

# Got Rum?®

A wooden ladder is leaning against a field of sugarcane. The ladder is made of dark wood and has several rungs. The sugarcane is tall and green, with long, narrow leaves. The sky is a clear, light blue. The ladder is positioned in the center of the frame, leaning from the bottom left towards the top right.

MARCH 2016

FROM THE GRASS TO YOUR GLASS, SINCE 2001!

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



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# Got Rum?®

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FRONT COVER:

"Stairway to Rum Heaven"  
Photograph by Luis Ayala

Got Rum?™



## FROM THE EDITOR

### Branding vs. Marketing in the Rum World

I received a surprisingly-large number of comments and questions following my editorial piece last month titled *Identity and Personality*. Some of the comments were about loosening the requirements, “opening up the doors” to non-traditional fermentable sugars, all in the name of innovation and category growth. Some questions were about implementing a good marketing program that focuses accurately on a rum’s differentiators. It was this last line of thought that inspired me to write this month’s column.

Just like there are rum producers, distributors, marketers, servers and consumers who do not know the difference between a rum’s identity and its personality, there are also confused marketers (perhaps because they are new to the industry) who don’t quite know how to market a particular rum, focusing too much -for example- on what the rum has in common with ALL other rums, and not enough on what makes it different.

The opposite is also true: some companies (especially new ones) focus too much on what makes a rum different from its peers, that they end up describing something that comes across as “gimmicky” and that turns away traditionalists and true category advocates.

This is where it pays to know the difference between *branding* and *marketing*. Branding is a combination of a rum’s identity and its personality: it highlights its raw materials, its production, aging, blending, etc., all within the accepted limits defined for the rum category. Branding also helps describe intangible things such as how consumers should perceive the rum or the distillery, the colors, shapes and themes that define it, etc.

Marketing, on the other hand, is about selectively promoting one or more aspects of the brand. Over time, marketing efforts will



contribute to a brand’s image, but the brand should always be larger than any particular marketing campaign.

Companies whose marketing efforts ignore their brand (maybe because they haven’t taken the time to define it), are like rums that abandon their identity in order to focus solely on their personality. Such rums are more likely to suffer drastically (often catastrophically) from a single failed campaign.

My recommendation is to always try to build a brand that is solidly seated on the rum’s identity, judiciously adorned with only the most salient personality traits.

Cheers,

Luis Ayala, *Editor and Publisher*



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

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

# THE ANGEL'S SHARE

by Paul Senft



My name is Paul Senft - Rum Reviewer, Tasting host, Judge and Writer. My exploration of Rums began by learning to craft Tiki cocktails for friends. I quickly learned that not all rums are created equally and that the uniqueness of the spirit can be as varied as the locales they are from. This inspired me to travel with my wife around the Caribbean, Central America, and United States visiting distilleries and learning about how each one creates their rums. I have also had the pleasure of learning from bartenders, brand ambassadors, and other enthusiasts from around the world; each one providing their own unique point of view, adding another chapter to the modern story of rum.

The desire to share this information led me to create [www.RumJourney.com](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!

## Pusser's Gunpowder Proof Rum

The Pusser's Rum brand was formed in 1979 by company founder Charles Tobias. He created the company after obtaining the Royal Navy's blending information used to create their daily "tot" of rum. Growing from their single label in 1979, Pusser's now offers five products in their portfolio ranging from the original blend to a 15 year old rum. New to the United States, the Gunpowder Proof rum is comprised of five West Indies rums and blended to 54.5 abv.

Here are some details about the history of the product I found on the Pusser's website:

*"Gunpowder Proof: Prior to the invention of the hydrometer, the ship's purser shutdown claims of watering down sailors' daily tot by mixing a few grains of gunpowder to the rum to see if it would burn. If the mixture ignited, the rum was 'at proof.' If it didn't, the purser might find himself tossed to sea."*

### Appearance/Presentation

The Gunpowder Proof rum is presented in the standard Pusser's bottle with a blue and gold label. The liquid is secured with a synthetic cork and has a dark mahogany color in the bottle. In the glass it lightens to a dark copper with amber highlights. Swirling the liquid creates a razor thin band that reluctantly releases long legs that evaporate leaving tiny bead in their wake.



### **Nose**

Pouring the rum in the bottle releases a strong aroma of molasses and oaky spices. I covered the glass and let it settle. When I revisited it, I discovered notes of vanilla, cinnamon, figs and dark toffee with hints of charred oak nipping around the edges.

### **Palate**

The first sip provides a strong punch of alcohol with a swirl of dried fruit, toffee, oak and spices. With additional sips I detect spice notes of cinnamon, nutmeg and ginger. I also discovered fig, plum, toffee and honey comb notes, with a nice solid smoky oak and black treacle at the final. The finish lasted quite a while and was surprisingly smooth with a hint of bitterness woven in.

### **Review**

Rum and the Royal Navy share a rich history and are part of what captures the imagination when we think about the early days of ocean travel and the rum. When I first sampled the Pusser's Gunpowder proof at an event in Fort Lauderdale I thought this was a great part of the Pusser's line and enjoyed the robust flavor profile. It works nicely in any rum cocktail with a fruit base and helps create a nice punch. I enjoyed it in a Navy Grog, and thought it put a nice twist on a Zombie. Look for this product to roll out in stores during the first half of 2016.



www.pussersrum.com



# THE ANGEL'S SHARE

by Paul Senft

## Banks 7 Rum

Named for 18th century English botanist and explorer, Sir Joseph Banks, Banks 7 rum is created using 23 different rums from seven islands (Jamaica, Guyana, Java, Trinidad, Guatemala, Panama and Barbados). Aged in used Bourbon barrels, these rums vary in age between one and seven years before being created by Master Blender Arnaud de Trabuc, formerly of Angostura rums.

### Appearance/Presentation

This tall 750 ml bottle has a purple and white label with the island of origin screen printed on the bottle. The bottle is secured with a screw/Stelvin cap with a small label wrapping the neck right in line to where the bottle is filled. The rum has a dark copper color in the bottle and brightens as I pour it in the glass. Agitating the liquid creates a thick band around the glass with fast moving legs that evaporate quickly leaving beads clinging to the side.

### Nose

When I opened the bottle the strong aroma of the rum filled the air with spice and fruit notes. I let it settle for a few minutes and detected notes of cinnamon, nutmeg, toffee, baked apples, dried apricots and a light pop of ripe bananas.

### Palate

The first sip toasts the palate with a funky strong combination of cinnamon, nutmeg, black pepper and charred oak. Additional sips reveals some of the fruit notes from the aroma notably the apple and banana, but I also detected hints of dried orange peel, honeyed pineapple, toffee, with some light acidity coming in with an oak tanning filled finish.

### Review

The rums in the Banks line were created to be used in cocktails and Seven definitely gives a mixologist a lot to work with. The combination of rums provides an interesting flavor profile that dazzles with all the flavors waiting to be discovered. Blended to 86 proof, the rum has some serious heat that needs to be tamed with other cocktail ingredients. The good news is that this rum's profile lends it to being a good fit in just about every cocktail category I can think of. In July of 2015 the brand was purchased by Bacardi and while the product is still available in stores, it is not known if there are any future plans for the Banks line.





www.banksrum.com

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# THE RUM UNIVERSITY LIBRARY

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## THE Rum<sup>®</sup> UNIVERSITY

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



**H**ere is a book that I enjoyed reading from cover to cover. As the title and the artwork imply, it is more pragmatic than technical, and it contains a lot of humorous and insightful pieces of information about the alcohol industry.

Originally printed in 1978, the book's preface is filled with stern words directed at governments whose extremely high alcohol taxes are designed to keep individuals from distilling their own, tax-free, alcohol at home. In the same preface, however, the authors have some prophetic words too, as they state that *"there is a very good chance that this part of the law will be changed in the future"*. Well, looking at today's regulations in the USA, it is now possible, although impractical (due to complex application process and requirements), for someone to distill at home, but hopefully this will change over the next decades.

Craft distillers, on the other hand, are popping up right and left, so this book contributes to the overall body of knowledge available to would-be distillers. It also represents a body of knowledge that was very hard to get at a time when the internet did not exist.

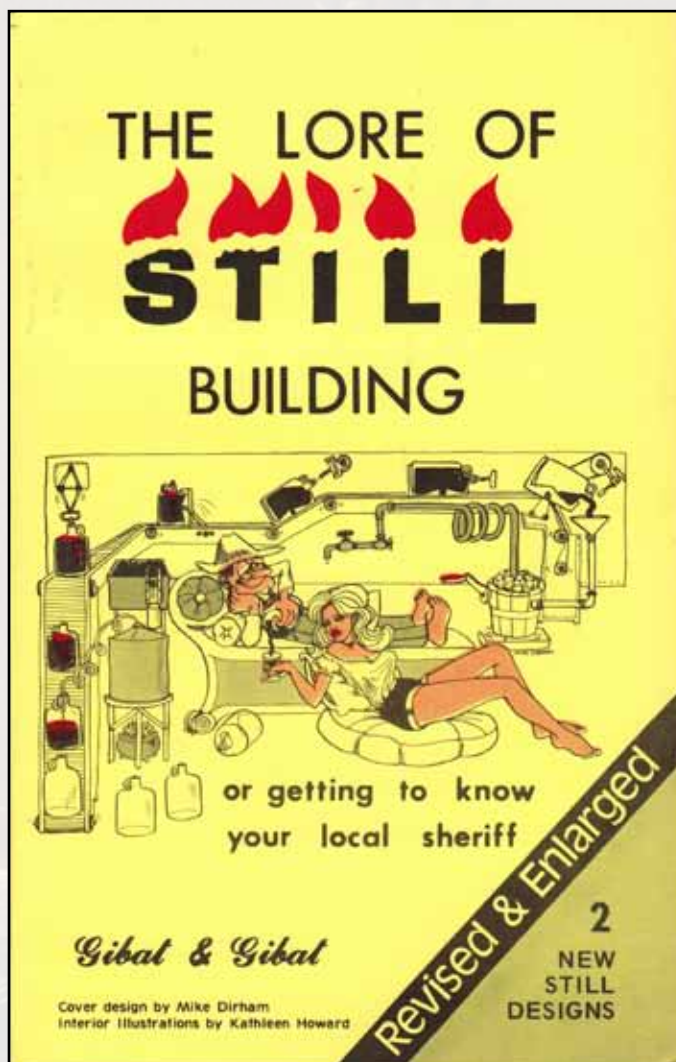
The authors do a good job of guiding the reader, in an easy to follow manner, through the basics of mashing, the differences between distillation equipment options (there is even a very basic continuous distillation still that I'm intrigued by!) and the dangers and rewards of distillation.

