

Got Rum?™

NOVEMBER 2015

FROM THE GRASS TO YOUR GLASS!



**COOKING WITH RUM · ANGEL'S SHARE · CIGAR & RUM ·
MUSE OF MIXOLOGY · RUM HISTORIAN ·
RUM IN THE NEWS · EXCLUSIVE INTERVIEW ·
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GENTLEMEN,
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CHEERS!



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8



28



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Got Rum?®

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Round Rock, Texas 78664

Tel/Fax +1 (855) RUM-TIPS
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November 2015

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ON THE COVER: Rum, Fire and Ice.

INSIDE COVER: Rum in Fall.

Got Rum?™

FROM THE EDITOR

A Tale of Two Stills

It's been brought to my attention that some people in the industry are proposing differentiating rums based on the type of still used for their distillation, the choices being "*Pot Still*" or "*Column Still*." While I know that there are a few, educated, technical people behind this notion, most of the noise is coming from un-educated, non-technical "followers" who lack the knowledge to understand how far to push the concept.

Those who assume that all pot stills produce heavy, congener-rich distillates, forget (or conveniently ignore) the fact that many small ("craft") distilleries actually use pot stills to produce vodka and other light/neutral spirits. Many distill multiple times, others have one or more columns attached to their pot stills, a small number of them even purchase "low wines" (low ABV distillate) from large distilleries and re-distill in their pots, claiming the result to be "pot-distilled".

For example, to claim that the distillate (rum, in our case) coming out of a simple pot still (round copper bottom, onion head with swan neck) and an *Adams Pot Still with Two Retorts* is the same, in alcohol strength and congener level, is simply wrong. To further assume that the distillate coming out of a "*beer*" or "*stripping*" column is the same as that coming out of a rectifying column is even more ridiculous.

How then, is one to differentiate the rich, congener-laden distillate from its lighter counterpart? The answer is simple: *quantification of congener per volume!* Unfortunately this is not as easy as simply mentioning the equipment owned



and operated by the producer, but it is scientific and, as such, unquestionable.

Any decent alcohol beverage lab can test the alcohol and produce a report, usually in a matter of hours. If consumers demand to see this information, or if trade associations demand it of their members, perhaps someday we'll see a meaningful identifier on the labels. Until then, I'll caution consumers, bloggers and industry members from attaching too much meaning to a piece of equipment. I've had my share of horrible and beautiful distillates, all along the congener spectrum, coming from both pot and column stills.

Cheers,

Luis Ayala, *Editor and Publisher*



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

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!

Westerhall 10XO


It has been my pleasure to travel the Americas and Caribbean exploring distilleries, learning about companies and their products. The first time I visited the island of Grenada I had the opportunity to tour Westerhall Estate. What I found was lovely grounds, the remains of an old rum distillery, a museum, and finally aging houses along with a blending and bottling facility. At the end of the tour we sat down and explored their line of products and it was no surprise that Westerhall Vintage Rum, now rechristened Westerhall 10XO, was locked in my memory as one to revisit at a future time.

Westerhall 10XO is a blend of rums aged a minimum of 10 years in used Bourbon barrels and blended to 80 proof. The base product is sourced from Angostura and then aged on site.

Appearance/Presentation

Westerhall Estate uses the same 750ml bottle for 10XO as their Plantation product. It is sealed with a black security wrap with 10XO boldly shown on the neck. This is a big update from the gold wax that used to adorn the bottle. The label has been updated as well. Previously, it was consistent visually with the bottle used by Plantation; however, now it stands out visually with a large "10XO" that you can spot from across the room. The tan front label provides the minimum information about the product with the new design showing off more of the rum in the bottle.

The rum has a dark brown color that lightens with amber hues when it is poured in the glass. Swirling the liquid reveals a nice solid band that produces medium



sized legs that descend quickly down the glass. As I swirl the rum it is easy to spot a light green ring where the rum touches the glass, visually confirming that this is a true aged blend.

Nose

As I poured the rum in the glass I noted a bouquet of caramel, spices and a light floral grassy note fill the air. I let the liquid settle and, in addition to the caramel detected, I discovered cinnamon, cocoa, a touch of vanilla, with nutmeg coming in at the end. This combination of aromas makes me think of all the spices grown on Grenada. It is not uncommon to smell them drifting in the wind depending on where you are at on the island.

Palate

Sipping the rum reveals caramel and smoky oak forming the foundation with honeyed vanilla taking the high notes. The midline is filled with notes of cinnamon, nutmeg and cocoa. I detect a light pop of salt along with coffee and cloves as the rum slowly fades in a dry finish.

Review

I always enjoy a rum when it transports me back to its island of origin and Westerhall 10XO achieves that. From the aroma to the glass this was a pleasure to sip. A quality sipper it is a fine ingredient for any cocktail calling for an aged rum. Add an ice cube or a little bit of water to open it up and bring the spices out to play. Westerhall products are currently available in Switzerland, the United Kingdom and the United States. Please visit www.Westerhallrums.com to learn more about their products.



www.westerhallrums.com

THE ANGEL'S SHARE

by Paul Senft

Facundo Eximo

Facundo Eximo is the second of the line of premium rums commissioned by Facundo L. Bacardi to honor Don Facundo Bacardi Masso. What makes Eximo unique in the marketplace is that the product was blended before aging.

The Master Blender took a combination of unaged as well as one and two year old rums, blended them in a used American Oak Bourbon Barrel and then aged them for 10 years in the Bahamas. It is then shipped to Tultitlán, Mexico where it is blended to 80 proof and bottled for export.

Appearance/Presentation

Eximo is sold in a thick gray cardboard box with artwork matching that of the decanter it holds. The heavy glass decanter has a crossing sun beam design that forms an X which is a nice nod to the age of the products inside.

The bottle is sealed with a wooden cap that holds a synthetic cork. A security strip wraps the top of the bottle with an additional plastic wrap around the neck.

The rum has a walnut hue in the bottle and glass. Swirling the liquid created a thick band with slow moving dense legs.

Nose

I removed the cork and a strong oak note filled the air. I let the liquid rest for a few minutes and when I returned to the glass, I found that the oak had settled and discovered notes of banana, cinnamon, caramel, baking spices and a slight hint of cocoa at the end.

Palate

The first sip creates a strong baseline of deep oak flavor and black pepper on the tongue. Toffee and vanilla swirl across the midline with spicy banana and fig notes take the high notes. As I continue to investigate the rum the oak foundation reveals cinnamon, dark chocolate and a bit of cherry pops at the finish.

Review

I found this rum to be dynamically interesting. It has a lot going on from the first sip to the robust finish. I enjoyed that it was a very different experience than Neo and Exquisito. Easy to sip and at 80 proof a solid ingredient rum for your cocktail pleasure.

This limited release product can be found in California, Florida and New York in the United States and has recently begun to be released in the European markets.



www.facundorum.com

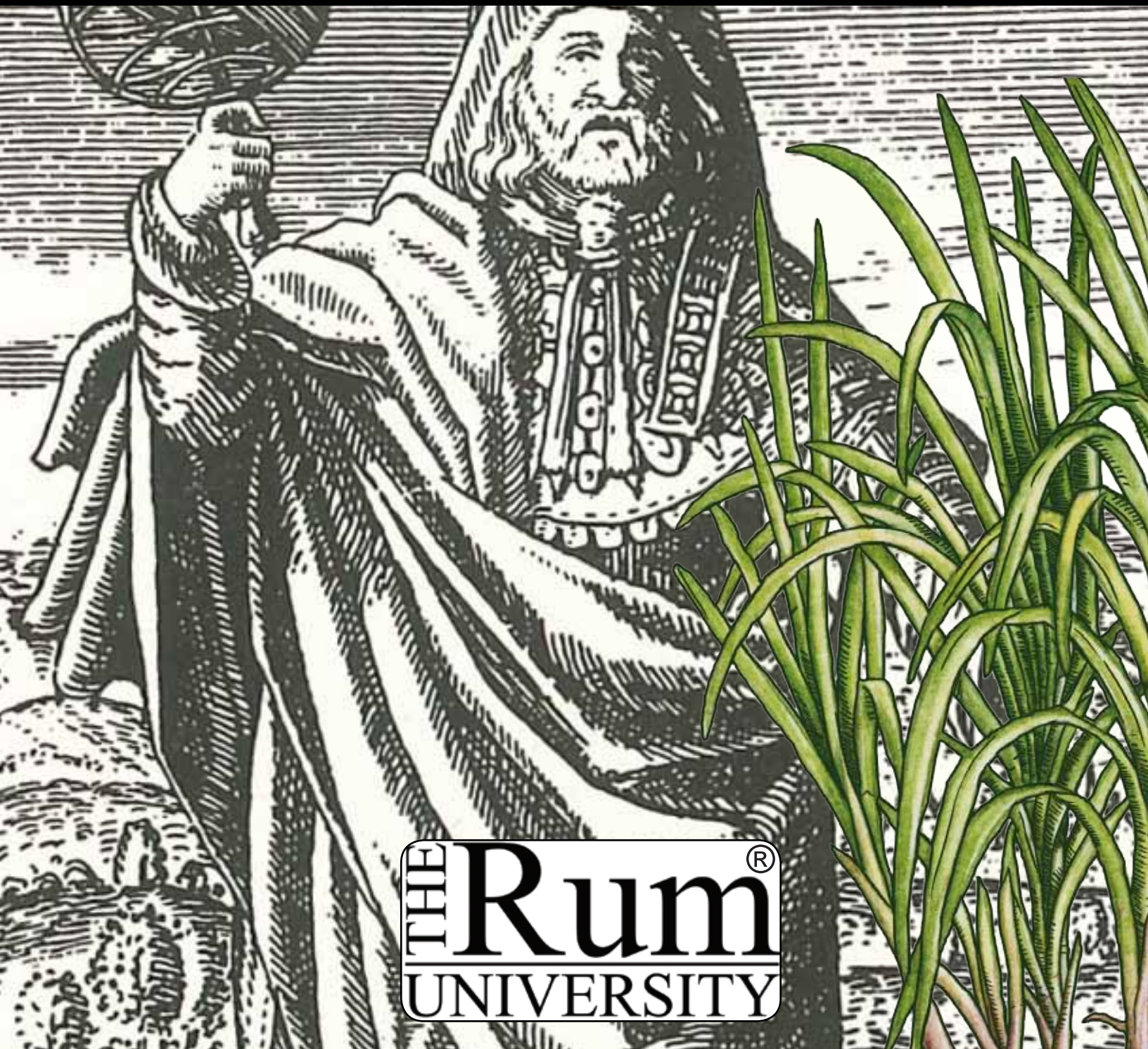
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The

