

# Got Rum?™

SEPTEMBER 2013

FROM THE GRASS TO YOUR GLASS!



## WHITE RUMS!

**RUM EVENTS - ANGEL'S SHARE**  
**- RUM HISTORY - EXCLUSIVE INTERVIEW -**  
**BARTENDER'S CORNER -**  
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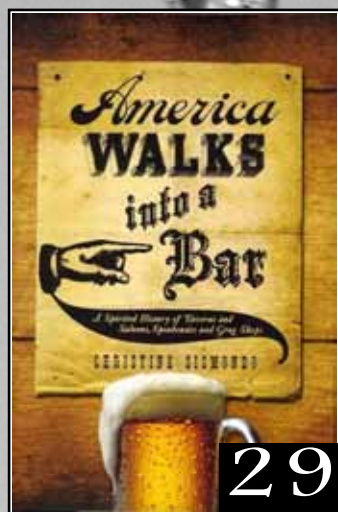




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# Got Rum?<sup>TM</sup>

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Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Tobacco and Rum:	philip@gotrum.com
Angel's Share:	paul@gotrum.com
Advertising Services:	ads@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

If you would like to submit news or press releases, please forward the information to:

news@gotrum.com

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ON THE COVER: Silver Rum Splash

INSIDE COVER: Amongst Beads of Rum



## FROM THE EDITOR

### From Ethanol to Rum

**T**his issue is dedicated to white rums, the cornerstone of our great industry. By volume, white rums represent the lion's share of the rum consumed in the world. White rums give us an early glimpse into the diversity and complexity surrounding this distilled spirits category:

- Some countries' laws require sugarcane alcohol to be aged in order to be called rum. Producers wishing to sell white rum have to charcoal filter the aged, golden spirit to remove the color imparted by the barrels.
- Some countries regulate the maximum and minimum congener level in rum, guaranteeing consistency and authenticity.
- Some countries also go as far as regulating the maximum and minimum alcohol strength allowed in a sugarcane spirit before it can be called rum.
- Some countries collect alcohol taxes from distilleries, based on the volume distilled; while others do so based on the volume bottled (the former penalizes aging by taxing its losses, while the latter doesn't).
- Some rum distilleries are located next to sugarcane factories, making it very easy and practical to obtain molasses, while others have to import molasses from other countries.
- Some rum distilleries receive government subsidies to help offset their rum-production costs.
- In some countries, environmental compliance is so expensive and complicated that rum companies prefer to import the rum rather than attempt to produce it locally.



As you can see, the transformation from sugarcane to rum, which requires complex chemistry and engineering throughout cane harvesting, fermentation and distillation stages, is only the beginning of the journey for our beloved spirit.

Perhaps, like me, you are not particularly fond of white, un-aged rums. Nonetheless, they offer a glimpse into the complex world from which the more refined, sublimely-aged rums emerge. How can we love the result, if we don't take the time first to understand and appreciate the beginning?

As always, I am eager to read your comments and answer your questions. Feel free to drop me a line at [Luis@gotrum.com](mailto:Luis@gotrum.com).

Cheers,

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

Luis Ayala, *Editor and Publisher*



<http://www.linkedin.com/in/rumconsultant>

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.



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# 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](http://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!







## Naked Turtle Rum

**P**roduced in St. Croix, Naked Turtle Rum is distilled five times using sugarcane molasses. Blended to 80 proof and bottled, they pride themselves on the fact that their rum never touches the inside of an oak barrel; hence, the “Naked” aspect of their rum.

### Appearance/Presentation

The 750 ml custom designed bottle is secured with a screw top. The flat front of the bottle presents a well designed label featuring a turtle lazing in a hammock. With the logo “Don’t Worry - Drink Naked,” the back label touts that the rum is good neat or mixed. The rum is crystal clear in the bottle and glass. Agitating the spirit creates legs that descend quickly down the side of the glass, leaving a pattern of sweat-like beads behind.