The book's format is small, it is easy to carry and easy to read, and the 120+ pages are full of interesting facts and entertaining illustrations.

Printed in the USA by Popular Topics Press. Library of Congress Catalog Number 73-87945.

Cheers!

Margaret Ayala, Publisher





# 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

## Chicken and Rum

### Ingredients:

- 1 Whole Cut Up Chicken
- 3 Tablespoons Butter
- ¼ Cup Rum (Dark or Spiced)
- 1 Pinch Dill
- Salt & Pepper to taste

### Directions:

Salt and pepper the chicken pieces. Melt the butter in a skillet and add the dill. Sauté chicken until evenly browned. Heat the rum and pour over the chicken; ignite and spoon the flaming liquid over the

"The only time to eat diet food  
is while you're waiting  
for the steak to cook"

— Julia Child





Photo Credit: [www.Home-EC101.com](http://www.Home-EC101.com)

chicken until the flames die out. Cover and cook for 20 minutes or until tender. Serves 4.

### **Apple-Rum Spread**

#### **Ingredients:**

- ½ lb. Roquefort Cheese, crumbled
- 8 oz. (1 package) Softened Cream Cheese
- ½ Cup Finely Chopped Pecans (walnuts or combination of both nuts)
- ½ Cup Rum (use Gold or Dark)
- 4 Large Red Apples (green or combination of both)

#### **Directions:**

Let all ingredients stand at room temperature for about an hour. Then mix all ingredients (except the apples) together well with a fork or in a blender at low speed, until smooth. Peel apples, cut them into bite size wedges (remove the core), then spread the cheese mixture over the apples. I recommend you serve this dessert with a glass of Cream Sherry.





"There are more old drunkards  
than old physicians"

*Francois Rabelais (Gargantua).*





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⊖ *m. Acidum minerale*

+⊖ *Acidum Vitrioli*

+⊖ *c. concentratum, d. dilutum*

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

∇ *Aqua fortis*

+⊖ *Acidum Salis ⊖ a s. 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 (Selenites, gipsum)*

∇ *Terra ponderosa*

∇ *Magnesia*

making your own

# Angelica Root Rum Liqueur

## Ingredients:

- 1 Cup White Rum
- ½ Cup Aged Rum
- 3 Tbsp Finely Chopped, Dried Angelica Root (*Angelica archangelica*)
- 1 Tbsp Almond Slivers
- 1/4 Cup Dried Apricots, finely chopped
- 1/8 tsp Ground Allspice
- 1/8 tsp Ground Cinnamon
- 1 tsp Anise Extract
- 1/8 tsp Ground Coriander Seeds
- 1 Cup Sugar
- 1 ½ Cups Water
- 1 Drop Yellow Food Coloring
- 1 Drop Green Food Coloring

## Directions:

Combine all but the last four ingredients in a 1-quart jar with a lid. Cover and let the mix stand in a cool, dark place for 2 weeks, making sure to shake it every couple of days.

Strain the solids out. Combine sugar and water and bring to a boil until all sugar crystals are dissolved. Add this simple syrup to the strained





liquid and add the two drops of food coloring. Seal the jar and let it rest for 3 to 4 weeks.

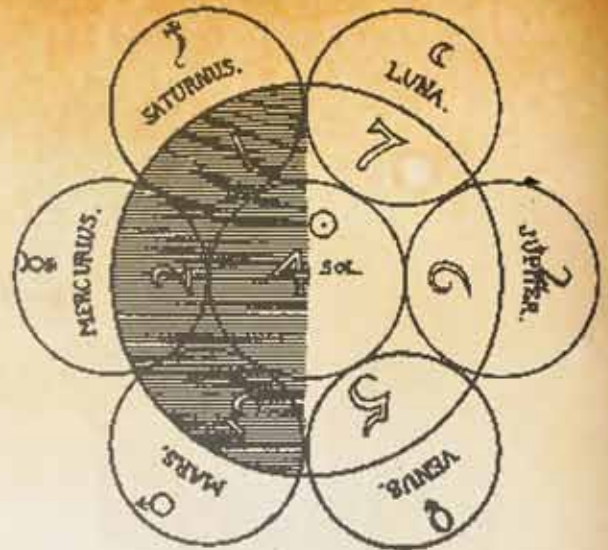
### Did You Know That...

... Angelica root is used to flavor widely-known alcoholic beverages, such as Chartreuse, Benedictine, Vermouth, Absinthe and Dubonnet?

... its roots have been used in traditional medicine to treat a diverse range of disorders, including gastrointestinal, respiratory and nervous?

... British botanist John Gerard, author of the famous book *Herball, or Generall Historie of Plants* (1597) claimed that it could "cureth the bitings of mad dogs and all other venomous beasts"?

... the plant is so aromatic (every part of it) that it is also used to create perfumes?



# MEASURING ALCOHOL - PART III

by Gary Spedding, Ph.D., Alcohol Beverage Chemist

## THE Rum<sup>®</sup> UNIVERSITY

*The Rum University is very pleased to share this compendium on alcohol measurements with "Got Rum?" readers around the world. We would like to thank Mr. Gary Spedding for the passion and accuracy with which he approaches his work.*



### Density and or Specific Gravity Measurements for Alcohol Determination

Historically, alcohol measurements were grounded in physical measurements of mass and volume through density or mass per unit volume intensive properties. Through density and specific gravity relationships, instruments and devices such as density bottles, hydrometers, densitometers, refractometers and pycnometers were used to establish a recognized and officially accepted body of work. This extensive research effort culminated in the derivation of algorithms and tables which define the relationships between density values and specific gravity readings and alcohol by weight and by volume.



## Densitometers

Modern densitometers have largely replaced the classic methods based on prior distillation of samples and either the use of refractometers or hydrometers for measuring extracts and alcohol in samples. These new density measuring devices are "Oscillating U-tube" density meters and these units are highly sophisticated and expensive instruments for measuring density; they are accurate to 5 or 6 decimal places and can be used to measure the density and specific gravities (SG's) of unfermented and fermented samples and distillates, to obtain original extract (OE) values, final SG (apparent extract) values or the alcohol content of the samples respectively (the latter via alcohol value specific gravities and reference to tables).

Oscillating U-tube densitometers work on the principle of electronic excitation of a measuring cell - the U-tube filled with a solution to be measured. Based on a fixed volume within the cell, similar to the older instruments such as the pycnometer (or density bottle), and defining the density as mass per unit volume, an increase in mass within the same volume leads to an increase in density. The harmonics or oscillation of the tube (frequency of resonance) is affected by solutions of different density and the density is then calculated from the oscillation period. Such instruments will report density and specific gravities of a beverage or, if distillates are used, the percent alcohol by weight at 20 °C based on official tables generated by the Organization of Legal Metrology (The "OIML tables").

The percent alcohol by volume may also be reported based on OIML tables at 20 °C and percent alcohol by volume based on tables by the Association of Official Agricultural Chemists (AOAC). The AOAC tables were also later adopted by the American Society of Brewing Chemists (ASBC) and these tables record the alcohol contents as they would be at 60°F (15.56 °C). (AOAC, 1995, ASBC, 1940, OIML, 2015). These units are easy to maintain and need only to be calibrated on dry-air and pure water (a fluid for which densities are known to the desired degree of accuracy).

### Enzymatically Measuring Alcohol (including detection via U/V Spectroscopic Methods)

Enzymatic assays have proven popular and very useful for alcohol determinations. Essentially these assays are in-vitro ("in the test tube") biochemical assays relying on the natural enzymes and coenzymes (factors) involved in ethanol metabolism in living organisms. In living cells -and in the laboratory- ethanol can be readily oxidized to yield ethanal (acetaldehyde) or completely oxidized to acetic acid (ethanoic acid) [ $\text{CH}_3\text{CH}_2\text{OH} \rightarrow \text{CH}_3\text{CHO} \rightarrow \text{CH}_3\text{CO}_2\text{H}$ ].

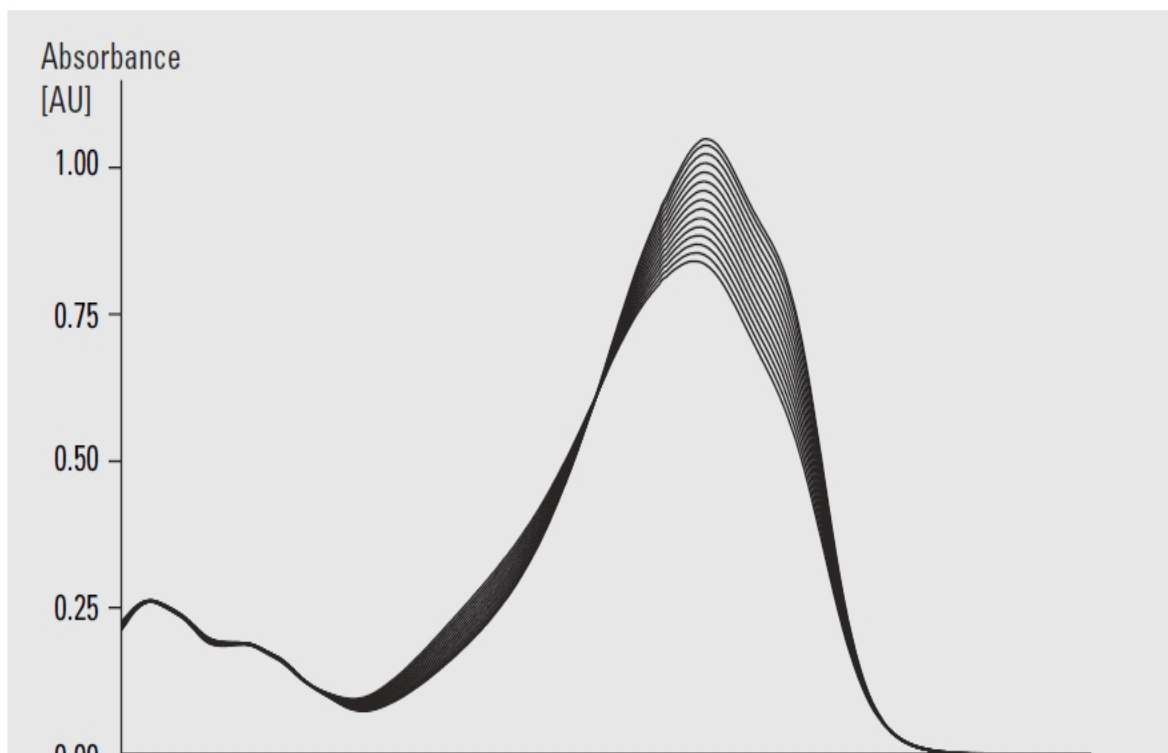
In the sensitive and specific enzyme assay the ethanol present from the added sample is first oxidized to ethanal (acetaldehyde –  $\text{CH}_3\text{CHO}$ ) using the biochemical compound nicotinamide adenine dinucleotide (NAD) in the presence of the alcohol dehydrogenase enzyme instead of a chemical oxidizing agent (used in earlier test-tube assays). As the reverse reaction is the thermodynamically favored process, the overall reaction is driven to completion by removing the acetaldehyde. This is done in a second step in the presence of aldehyde dehydrogenase which involves the quantitative oxidation of the acetaldehyde ( $\text{CH}_3\text{CHO}$ ) to acetic acid ( $\text{CH}_3\text{CO}_2\text{H}$ ), again with NAD involved.