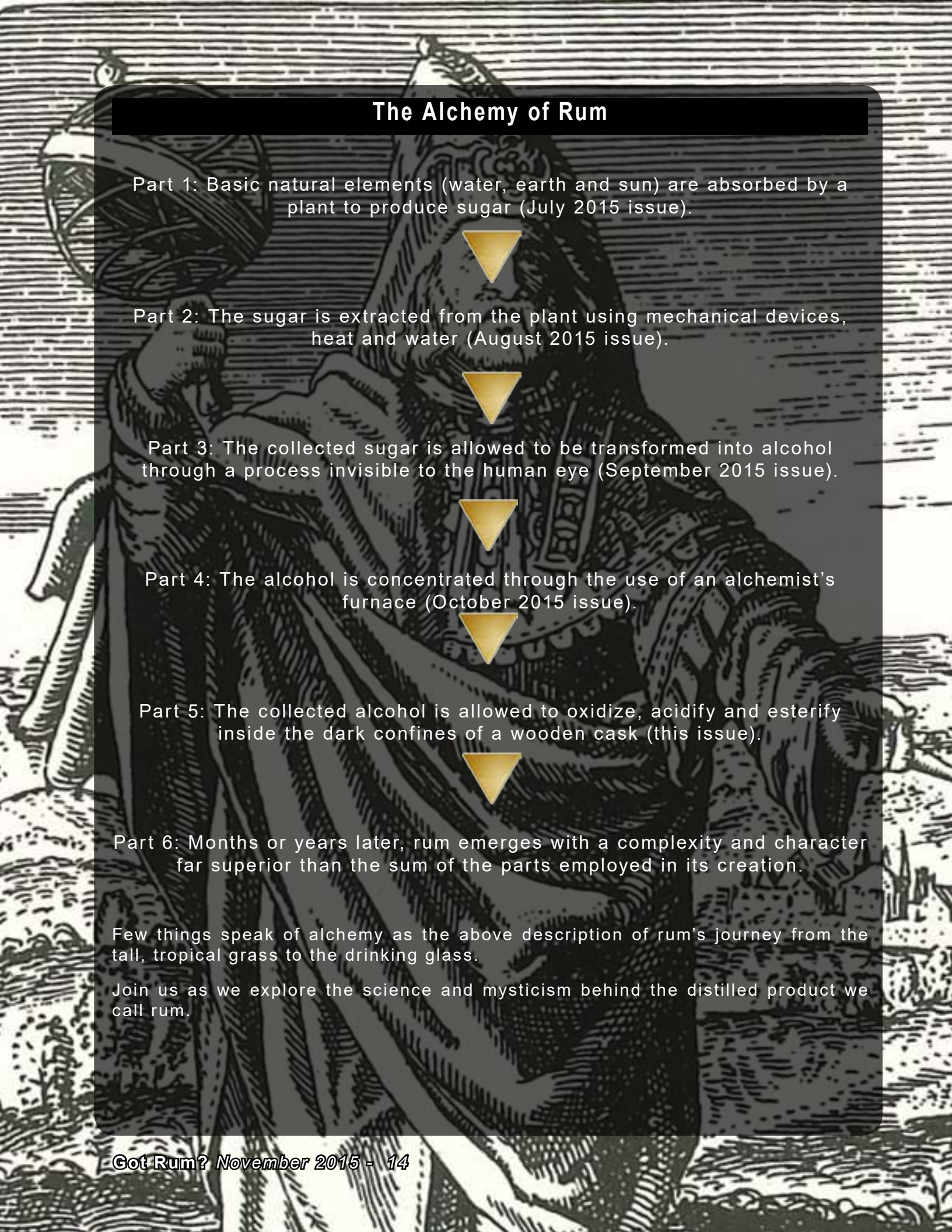
ALCHEMY



OF RUM

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The Alchemy of Rum

Part 1: Basic natural elements (water, earth and sun) are absorbed by a plant to produce sugar (July 2015 issue).



Part 2: The sugar is extracted from the plant using mechanical devices, heat and water (August 2015 issue).



Part 3: The collected sugar is allowed to be transformed into alcohol through a process invisible to the human eye (September 2015 issue).



Part 4: The alcohol is concentrated through the use of an alchemist's furnace (October 2015 issue).



Part 5: The collected alcohol is allowed to oxidize, acidify and esterify inside the dark confines of a wooden cask (this issue).



Part 6: Months or years later, rum emerges with a complexity and character far superior than the sum of the parts employed in its creation.

Few things speak of alchemy as the above description of rum's journey from the tall, tropical grass to the drinking glass.

Join us as we explore the science and mysticism behind the distilled product we call rum.

Introduction to Alchemy and Aristotle's Four Elements

According to Aristotle, the basis of the entire material world was something that he called *prime* or first matter. This was not, as it may sound, some gray sludge from which the world gradually evolved. In fact, it was not a substance one could see or touch.

It had no physical existence on its own account. However, it was the one unchangeable reality behind the ever-changing material world. To give this matter a physical identity and individual characteristics, various stages of form were needed.

The first stage of form, Aristotle believed, was found in the four elements of Earth, Air, Fire, and Water. The elements, while distinguished from each other, are also related by four qualities. These qualities are dry, moist, hot, and cold. Each element possesses two qualities, of which one predominates, and each element is linked to two other elements by the quality they possess in common. Here is how this system applies:

- Fire is hot and dry with heat predominating.
- Air is hot and moist with moistness predominating.
- Water is moist and cold with cold predominating.
- Earth is cold and dry with dryness predominating.

The main interest of Aristotle's theory of the elements from the point of view of alchemy is the idea of change. According to his theory, each element can be transformed into another element through the quality they possess in common.

With this knowledge at hand, we set out to explore how these four elements help with the production and transformation of sugarcane into rum.

Fire



Air

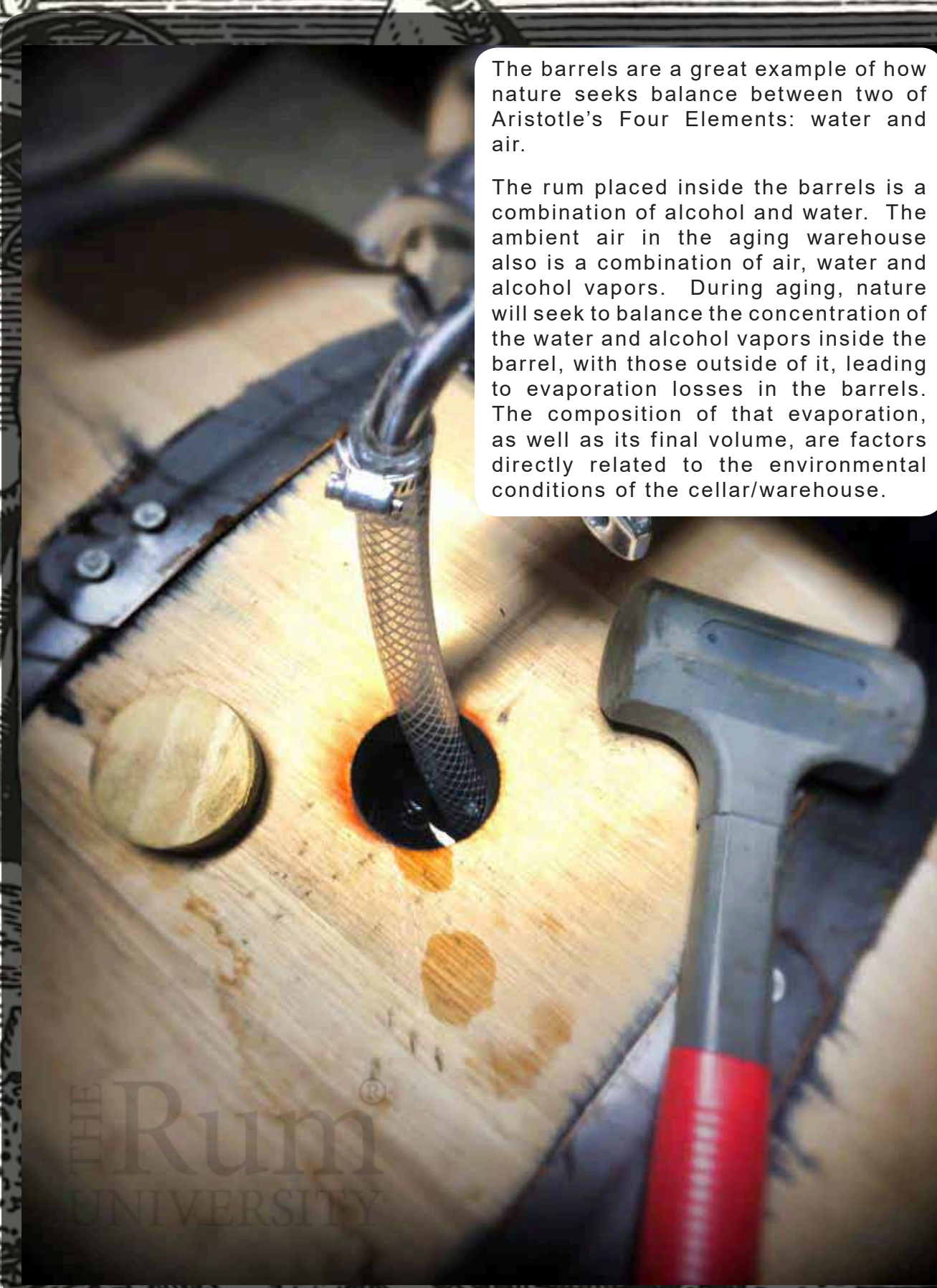


Water



Earth





The barrels are a great example of how nature seeks balance between two of Aristotle's Four Elements: water and air.

The rum placed inside the barrels is a combination of alcohol and water. The ambient air in the aging warehouse also is a combination of air, water and alcohol vapors. During aging, nature will seek to balance the concentration of the water and alcohol vapors inside the barrel, with those outside of it, leading to evaporation losses in the barrels. The composition of that evaporation, as well as its final volume, are factors directly related to the environmental conditions of the cellar/warehouse.

THE Rum
UNIVERSITY



As the evaporation takes place, the lost volume of liquid is replaced with ambient air, which then starts to oxidize the rum inside the barrel. The rate of this oxidation is directly related to the rate of the evaporation.

During the oxidation we see an increase in the formation of aldehydes, acids and esters. We also see an increase in the extraction of tannins and other wood components.