### Nose

When I poured the rum in the glass there was an initial rush of sweet alcohol vapor. As I let it settle and returned to the glass, I picked up notes of vanillin and sugar. There was a light undertone and alcohol burn to the nose, but the sweetness of the aroma quickly overwhelmed it.

### Palate

Sipping the rum neat confirmed the vanillin I picked up in the aroma. There was a rock-sugar sweetness to the spirit that was a bit much for my palate. As

# THE ANGEL'S SHARE

the sweetness settled, a medium burn developed carrying a bitter alcohol note that lingered into the finish.

## Review

After sipping the rum neat I played with it in orange juice, pineapple juice, and Coke. I did not enjoy the way it mixed with the orange juice as it only seemed to accentuate the bitterness of the spirit. Pineapple juice was much better and it was fine in the Coke. I think anyone who enjoys sweet spirits might enjoy this rum neat. I personally did not enjoy it and am not comfortable recommending its consumption via that method.

I wholeheartedly support the companies partnership with the Sea Turtle Conservancy and was pleased to recently read about their efforts in the St. Pete's area of Florida. If you are curious about the product, pick it up and enjoy it as a mixer.

If you would like to learn more about the Sea Turtle Conservancy, please go to <http://www.conserveturtles.org> for more information.



## Wicked Dolphin

I first encountered Wicked Dolphin during the 2013 Miami Rum Renaissance Blind Tasting Competition. After I nosed and sipped the rum, I made a note to identify it in the reveal room and visit with the company during the festival.

Wicked Dolphin is distilled by Cape Spirits, Inc. in Cape Coral, Florida. They use Florida sugarcane and ingredients produced by local farmers to create their products. After distilling the molasses, they age the rum in used oak barrels. After aging, they blend the rum to 80 proof and bottle on site.

## Appearance

The bottle is custom designed by JoAnn Elardo. She worked closely with local bartenders and created a mold from her research. The tall custom bottle has unique lines and curves that make it really easy to handle. The words "Florida Rum" are embossed on both sides with labels on front and back. The words "Be Wicked" are centered below the neck. The front label has the basic information and the back has a fun little tale and Batch number. My bottle is from Batch number S2.

Once the safety seal is removed, the plastic cap reveals the bottle is sealed with a real cork. The rum is crystal clear with no sign of distillate or color change when it is poured into the glass.



### Aroma

Smelling the aroma reminded me of why this rum first caught my attention. The sweet vanilla and honey combination were the first things that I picked up. As the dominant notes settled, I detected a subtle hint of oak and molasses, with a light sting from the alcohol.

### Palate

Sipping the rum quickly revealed a nice citrus-lime and oak note up front, followed by vanilla, honey, a light hint of caramelized molasses and a faint spicy alcohol note that popped and lingered into the finish.

### Review

The blind tasting was a fun way to discover a new rum. Sitting down and playing with the rum in an isolated environment confirmed my initial impressions. This is a nice bodied rum with a good balance and flavor profile. If this is the base rum, I expect to see good caliber product come out from them as they have plans to release spiced and aged products.



www.wickeddolphin.com

# WHITE RUM

## around the world

**W**herever alcohol is fermented or distilled, local consumers have adopted, adapted or created names to refer to the resulting beverages. Following is a list of names, some of them refer to clandestine alcohol in general, while others specifically refer to sugarcane distillates. The alcohol is often consumed white, un-aged, simply diluted down with water to whatever strength it is sold at to consumers.

How many of these names do you recognize? Do you know which countries each name is used in? Does the name refer to any type of white alcohol or does it apply specifically to rum? The answers will be published in the October issue.