The NAD is reduced to NADH (and a proton:  $\text{H}^+$ ) in each reaction (two molecules of NAD are consumed for every ethanol molecule oxidized to acetic acid) which then affords the quantitation of the alcohol spectrally via NADH's absorbance of energy from wavelengths within the uv/visible spectrum; 334, 340, or 365 nanometers (nm).

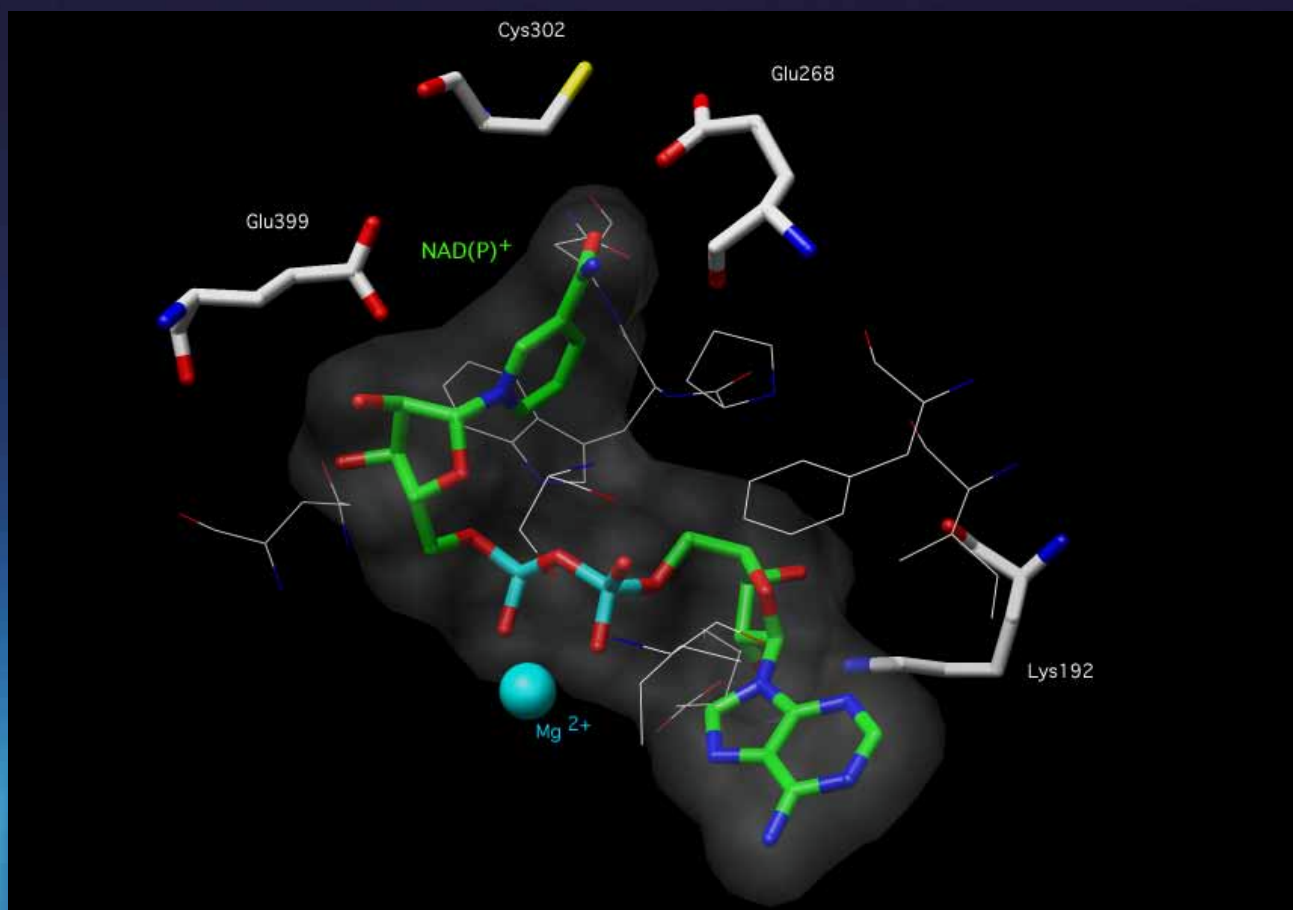
The use of natural biochemical catalysts and cofactors and the right temperature and pH conditions gives rise to the exquisite sensitivity and precision for measuring ethanol in well-prepared and diluted samples. Full test details and limitations to the assay being described in kit manufacturer specification sheets.

Such assays were originally developed to test for the presence of alcohol in alcohol free or low alcohol products (with anything below 0.5% alcohol by volume considered

### Measured Absorbance Spectra for Different Temperatures







Above: the active site of a human mitochondrial aldehyde dehydrogenase 2. Cys302 and Glu268 interact with the aldehyde substrate. The NAD<sup>+</sup> is held in place by multiple residues (shown as wires or sticks). Source: Perez-Miller SJ, Hurley TD (June 2003). "Coenzyme isomerization is integral to catalysis in aldehyde dehydrogenase". *Biochemistry* 42 (23): 7100–9.

non-alcoholic). Such assays are often used in such cases due to their extreme sensitivity, specificity and accuracy. However, with suitable and careful dilution, higher alcohol containing beverages and foods can be tested via these very sensitive enzymatic assays.

Again, it is to be noted that in order to obtain the true alcohol by volume from such tests, the sample specific gravity must be known. The methods supplied with test kits make no assumption in this regard and do not give true alcohol by volume values unless a separate sample of the product is tested for its current specific gravity.

**Stay tuned for Part IV of this informative series, to be continued next month.**



# THE PRIVATE LABEL PRIMER - PART III

by Luis Ayala





Guiding you From Dream to Reality!



# THE PRIVATE LABEL PRIMER - PART III

by Luis Ayala

## Lesson III - Regarding Bottle Selection and its Consequences

(To read the previous lessons, please visit the "Got Rum?" Archives page)

Having a bottle in which to put the rum seems to be such a basic proposition that many new private label owners take it for granted.

The bottle shape, the quality of the glass and its decorations can say a lot about the rum that is contained therein, but selecting a glass bottle based on its attractiveness alone can have devastating financial consequences.

Let's start by exploring why glass is the preferred bottle construction material and then we will go over the consequences of our bottle selection decisions.

As we explore the history of human-made containers for liquids, we see examples of leather pouches, hollowed bones, carved shells and many more artifacts. Prior to the use of glass, these containers presented one or more flaws:

- they were too porous, resulting in losses due to leakage
- they imparted undesirable flavors to the liquids they contained, or
- they did not have the structural integrity to resist the rigors of transportation or storage

Glass, when first used to create storage containers, solved all these problems, but so did plastic when it

was introduced later on. So why is it that we are not using plastic bottles for our distilled spirits? The answer is that plastic did not completely solve the second weakness outlined above, as it contains a wide array of chemicals that may leech into the contained alcohol. Glass, on the other hand, is completely taste-neutral.

So now that we've decided that glass is the way to go, can we assume all glass bottles are created equally? The answer is "No"! Due to the intricacies of glass manufacturing, including the cooling processes and raw material purity standards, some glass bottles are more crystalline than others. When reviewing bottle catalogs, terms such as "flint" and "super flint" refer to increasingly purer (i.e. more transparent, fewer defects) quality ratings and higher prices.

The higher the quality and price of the rum inside the bottle, the higher the quality of the bottle that is usually selected for it, to the point that many brand owners have been known to spend more money on the glass bottle than on any other element of the production, including the rum!

Assuming that we want to produce a premium aged rum, chances are we'll use a flint or super flint glass bottle, in a shape that satisfies our overall interpretation of the brand's image.

All glass bottle manufacturers have "stock" bottles that are usually kept in inventory, ranging in sizes, shapes and quality. This provides would-be buyers with a great starting point. But beware: just because the manufacturer



considers a bottle to be “stock” does not mean it will always be in inventory, so please double check with them before assuming!

But the choices don't end here, as many of the bottle manufacturers will often offer the same bottles with different “closure” options:

1. Cork, also known as “T-Top” or
2. Screw Cap, which can be either plastic or metal and
3. Pilfer-proof, designed so the bottles cannot be re-filled by unscrupulous bar owners or operators

If the desire is to close the bottle with a cork, one always must select an outer “capsule” as well, one designed to cover the cork until it reaches the final consumer. This gives assurance that the product has not been tampered with. Typical options include PVC heat-shrink capsules and Tin or Aluminum Capsules, the latter often reserved only for the more expensive products.