During the oxidation we also see a decrease in the overall volume of the contents of the barrels, as well as a drop in the alcohol strength of the rum. The decrease in overall volume is easy to understand, just by looking at the effects of evaporation. The decrease in alcohol strength is not as obvious, but is also easy to understand once we remind ourselves that nature is attempting to bring into balance the strength of the water AND alcohol vapors inside the barrel with those outside. Once the relative water humidity inside and outside the barrel is equalized, no more water will evaporate, but since the alcohol vapor concentrations are still not the same (being higher inside the barrel, of course), most of the volume of evaporation at that point will have to come from the alcohol alone.

Next month, Part 6: Conclusion

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Featured Brands

November's Featured item: 50% cotton, 50% polyester, 5.6 oz with stain resistance. Welt-knit collar and cuffs; rib-knit cuffs; double-needle stitching on bottom hem for added durability; two-button placket with pearlized buttons.

 Columbia

 EST. 1920

 carhartt

 patagonia

 NIKE GOLF

 American Apparel

 Champion

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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

I am delighted to bring you these fine recipes from the folks at Blue Water Rum, located on the beautiful island of St. Maarten. I hope you enjoy the island vibe and Caribbean cuisine in your very own backyard. Bon Appetit!

BBQ for Rum lovers

Rum is unquestionably the most versatile distilled spirit when it comes to cooking. The molasses/sugarcane in rum creates a natural sweetness in both savory and sweet dishes that cannot be found in for example vodka, gin or even wine. After experimenting with rum for countless hours in the kitchen, we've determined that rum can be the difference between mediocre and perfect recipes when it comes to broth, brine, sauce, glaze and marinades. We've chosen to share this Pulled Pork recipe with you not only because it's incredibly easy but because it's perfectly delicious. Enjoy!

"Tell me what you eat
and I will tell you who you are."
— Jean Anthelme Brillat-Savarin



Rum Pulled Pork

Prep time: 20 minutes

Ready in: 7 hours

Serves: 6

- 1 cup of Blue Water Caribbean Gold Premium Rum
- 1 cup of Orange Juice
- 1 ½ cup of Ginger Ale
- ½ Onion sliced
- A few Bay Leaves
- Slices of fresh Ginger
- Pork Roast (around 2.2 lbs. is good for 6 people.)

Add all ingredients of Rum Brine to slow cooker and set on "low". Gently place the pork inside and place some ginger on top. While the pork is slow cooking, make the Rum BBQ Sauce and place in refrigerator. After three hours, turn the roast over and let cook for another three hours. Discard of the rum brine and place roast on cutting board. Using only two forks, pull the roast apart into shreds and return to the slow cooker. Add 1 ½ cup of your cold homemade Rum BBQ Sauce and stir well before cooking one more hour on "low". Serve on a fresh bun or slider with a little extra sauce and your preferred toppings.

continued on page 23



"Barbecue may not be the road
to world peace, but it's a start."

— Anthony Bourdain

Rum BBQ Sauce (Yields 2 cups)

- ¼ cup Blue Water Ultra Premium Rum
- ¼ cup vinegar
- 1 ½ cup tomato sauce (15 oz. can)
- 3 tablespoons Worcestershire sauce
- ¾ tablespoon Franks Hot Sauce (or your favorite kind)
- ¾ tablespoon salt
- 1-2 dashes of cayenne pepper
- 3 teaspoons lemon juice
- 1 ½ teaspoon liquid smoke flavoring
- 2 tablespoons granulated sugar (or Splenda)
- 1 tablespoon Dijon mustard

Add all ingredients except mustard to a sauce pan, stir and slowly heat. To avoid lumps of mustard, put mustard in a separate cup and mix with a few tablespoons of sauce until smooth. Then add mustard mixture back to sauce in pan. Bring everything to a boil, lower heat and let sauce simmer for 15 minutes while stirring. After cooling off, transfer sauce to a plastic container and place in fridge. By the time you are ready to use it, it will have the perfect consistency – not too thick, not too thin.

Suggested cocktail pairing: 96 Degrees



96 DEGREES
WWW.BLUEWATERRUM.COM

96 DEGREES

A TRIBUTE TO **THIRD WORLD**

2
oz.

Blue Water Caribbean
Gold Rum

1
oz.

Old Jamaica Ginger
beer

 Fresh Cucumber



Muddle some slices of fresh cucumber in a shaker. Add ice, Rum and shake. Strain into highball glass with fresh ice, top with ginger beer and garnish with cucumber.

⊖ *Sal in genere*

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⊖ *m. Acidum minerale*

+⊖ *Acidum Vitrioli*

+⊖ *c. concentratum, d. dilutum*

+⊖ *Acidum Nitri, ⊖ a n. phlogisticatum*

∇ *Aqua fortis*

+⊖ *Acidum Salis ⊖ a n. dephlogisticatum*

∇ *Aqua Regis*

+⊖ *Acidum fluoris mineralis*

+⊖ *Acidum Arsenici*

+v. *Acidum Vegetabile*

+⊖ *Acidum tartari*

+⊖ *Acidum Sacchari*

⊖ *Acetum*

+a. *Acidum animale*

+⊖ *Acidum urinae; phosphori*

+⊖ *Acidum formicarum*

⊖ *Acidum aereum; atmosphaericum*

⊖ *Sal alcalinus*

⊖ p. *Sal alc. purus (Causticus)*

⊖ v. *Alcali fixum vegetabile*

⊖ m. *Alcali fixum minerale*

⊖ *Alcali volatile*

∇ *Terra*

∇ *Lapis*

∇ *Arena*

∇ *Calx, p. pura (ustulata)*

∇ ⊖ *Calx vitriolata (Jelenites, gipsum)*

∇ *Terra ponderosa*

∇ *Magnesia*

making your own

Spiced Pecan Rum Liqueur

Before European settlement, pecans were widely consumed and traded by Native Americans. As a food source, pecans are a natural choice for preagricultural society. They can provide two to five times more calories per unit weight than wild game, and require no preparation. As a wild forage, the fruit of the previous growing season is commonly still edible when found on the ground. Hollow tree trunks, found in abundance in pecan stands, offer ideal storage of pecans by humans and squirrels alike.

Ingredients

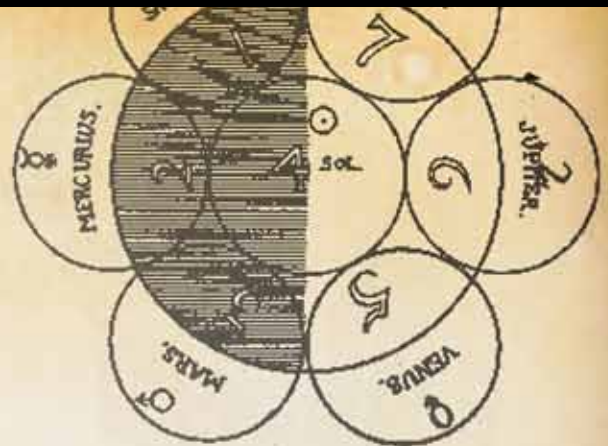
- 1 C Light Rum
- 1 C Heavy Rum
- 1 1/2 tsp Pecan Flavoring Extract
- 1/2 tsp Orange Zest
- 1/3 C White Sugar
- 2/3 C Brown Sugar
- 1/2 C Water
- 1 Cinnamon Stick
- 3 Whole Cloves
- 1/2 tsp Ground Allspice



Procedure

Combine light rum, heavy rum, flavoring and the orange zest in a 1 liter glass jar. Combine water, white and brown sugars in a saucepan, bring to a boil over medium-high heat. Combine the cinnamon, cloves and allspice in a cheesecloth and add to the simple syrup, boil for 2 minutes. Allow the mixture to cool down and transfer it into the glass container.

Cover the container and allow all the flavors to marry for at least 1 month. Remove the cheesecloth and transfer the liqueur to a clean container, leaving sediments behind.



THE RUM UNIVERSITY LIBRARY

www.RumUniversity.com



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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.RumBook.com

The deWolf wharf in Bristol, Rhode Island, buzzed with activity on a day in 1802. The schooner *Sukey* was nearly ready to sail for West Africa. Her route, crew and cargo of rum had been carefully recorded, but not the true nature of her trip. For the *Sukey* was a slave ship, and the slave trade was now illegal.

What was known as the Triangular, or Three-Cornered, Trade continued to bring enormous profits to New England merchants, however, so despite the new laws the *Sukey* would carry rum to West Africa, slaves to the West Indies and molasses back to New England to be made into more rum.

Using the *Sukey's* voyage as a framework, Clifford Alderman presents a comprehensive picture of the Triangular Trade, which was the cornerstone of much of New England's prosperity in the eighteenth and early nineteenth centuries.

He discusses the social and economic background of the trade; how the slaves were acquired from Africa's interior and loaded onto the ships; the dangers and atrocities of the terrible Middle Passage; and the effect the trade had on New England commerce and industry.

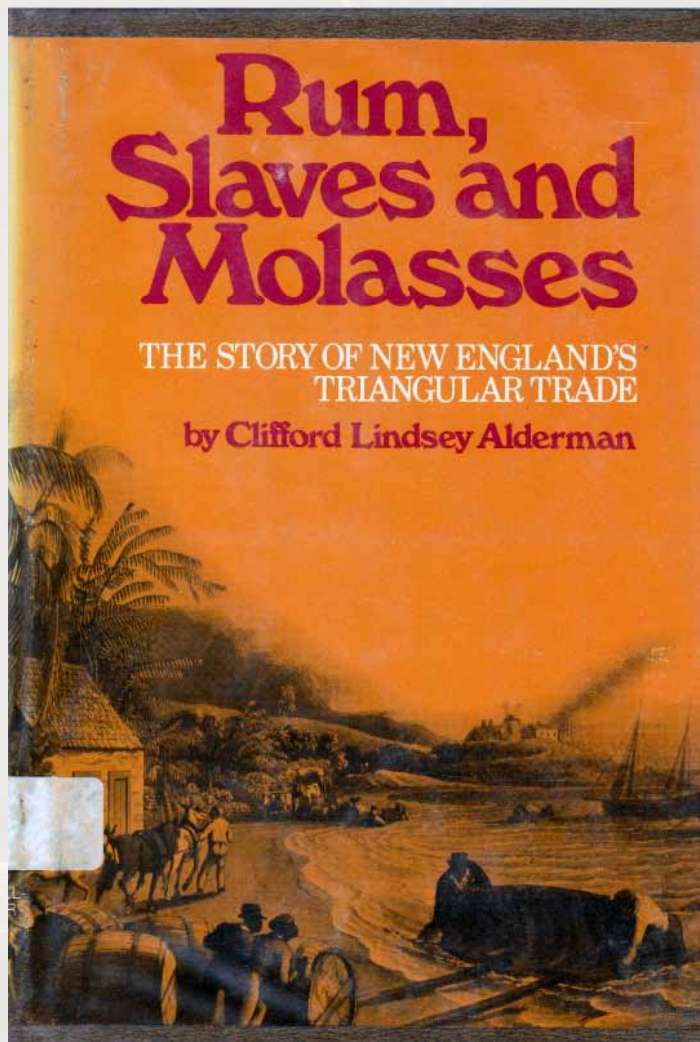
Encompassing a wealth of fascinating information, Mr. Alderman tells the dramatic and sobering story of a significant aspect of American history that has seldom been explored in depth.