Água Branca

Água Bruta

Aguarrás

Aguardiente

Arrack (not *Arak*)

Babash

Bush Rum

Bushwacky

Cachaça

Chaparro

Chicha

Guaro





Hammond  
Hooch  
Moonshine  
Mountain Dew  
Pisto  
Rum/Rhum/Ron  
See Through / Seethru  
Suor de Alambique  
Wa Bio  
White Dog  
White Lightning

Please let us know if you know of any other names we missed. We'll publish those along with the answers in October. Cheers!



# Bartender's Corner

## Researching the 'Ti Punch

If you are like me, an avid reader and collector of cocktail recipe books from the English or Spanish-speaking world, perhaps you'll find it strange that few of these books, if any, include recipes for **'Ti Punch**. The reasons are actually simple to understand: 'Ti Punch (creole for "petit punch" or "small punch") is primarily consumed in the French West Indies, in countries such as Martinique and Guadeloupe, which are not on the mainstream tourists' beaten path.

'Ti Punch is made using Agricole Rhum (white or aged), sugarcane-based sweetener (raw sugar or evaporated cane juice) and the juice of fresh limes. As such, it could be said that it is a French West Indian version of a Daiquiri, or perhaps that the Daiquiri is a Cuban version of the 'Ti Punch. In both cases there are recipes that call for the addition of ice while, authentic or purist approaches reject its use. And while the recipes are somewhat similar in both cases thus far, it is in its preparation where the 'Ti Punch separates itself from the Daiquiri, by employing a very unique form of swizzle stick that has become iconic for this cocktail: the *bois lélé* (background photo and insert). This swizzle stick is crafted from and named after a perennial tree that is native to the Caribbean region.

This swizzle stick was once very hard to find and purchase outside of the Caribbean, but increased interest in French Rhums and –to some extent, Tiki cocktails- has resulted in many different on-line stores and gourmet shops carrying them. You may be able to recreate a 'Ti Punch at home using cane syrup and Agricole rhum, but to properly prepare and enjoy one, you will want to get your hands on several *bois lélé* sticks, just make sure your guests don't walk away with them!

Cheers!  
Dr. Ron A. Ñejo





# Essential Rum Cocktails - Part IV



## Essential Rum Cocktail #4: 'Ti Punch

If you are not familiar with Agricole Rhums, experiment with white (blanc) and with aged (vieux) rhums to see which one you prefer.

### Ingredients:

2 oz. Agricole Rhum  
1/2 oz. Sugarcane Syrup  
1 Slice of Lime, it is important to use limes with very aromatic skin, since the essential oils are central to the cocktail.

### Directions:

Squeeze the lime juice into a rocks glass, place spent lime in glass as well. Pour the cane syrup, then the rum and use a **bois lélé** to stir the drink until the syrup has been dissolved completely. Serve and enjoy!



*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.*

# THE RUM HISTORIAN



**M**y name is Marco Pierini, I was born 59 years ago in a small town in Tuscany (Italy) where I still live. A long time ago I got a degree in Philosophy in Florence, Italy and I studied Political Science in Madrid, Spain. But my real passion has always been History. Through History I have always tried to understand the world and humans. Life brought me to work in tourism, event organization and vocational training. I own and run a small tourist business in my seaside town. A few years ago I discovered rum and it was love at first sight. Now, with my young business partner Francesco Rufini, I run a bar on the beach, La casa del Rum (The House of Rum) and we distribute Premium Rums across Tuscany.

Most importantly, I have returned back to my initial passion: History. Only this time, it involves the History of Rum.

Because rum is not only a great spirit, it's produced in scores of countries, by thousands of companies, with an extraordinary variety of production processes, of flavours and spices. It has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions and a long etcetera. And it has a complicated, interesting present too, made of political and commercial wars, of big multinationals that dominate the market, but also of many small and medium-sized enterprises that resist trivialization. It is a world which deserves to be known well so that it can be appreciated as it deserves.