For brands that are going to be commercialized only in the USA or only in Europe, this is usually the end of the decision-making process, as those rums will usually be bottled in either 750 ml or 700 ml (70 cl) formats respectively.

But what happens when a brand owner anticipates selling the same product in both markets? The answer, unfortunately, is that the number of bottle choices is drastically reduced, as most of the bottle manufacturers

do not offer the same bottle in both sizes. The issue, incidentally, of WHY the alcohol beverage industry has adopted different sizes for different regions, is to avoid the “parallel” or illegal sale of merchandise destined for one region in another.

The answer to this 750 ml vs 700 ml size challenge is *custom bottles*. These bottles come from molds that are created/alterd by the glass manufacturers to satisfy the specific demands of their clients. They can, for example, add a monogram, embossed text, etc., to a bottle, thus making it unique and non-generic. They can also modify the body of the bottle to increase or decrease its capacity.

- The drawback of custom bottles is the expense required in the mold production and the size of the initial order required (usually in the tens of thousands of bottles).
- The drawback of stock bottles is the lack of originality, since those bottles can be -and are- used by many different brands.

While searching for the perfect bottle, I encourage brand owners to keep all these facts in mind, but to also check with their bottling facility, to get feedback on particular bottle sizes, shapes or finishes that work better than others or that are more or less expensive to label, cork, etc.

Next month we'll talk about the actual rum selection and its consequences. See you then!

Luis Ayala, Rum Consultant

# THE RUM UNIVERSITY

Agricultural Focus

## Glossary of Terms

**Cultivar Name:** The first two letters in the cultivar name represent the source of the cultivar. The next two numbers represent the year the first clonal crop of a given cross was planted. The numbers after the hyphen represent the accession number of that cultivar in the year it was named.

**Soil Preference:** Describes soils where the best performance of this cultivar can be expected. Under Florida conditions, this refers to either sand, organic (muck), both, or transitional soils. Transitional soils are organic soils that contain a large percentage of sand, or sand soils that contain a percentage of organic matter.

**Sugar Content:** This is an estimate based on comparisons with other commercial cultivars made at the UF/IFAS Everglades Research and Education Center. Because a range of values makes up a rating category, cultivars with the same rating are not necessarily equal. Ratings change as the harvest season progresses and are one of the determining factors of preferred harvest season. Rated as low, medium, or high.

**Tonnage:** Based on harvesting experiences over several years. This is a relative term and is influenced by soil type, location, harvest season, and ratoon being harvested. Rated as low, medium, or high.

**Leaf Width:** Measuring the widest part of the leaf at the fourth node from the top. Expressed as wide, medium, or narrow.

**Sheath Pubescence:** Using young sheaths at the top of the plant, rated as none, sparse, or dense.

**Leaf Retention:** Dead leaves may be tightly retained giving a trashy appearance, may be held on but easily shaken off, or may be self-stripping. Rated as attached, loosely attached, or self-stripping.

**Canopy Characteristics:** Canopy characteristics vary from compact to open, which influence sunlight penetration and sucker growth. Canopy growth habit can be classified as erect, erect with drooping tips, high arch, medium arch, or wide arch.

**Canopy Closure:** Speed of canopy closure influences weed and sucker growth. Rated as slow, intermediate, or fast.

**Tillering:** The number of shoots from a stool strongly influences potential yield. Number of tillers rated as low, medium, or heavy.

**Stalk Size:** Diameter relates to cane weight and susceptibility to lodging or bending. Rated as small, medium, or large.

**Exposed Stalk Color:** Rated as yellow, green, wine, red, purple, brown, or a described color.

**Stubbling Ability:** This is the ability of a cultivar to regrow after harvest. It may be strongly influenced by the height of the cutter blade above the soil line. Rated as poor, fair, or good.

**Harvest Season:** In the USA, harvest begins in late October and concludes in late March to early April. Rated as early (10/15–12/1), mid (12/1–1/25), or late (1/25–3/15).

**Harvestability:** Some cultivars grow very erect while others are prone to fall over (lodge). The erectness and degree of lodging influences the ability of mechanical harvesters to cleanly harvest a field in a timely manner. Rated as easy, moderate, or difficult.

**Cold Tolerance:** This has to do with the length of time a variety is able to maintain economic quality after a freeze. Rated as poor, medium, or good.

**Frost Tolerance:** This has to do with the ability of young cane to withstand or regrow after exposure to one or more frosts. Rated as poor, medium, or good.

**Mechanically Cut Seed:** Ease with which a cultivar can be harvested with a whole stalk harvester. Rated as poor, medium, or good.

**Disease Concerns:** After release, cultivars are considered to have adequate disease resistance to all of the important diseases recognized by the industry at that time. Therefore, disease concerns listed are the result of new strains of common diseases, or new diseases that have become important.



**T**here are numerous varieties of sugarcane available for cultivation. Most people are familiar with the soft-fiber varieties that are usually sold at super markets, intended for human consumption, mainly through direct chewing, although some people also press their own juice with these canes.

These varieties, however, are not the ones planted for or by mills who intend to use the canes for sugar production. They chose, instead, other varieties whose fiber content may not make them appetizing to humans, but that can be processed nicely and efficiently by heavy machinery, to squeeze their sweet juice. In many cases, varieties are also selected based on their pest resistance or the number of days it takes them to mature, so they are ready in stages, allowing for the harvest to progress from one field to the next, always finding ripe cane that is perfect for harvesting.

The purpose of this section, is to showcase specific varietals, allowing craft distillers to be better educated about their options, while at the same time allowing consumers to have a brief peek into the world of sugarcane agriculture.

### Featured Cultivar: CP 88-1762

This is a large stalk cane that has higher-than-average sugar and high plant populations. It is subject to lodging and is difficult to harvest. Based on its acreage in Florida, CP 88-1762 has ranked in the top three cultivars for more than 10 years and is still cultivated on 12.4% of total Florida sugarcane area since 2013.

<b>Soil Preference</b>	Organic
<b>Sugar Content</b>	Medium
<b>Tonnage</b>	High
<b>Leaf Width</b>	Medium
<b>Sheath Pubescence</b>	None
<b>Leaf Retention</b>	Loosely attached
<b>Canopy Characteristics</b>	Erect
<b>Canopy Closure</b>	Intermediate
<b>Tillering</b>	Good
<b>Stalk Size</b>	Medium
<b>Exposed Stalk Color</b>	Purple
<b>Stubbling Ability</b>	Good
<b>Harvest Season</b>	Early to mid
<b>Harvestability</b>	Difficult
<b>Cold Tolerance</b>	Poor
<b>Frost Tolerance</b>	Medium
<b>Mechanically Cut Seed</b>	Poor to fair
<b>Disease Concerns</b>	Rust
<b>Advantages</b>	Fast growing, good fiber content, blooms late.
<b>Disadvantages</b>	Mechanically cut seed improved by using first stubble. Lodges. Preferable to peel off adjacent rows when harvesting.



Special thanks to the Florida Agronomy Department, UF/IFAS Extension.



# 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.





## Painkiller

A few weeks ago I polled my bartender/mixologist friends from around the globe and asked them what their favorite RUM cocktail is, and the majority of them said the PAINKILLER (and they weren't referring to ibuprofen or aspirin). This rich and fruity island favorite is a twist on the Piña Colada, and was recently listed by Drinks International as one of the top 50 Classic Cocktails.

The Painkiller was originally created at a place called the Soggy Dollar, a bar at White Bay on the island of Jost Van Dyke in the British Virgin Islands in the 1970s. There is no dock, so the only way to get to this small beach front bar is to swim up to it, hence the name Soggy Dollar! The bar was owned by a British woman named Daphne Henderson, and legend has it that Charles Tobias of Pusser's Rum came to try out this locally famous cocktail. He loved it of course, but Daphne would not give him her recipe. He figured it out on his own and eventually trademarked and started promoting it as the signature drink of Pusser's Rum. Tobias has always given Henderson credit as the inspiration for the Painkiller, and now it is a world famous cocktail.







The Soggy Dollar, Jost Van Dyke, BVI

Pusser's is a British Rum and prior to 1740 the daily "tot" for sailors was a pint a day of Pusser's, drank neat. On July 31, 1970, the Admiralty Board abolished the tradition of the daily issue of Pusser's rum and stated that "times had changed". In 1979, Charles Tobias obtained the rights to this famed rum and started bottling and selling it for the first time.

Today, Pusser's is known as the single malt of rum and does not use any flavoring agents, unlike many rums and the recipe is still in accordance with the Admiralty's specifications for rum. The Original Admiralty Blend (the Blue label) is a full bodied rum with hints of spices, dried fruits, molasses, and demerara, and at 84 proof is perfect for sipping with or without ice.

The differences between the recipes for the Painkiller and the Piña Colada may appear to be slight, but the flavor difference is tremendous.

A classic Piña Colada is made with pineapple juice, coconut cream, and light rum. It is blended in a blender with ice to create a slushy frozen drink. The Painkiller has the addition of orange juice and is served over ice, so as not to dilute-- and is also topped with grated nutmeg. The orange juice adds a tangy sweetness which works beautifully with the coconut and the pineapple. The other major difference here of course, is its base.....the RUM. Yes, it is originally made

with Pusser's, but I always say that when creating a cocktail there are no rules, so you can use whatever aged rum you choose. While researching this iconic cocktail, I found many different recipes, all using different proportions of rum. Apparently the folklore here is that depending on how bad your pain is what determines how much rum the bartender puts in, from one ounce to FOUR! I made it a few times and I think 2 ounces is enough, especially if you intend on having more than one (which is very hard not to) Here is my recipe, and it will certainly heal what ails you. Cheers!

### Ingredients

- 2 ounces Pusser's (or your favorite aged rum)
- 2 ounces Pineapple Juice
- 1 ounce Coconut Cream (Coco Lopez is good but you can also find delicious canned ones in the Mexican food section of your grocery store)
- 1 ounce Fresh Orange Juice

### Directions

Shake all 4 ingredients with ice, and pour it all back into the serving glass. Top with freshly grated nutmeg (and I like a little fresh cinnamon too) and a slice of orange and pineapple.