Clifford Lindsey Alderman was born and grew up in Springfield, Massachusetts. A graduate of the United States Naval Academy at Annapolis, Maryland, he served as a commander in World War II.

While doing research from *Rum, Slaves and Molasses*, Mr. Alderman and his wife toured the major sugar-growing West Indian islands- Jamaica, Barbados and Martinique- to "see something of the process and get the 'feel' of the islands.

Mr. Alderman is the author of many books for young people on American history, including *The Rhode Island Colony* and *The Royal Opposition*.

(From the publisher)



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.



Holiday Rum Cocktails

Baby, it's cold outside! The cool autumn wind is blowing brilliantly colored leaves down the streets, and soon snowflakes will be falling, bringing the magic of winter.

It is that special time of year for parties and entertaining, and how better to impress your friends and family than with Holiday Rum Cocktails! Recently I asked my mixologist, chef, and bartender colleagues about their favorite holiday rum drinks. I heard everything from Hot Buttered Rum to Eggnog to Rum and Apple Cider. I have compiled my favorite recipes for YOU to make, whether you are spending time with friends and family, or just unwinding after a long day of holiday shopping!



HOT BUTTERED RUM

When the British Royal Navy captured Jamaica in 1655, rum became the sailor's daily ration.

This drink has its origins in Europe, where hot alcoholic beverages have been used for centuries to warm people during cold winters.

Very similar to the traditional Hot Toddy, which is made with honey, hot water, spices, and spirit, this classic drink has the addition of butter which adds another layer of flavor and richness. It is a favorite cold weather drink because it is both sweet and hot, which is just what the body craves on a brisk winter night.

Recipe:

- 1.5 oz. aged rum (I like to use Ron Zacapa 23 in this one)

- Hot water
- 1 tbsp. spiced compound butter

Instructions:

Place one tablespoon of spiced butter in bottom of coffee mug, add rum and hot water and stir until the butter is dissolved.

Garnish with a cinnamon stick.

***Spiced compound butter**

- 1 stick of butter, softened
- ½ cup brown sugar
- 1 teaspoon of ground cinnamon
- ½ teaspoon of ground nutmeg
- ¼ teaspoon allspice
- ¼ teaspoon ground clove
- Pinch of salt

Mix well and refrigerate overnight. Set butter out to re-soften prior to making your cocktails.



HARVEST RUM PUNCH

Punch was introduced to England during the early 17th century, during the East India spice trade. Sailors brought punch back to Britain, and it became a party staple, spreading all the way to the American colonies. It is a wonderful communal way to enjoy a cocktail and if you are the host of the party it excuses you from bartending!

Ingredients:

- 1 750 ml bottle of Aged Rum
(Depending on your budget this can be anything from Mt. Gay Eclipse to Appleton V/X)
- 1 1/2 Gallon fresh Apple Cider (if you are fortunate enough to live somewhere that you can find this at an orchard, even better--- but if not grocery stores sell it during the holiday months)
- 12 oz. Cinnamon Simple Syrup

- 4 oz. Angostura Bitters
- 1 green and 1 red apple, chopped into bite size chunks

Directions:

In a large punch bowl combine all ingredients and stir well. Cover and refrigerate for 2 hours.

To serve, add ice to individual glasses, so you do not dilute your punch.

Cinnamon Simple Syrup:

- 3 cups Demerara Sugar (or sugar in the raw)
- 3 cups Water
- 4 Cinnamon Sticks

Place ingredients in a small sauce pan and heat on low for 15 minutes. Remove from heat, take out cinnamon sticks, and let cool. Keep refrigerated up to one week.

TOM AND JERRY

Growing up out west, I had never heard of a Tom and Jerry until I moved to Ohio.

This classic Midwest holiday drink was invented in 1850 by Professor Jerry Thomas in St. Louis at the Planter's House hotel, and to this day can be found as a mix in some grocery stores during the holiday season. Many of the classic recipes call for cognac as the base spirit but I have always preferred the flavor profile of rum which works beautifully with the sweet spices in its base. The batter takes a little bit of work but can be frozen and used all winter, and is also a great option as a non- alcoholic drink for the kids!

Ingredients:

- 1.5 oz. Dark Rum
- 1 tbsp. Tom and Jerry batter
- 3 oz. steamed whole milk

Directions:

Place the tablespoon of batter mix into your coffee mug and add the dark rum. While stirring, slowly pour in the hot milk. Garnish with a bit of freshly grated nutmeg and enjoy!

* Tom and Jerry Batter

- 12 eggs, separated
- 12 eggs, separated
- 1/2 tsp. salt
- 1 lb. butter, at room temperature
- 3 lb. powdered sugar
- 1 tsp. vanilla extract
- 1 tsp. fresh grated nutmeg
- 1 tsp. ground cloves
- 1 tsp. fresh grated nutmeg
- 1 tsp. allspice

Beat egg whites until stiff; add salt. Beat egg yolks until light. Add the powdered sugar to the butter and mix well. Add egg yolks and vanilla; mix well. Add spices. Add egg whites; beat until well blended. Will keep several weeks in refrigerator.





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THE RUM HISTORIAN

by Marco Pierini



My name is Marco Pierini, I own and run a small tourist business in my seaside town in Tuscany, Italy. 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 know the world, and men. Life brought me to work in tourism, event organization and vocational training. 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.

And most of all, finally I have returned back to my initial passion: History. Only, 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 flavours; it has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions. And it has a complicated, interesting present too, made of political and commercial wars, of big multinationals, but also of many small and medium-sized enterprises that resist trivialization.

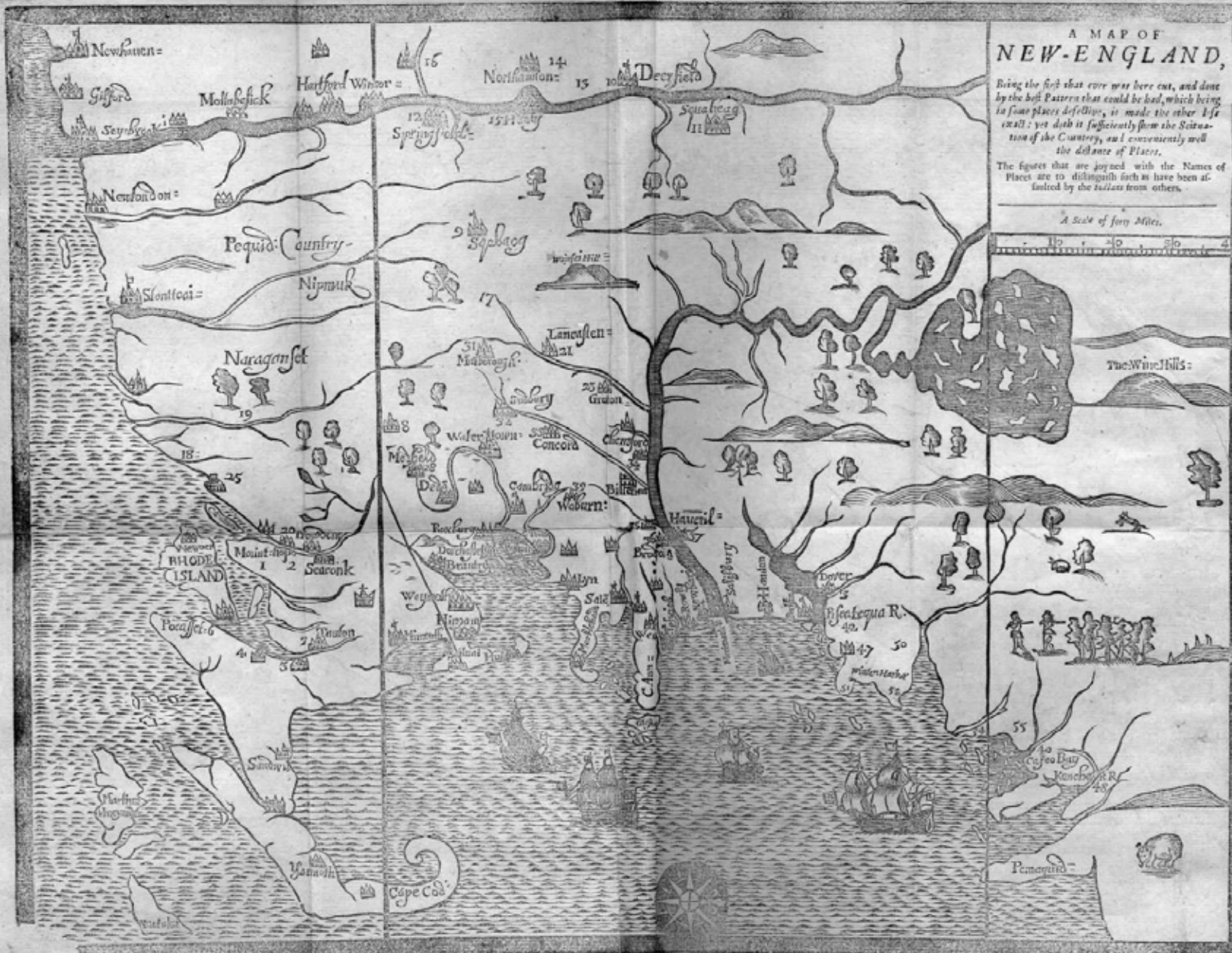
I try to cover all of this in my Italian blog on Rum, www.ilsecolodelrum.it

A WALKING TAVERN

John Josselyn was born in Essex, England, in 1608. We know little about him, but surely he was from a well-off family because he had received a good education and he could pay for the expensive voyages to America. He traveled to New England for the first time in 1638, for more than a year. Then he returned there in 1663, for eight years. We ignore the exact purpose of his voyages, but we know that a brother of his was an important planter in the colony.

Back in England Josselyn published a first book in 1672 and a second, *An Account of Two Voyages to New England*, in 1674. He was a keen naturalist and observer, particularly interested in medicine and botany and the Account is one of our fundamental sources about New England in this early phase of settlement.

