but sugar will remain a luxury for more than a century.



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

1851 - The first U.S. state prohibition law is voted in Maine where the mayor of Portland, Neal Dow, 47, has drafted the law, submitted it to the state legislature, and campaigned for its passage.

1831 - The general issue of beer to the Royal Navy fleet is officially discontinued. Beer is replaced by rum, which takes less space, keeps well in long journeys and is favored by the Admiralty.

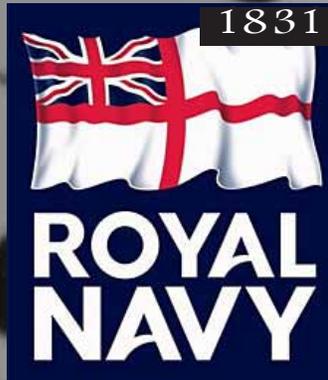
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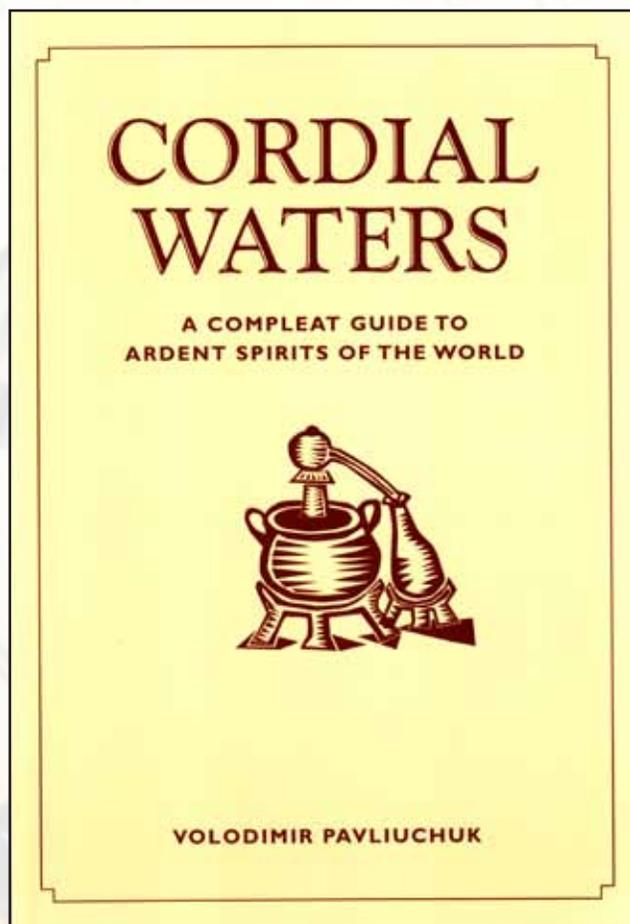
1809

1694 - French Churchman Pere LaBat arrives in St. Pierre, Martinique. He leads construction of windmills and improves distillation techniques. Because of these significant innovations for the island a distillery is named after him today.

1842 - France has nearly 60 sugar beet factories producing two pounds of sugar per capita annually.



RUM LIBRARY



This book, published in New Zealand in 2008, covers briefly the topic of distillation, from its historical timeline to a (rare) write-up on the subject of Freeze Distillation. The book then moves on to the subject of what to do with the spirit once it has been obtained or produced.

The author, Volodimir Pavliuchuk, dedicates the last two chapters, respectively, to the production of base alcohols and their flavoring. The book then ends with a very useful appendix on alcohol dilutions and fortifications, clearly explaining to neophytes the mechanisms for calculating the final proof of blends comprised of ingredients with

different strengths (using a technique known as the “Pearson Square”).

Despite its brevity, I was pleased to see the subject of “Perceptions of Flavour” brought up. I hope in the future more literature for hobby/craft distillers will continue to approach this crucial topic.

The book is well organized and its size (9 inches by 6 inches, 154 pages) makes it very approachable. The bulk of the content (Chapter 6) is devoted to producing flavored spirits through a well-documented collection of traditional recipes from around the world.

The recipes range from the mundane, such as, Lemon Liqueur, to the unusual, like the Celery Cordial. Other recipes that caught my eye include:

- Drogheda Usquebaugh (USA, 1869)
- Elixir Vulnéraire (France, 1890)
- Artichoke Liqueur (Italy)
- Trejos Devynerios (Lithuania)
- Cola de Mono (Chile)
- Avocado Cream Liqueur

I recommend this book to anyone looking for pragmatic information on how to produce and infuse spirits at home. Those looking for fermentation and distillation information will find it lacking in those areas.