# THE RUM HISTORIAN

by Marco Pierini



**M**y name is Marco Pierini, I was born in 1954 in a little town in Tuscany (Italy) where I still live. I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been History. And through History I have always tried to know the world, and men. Life brought me to work in tourism, event organization and vocational training. Then I discovered rum. With Francesco Rufini, I founded *La Casa del Rum* (The House of Rum), that runs a beach bar and selects and distributes Premium Rums in Italy, [www.lacasadelrum.it](http://www.lacasadelrum.it).

And finally I have returned back to my initial passion: History. But now it is the History of Rum. Because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors; it has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions.

All this I try to cover in this column, in my FB profile, [www.facebook.com/marco.pierini.3](https://www.facebook.com/marco.pierini.3) and in my articles on the Italian webpage [www.bartender.it](http://www.bartender.it).

## AMERICAN RUM 6: PLENTIFUL, CHEAP AND STRONG

Puritan New England was therefore the cradle of American rum and, throughout the XVII Century, the center of rum production and consumption was the very "city upon the hill" of the Saints in America: Boston. It is worth stressing that Puritans, so suspicious of almost all the pleasures of life, were not opposed in principle to alcohol. Drunkenness was strongly condemned and severely punished, but not drinking itself, quite the opposite: "Drink is in itself a creature of God, and to be received with thankfulness", wrote Increase Mather in 1673.

Undoubtedly this cultural climate, together with the traditional Puritan industriousness and the role of the port of Boston in overseas trade, favored the development of distillation. During the first decades, distilleries were small craft enterprises, usually set up at home. Distillation was a means of supplementing a family's income, and among the first distillers we can find merchants, inn-keepers, craftsmen and numerous widows. Gradually, though, things changed and at the beginning of XVIII Century a real distillation industry was



thriving in Boston. And in particular rum was distilled. At the beginning of XVIII Century, while rum was still practically unknown in England, in the colonies it was already commonly and largely drunk, until it became the typical local drink.

*"However, I called a servant, and got him a little glass of rum (which is the usual dram of that country), for he was just fainting away";* so says Daniel Defoe's *Moll Flanders*, published in London in 1722.

Importers of molasses and big rum producers were often the same people, so a new class of rich, influential merchant-distillers was born, different from the simple artisan-distillers. Rum was consumed by the city dwellers, but it was also exported all over British North America and it became one of the fundamental commodities in the trade with the Indians and in the slave trade. The growth of the industry created new, serious problems to the city. In particular, there was a constant danger of fires and the increasing quantity of waste from rum production filled up the ground and polluted the air. So, the first safety measures and the first laws to protect the environment were introduced. Sparsely-populated areas were chosen to build the distilleries; it was prescribed that they should be made of bricks and equipped with systems for collecting and draining waste liquids or leachate. Around 1740 in Boston these new distilleries were no longer small-scale household activities, but real factories, and they represented one of the most important manufacturing sectors.

In the meantime, though, even in New York, Pennsylvania and other colonies new distilleries were born and flourished and on the Eve of the Revolution, Boston had lost its supremacy in rum production.

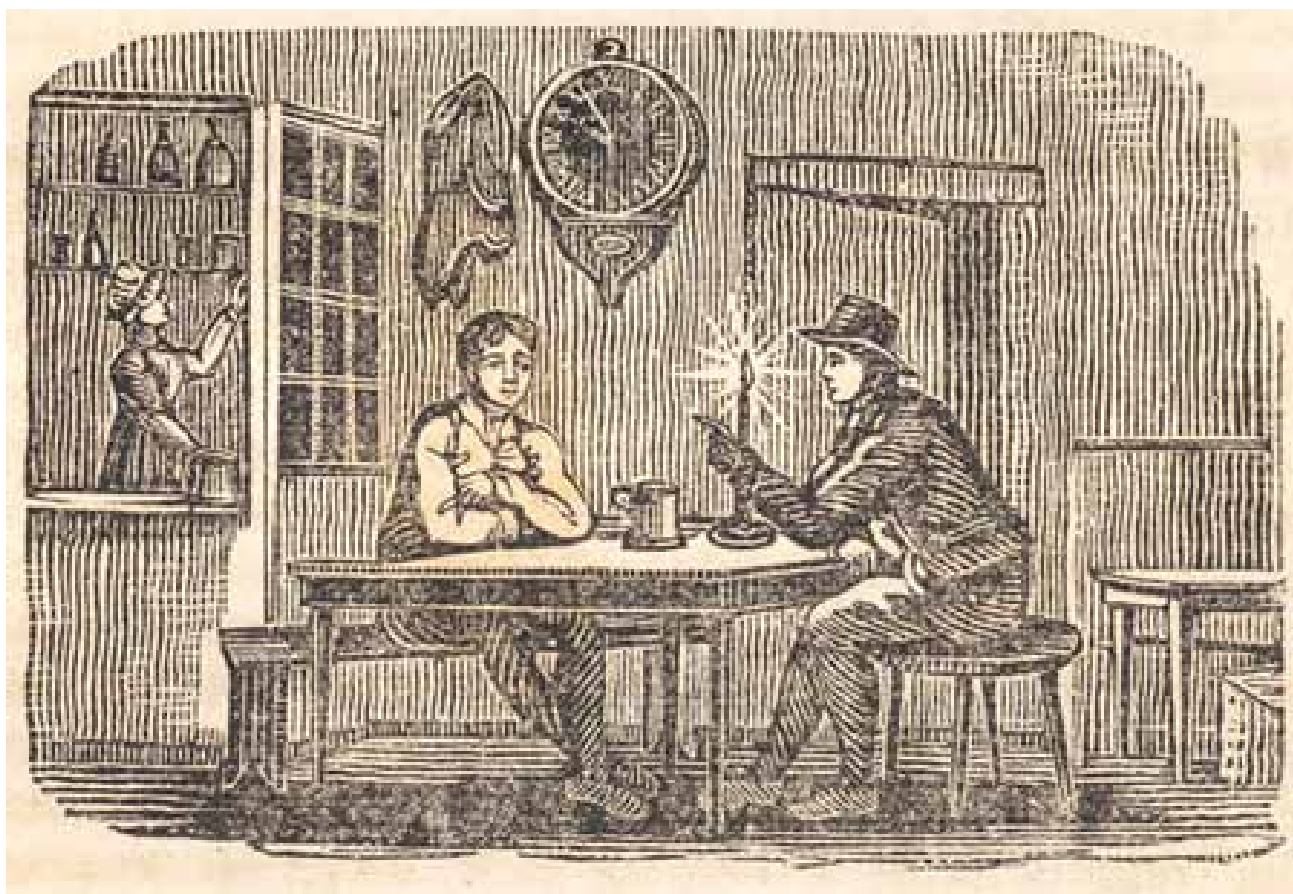
But, what was New England Rum like? What did it taste like? How strong was it? Of course we don't know, but it's highly likely that today we would find it undrinkable. All contemporary accounts agree, the quality was very poor.



Eight men around table, drinking and smoking; one is reading, 1797.

*"The quantity of spirits which they distill in Boston from molasses which they import is as surprising as the cheapness at which they sell it, which is under two shillings a gallon; but they are more famous for the quantity and cheapness than for the excellency of their rum";* so Edmund Burke wrote around 1750.

In those years, West Indies rum started to be exported to Great Britain where it was consumed and also exported again to other European countries. New England rum, however, had no place in European markets. In the Colonies themselves, the well-to-do would drink West Indies rum, and only those who could not afford it made do with local rum. Moreover, local rum was used in the trade with Indians, who certainly were not connoisseurs, and in the slave trade in Africa.



Its alcoholic strength also gave slave traders the possibility to save on the cost of transports, both across the American mainland and in Africa: it was possible indeed to carry fewer barrels and then add water on the spot.

It was not good, but it was plentiful, it was cheap and it was strong; that was enough for most drinkers. Intoxication was now accessible to all. *"It is an unhappy thing that in later years a kind of drink called Rum has been common among us. They that are poor, and wicked too, can for a penny or two-pence make themselves drunk"*, so an increasingly worried Increase Mather wrote as early as 1686. It should also be borne in mind, however, that at the time rum was not generally drunk neat, but in concoctions which hid its original taste with sugar, molasses, fruit and all kinds of other ingredients. They drank Punch, Flip and many other mixtures.

That American rum should be cheaper than the one from the West Indies is only

logical, because production costs in the colonies were lower. As we know, Barbados and the other sugar islands imported all they needed, in particular the food for the slaves and the timber they used as fuel and to make barrels, from those very colonies. But it certainly didn't have to be downright worse. Does that mean that in Barbados they were more skilled at making rum than in Boston? Or perhaps Bostonians were not interested in producing good-quality rum? Since importers and local producers were often the same people, was that an early example of product diversification, so as to reach different kinds of customers by means of different prices? Or maybe it simply depended on the fact that it took some months to carry it from the islands and this short period of ageing improved the quality of the distillate. We don't know. What we do know is that early American rum was plentiful, cheap and strong.

Marco Pierini



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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, which spell out the word 'NEWS'.

## BACARDI

After awarding the U.S. trademark for Havana Club rum to Pernod Ricard and Cubaexport in a surprise move last month, the U.S. Patent and Trademark Office has officially renewed the trademark through January 27, 2026. The latest decision allows Cubaexport to sell Cuban-made Havana Club in the U.S. if the economic embargo on Cuba is lifted. With the U.S. and Cuba re-establishing relations in late 2014, the removal of the embargo appears likely to occur in the coming years. In a statement on their corporate website, Bacardi explains that as part of continued efforts to defend the legitimacy of its rights and ownership of Havana Club rum, Bacardi has requested the U.S. Office of Foreign Assets Control ("OFAC") to reverse its decision to grant the Cuba government a license to renew and maintain the Havana Club trademark registration in the United States. In its submission to OFAC, regarding License No. CU-2015-323837-1 ("License 837-1"), Bacardi explains that it – not the Cuban government – is the current and lawful owner of all rights and claims related to the Havana Club trademark in the United States. That mark was used in conjunction with the Havana Club rum business by the original owner, Jose Arechabala S.A. ("JASA"), which founded the company in 1878 in Cuba. JASA sold Havana Club rum in the United States after the brand was created in 1934 until the business was forcibly confiscated by the Cuban government in 1960. Bacardi obtained its ownership interest in the Havana Club mark through a lawful and OFAC-licensed transaction with JASA. Bacardi has been selling Havana Club rum in the United States since the mid-1990s.