Josselyn's is also a handbook, a guide for settlers. In the description of his first voyage, he advises the colonists to take a number of things with them: food, medicines, weapons and various tools and he even quotes their prices. And "*One gallon of Aqua vitae*". This is very interesting and would deserve to be examined further, starting from the word he uses, *Aqua vitae*, that is, Water of Life, the



first name for distilled spirits in Europe. We don't know what spirit it was, at the time, maybe Brandy. But it tells us that in 1638-England the consumption of distilled beverages was already common, an important contribution to the social history of alcohol.

But we are here for American Rum, and here it is: "The fourth and twentieth day [September 1639] being *Munday*, I went aboard the Fellowship of 100 and 70 Tuns a Flemish bottom the master *George Luxon* of Bittiford in *Devonshire*, several of my friends came to bid me farewell, among the rest Captain *Thomas Wannerton* who drank to me a pint of kill-devil alias Rhum at a draught"

As far as I know, this is the first mention of Rum in what is now the USA. Sadly, it is a doubtful one. 1639 is such an early date! We know that sugarcane cultivation in Barbados

began probably around 1640, perhaps some years before. But that in 1639 they already produced Rum and sold it to merchant ships seems quite a leap. Josselyn wrote his book more than 30 years after the facts, when Rum was well known in British colonies, and maybe his memory was playing tricks on him. Maybe, or maybe we have to pre-date the Origins of Rum yet again. We'll see.

For now, let's read this sentence again: "kill-devil *alias* Rhum". First, it is one of the few pieces of evidence he have that kill-devil and Rum are two different words for the same thing. Secondly, why Rhum with an H? I have never delved into the debate on the origin of the word *Rum*, the hypotheses that are circulating have not convinced me and I have not verified their sources. Still, there is a consensus in the Rum World that the English word *Rum* appeared first, in Jamaica in 1661;

and that *Rhum* is a later French version. Moreover, it is widely believed that the letter H was added for the first time in the *Encyclopédie*, possibly to ennoble the word, and only later did it come into common use in the French language. However, the *Encyclopédie* starts to be published in 1751, 70 years AFTER Josselyn's book. So, what are we to make of it? I don't know, but undoubtedly after reading Josselyn the origin of the word Rum is even more obscure.

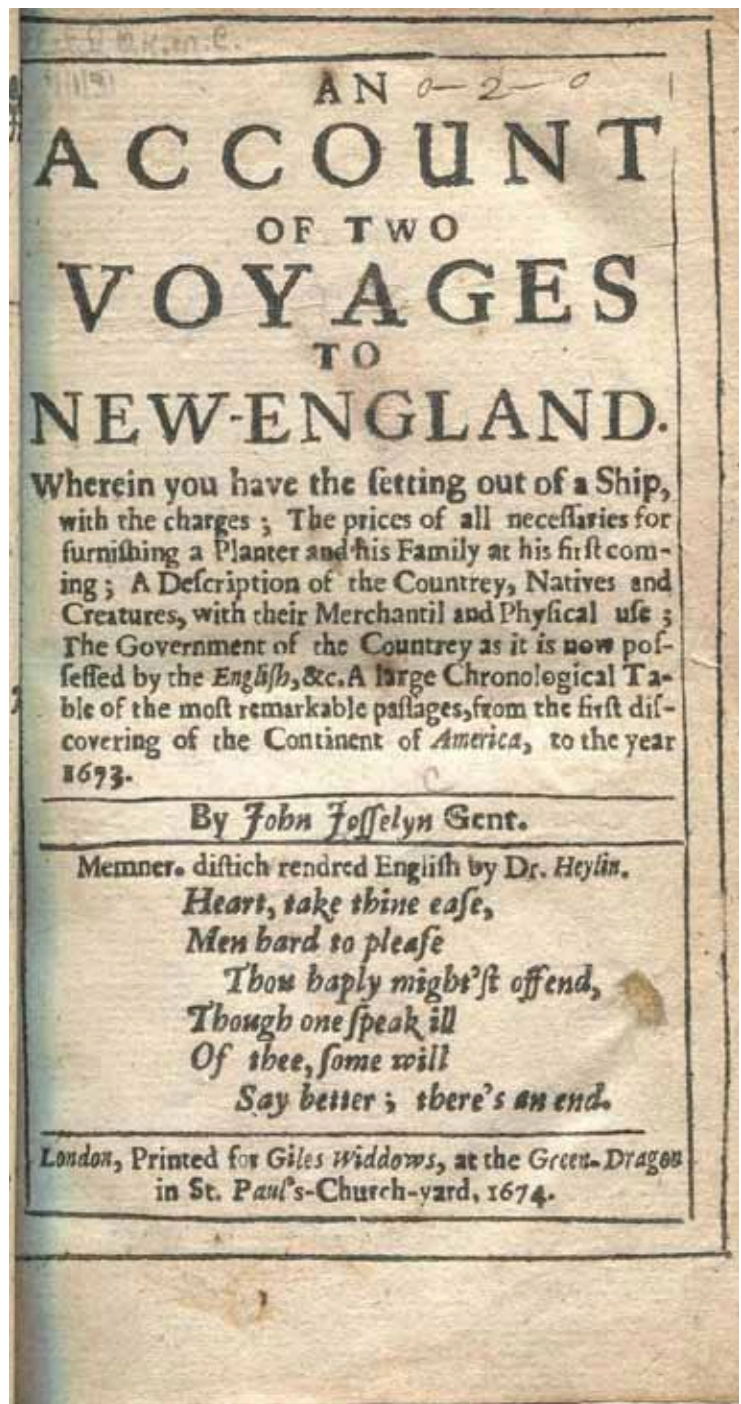
But back to America. In his account of his second voyage, Rum, or better, Rhum, is mentioned several times. Jocelyn speaks of it as a remedy for several illnesses: "The Stone terribly afflict many, and the Gout, and Sciatica, for which take Onion roasted, peeled and stampt, then boil them with neat-feets oyl and *Rhum* to a plaister, and apply it to the hip". It is hardly surprising: even nowadays, in the Caribbean but also elsewhere, Rum is a sort of universal remedy for colds, influenza and so on.

Josselyn recommends it for hair loss too: "For falling off of the hair occasioned by the coldness of the climate, and to make it curl, take of the strong water called Rhum and wash or bath your head therewith, it is an admirable remedy." Cool, but alas, too late for me! But if I were you, in case of need I would give it a go.

Then, he gives us an example of precocious Yankee entrepreneurial spirit. Local fishermen spent long periods at sea, working hard on fishing grounds in the bitter cold of New England. And, since they couldn't go to the taverns, the taverns went to them. "at the end thereof comes in with a walking Tavern, a bark laden with the Legitimate bloud of the rich grape, which they bring from *Phial, Madera, Canaries*, with *Brandy, Rhum, the Barbadoes strong-water, and Tobacco*". The fishermen drank a lot, with the inevitable corollary of drunkenness, brawls, and wages spent even before they had been received.

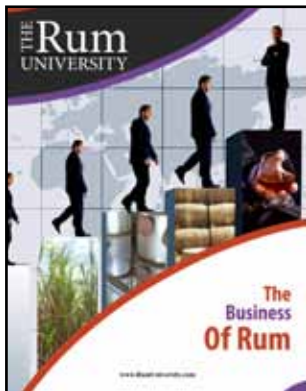
In conclusion, now we know that perhaps Rum was known in New England as early as 1639. What we now know for a fact is that, not later than 1663, the love story between Rum and the colonists had already started: Rum was well known and widely consumed, at the heart of a thriving, specialized trade.

And it came from Barbados.





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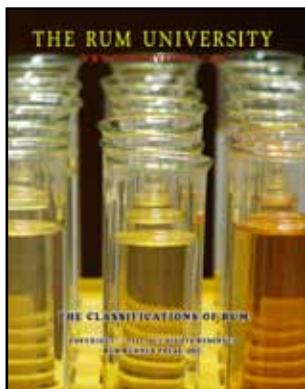
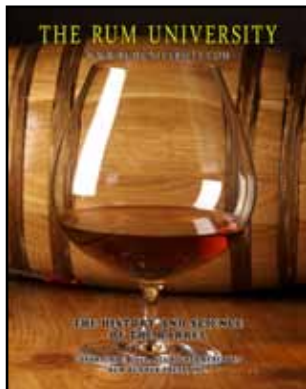
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RUM IN THE NEWS

by Mike Kunetka

A stack of US dollar bills is visible on the left side of the image. To its right, four white dice are arranged in a row, showing the letters 'N', 'E', 'W', and 'S' in black capital letters, spelling out the word 'NEWS'.

KIRK & SWEENEY RUM

Back in April of 2013, Got Rum's resident rum reviewer Paul Senft gave high marks for the just released Kirk and Sweeney 12 year old rum. August Sebastiani, owner of 35 Maple Street Spirits, worked with the Bermudez family of the Dominican Republic to develop the successful blend. The Sebastiani family started their wine business in California in 1895 and the Bermudez family started distilling rum in 1852. This summer they teamed up again to create an 18 year old and a 23 year old version. By the way, if you look at the neck label on the 12 Year Old Rum, you will see a picture of the original Kirk and Sweeney schooner. <http://www.35maplestreet.com/spirits/kirk-and-sweeney-rum/>

DESTILERIA SERRALLES

Don Juan Serralles distilled his first batch of rum in 1865. To celebrate their 150th Anniversary, Robert Serralles, the sixth generation distiller at Destileria Serralles, has hand selected 20-year old rums for a unique blend called Reserva de la Familia Serralles. This special bottling comes in a custom, three-piece solid wood box designed by MW Luxury Packaging. There will only be 1,865 bottles released and they will sell for \$ 1,865.00. <http://www.destileriaserralles.com/>

MASTERS OF MALT

Last month I talked about a great holiday gift from Rum Blender – the chance to make you own custom blend. The folks at Masters of Malt have come up with another incredible gift – the 2015 Rum Advent Calendar. Traditional Advent Calendars are cards or boxes with 24 compartments. Starting on December 1st, you count down the number of days before Christmas by opening one compartment each day. Inside each compartment you find a prayer or small gift. This is the Advent Calendar for rum fans! Imagine the thrill of opening a compartment each day to find a small bottle (3 cl) of incredible rums like El Dorado 25 Year Old, Ron Zacapa Centenario, Plantation Barbados Grande Reserve, Flor de Caña 12 Year Old, Botran Solera, St. Teresa 1796, Clément 1976. See the whole list of 24 rums on their website. If you don't want the

calendar, but want to create your gift assortment of fine rums, Masters of Malt offers over 400 sample-size bottles (3cl) of rum. Ever wanted to try El Dorado 25 Year Old? Appleton Estate 50 Year Old Jamaican Independence? Dictador Solera XO? English Harbour 25? They have them all, plus many names I have only read about. However, I did not see 17 Year Old J. Wray & Nephew. As the name implies, Masters of Malt does carry other spirits as well. www.mastersofmalt.com

KOLOA RUM

Kaua'i's award-winning Kōloa Rum Company announces its new Kaua'i Coffee Rum, the result of a licensing agreement between the Kaua'i distiller and Kauai Coffee Company. Kaua'i Coffee Rum blends locally grown and dark-roasted Kauai Coffee® with Kōloa White Rum and pure Hawaiian cane sugar. It has a rich flavor with bold notes of coffee and cocoa. The new offering expands Kōloa Rum's portfolio of rum and rum-related products and includes a striking new bottle and label design. It has been released in time for the 2015 Holiday Season. "Kaua'i Coffee Rum is a true Kaua'i-made product that exemplifies the remarkable diversity of agriculture on Kaua'i and the potential for innovation in creating exceptional value-added products," said Kōloa Rum Company President and CEO Bob Gunter.