All this I try to cover in my Italian blog on Rum:  
[www.ilsecolodelrum.it](http://www.ilsecolodelrum.it)

## THE ORIGIN OF RUM - A QUEST

### PART TWO: BARBADOS IN 1647: SUGAR, SLAVERY AND RUM

Barbados is a small island, 21 miles long and 8 miles wide at its widest, for a total of a little more than 160 square miles. It's the easternmost of the Lesser Antilles. It's low and flat and not easy to sight, but due to the prevailing winds it was often the first land which ships sailing from Europe came upon. It's an independent country, member of the British Commonwealth.

The English settled there in 1627. They were looking for a tropical land where to grow some lucrative crops. They tried cotton, tobacco and other crops, but with little success. Then they tried sugarcane cultivation and it was an explosion. When Ligon arrived in Barbados in September 1647 sugar was already the heart of the local economy. To make room for cane, forests were cut down while other crops were abandoned. This took labor, and plenty of it.

The cultivation of cane was extremely hard work. First the cutting, appalling toil, under the sun, with tight labor times to take advantage of the short period in which the sugar content was at its highest. Then the cane had to be quickly



crushed. Again hard work, and dangerous too. Often the arms of the slaves were crushed together with the cane. Later, some “philanthropic” planter supplied the slaves with a machete to cut off the imprisoned arm and save the man. Finally, in order to obtain sugar, the juice had to be boiled several times in great coppers, in an already hot tropical climate.

In Ligon’s Barbados most of the labor force was made up of “our Christian servants”. They were called “indentured servants”, that is, contract-bound servants. They were poor English citizens who, in the hope of a better life, tried their luck in the colonies.

But they had to get there, and travel costs were high. So these wretches agreed to give up their freedom and to serve a master for a certain period of time, typically 5 years, in exchange for transport, accommodation and a small final sum. Once the contract had been signed -because it was a proper legal contract- the master could use them as he pleased, treat them as he pleased and even sell them to others. Sometimes they were not willing, but recruited by force.

Then there was a minority of black slaves bought in Africa. If they survived their reduction to slavery and the terrible “middle passage” on the slave ships, their life was, according to Ligon, slightly better than that of indentured servants. Slaves were their masters’ property, and also their children, if they had any. So, it was in the planters’ interest to keep them alive and (relatively) healthy, while from white servants they simply wanted to extract the maximum profit before the contract expired.

Over the next decades things changed. The white servants left the island as soon as they could and fewer and fewer came to replace them, so planters had more recourse to slaves. Today, the great majority of the inhabitants of Barbados are of African origin.

This is how Ligon describes the rum production process:

“ As for distilling the skimmings, which run down to the Still-house, from the three lesser Coppers, it is only this: After it has remained in the Cisterns, which my plot show, you in the Still-house, till it be a little sour, (for till then, the Spirits will not rise in the Still) the first Spirit that comes off, is a small Liquor, which we call low-wines, which Liquor we put into the Still, and draw it off again; and of that comes so strong a Spirit, as a candle being brought to a near distance [...] the Spirits will fly to it.”

In these lines Ligon describes an already advanced process, with double distillation and the use of two different Stills. The fermenting cistern could contain hundreds of gallons of wash, while the two stills could distil around 100 gallons each. Such a quantity, in the middle of the XVII “ century, was not a simple domestic production.

So, only few years after the beginning of large scale sugarcane cultivation, in Barbados it was already common to distil, consume and even sell this new Spirit. And this is not easy to understand if we assume that rum was born in Barbados.



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## EXCLUSIVE INTERVIEW



Photo by Lee Tomkow

I am very thankful to Mr. Craig Adcock, owner of Jude's Rum Cake (KC, NOLA, and Key West) and Belly Up BBQ – based in Kansas City, for his time for this exclusive interview.

I am very excited to share this interview with all of our readers as this is the first time we have ever interviewed someone about rum cakes.

I thank you, Craig, first and foremost, for your service to our country and secondly for your absolutely delicious rum cakes. I wish you all the very best!