## MALIBU

Pernod Ricard is introducing a new flavor in its Malibu Sensations lineup, Malibu Pineapple Upside Down Cake. The latest offering adds to the brand's flavored portfolio, which also includes Orange Float, Sunshine, Sundae, Swirl, Mango, Tropical Banana and Pineapple, among others. Jennifer Gordon, Brand Director for Malibu, said "Malibu Sensations have grown significantly and are outperforming confection flavor trends, while pineapple flavored spirits are also experiencing a growth in popularity. There is a large and growing audience for this

distinctive product, providing retailers with the unique opportunity to capitalize on these growing trends." Malibu Pineapple Upside Down Cake is bottled at 21% ABV and will be nationally available in 750ml and 1liter bottles.

## SERRALES

Connecticut-based Serrallés USA, maker of the Don Q line of rums, has forged new long-term agreements with five leading family-owned distributor partners with a proven track record of establishing dynamic distribution channels. Serrallés USA will expand its current distribution relationship with RNDC and with the Breakthru Beverage Group throughout their respective networks. Serrallés will also be developing a new distribution relationship with Young's Market throughout all of its markets. Finally, Serrallés USA will expand its distribution relationship with Johnson Brothers as well as continue its long term relationship with MS Walker. "We are thrilled to have aligned our portfolio with leading distributor partners who share similar visions and priorities. Together, we will drive our world-class portfolio to new heights. We are also proud to have promoted from within these three exceptional professionals as we expand our presence and look forward to the next 150 years," says John Eason, COO & Executive Vice President at Serrallés USA."

## NEWPORT DISTILLING

Rhode Island's Newport Distilling Company, home of Thomas Tew Single Barrel Rum, is now releasing a new over-proof unaged white rum, Widows Walk. Created with blackstrap molasses in a single pot still, Widows Walk is bottled at 67.5% ABV and is targeted for the cocktail market. It can currently be found in Rhode Island, Connecticut, New York, New Jersey, Delaware, Maryland, Washington D.C., South Carolina, Georgia, Florida and Illinois.

## VISCAYA

A. Hardy USA is rolling out a new small-batch rum from the Dominican Republic, Vizcaya Black Rum, in the U.S. market. Crafted using the traditional Guarapa method with pressed sugar cane juices, the 40% ABV offering is aged for 12 to 21 years in



charred oak barrels. A. Hardy says the rum is meant to serve the growing demand for black rums in the U.S., as seen in the tiki cocktail trend. Vizcaya Black Rum is available nationwide 750-ml. bottles.

### **RON ZACAPA**

Master blender Lorena Vazquez has put together her third annual limited release, 2015 Reserva Limitada. This year's version is a blend of rums aged between 6 and 24 years in a variety of barrels that previously held whiskey, sherry and Pedro Ximenez wines. The blend was then aged again in re-charred barrels at 7,500 feet ("above the clouds") at the Zacapa facility. The 2015 release comes in at 45% ABV and is packaged in a curvy bottle with the standard woven palm-leave trim. It is available in Guatemala and select markets around the globe, but not in the United States.

### **ST. AUGUSTINE**

St. Augustine Distillery has announced that it welcomed over 123,000 visitors in 2015 with March, July and December being the busiest months. The craft distillery, which opened in 2014, is set to celebrate its two-year anniversary on Monday, March 7th, with a special bottle signing opportunity with head distiller, Brendan Wheatley. With a busy production schedule, this is the first time that Mr. Wheatley has been available to sign bottles for the public. Mr. Wheatley was the first American invited to Japan to study whiskey production with Master Distiller and blender Ichiro Akoto. St. Augustine Distillery is currently ranked number one in attractions in St. Augustine on Trip Advisor and offers free tours and tastings seven days a week. Located in the historic Ice Plant building, the tour features a museum, short documentary, and first-hand look into the production of small-batch spirits. Each tour ends with a sampling of the spirits and an opportunity to shop in their extensive gift shop.

### **DONNER-PELTIER**

It's a good problem to have when customers are clamoring for your products faster than you can produce them. That demand has prompted Donner-Peltier Distillers (DPD) to purchase a third still for this company. Their new 750-gallon still was handmade in Louisville, Kentucky by Vendome Copper and Brass Works. The impact of the machinery is very significant – the new still will double DPD's current total distillery production abilities when combined with their two existing ones (affectionately named "Betty" and "Veronica".) Additionally, it also gives them the capability to begin developing new products.

Donner explains DPD's rapid rise to success. "Don't take shortcuts; use Louisiana agricultural products; and listen to the customers," he said. "The result has been a solid portfolio of Gold Medal winners, and nothing gives us more pleasure than to have

a customer tell us how much they appreciate what we do." The company's growth has resulted in the hiring of a third full-time distiller, and DPD plans to hire additional warehouse and bottling employees later in the year. Founded in Thibodaux, Louisiana in 2012, Donner-Peltier Distillers, [dpdsprits.com](http://dpdsprits.com), creates distinctive spirits using authentic Louisiana ingredients. Its diverse product line is currently made up of Rougaroux Sugarshine Rum, Rougaroux Full Moon Rum, Rougaroux 13 Pennies Praline Rum and its newest product, LA1 Whiskey.

### **WILD TIGER SPECIAL REERVE RUM**

Wild Tiger Special Reserve Rum is an exotic blend of Indian molasses spirit distilled in column stills and pure cane juice spirit achieved from double distillation in pot stills. Wild Tiger Rum was developed by drinks entrepreneur Gautom Menon. He said: "Traditional Indian rum is usually just 100% molasses. Wild Tiger predominately has the same base but it is also blended with some percentage of cane juice spirit, which gives the final blend a lot of aromatic notes and depth in flavor. For maturation, we use only American oak wood barrels from Kentucky, USA. We char the barrels to reactivate the wood and the many natural flavors in them are imparted into the spirit over time." Menon said that the rum's packaging reflected the fact that no two tigers share the same stripe pattern – so the stripe design of the sleeve has been designed and cut to ensure that no two bottles are alike. The velvet tiger print sleeve is made using recycled materials and the glass bottles are made from recycled glass. Additionally, Menon said that 10% of profits will be donated to tiger conservation organizations in South India.

### **MONTANYA DISTILLERS**

If your vacation plans include my fair state of Colorado, be sure to stop in Crested Butte at the Montanya Distillery. Karen and Brice Hoskins, and their great staff, offer daily tours, tastings and a full rum bar with artisan cocktails, appetizers and small plates. While you are there you can purchase a bottle of Montanya Exclusiva, a limited release only available in Colorado as of October 2015. It is barrel aged for two years in an American White Oak barrel that previously aged Colorado whiskey. The rum is then transferred for an additional 6 months to a French Oak barrel that previously aged Sutcliffe Vineyards Cabernet Sauvignon and Port. The Hoskins describe Exclusiva as "wonderfully unique, with a dry, tannin finish that is very rare in aged rums. The smoothness from being longer aged at altitude and proofed with mountain spring water from a well under our facility makes it a connoisseur's sipper. The flavor profile is extremely complex as cinnamon meets red wine, honey meets vanilla, and none of the above overwhelm your palate with sweetness. Perfect for a Rum Manhattan, Old Fashioned or Ti' Punch."

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# EXCLUSIVE INTERVIEW

by Margaret Ayala



Right: Mr. Tony Chase, President of the Daufuskie Island Rum Company

I always enjoy coming face-to-face with owners and operators of rum distilleries. Luis and I had the pleasure of meeting Mr. Anthony “Tony” Chase, owner of Daufuskie Island Rum Company, last year during our Rum University 5-Day Rum Course in Louisville, Kentucky. We had the opportunity to sample his white and spiced rums and knew this was going to be a slice of heaven in the rum world.



I wish Mr. Tony Chase and his fantastic team all the very best. Luis and I look forward to enjoying more creations with our dear friend, Tony, and his beautiful wife.

Margaret Ayala, Publisher

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

My full name is Anthony Chase, but I go by Tony. I am the Founder and Master Distiller at the Daufuskie Island Rum Company on scenic Daufuskie Island, South Carolina.

**Q: Your distillery is named after Daufuskie Island. What inspired you to build your distillery on this island and how long have you been in operation?**

We began construction in April of 2014 and opened our doors in late December 2014. I chose Daufuskie to buy a



home with an eye on retirement. After I began living there intermittently, I decided that I would like to build and run a distillery there. I believe rum is an “island” drink and should be made on an island! Logistically, its not the easiest place to run a distillery, but they’ve done it in the Caribbean for centuries!!

**Q: Starting a new distillery is difficult enough on the “main land”. Did you face any special challenges (logistics/construction) specific to the island?**

No matter where someone builds a distillery, my hat is off to anyone who achieves this dream. It is very difficult to build on Daufuskie. The workforce is mostly retired and everything has to be brought over on a barge that only comes once a week. If something is wrong or you need something new, it is at least a week before it will arrive. For example, the driveway to the distillery is over a third of a mile long and required 350 tons of gravel. It took several truck loads to be barged over to make that happen. Having overseen (and participated in) the building myself, I know everything there is to know about our building.