Kauai Coffee Company is Hawai'i's largest coffee grower. Kauai Coffee is proud to be Kauai-grown and their coffees are hand-roasted in small batches to ensure optimal flavor and quality in every cup. The Kauai Coffee Company, LLC, is part of the Italy-based Massimo Zanetti Beverage Group. www.kauaicoffee.com

Kōloa Rum Company produces artisanal, single-batch Hawaiian Rum and ready-to-drink cocktails at its distillery in Kalāheo, Kaua'i and operates Kaua'i's first and only distilled spirits Tasting Room & Company Store on the grounds of Kilohana Plantation, near Lihue. The Company's award-winning portfolio includes its premium Kaua'i White, Gold, Dark, Spice, Coconut and now Coffee Rums in 750ml and 50ml bottles. The firm also produces Kōloa Ready-to-Drink Mai Tai, Rum Punch and Pineapple Passion cocktails. www.koloarum.com

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 an email to Mike@gotrum.com. Mike Kunetka is a land-locked rum enthusiast, he is based in Colorado, USA.

NOVO FOGO CACHAÇA

Cachaça is the distilled essence of sugarcane and Novo Fogo grows theirs carefully in the southern Atlantic Rainforest of Brazil, where the mountains meet the sea. They harvest their estate-grown sugarcane by hand, which is then pressed, fermented, distilled, rested, aged, and bottled on site, near the small town of Morretes. Their Silver Cachaça is rested in chemically-inert stainless steel tanks for one year to smoothen it. Their Chameleon expression is aged for one year in repurposed American oak barrels, just long enough to reach mixability peaks without losing its rainforest and sugarcane funk. For their Barrel-Aged Cachaça, Novo Fogo ages the original spirit in 53-gallon American oak barrels that have been taken apart, sanded, and re-toasted. The 2-3 year process takes place in the heat and humidity of the Atlantic Rainforest. In 2013, Novo Fogo started their Private Reserve Series, special releases of unique, exceptional barrels. That year they had just 30 bottles of Barrel 105. In 2014, they issued 240 bottles from Barrel 89, a cachaça that was put away from their first year of operation, 2004. This year they have selected two 7-year old barrels, number 137 and 194. 240 bottles of each will be offered. Also coming this year is Novo Fogo's first two-woods cachaça. Tanager is aged in repurposed oak barrels and finished in casks of Arariba (Brazilian zebrawood) for a natural red color and a distinctive mountain earthiness. This truly unique cachaça suggests tropical fruit, grass, cinnamon bark, and other holiday spices. www.novofog.com

MATUGGA RUM

Matugga Beverages distills their rum in Cambridgeshire, England from African sugar cane molasses. Master Distiller John Walters ferments the molasses for seven days and then distills the wash in 200 liter copper pot stills. Matugga Golden Rum is aged in un-charred English Oak barrels. The Matugga Spiced Rum is infused with cinnamon, cardamom, vanilla, cloves, ginger and black tea. The Spice recently won a Silver Medal at the 2015 New York World Wine and Spirits competition. www.matuggarum.com

MONTANYA DISTILLERS

Your next bottle of Montanya Rum might cause a double take. That's because Montanya Distillers' new logo and packaging redesign is starting to appear on store shelves. The craft rum distillery, located in the heart of the Colorado Rocky Mountains, has elevated its image, giving the same handcrafted rum a whole new look. The packaging refresh and new logo is found on all Montanya

products, including its Platino Light Rum, the Oro Dark Rum. The new design, by Jared Jacob of Sunday Lounge, captures Montanya's uniqueness by focusing on its high elevation. The peak in the new shield represents Mt. Crested Butte in Crested Butte, Colo., home of Montanya Distillers. It also becomes a family "crest" for the Hoskin family, which owns the company. "It's been about eight years since I started Montanya with my husband, Brice, and during that time, Montanya has matured and grown. We wanted a new look to reflect that evolution," said Karen Hoskin, Montanya's co-founder and owner.

From the beginning, Montanya Distillers has been as much about making great rum cocktails as it is about making great rum. Karen decided to capture the imagination of the cocktail, along with the beauty of the Colorado mountains, in her new book, "Elevated Cocktails: Craft Bartending with Montanya Rum." The book includes more than 30 rum cocktail and infusion recipes, along with food pairing ideas and beautiful photography of cocktails and spectacular mountain scenery surrounding the distillery. "This book captures what I adore: the beauty of Colorado, rum that breaks the mold and cocktails that elevate rum to the esteem it deserves," said Hoskin. "The recipes in this book are a reflection of the creative environment in which we work every day at Montanya." The recipes found in "Elevated Cocktails" are tried and true, tested on thousands of drinkers in Montanya's bar each year. They are approachable for home bartending novices, as well as experienced bartenders looking for new ideas to those who are just discovering rum. "Elevated Cocktails: Craft Bartending with Montanya Rum" is available in hardcover, softcover and eBook versions at Amazon (<http://amzn.to/1LB4MeH>). <http://www.montanyarum.com/>

RON BOTRAN

To celebrate their 75th Anniversary, Ron Botran joined forces with design house Appartement 103 to create a special bottling/package called Botran & Co. Inside the fancy wooden box are three bottles. The bigger, 50 cl bottle is a blend of rare marks from the Botran Family private reserves. Using their own version of the Solera method, Ron Botran has combined rums, some up to 30 years in age, that have matured in various casks (white-oak bourbon, toasted oaks, export barrels, ex-sherry casks, South American wine barrels) to create Botran & Co.. Also in the box are two smaller, 5 cl bottles, one marked Spiced Rum and one marked Citrus Rum. The package also includes a pipette and explanatory notes that encourages the customer to create their own taste combinations. This special release will be limited to 9,972 boxes. <http://www.botranrums.com/>

EXCLUSIVE INTERVIEW

by Margaret Ayala



Daniel Antonio Nunez Bascunan

It gives me great pleasure to bring to you this interview all the way from Copenhagen, Denmark with Mr. Daniel Nunez Bascunan, a true rum lover at heart. I had the pleasure of meeting Daniel a few years back at the Congreso del Ron in Madrid, Spain. During our first conversation, it was very apparent just how passionate he was about rum and of course it was only natural that we would become instant friends. Sometimes I caught myself wondering, if it were possible.... I do believe Daniel would be one of the rare humans that could actually bleed rum because it certainly does run in his veins!

It is always so nice to meet up with him and find out what rum quest he is off on. As you will learn throughout his interview, Daniel is an extremely busy man and so I really appreciate him taking the time out of his super crazy schedule to have this interview with me. I wish him and his team all the very best and I look forward to our next meeting and great conversations.

Cheers!

Margaret Ayala, Publisher



Q: What is your full name, title, company name and location?

My full name is Daniel Antonio Nunez Bascunan and my titles are Chief in Charge & Rum Geek Extraordinaire at either rumclubcph.com or ektespirits.com, both operating out of the old Latin quarter Copenhagen, Denmark. As you've probably noticed by my surnames, I'm not Danish of descend, although my passport is Danish my parents are from Chile, but due to what Colin Powell categorized as one of the darkest chapters of US foreign policy, we ended up in Denmark. My ancestors though trace back to Spain, Germany, France and the Mapuche tribe in the southern part of Chile.

Q: How did you first get involved in the rum industry?

Ohm, rum is part of my family or I usually blame my parents for my love of rum. I blame them, because since I can remember they used to take “summer” coffee (rum & Coke in a thermos with ice cubes) to the beach on summer days and enjoy it.

So when I started in the bar industry during my high school years, Havana Club launched in Denmark, so this together with the inherited love for rum, just made it my first go to spirit. I remember buying my first bottle of El Dorado 12 in 1998, which is still in my collection at Rum Club Copenhagen, before they changed the packaging and blend, to the one we know today. This love for rum also came through the menu of my first cocktail bar, Barbarellah, which I opened with my siblings back in 2004. This location was the 4th cocktail bar to open in Copenhagen and we had great success with introducing the Danish audience to the Mojito. We estimated to have produced around 250,000 mojitos during the 8 years we had the cocktail bar. Already back then the back bar was full of rum; we ended up having about 170 different rums behind the bar.

Q: I understand that you own a rum bar. Can you tell us a little bit more about it?

Yes of course, I had an opportunity to open a small rum dungeon (basement) in the old Latin quarters of Copenhagen and this had been my wish for some time. We ended up redoing an old 150sqm bike shop, changing it into a cozy neighborhood bar, with a classic atmosphere and a bar cabinet that would leave little to wish for. With my background the level behind the bar is contemporary modern cocktails, where the craft behind the bar is at international level, making our own juices, syrups and liquors.

The rum cabinet with over 500 expressions of rum is the main attraction for the bar; I have been working with my crew to change the way we talk about all the rum. After the whole classical/colonial division of rum traditions (it's the categorization, where each rum tradition follow their prior colonial countries and naming that rum tradition), has been deemed obsolete, we have been inspired to start rethinking the categorization and with the input of Mr. Seale, Mr. Biondi and Mr. Gargano, we updated our way of talking rum with our guests.

So now we are talking distillates as light, medium and heavy rums. We look at distillation techniques and producers to categorize the rums, because knowing the producers we can often know how they finish their product. We categorize 2 different traditions within finishing rum, a classic and a modern. Classic finish is under 15 gr. of sugar added per liter, where anything above would be modern. Sugars adding does not necessarily means adding castor sugar, they might use muscatel wine or other sweet wine or juice to add a bit of flavor profile to their rums.

We have now been open for about 2 years and people are enjoying the possibility of coming down and trying something challenging, that they normally wouldn't and they trust my crew to guide them through the expressions in our rum cabinet.