For additional information about the book, please contact the Amphora Society at www.amphora-society.com.

-Margaret Ayala



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RUM CAKE REVIEW



We recently had the pleasure of sampling the entire “Full Spirited Flavors” line of cakes expertly and lovingly created by the folks at Full Circle Flavors, LLC (www.fullspiritedflavours.com). The cakes are truly a delight to share with friends and family. We hope you enjoy them as much as we did!

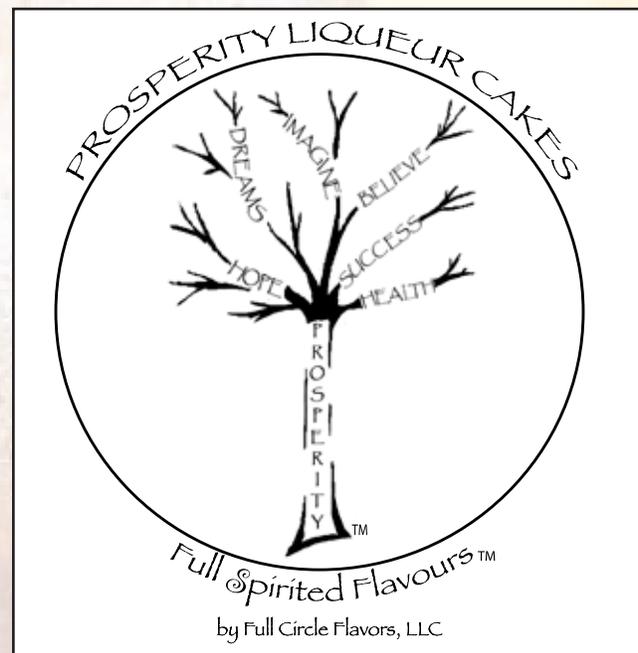
- **(1) Chocolate Razz Blossom:** dark brown, almost black color (brownie-like), covered with pink raspberry frosting shavings. The aroma is that of rich cocoa, the texture is firm and slightly dry, while the sweetness level is high. Once in the palate, the raspberry notes unfold, coating the mouth and dominating the bouquet.
- **(2) Limoncello Blossom:** light golden crust crowned with a lemon glaze. The aroma is pleasantly citric, with hints of lemon zest. The texture is firm, like a pound cake, and the moisture content is medium to high. The sweetness level is medium, making every bite enjoyable without being overpowering. The aftertaste is refreshing and protracted.
- **(3) Mango Coconut Rum Blossom:** light golden crust, crowned with coconut shavings, the aroma has a

strong coconut element, along with sweet vanilla. The texture is firm, the fruit is in small cube pieces, rather firm like dried fruit that has been reconstituted. The cake has a medium moisture content and has a low sweetness level, which makes it easier for someone to enjoy a full-size portion without saturating the palate. The cake could benefit from an increased amount of rum, to make sure it lives up to its name.

- **(4) Amaretto Blossom:** golden crust coated with slivered almonds and chocolate chips. The aroma is chocolate-centric, the moisture content is medium to high and the sweetness level is high. The chocolate chips are a nice touch for chocoholics, but it overpowers the subtle almond notes. This cake is also very rich, almost demanding that one accompany it with a glass of milk.

Cheers!

Margaret Ayala



PAIRING TOBACCO & RUM



By Philip Ili Barake, Cigar Sommelier



Puerto Rican Style

Dear readers, for this pairing I decided to include a triple line-up of rums all from the same geographical origin to match them up with a cigar I've been aging for the past 6 years. The cigar is "El Morro" from San Cristobal de la Habana (a vintage from 2007), a very smooth cigar with an excellent selection of tobacco leaves that, after so many years of proper storage, has become even smoother and silkier, particularly in reference to the nicotine and ammonia notes. This cigar has a ring gauge of 49 and a length of 180mm, at first sight resembling very closely a Julieta Number 2, more commonly known as a Churchill.

For the rums I chose 3 from Puerto Rico, an island nation with a long history of rum production, but also one very close to my heart, since Puerto Ricans are among the warmest people and I am reminded of all the

great times I shared with them just by looking at these rums.