**Q: What would you say has been the biggest challenge for you (ie. personally, financially, technically) since you decided to build your own distillery?**

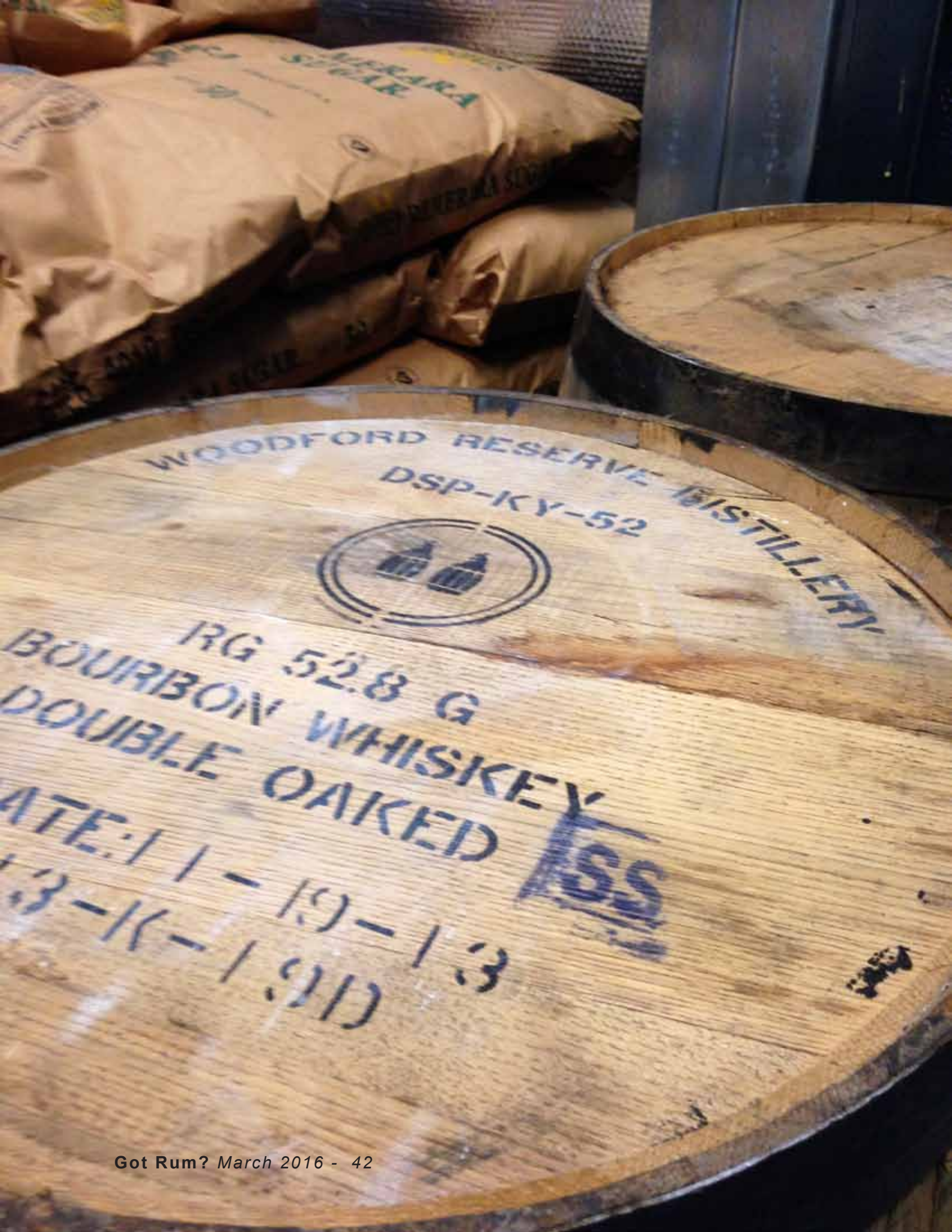
Financially, as it turns out was the easiest part. Having retained and funding roughly half of the investment, I was fortunate to be able to do that. I decided to invite friends and family to participate and the other half sold in roughly a couple weeks. Technically, I had a lot to learn as I had never worked in a distillery. The good news is, as a Pharmacist, the microbiology

and organic chemistry that is the science of distilling came easy. The interesting part became my quest to find distillery equipment made in the USA. Also, a lot of time was spent in determining all the ancillary equipment needed, such as bottling and filtering equipment. The art of making rum and the various “Editions” we make has been a labor of love. Personally and physically, I sacrificed my body constructing the building because I refused to ask my team to do anything that I would not do myself. So, I found myself on a 25-foot scissor lift and moving very large beams into place each and every day. I tore the rotator cuff in my right shoulder and the meniscus in my left knee. But, it was an experience I would do all over again!

**Q: Why did you decide to produce rum over other spirits? How did you learn the basics of rum production?**

I chose rum because, as I mentioned earlier, rum is an island drink! Rum has been made on some of the world’s most remote islands for a long time. Who has ever heard of an island Bourbon or an island Vodka?? I realize there are many great rums out there, so I have my work cut out for me, but so far we are very pleased with the reception we are receiving.

I will say this: when I saw the opportunity to attend the Rum University’s 5-Day Course in Louisville, I didn’t hesitate to sign up. While I felt like I was moving in the right direction prior to the University, the fact is that I implemented at least 20 new processes and techniques afterward. Luis Ayala is a great mentor and “Rum Professor” and the new friends that I have made as a result have been amazing. Seth Dettling, Cody Wasilchenko, Daniel Bascunan and Francesco Lafranconi







have all stayed in touch and it has been great. Lastly, and new news will come out soon, but I have developed a new product in conjunction with Flavorman, having met their team during the University.

**Q: What rums are you currently producing?**

Currently, we have our Silver Edition, our classic white rum. All of our rums have Demerara sugar as the base, much like El Dorado in Guyana, South America.





Next, we released our Spiced Edition, made from my 9 secret spices. This one has been amazingly popular. Our spices are placed in our Silver rum batch and allowed to “steep” like a tea bag for a week. Our “main event” is our Gold Edition. It is a rum that is aged for six months in Woodford Reserve Double Oaked Bourbon barrels. It is extremely smooth and the initial sensory impact is that of a nice bourbon, but it finishes with the sweet smoothness of a fine rum. Last, and coming out this next week is our Vanilla Edition. All of our rums are all

natural with no artificial ingredients and this one is no exception. I make a batch of vanilla extract using vanilla beans from Maui and the batch is then flavored with this extract. Then, as a finishing touch, I place a fresh vanilla bean in each bottle prior to corking. As a side note, but VERY important to me, everything that touches our rum is made in the USA!

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



Yes, be sure to do your homework and understand that the Federal licensure process is cumbersome and lengthy. Learn to be patient as you await formula approval and label approval. Go to seminars and “Universities” much like The Rum University and absorb everything said. Be willing to network with others in the industry and lastly, be prepared to spend at least 50% more than you budgeted!!

**Q: Is there something unique or different that you are doing with your rum(s) that sets them apart from brands already out on the market?**

The spices we use in the Spiced Edition make it very unique and we have seen great success with it. I suggest to anyone making a Spiced Rum to be creative and have fun with a unique formula. There are some great national brands out there that own a large market and a “me too” will not compete well. But, the one I am the most excited about is the aged rum in the Woodford barrels. That said, we take great pains to make sure that everything that touches our rum is made in the USA. From the bottle to the synthetic cork top, to the label and most importantly, the sugar.









**Q: Do you have any plans to produce other rums or spirits in the near future?**

We are looking at aging a rum for a longer period of time and using virgin America Oak barrels to do so, much like my good Bourbon friends from my home State of Kentucky. I am researching the possibility of making a cane based vodka, keeping the foundation of a cane based spirit, but venturing into the Vodka market.

**Q: Do you offer tours of your distillery and do you have a visitor's center?**

We do offer tours at the distillery and I often do them myself, although I have others that conduct tours as well. In one year, on our remote island, we conducted over 6,000 paid tours to folks from 49 of the 50 states and amazingly, 38 different countries from all over the world. We are open from 10am to 4pm, Wednesday through Saturday. We have a retail space and a tasting room to assist our guests in a great experience. Keep in mind that there is no bridge to the island and everything that gets here comes by boat. Large items come by barge and people come by boat. It takes a bit of a commitment to get here, but our rustic island is well worth the adventure.

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

The best way to reach us is at (843) 342-4RUM or (843) 342-4786 or via email at [info@daufuskierum.com](mailto:info@daufuskierum.com). Additionally, we have over 9,000



Facebook fans and have a presence on Twitter and Instagram.

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

Owning and managing a distillery on an isolated island is a dream come true. I would never have imagined living on a beach and making rum at this stage in my life, but the reaction of those who visit us and enjoy our spirits has been nothing short of overwhelming. Thank you to you and to Luis for being great resources, but more importantly, great friends.

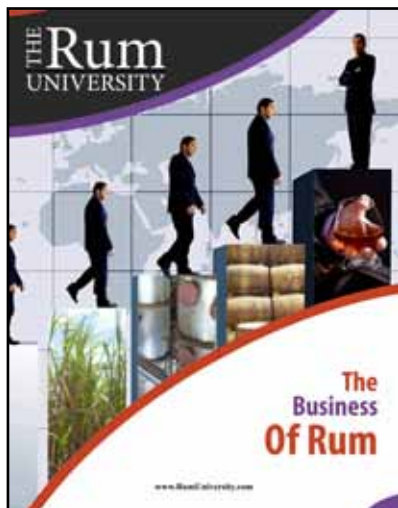
**Margaret: Again Tony, thank you so much for this interview and I wish you and your team much success.**

Cheers!

Margaret Ayala, Publisher



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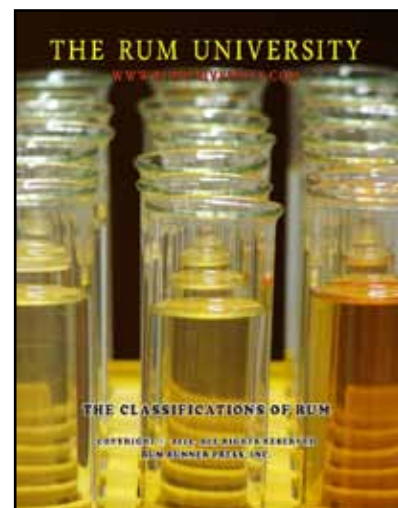
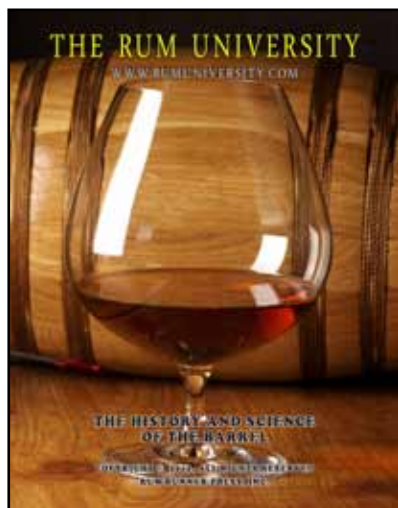
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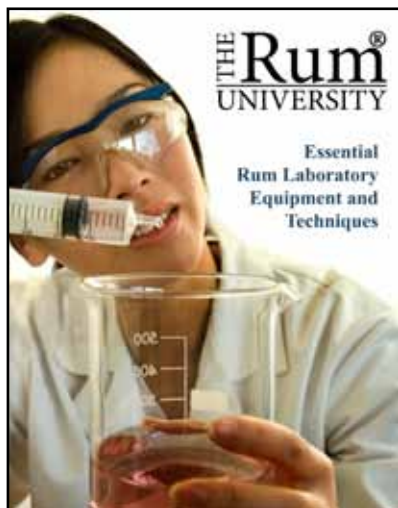
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*"Very good."*  
(C. Boggess, Indiana)

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*"It was excellent. I commend your group and team for this fine course. I'm honored to have been here."*  
(F. Stipes, Puerto Rico)

*"Congratulations! Keep up the great work. Tremendous learning experience (and humble). The course brought so much confidence about the topic."*  
(F. LaFranconi, Nevada)

*"Very beneficial for me."*  
(D. Boullé, Seychelles)

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# CIGAR & RUM PAIRING

by Philip Ili Barake



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

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

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

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



**Note from the publishers:** The International Habanosommelier Contest, by far one of the major events held within the framework of the Habano Festival, held a “Master of Masters” competition the last week of February. This year’s participants were limited to the winners of previous contests. Philip Ili Barake, having won the ninth edition in 2010, was among the participants. As of the time of the publishing of this magazine, it is unknown who the winner is. Regardless of the outcome, we are certain that Philip, once again, will manage to impress his peers and the organizers of the contest.