And of course we use our extended knowledge of flavors in rum to make amazing classic cocktails. Let me explain myself, I consider myself an old school bartender, I do understand modern mixologist need to reinvent themselves, but I very much appreciate simple cocktail with no more than 3- 4 ingredients. Unfortunately I see some cocktail menus around the world that seem to be addressed to fellow bartenders, more than the regulars in the bar. So with the knowledge of rum, we play a lot around blending different rums in the cocktails, so that we can achieve complex flavors, through different distillates, but still keep a clean palate where every taste can be tasted.

Q: Is this the first or the only rum bar in the city? If not, what sets it apart from the others?

There is another location, Brass Monkey, which is a tiki bar, which has had a collection of rum. But more importantly any well assorted restaurant in Copenhagen, will today have at least 4 -6 different aged rums, most in the category candy for grown ups or gateway rum. Sorry let me explain my self, so I don't sound rum snobbish. This category is for me the door opener for most new rum enthusiast, if they are not used to drinking neat spirits. This category is characterized by heavy sugared rums, most of them of lighter rum profiles. This category of course covers expressions by brands like Zacapa, Millionario and most that comes out of the Oliver & Oliver factory in Dominican Republic.

I really don't mind this category; My biggest objection is that the brands are not being honest with their production methods. Don't deceive the consumer cause they will find out about your product. Already today the informed Danish rum drinker knows that any bottle that says "Sistema Solera" is trying to mislead the consumer. There is only one actual Solera I know of, the rest seem to be of the planet mars, cause nobody has seen them and I'm not talking about the 30 barrels stacked horizontally in the entrance at a bottling facility in the tourist area, that usually are for show only. This categories lack of transparency and deception with the fake numbers on the labels really annoys me, because If some of these producers like DIAGEO really wanted to be honest, transparent and morally respectable, they should remove the 23 from the front of the label and put 6 on it if they wanted to keep a number, because EU laws dictates that the years stated is the youngest in the blend, but DIAGEO didn't, they only removed años beneath the 23. DIAGEO could learn a lot from somebody like Ed Hamilton and his line of products, they are 100% transparent and traceable, go to his website and you can follow every movement and shipment, it something that I aspire to be able to do...

Primarily rum club is for me the first 100% rum focused bar in Copenhagen and doing it without the hoola and tiki lifestyle, that follow many rum bars. Let me clarify I really don't mind a great tiki bar as Martin Cate's Smugglers Cove in San Francisco or any well done tiki bar for that matter, but what I wanted to create was a venue for rum enthusiast where the rum came first and not the Hawaii shirt or anything else for that matter, as my slogan for the bar is: It's all about the rum.

Q: Is it true you've also developed your own rum brand? Was there a specific niche you were trying to fill with it?

Yes, I was fortunate to be contacted by one of Denmark's largest liquor store chains, to develop a new product range for the Scandinavian rum market and of course I couldn't say no, this was a opportunity that I couldn't miss.

Through my research into the rum-producing world I got quite disappointed, because it seemed that the marketing departments ran of with the truth many years ago and personally I've been peddling the marketing deception for a decade. The lack of regulation and the lack of implementing the little regulation there was surprised me a lot, it would be great if the EU finally got it fingers out and actually implemented EU law 110/2008. The amount of flavors and extracts added to rum astonished me, which underlined my two objections to the rum market and led me to my two first choices, which was to first of all make a honest rum brand, with 100% transparency and traceability or let me say as much transparency that the industry allows me to have, there are limits to what I can get away with. Secondly I did not want to add anything to my rum non-spiced blends, the only elements that I gave myself to work with was wood and sugar.

So all our blends are openly declared on our website, with the individual ages of the blends we source out of 4 different distilleries in the Caribbean; Jamaica, Southern Barbados, Guyana and Trinidad. If you know the rum world, you know that there is only one operating



distillery in Guyana, the same for Trinidad and there is only one in Southern Barbados, so now you know from where I source my liquids to the blends we do, without naming the producers of our liquids. Besides this we are completely open about our use of sugars, which also comes through the back label on the bottles.

Next I wanted to make a range of reproducible rums, which quickly let me to the other disappointment, that most reproducible Caribbean rums could never be older than 12 years. This of course meant that there were a lot of rums out there, that seem to have quite a challenge justifying their age claims, unless they of course are one of the big players on the market like Appleton, Foursquare and so forth.

So I ended up choosing to name all our blends, so there is no age statement deception on the bottles, I basically ended giving them my working titles for the blends as names, so f.ex. my light rum is called Ekte Light & Dry. I liked the idea of titles which for me tells a lot more to the end consumer about what he is supposed to expect, than some silly age statement that says nothing about the liquid inside the bottle. Let me explain myself, the age that a liquid spends in a barrel means absolute nothing if you know anything about spirits, cause there are so many variables that come into place, first of all what liquid are you putting into your barrel, light or heavy spirits? Secondly has the barrel been used before?? Has it been recharred, rinsed? Where is it aged in the warehouse? Where is the warehouse geographically?? and many more variables.

I also opted for a higher baseline of abv through the entire range. I still don't know which rum god got down from the sky and told everybody that they should bottle at 40 abv. I like rum that flavours of rum, hence I like my rums less watered down, so our baseline abv. is 43abv, even though we have a blend at 38abv and another at 47abv. This higher abv also makes our blends expressions work perfectly behind the bar, where of course we also use our blends. Basically all our blends can be enjoyed neat, but also works brilliantly in cocktails, as the blends also can be rum marks/profiles behind the bar. F.ex. our Ekte Pungent & Geeky blend is a beautiful fullbodied Jamaican rum expression and works amazingly in a classic Old Fashioned, due to the body and the 47abv.

On top of everything else I also wanted to create a new look for a rum bottle, cause I'm really



annoyed with the lack of innovation in our category, please could we stop using palm trees, pirates, haciendas, old men, barrels, plantations and parrots, sorry Mr. Seale no disrespect ever meant your liquid is beautiful and you have been using the parrots for decades. This of course meant that my amazing art director, Ms. Fibæk-Mikkelsen, had a challenge, cause as she was looking forward to make a rum brand, but had not counted on me eliminating most elements that dictate rum to the end consumer. Besides the above I especially didn't not want any numbers on my blend bottles, cause I would not like to deceive the consumer as many in our industry do, with cask no. 23 and all the other numbers trickery. So taking the new design framework and turning into a design style took us quite some time and came out really beautiful, which comes through on our look for the bottles and everything we do – I think we have succeeded in creating a new look for a rum bottle.

Besides all of the above, what I did first was call up a old friend, Mr. Christian Schjerbeck, that had been building brands for others, out of his company in Guangzhou China, for a decade and a half, and asked him if he was up for a bit of rum fun. Christian said go go go and here 18 months later, a lot of choices later and we just launched our rum brand at 4 fairs all over Europe, MixologyXTrends (Madrid), German RumFest(Berlin), Bar Convention Berlin and UK RumFest (London).

So we are very pleased to see that the consumer responds really well to this whole new approach to a rum brand, we had nothing but compliments on all the fairs we just did. People react very well to our full transparency and honesty, which a lot of consumers find liberating, after all the deception that a lot feels is going around. It seems that the rum drinker in Europe is really enjoying our approach and seems to hit the spot. I must say I'm also very satisfied that our rum profiles seem to hit the palates as expected.

For instance the German rum market is known for being a bit to the sweeter side, so out of our range it was the Spiced & Rich and Dark & Aged, which hit the spot on the German Rumfest. Where when we introduced our range to the UK audience at the UK Rumfest, it was very noticeable that there was a tradition towards heavier rums, with the influence of the navy rums, such as LAMBS, so the rum profiles that went really well were the more full bodied rums with marks of Aged & Geeky and Pungent & Geeky, which hit the spot.

We have also received a lot of praises on our brand new approach to a rum brand design, so it's with a lot of pride and joy that we already now, can say that only after being active with the brand for 4 months, we already have distribution in 3 countries and we are talking with another 3 countries, which will be more than we would have expected on a small new rum brand. It seems that everybody is reacting very well to our entire new approach of talking and showing rum...



Q: How did you come up with the name for the rum? Was this name your first choice?

We named our brand EKTE SPIRITS, originally EKTE RUM, but we ended up at an awesome location in northern Spain for our 3rd batch of EKTE rum, where we have access to 2 beautiful old Cognac Alambics, that I will not be able to keep my hands off for long, hence the change to EKTE SPIRITS. We actually already used these beauties for the 3rd batch, as we used them to make a rum based vanilla distillate that we add as our spice in our EKTE Spiced & Rich blend, which if you ask me is the first delicate spiced rum, where you can still taste the rum and that has a dry finish, which was very important for me, cause I really hate the over sugared and heavy colored mainstream spiced rums.

This name came after we had some legal issues with our first name, Rum Club Rum, so opted for the option of taking the Nordic word of marriage, EKTE, ÆGTE or ÄKTA and turning into our name EKTE, cause our start has been in the marriage of alcohols as we are an independent blending house.

Q: Please tell us about the rums in your portfolio, plus any others that might be in the works.

Like I said before we opted for naming our blend expressions, with the working title I had for the blends.

- **EKTE Light & Dry**, which is a blend of aged and un-aged rums that we marry in virgin American oak before bottling at 43abv, this is a beautiful medium bodied blend of pot and column still rums, which consists of 70% fresh Trinidad column still, 10% fresh Jamaican Pot still and the last 20% is a 5 year old blend, we source out of Southern Barbados.
- **EKTE Spiced & Rich** is a version of a delicately Spiced rum, which was one of my largest challenges, because I really don't like spiced rum and getting to this result took some trials. But basically we took our white rum at 75abv and left it to infuse with Organic Bourbon Vanilla for 4 weeks, then we redistilled that so that we got rum based vanilla distillate that we could add back into the rum. On top of this we played a bit with



some cane honey for coloring and some inverted sugar for a bit of sweetness.

- **EKTE Dark & Aged** is our version in the Category: Candy for grownups or Gateway rum. This is the only blend we have watered down to 38abv, because we still wanted to introduce heavier Pot Stilled liquids to the regular consumer, which might be more used to lighter column distilled rums as many of the sweetened rum consist of these kinds of liquids. This blend consist of 10% 8 year old Barbados blend, Pot and Column still blend, 45% 5 year old Column still out of Trinidad, where we source a Latin Style “añejo” rum, and 45% Guyanese Pot Still blend. This we add caramel coloring, a bit of inverted sugars, where we have raised the fructose and taken down the glucose level to give a dryer sweetness. This really is a gateway rum, should be enjoyed neat...
- **EKTE Aged & Geeky** is my version of a medium bodied dryer rum at 43abv aka geeky abv's, where predominant flavor profile comes from the Guyanese pot still, like the Dark & Aged but with a bit of 3 year old Jamaican pot still blend in it, to add a bit more body.
- **EKTE Pungent & Geek** is the blend I did for myself and I like Jamaican rum, so this blend has a lot of flavor from the Jamaican Pot still blend we source. This blend consists of 40% 3 year old Jamaican Pot Still blend, 40% 8 year old blend out of a Southern Barbados distillery and the last 20% is the 5 year old Trinidad blend we use.