*-Margaret Ayala, Publisher*

**Q: How did you get started in the rum cake business?**

I've always been a BBQ guy that happens to make a rum cake. My Mother-in-law (Jude) made a birthday dessert for me in 1996, it was a Rum Cake. She used a rum that I brought back from a trip to Panama. Over the years, the cake gained momentum and exposure across the nation. In 2008, I left the corporate world to become a full-time rum cake maker and caterer. Over the past 10 years the rum cake started to take the spot light, so now, I am a rum cake guy that happens to barbeque (and drink a little wine).

**Q: How many different rum cakes do you currently make?**

I make one flavor of rum cake in 4 sizes. I would rather do a few things very well, than several things not so well. I source my rum from Old New Orleans Rum located in the 9th Ward in New Orleans. My pecans come from Nevada, Missouri and are the best I have ever tasted (and I grew up in MS with 25 pecan trees and a single pecan cracker – funny, those pecans were a hybrid of the Missouri pecans). I try to source as many products locally as possible. Nordic Ware provides all my cake pans and I use Ergo Chef knives (both American companies). My shipping boxes are made in KC, my vacuum sealer is made in KC, and all the restaurants that share the cake on their menu are locally owned and believe in the concept of reciprocal spend.

**Q: Do you ship your cakes throughout the USA?**

Yes! Last year, we produced 15,000 cakes. I think I took the road less traveled. Ten years ago, we produced 75 cakes. In 2012, we hit 15,000. About 80% of my business is direct to consumer and has grown word of mouth. I am in two retail outlets – One in KC (McGonigles Market) and one in the Napa Valley (CalMart) - - both mom and pop type shops with a commitment to excellent products and customer focus. In the past, I have sold the cakes in some of the 'high profile' stores, but it just wasn't a fit for me - - too much focus on ROI, instead of the customer experience.

**Q: Do you ship your cakes outside of the USA? If so, where? If not, do you have any plans of going international?**

I often ship cakes to soldiers overseas. I also include a seasoning packet of my bbq rubs and a handwritten note thanking each for their service. My wife and I both are prior military, so I understand, respect, and truly appreciate each service member's commitment. It's really cool when I receive photos from across the globe of clients that have shared the cakes with friends and family.





I would like to expand my international shipping; I just need to figure out the shipping costs and how to make the costs feasible. When I ship a \$50 rum cake to New Zealand, the shipping is \$48 - - ugg!

**Q: Do you have any plans to develop new rum-flavored cakes?**

I have toyed with the idea of creating a cake for the mass market, but then again, I'm not a huge fan of synthetic extracts, commodity nuts, and all the byproducts.

**Q: Is there something unique about your company and/or product(s)?**

Most people don't know that I own and operate 2 businesses. Next to the rum cake business, I also operate Belly Up BBQ - - a gourmet grilling and catering company. I really dig the 'experience.' I cater for small groups and travel often to cook for winemakers, chefs, musicians, and friends (rum cake is ALWAYS included on my menu).

I am fortunate to have business year round. I have several restaurants that share the cakes on their menus across the nation. The cakes are currently shared on (locally owned) menus in Key West, Tampa, Des Moines, Kansas City - MO/KS, New Orleans, and Napa Valley.

Typically, the rum cake side kicks into full production mode in early September through late January. The bbq side of the business kicks into gear February - September. There is definitely cross over and the days are PACKED! The two businesses allow me to shift back and forth between each and not become complacent.

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

I think the greatest challenge has been sustaining a small business over the past 4 years (economy). My product is a luxury item and people do love it, but when discretionary spend becomes limited, sometimes, I feel the impact.

Another challenge is maintaining ongoing relationships with restaurants, suppliers, vendors and customers. It is not that difficult, but as we've grown from 75 units to 15,000, so has my list of partners and customers. I want to ensure their experience is optimal.