The first rum in the lineup is the unmistakable Ron del Barrilito 3 stars, a rum loved by many bartenders. No visit to Puerto Rico can be complete without trying this rum.

The second rum in the lineup is also a classic, it is made by Bacardi but it is not their most common offering. I am referring to Bacardi Reserva Limitada, which distances itself a bit from the rest of the familiar Bacardi portfolio.

And last, but certainly not least, is the third rum in our lineup. I selected no other than Don Q Gran Añejo, which follows on the footsteps of Puerto Rican-style rums, but with more marked notes of American oak.

I am conducting this pairing in the company of my friends and colleagues from the Cigar



Club, with whom I father once a month to explore the pleasures of pairing cigars and distilled spirits. Out of respect for the cigar, we light it up in the classic style, using a cedar spill. After the first initial draws, all in attendance agreed it was exceedingly smooth and pleasant.

Now that our cigar is in hand and properly lit, it is time to explore the rum choices. First we start by comparing the aroma of the rums, then the taste.

Barrilito differentiates itself from the rest by showcasing more complex notes of caramel and wine, which probably come from the barrels used in its aging and which give it a slight Spanish/Sherry style.

The Bacardi rum pleasantly impressed a few people with its traditional Puerto Rican *suave* style, the oak notes are very mellow and are subtly combined with the rum, more than likely the notes come from ex-Bourbon, White American Oak barrels. The rum matches the cigar perfectly, especially in its first third.

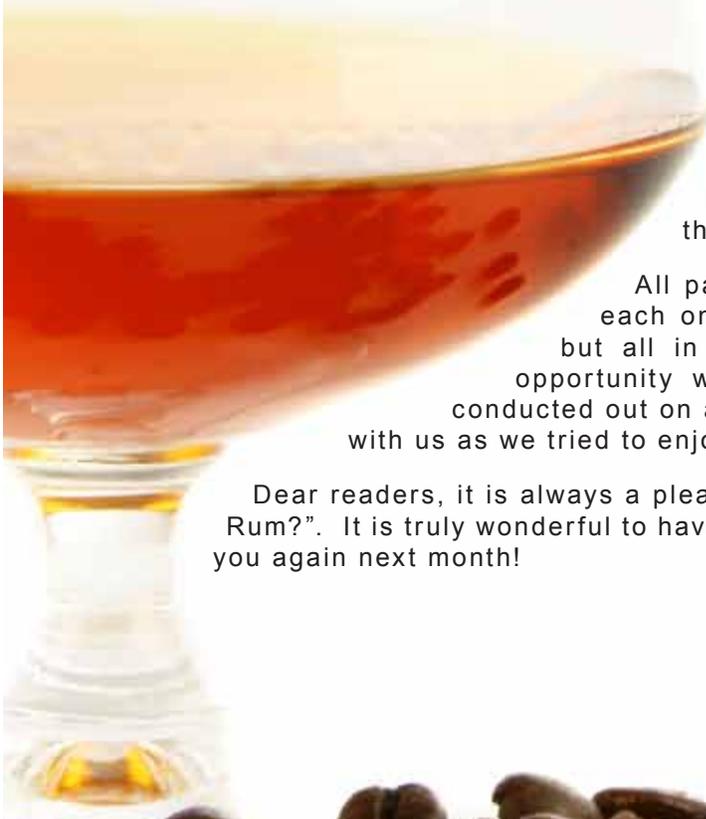
Don Q Gran Añejo has some bitter cask notes and a few “green” not-unpleasant notes. The cleaner cask notes speak perhaps of less-used, possibly new oak barrels, selected for this blend. The rum has subtle hints of burnt caramel and molasses, which are perfect matches for the cigar as we continue to smoke it.

These last two rums are within the ideal age range for light Puerto Rican style. These are rums that don’t exceed 12 years, they are perfectly balanced and anybody trying them can recognize the unmistakable style.

All participants from the Cigar Club had a favorite rum, each one being pleased by the pairing in a different way, but all in agreement that the experience and the learning opportunity was superb. Regrettably for us, the pairing was conducted out on a terrace and the weather did not want to cooperate with us as we tried to enjoy our evening Puerto Rican Style!

Dear readers, it is always a pleasure sharing my experiences with you through “Got Rum?”. It is truly wonderful to have a job where you get to do what you love. I will see you again next month!

Philip Ili Barake
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