Besides our reproducible blends portfolio, we are also releasing some single cask rums, where we have full traceability to its origins. The idea with these releases is to bottle them at cask strength, from about 58abv to 68abv and they will be proper limited releases of 250 – 300 bottles of each, because that is what I can get out of a cask after 12–23 real years, that has been consolidated. Right now our distributor in Denmark has picked 6 different cask releases we are doing, retailing from 175 USD to about 350 USD. We are also doing proper work on the packaging, because I'm very tired of beautiful liquids being sold in

awful cheap packaging, because some independent bottlers don't have the passion to keep raising the bar in the rum market and we need this if we want the category to keep growing.

Q: Over the past year I have heard of several new rum brands coming out of Denmark. What, in your opinion, is the cause for this growth?

Rum is huge here in Denmark, where aged rum is being sold more than aged whisky. The Aged rum category has been growing with around 40% every year for the last 2 – 3 years and that's why there are new brands coming out of Denmark. There are different ways of approaching making new rum, for example, we have Skotlander Rum out of Aalborg, who makes small batch rum using Brazilian molasses and they distill their own beautiful liquid, which they age in small virgin American oak, great stuff. Then we have some less attractive brands, where they seem to reinvent history and basically lie to the consumer on the origin of the rum and add a ton of extracts, aromas and coloring to make the rum appear more aged, than it actually is.



My largest objection to this is, that if the consumer ends up drinking this over flavored and sugared rum, that has been added through a “stock” by a flavor company, then this consumer will be extremely disappointed when he tries a rum without added flavor, because honest rum producers can never create that intense flavor profile without extracts and aromas. It's like if you think that water should taste like Coca Cola. My second objection to this category is that people can end up paying for a Ferrari but get a Fiat.

I think that the mayor reason why the rum category has grown so much is that DIAGEO, with Zacapa, have invested heavily into marketing of the Zacapa brand, which is the gateway rum for many rum drinkers. This has also influenced that most of the rum sold here in Denmark is in the category of Candy for Grownups.

Fortunately I already see a trend for customers trying drier rums, after they have gone through the heavily sweetened rum. For example, I did a little dance in our prep area of Rum Club, because no later than 14 days ago, I heard 2 young guys coming to the bar asking for a glass of Port Mourant 1997, from the Velier collection. This means that the education of the consumer on the different stills is working...

Q: Do you think Denmark is ready to hold its own Rum Festival?

We do actually have some spirits festivals, a lot where rum features heavily, but there are none to date that have a proper rum festival at an international level, like German Rum Fest or UK Rum Fest, where the rum is the main attraction. A lot of the festivals we have today unfortunately end up being one day binge drinking, especially the one we have where you only have 3 hours to tour the stands.

I know that there are parties trying to get such an event to Denmark, but I've also heard that the budget for execution of the event is insane, so right now they are trying to land a major sponsorship agreement, but don't worry I'll keep you posted on this.

Q: If our readers want to contact you, to learn more about your bar or rums, how may they reach you?

Of course everybody is allowed to do the classical social media stocking, either through Facebook or Instagram and anybody who wants to talk rum is welcome to write me through my personal webpage, but they can follow us on the following websites, where they will find the links to our social media sites:

www.ektespirits.com
www.rumclubcph.com
www.cphrumgeek.com

Q: Is there anything else you would like to share with our readers?

Yeah please read through the lines of the marketing departments and inspired by John Stewards "The Daily Show" good bye messages, CALL OUT THE BS. F.ex. When one of the largest rum brands go on the market with a limited release, where they have planted 24 herbs and spices next to their barrels, which has influenced the flavor... Can I get a BS...

Next is I would love to have the entire food and beverage industry, stop saying years after the names of the expressions, until the date when the rum industry starts having some standards that they will follow.

To all the industry people reading this, please take on the challenge, do some innovations instead of just going down the same trail as the last centuries and please let's make this category grow together, but it will never be through deceiving the consumer with misleading numbers on the front labels and misleading production methods like "Sistema Solera".

Again I don't want to sound bitter, but after seeing what's going on, we need regulations and ingredients list could be the way forward and the EU should start implanting their own laws, because then a lot of labels would have to be redone.

My last point with the implementation of regulations is that I want "the rum category to go down the whisky road", to quote Mr. Seale (Foursquare), and not the vodka road. With this I mean that I want the rum category to be an intrinsic value market, where there is real value behind the product, and not a perceived value market, where it only comes down to packaging. I mean what the difference between the 20 and 50 dollar vodka, the packaging. In the rum category, unfortunately, we are already going down the vodka road and some of us in this industry are trying to push towards intrinsic value, instead of this perceived value market, and this objection to the rum category could easily be projected over to the world economical problems of modern capitalism...

Thank you Margaret...



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CIGAR & RUM PAIRING

by Philip Ili Barake



My name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.

I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

Rapa Nui Experience

While it is true that I have been able to visit incredible places, thanks to the work I do in the rum and the tobacco industries, and that I've incorporated those experiences into my cigar and rum pairings for "Got Rum?", it is also true that this pairing has raised the bar incredibly! It is not every day that you get to do a pairing on Easter Island, a sacred place, full of mysticism, and I keep reminding myself that I'm doing what I love.

As part of my professional travel experiences, I often have to visit distilleries and tobacco plantations. I also have the pleasure of participating as a judge at select international rum competitions and I enjoy giving casual and technical classes on behalf of brand owners, either directed at the trade or at consumers. It was the latter activity that brought me to the Hangaroa Hotel, on Easter Island, to be part of sessions on tobacco and distilled spirits aimed at hotel clients and special guests. It was a true honor to be part of the training experience for members of the hospitality and service industry.

After a couple of activities and a tour of the island on the prior day, upon waking up and having breakfast the following morning I was ready to do the pairing, while enjoying the beautiful view. The cigar I had chosen for this pairing continues an almost-lost tradition of Cuban box-pressed cigars from the early 1900s. I am referring to Puro Limited Edition Flor de las Antillas,

from My Father Cigar. This is tobacco grown from Cuban seed and a wrapper grown in full sun at Granja Las Marias, in the Namaja de Estelí region of Nicaragua. This cigar line was released by Don Jaime García in 2012 and is a full flavor cigar that I'm about to put to the test with a Zacapa 23 rum that I have near me.

To be honest, I had intended to use a different rum for this pairing, since I had already used Zacapa a few months back. I was hoping to find a different rum on Easter Island, but it turns out that rum is not consumed that much here. On the contrary, most people who drink distilled spirits on Easter Island prefer Whisky, specially Johnnie Walker Red Label. This is something we will have to change, hopefully the activities like the ones we are conducting as part of this trip will help us make that change. So, for this reason, I reached –once again- for the bottle of Zacapa.

The day is a bit cloudy, the temperature in the high 70's (F), there is very little activity on the nearby ocean, in the distance I can see several Moais! I can't imagine a better way to "work", I can't think of any place better for the pairing than here on the hotel's terrace.



Back to the cigar, I selected a Robusto (5" x 50) since it is already becoming one of my favorite formats for pairings, due to its draw and smoking time. The cigar smokes perfectly during its first third, with very creamy notes but with all the richness expected. There are dominant notes of coffee and of good quality cocoa, followed by subtle spicy notes in the aftertaste, something that is a signature among cigars from My Father Cigars.

I started with Zacapa 23 neat, without ice, but upon experiencing the bold richness from the cigar, I had to lower the intensity of the pairing, to cool things down a bit, something that is easily achieved by adding a few ice cubes to the rum. Others may disagree, but this was my assessment going into the second third of the cigar. By this time, the pairing was asking me for more rum, and the ice allowed for it, while rounding off the pairing as well. Much will depend on where you are when you are smoking and drinking, but here on the terrace the temperature started going up, so it turned out to be a great move.

The cigar is true to my previous experiences with other offerings from My Father Cigar, with excellent draw and very consistent profile during the entirety of the smoking session. No wonder this was selected as the best cigar several years back! I don't have anything negative to say about this cigar, quite the opposite, it left me completely satisfied.

As far as Zacapa, there is not much to say that I haven't said in prior pairings. The truth is that it is a flagship for drinkers who like sweet rums, one that has inspired many other rums to follow it. Some people don't like this particular style of "Spanish" (Brandy/Sherry) rum, but it is very versatile when coming up with pairings.

As I sit here typing the pairing notes, on the terrace, watching people jogging by, I notice them staring at me. I am not that much into fitness, but they can see I am enjoying myself as much as they are themselves, me with my snifter, cigar and my laptop. Even a group of wandering tourists went by and took pictures of me! This reminds me a lot of how we closed 2013, smoking while in the ocean waters, cigar in one hand and rum of glass in the other. These are the special moments, as my friend Chef Alan Kallens likes to call them, that define our days.

Photo credit: @Cigarlli



Photo credit: @Cigarlli

My time with my cigar is mine and mine alone and no one can take it away.

As I look into my past, there are very few moments in my memory that I can call “unique”. I can only imagine that every person reading these lines will have them as well. If you ever visit Easter Island, bring some cigars, then have a seat on the terrace of the Hotel Hangaroa and enjoy what I am enjoying. You’ll then be able to say that you enjoyed this experience with me. I can almost guarantee that this will be one of the best cigar experiences you will ever have.

Back to the pairing. It is impossible to describe the experience and not talk about the technical aspects involved. The cigar behaved exactly as expected but, I have to be honest, I feel that for the first time ever, I selected a size that was too short for the occasion. In hindsight I would have preferred a Julieta Number 2 or a Toro, to take even more advantage of the terrace. But don’t feel sorry for me, I am about to head over to my room to get another cigar, I feel like I could write an entire book about pairings from this magical terrace!

And as I approached the last third of the cigar, I went back to sipping the rum neat. At first I did it because I had ran out of ice cubes, but it turns out that it actually helped with the pairing. As a photographer I am not very good, so the pictures don’t really tell the full story, but believe me when I tell you that this is a unique place and I hope every person reading this article will have the opportunity to visit the island. Easter Island is full of history, there is also a museum full of Tiki artifacts. I will, undoubtedly, return with rum and tobacco aficionados, so we can all share this experience. I am also thinking about the Chilean Rum Festival and how I think that Easter Island needs to be at the heart of it all.

You can learn more about the hotel and the island by visiting www.hangaroa.cl.

Cheers!
Philip Ili Barake



Photo credit: Italo Moran

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