The other significant challenge has been maintaining the 'Quality' of the cake - - when I made 100 cakes, it was easy to source the best products. As I grew, I had to make sure that I would have access to 1000 lbs of pecans over the 4q - even in down harvest years. I feel very confident in my partners and their commitment to their craft and our relationship. The first 9 years of the business, I sourced my rum from



Haiti. The product was great, but the company was not flexible to work with me on alternative and green packaging. After the earthquake, the product was somewhat limited in the US (I was right at 5% of their US consumption) - - I loved the product, but I longed to bring the spend back to the States. I found an interim rum, but it wasn't a reciprocal relationship. After Katrina devastated New Orleans, I really wanted to help - - I toured Old New Orleans Rum Company last year, and the rest will be history - - these kats are really cool, committed to the community, green, located in the devastated 9th Ward, and overall nice people running a solid business (after Katrina, they had 12 barrels floating).

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

During 1Q and 2Q, we typically bake about a week a month. The 3rd and 4th Q, we don't stop baking! My catering business allows me to travel quite a bit. I spend much of my time marketing and trying to develop and maintain relationships with industry peers and new customers. I spend quite a bit of time on social media platforms – Facebook is an incredible tool if used properly. I also use Twitter, LinkedIn, and Instagram. I am fortunate that my customers repeat orders each year and often share with new friends. The business is growing, and there is always room for another customer. As any small business owner will acknowledge, there are no set hours for work. We are always working, marketing, sharing and trying to grow the business.

**Q: Have you had to adjust your rum cake flavor/ingredients to keep up with changing patterns in the market?**

No. I will not sell an inferior product. I have maintained quality ingredients over the past 10 years. Now, I am about as local as I can be (rum from NOLA, pecans from MO, pans, knives, and packaging is local). My rum cake prices have not changed in 8 years. I still have people that raise their eyebrows when I tell them the cake is \$50. I tell them about my products and commitment to locally sources products and let them decide. I have tried to pass on my savings (in bulk item purchases) to the customer by not increasing my price.

**Q: Do you have any advice for anyone who is considering starting his/her own rum cake business in the USA?**

Plan to do a lot of dishes! Our 11 year old goddaughter stays with us a week each summer. She summed it up by saying, *"people think that caterers and small business owners make a lot of money. I mean, you make money, but you have to spend a lot on ingredients and products, and then you spend a lot of time working, cleaning and delivering. It's a lot of work for not much money."*

Beyond that, try to connect with some people in a similar business. Some people will share insight and lessons learned, some won't (stay away from the latter). Do the right things for the right reasons, and BE NICE!

I'm an open book to my peers, to the point that sometimes, I even get taken advantage of, but hey that's life. If anyone wants to chat, give me a call, I'm always at the other end of my cell phone.

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

My website is [www.judesrumcake.com](http://www.judesrumcake.com) I also take orders by phone 913.526.6708. My Facebook and other social media platforms are under Craig Adcock, so you can reach me there also.

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

Thanks for taking the time to read this and get to know me. If you're ever in KC, please give me a shout and swing by the kitchen – we'll pop some corks and have some cake!





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# RUM IN HISTORY



## September Through The Years

1522 - Ferdinand Magellan's lieutenant Juan Sebastian d'Elcano (del Cano) returns to Seville September 6 aboard the Vittoria with 18 surviving sailors of the first circumnavigation of the world.

1567 - Antwerp's sugar-refining industry moves to Amsterdam following the capture of Antwerp by the duke of Alva.