## Habanosommelier, Master of Masters

In celebration of the 50th anniversary of the Cohiba cigar brand, this year’s Cuban Cigar Festival (Festival del Habano), held at the end of February, changed the rules for participants, inviting only the winners of previous years’ contests. This turned the 2016 edition of the most venerable cigar competition in the world, into a “Masters of Masters” challenge. In addition to this change, the organizers also introduced a blind (completely blind, with blindfold!) tasting of cigars and of distilled spirits.

One aspect which did not change was the requirement in the early round to present a pairing between a cigar and a drink, both chosen by the contestants. Most of the contestants gravitate towards extremely rare or old spirits, matching them against even rarer or more expensive cigars; this is exactly where I decided to make a difference. I decided I would prepare a cocktail right in front of the judges, and would then guide them through the pairing, making sure to create an enjoyable experience for them, obviously using rum.

While thinking about the perfect cocktail or drink that I could prepare, that would also be new to the judges, I remembered the drinks we prepared on the roof of Hotel 040, in Bellavista (Santiago, Chile) and immediately started to look for rum-based twists on the traditional Old Fashioned.

Got Rum?





I also remembered that, while travelling around the world, visiting bars while on my quest for the **50 Best Bars**, I would ask them for three things: a classic cocktail, a new cocktail creation and a twist on a classic. It was in this last category that on several occasions I got to experience –and enjoy– a twist on the Old Fashioned using rum. I also remembered a common denominator among those twists that I enjoyed the most, and it was the use of Smith & Cross, Navy Strength Rum (100% pot still, 57% ABV), which gives the drink a very different personality.

Once at **Casa del Habano**, I started looking for the ideal cigar based on the flavors of the Old Fashioned. Later on, with the help of Diego Harris, I started working on the actual twists to the cocktail, based on how I wanted to prepare it and serve it at the Habanosommelier 2016 competition.

For the cocktail I was going to need two rums and the search for the second rum was not easy. I needed a rum with enough body to stand against the cigar and vice versa. I tested four rums and four cigars and the combination that I enjoyed the most (and by far) was the contrast provided by the sweet Zacapa XO against the Partagás Maduro No. 1 (52 ring, x 130mm). Other rums I considered for the pairing were El Dorado 15 and Diplomático Reserva Exclusiva, while on the cigar front I considered Montecristo Edmundo, Romeo y Julieta Wide Churchill and Cohiba Maduro



5 Mágicos. The Partagás I chose is a new presentation, made with a wrapper that comes from the top of a shade-grown tobacco plant. This wrapper is fermented and aged for a long time, giving the cigar some excellent and exquisite coffee and tobacco notes, which I envisioned pairing very well with the Cognac notes from the Zacapa XO.

Having anticipated the logistic and supply challenges in Cuba (for those who haven't visited Cuba, it is very hard to get many of the things that people from outside the island take for granted), I had packed and taken my own rock glasses, brown sugar cubes, orange bitters and even the fresh oranges all the way from Chile. I even packed molds to make ice spheres, which help greatly in reducing the amount of water melted away by the ice in the cocktail. When pairing cocktails with cigars, keeping a constant temperature is 50% of the success.



### Recipe

2 oz Zacapa XO  
½ oz Smith and Cross  
Orinoco Orange Bitters from the Dead Rabbit  
Brown Sugar Cube  
Mineral Water (un-carbonated)

The above recipe was true and tested, all that was left was for me to adjust to the logistics of re-creating it while in Cuba. I started making the ice spheres at the hotel where I was staying. The day prior to the competition I wanted to make sure the organizers could keep my spheres handy so I could have easy access to them for the competition. Well, this was a mistake, as the kitchen was closed and they were not able to receive the spheres. I was able to make arrangements with the management of the Comodoro Hotel, who kindly agreed to store them for me, the only problem was that their kitchen would open at 11AM the following day, at a time when I was supposed to be doing the blind tastings at the competition (incidentally, I think I did very well in the blind part of the contest, but time will tell!).

Having finished the blind tasting, it was time to draw numbers to decide the order in which the contestants would present their pairings to the judges. I drew number 2, which was bad news for me, as I had to run to the Comodoro to pick up the ice spheres and be back in time for my presentation. I was able to make it back just in time for my *mise en place*, and I presented my pairing, with confidence and not nervous, but very sweaty as if I had run two laps around a stadium! I feel the presentation went well and that many of the judges enjoyed the twist on the Old Fashioned.

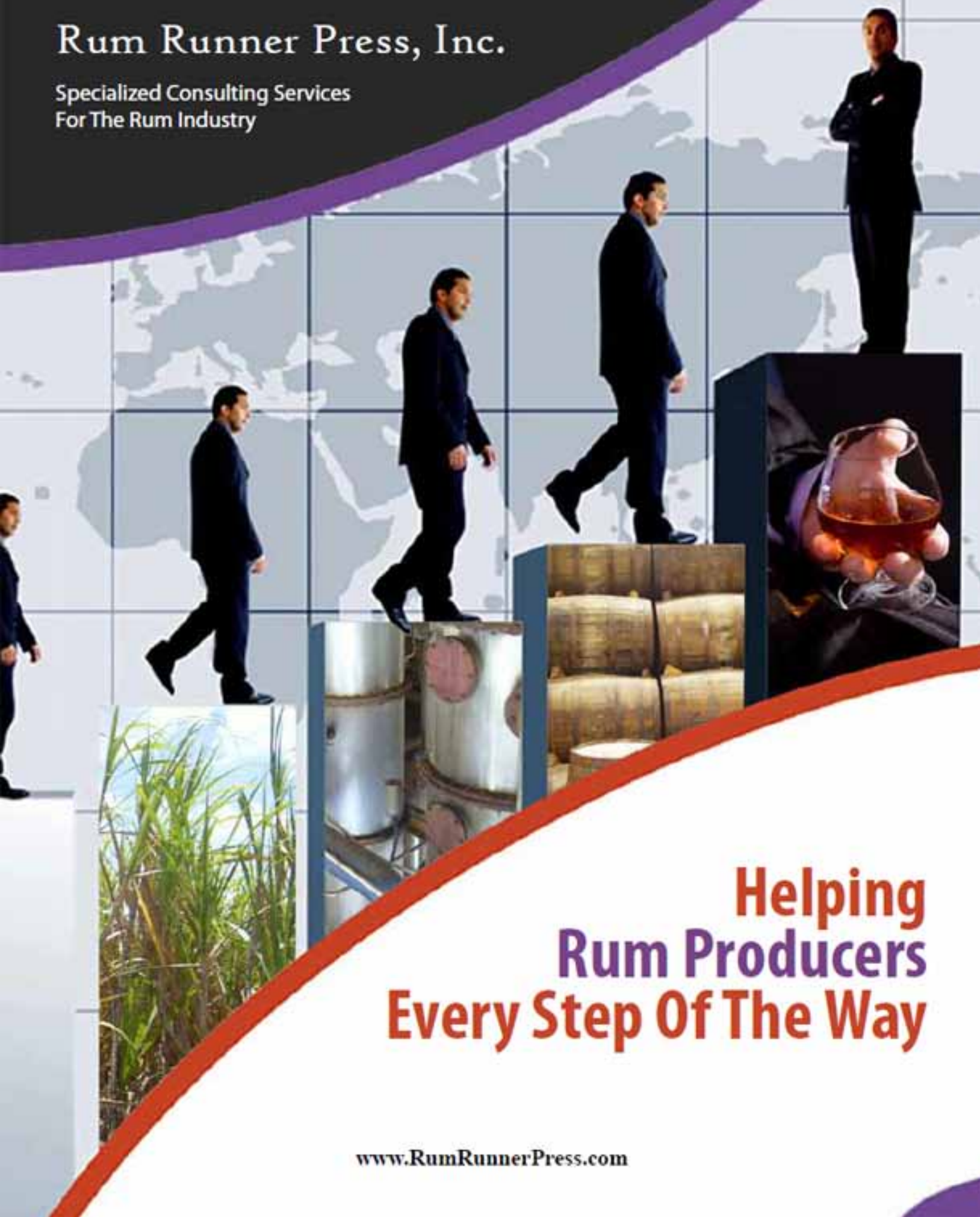
The key was to cool down the Smith & Cross in a shaker, so I could quickly prepare 7 Old Fashioned for all the judges. Not a trivial challenge, but I think I managed to pull it off. I hope those reading this month's column can re-create the cocktail using this or other similar rums, so they can enjoy the cocktail as did the judges at the Habanosommelier competition. Personally, I think the twist on the classic is simply phenomenal.

For now, it is a waiting game until next week, when I find out if I advance to the final round of the Master of Masters, where I would be surrounded by, and competing against, the finest people in the rum and the cigar worlds!

Cheers!  
Philip Ili Barake  
#GRCigarPairing

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