1522

1572

1622

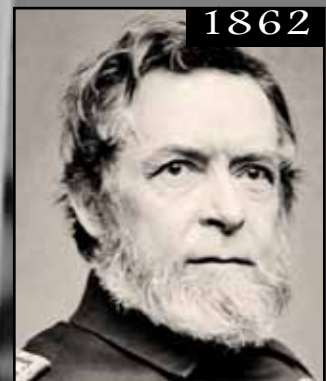
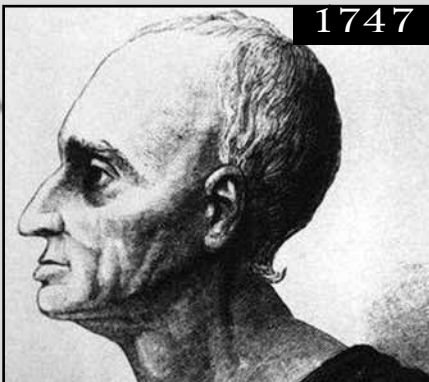
1672

1559 - Around 1,500 Spanish colonists land at Pensacola, Florida, but hostile natives force them to move to Port Royal Sound in what later will become the English colony of South Carolina.





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



## PAIRING TOBACCO & RUM



**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).



### The Highest Pairing

For the September issue I had thought about doing a pairing that involved preparing a meal along with a rum, but time was not on my side and therefore was impossible to accomplish for this month. I decided to take advantage of a business trip I had booked to La Parva, a region in Chile, and I packed my very last cigar of the Drew Estate Liga Privada Unico Feral Flying Pig.

Since I was at an altitude of approximately 7900 feet, it came to me exactly what rum I was going to use for the pairing with my cigar. I chose Ron Zacapa Solera 23, a rum that is aged high up in the mountains of Guatemala in both American and Spanish barrels. The combination of high altitude, rum and cigar should be a perfect pairing.

First, I had to take advantage of the little daylight that was left of the day. My photographer and I had to take the photos for this pairing in areas that would depict the high altitude we were at, along with the cold weather. Without a doubt, the area we chose was magical and the perfect place to smoke the cigar, overlooking the vast landscape.





Photo by @cigarili

Now, just think about the situation we were in: here we were at an altitude of about 7900 ft., completely surrounded by snow, a camp fire at our feet and the most breathtaking view. All that was missing in that very moment was my cigar along with a snifter of Ron Zacapa Solera 23.

Initially I encountered a problem; I had managed to forget my lighter! What was I thinking?!?!? Then it occurred to me that I was sitting right by a camp fire. With a lot of caution, so as not to burn the wrapper, I knelt down and lit my cigar without any complication.

In one of the past issue of "Got Rum?" I had already paired a cigar from the Drew Estate and had mentioned how much I enjoy this series for its thick body, a 60 ring gauge and 5 3/8 length. At first glance, this is a double figurado cigar with one of the ends featuring a knob twisted to resemble a pigtail. The wrapper has a rich dark chocolate color and has a minimal number of veins. As a reminder, when working with cigars with this type of pigtail, do not attempt to un-twist it, as this can cause the wrapper to break.

Once I lit the cigar, the first third did not seem very aggressive, I found it to be complex, with medium intensity and pleasant notes of tobacco with hints of earthy elements. As I experienced these notes from the cigar I began to accompany it with sips of Zacapa, served with only a single ice cube. Of course, with temperatures below 0°C, the ice cube was well maintained, with very little dilution.



Photo by Alejandra Herrera

As the burn approached the middle of the cigar, the notes of the tobacco began to produce hints of sweetness and toasted pistachios that were quite enjoyable. Altogether, the strong character I was expecting from the beginning started to emerge. Along with the sweetness of the rum, with its hints of caramel and vanilla, they maintained an excellent contrast and balance that was very enjoyable.

Despite the cold, the pairing did not allow me to accelerate its time, hence the pairing took a little over an hour....with the absolutely breathtaking view and the perfect pairing, another hour could have passed easily and I would have been just as happy. I hope that someday you too will have the same unique experience as I did.

Cheers!  
Philip

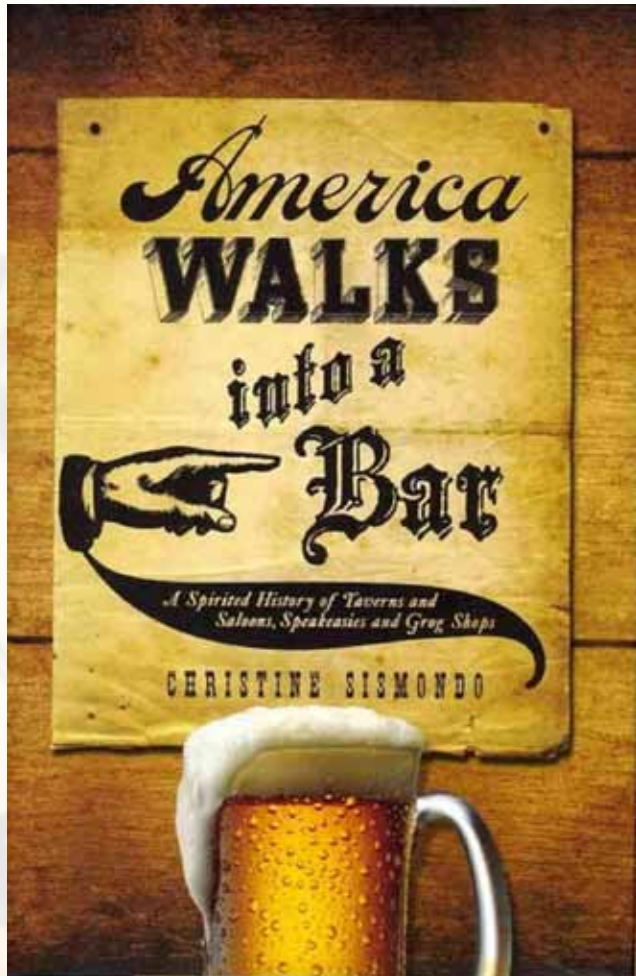
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Photo by Alejandra Herrera



## RUM LIBRARY



**T**his book was published in 2011, it was written by Christine Sismondo, a writer and lecturer at Ryerson University in Toronto. Upon inspection of the book, it is broken up into 3 parts, it has 314 pages and very few photos throughout.

In Part I, you will learn just how important taverns were from the 1600's through the late 1700's. Taverns in the USA became every town's political, social and economic centers; meeting places for the military, elections, and where politicians developed new laws. Not only that, but this is where cocktails were developed. For example, there was the cocktail called "flip" -a favorite amongst the colonists- and others such as the Bounce, Dram, a Meridian, Sangaree and Sitchell (just to name a few).

In Part II, you will read about how bars evolved from the 17th and 18th century taverns into grog shops, saloons and hotel bars. The book talks about how the words "exchange" and "free lunch" became references for saloons in the 19th century. You will also learn that bars developed their own rituals and "bar etiquette". This section also talks about the introduction of ice in bars which resulted in the development of new cocktails. In the early 1800's grog shops began to appear, they were typically unlicensed and illegal. As a result, new laws were enforced as to suppress these shops. Not to mention, Prohibition kicks in and this book discusses its impacts economically, socially and politically.

Part III, discusses the import of liquor from Mexico and the Caribbean and how there was very little interference to stop these imports. This section also discusses the development of "dry" and "wet" counties, as well as an increase in women hanging out in bars and later seeing children (some even being bartenders!).

This is a great history book on the topic of liquor in the USA. It really shows just how the USA was shaped by its influence.

I have to say, I really enjoyed reading the different cocktails served in taverns in the early 1700's, especially the "flip". This drink was typically made with strong beer, dried pumpkin, molasses and rum. One particular tavern owner in Massachusetts created his own version of the "flip" where he added four heaping spoonfuls of a blend of cream, eggs and sugar. Then he added this blend to a quart of bitter beer and rum. He then would thrust an iron poker into the drink and add a freshly whisked egg to make the frothed drink gush over the top of the mug. How creative was that!!

If you really want to know about American history and liquor, this book is a must read. I hope you enjoy reading it as much as I did.

*Cheers!*  
-Margaret Ayala





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