

Got Rum?®

APRIL 2016

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**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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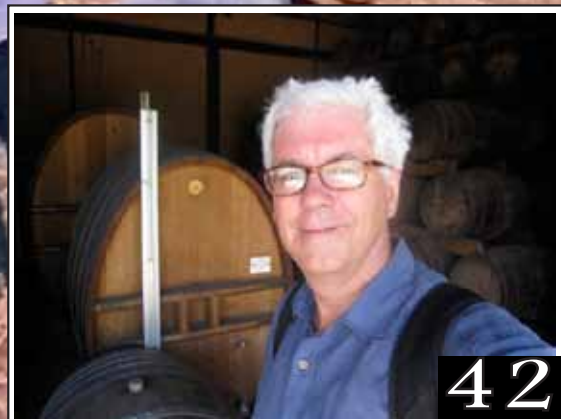
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FRONT COVER AND INSIDE SPREAD:

Sugarcane Harvest by the Izalco Volcano
Oil on canvas, by E. Gomez
Original at Licorera Cihuatlan, El Salvador
Photograph by Luis Ayala

Got Rum?™

FROM THE EDITOR

Rum's Birth Certificate

Political campaigns and the people behind them are often smeared in accusations of bribery, illegitimacy and other scandalous activities, with much effort being spent on political spin, smoke and mirrors. Unfortunately, this reminds me a lot of our beloved rum industry, which has its shares of headline-grabbing incidents, among them:

- Scrutiny over subsidies given to only a few rum producers
- False or misleading advertising (including blending methods or ages)
- Lack of disclosure regarding additives (caramel, sugar, etc.)
- Inadequate social responsibility plans
- Environmental impact of rum production

And just like in politics, where some candidate's country of birth is called into question, the world of rum has seen its share of products whose place of origin – at least as far as the label on the bottle is concerned- does not match the birthplace of its raw materials. I am talking about rums that are distilled and aged in one country, but whose molasses come from another.

How far back does one need to go, in order to say that a rum is the “product of xyz country”? The answer, not surprisingly, depends on who you ask: companies in countries where sugarcane is grown abundantly will stand firmly by the notion that the cane must be grown domestically. Those in countries with limited or non-existent sugar milling capabilities will put forth very intelligent arguments to allow for the importation of the raw materials.

Does any of this matter? Can a rum fermented from imported molasses, with imported yeast, aged in imported barrels, bottled in imported glass bottles, ever be considered a *local* product of the country where all the previous items came together?



The politics in the world of rum are –unfortunately- a reflection of the fragmented industry behind its production. To suggest that a rum can or cannot be given the birth certificate it wants in order to parade with the coat of arms of its “house” requires a willingness to define how much purity should be acceptable for a blood line to be regarded as “pure,” a potentially-divisive and controversial idea, to say the least.

Is your favorite rum a legitimate “heir” of the country where it was bottled? Should you care? Drop me a line with your thoughts.

Cheers,

A stylized signature of Luis Ayala in black ink.

Luis Ayala, *Editor and Publisher*



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

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

THE ANGEL'S SHARE

by Paul Senft



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

The desire to share this information led me to create www.RumJourney.com where I share my experiences and reviews in the hopes that I would inspire others in their own explorations. It is my wish in the pages of "Got Rum?" to be your host and provide you with my impressions of rums available in the world market. Hopefully my tasting notes will inspire you to try the rums and make your own opinions. The world is full of good rums and the journey is always best experienced with others. Cheers!

Mezan Panama 2006

Mezan Panama 2006 rum is a nine year old rum bottled in 2015. The company does not identify the distillery of origin; however they do state that the distillery grows its own cane and cultivates historical yeast cultures that provide the desired character to their rum. The rum for this product was created using a multi-column still and aged twice in separate sets of white oak American Bourbon casks. No color or other additives were blended with the rum when it was bottled, staying consistent with the Mezan "The Untouched Rum" motto.

Appearance/Presentation

The 750 ml bottle is short necked with a screw cap secured to the bottle by a clear security wrap. In the bottle and glass the rum holds a solid amber color. Agitating the liquid creates a thick band around the glass that reluctantly releases equally thick slow moving legs.

Nose

The aroma is front loaded with notes of brown sugar, dried apricot and caramel. As the sweet notes subside I detected hints of black pepper and charred oak.



Palate

The first sip of the rum revealed the brown sugar, caramel and apricot notes from the aroma along with a nice bite of mandarin orange. When the oak and spice notes begin to pop I discovered notes of nutmeg, clove, light pepper and charred wood accompanying a solid pop of alcohol. The brown sugar and spice notes linger in a nice long finish.

Review

When I was pondering my opinion of this rum, I asked myself the question: "Does this rum represent products of Panama?" My conclusion is yes it does, but lacking some of the acidity and over sweetness of some other rums I have experienced from the country.

This, to put it kindly, is a good thing. Blended to 80 proof it is a comfortable sipping rum, however should hold up nicely in most cocktail experimentation. Currently the Mezan line is in limited release across North America and Europe.

To learn where it may be available check out their website.



www.mezanrum.com

THE ANGEL'S SHARE

by Paul Senft

Providencia 1878

Mayfair Brands named Providencia 1878 after a ship that wrecked off the coast of Florida. The legend goes that the ship was carrying coconuts from Trinidad, rum and cigars between Cuba and Spain. As the story goes, the ship may have been wrecked on purpose and the company benefited from the insurance money. Meanwhile the settlers close to the wreck planted the coconuts in the area that would later be known as Palm Springs.

To create this rum, Mayfair Brands sourced three to five year old rums from four different Caribbean islands for their blend. It is known two of the islands are Trinidad and Guyana and that the rum is aged in used bourbon casks.

Appearance/Presentation

The rum has a dark amber gold color in the bottle that lightens to a pure amber in the glass. Swirling the glass created a thick band with equally thick fast moving legs that clinged to the glass for quite a while.

Nose

The rum has a strong vanilla note that fills the air as it is poured in the glass. As the vanilla settled, I detected the strong presence of charred oak and caramelized bananas.

Palate

The first sip of rum lights the mouth with a rush of alcohol along with vanilla, caramel and oak tannins from the barrels. The second sip introduces strong notes of roasted banana and grilled pineapple with the multidimensional oak tannins coming in at the finish.

Review

At 80 proof, there is a certain beauty in the simplicity and lack of complexity of this rum. I enjoyed this rum and, while it is on the raw side for sipping, it is a smart fit in a Mai Tai and will be interesting trying it out in some rum punches and Tiki bowl recipes.

Check out the company's website for more information about not only their rum but also their gin and vodka in their portfolio. If you see this one on the shelf, I think it is definitely worth picking it up and exploring.



www.mayfairbrands.com

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THE RUM UNIVERSITY LIBRARY

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THE Rum[®] 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

Antique Glass Bottles: Their History and Evolution (1500-1850)

I recently ran across this book while researching the authenticity of some “antique” bottles available through a famous auction house. I immediately thought about reviewing it here, since it is important for those on the same quest I was, and for private label owners or distilleries wishing to re-create bottles inspired by true antique specimens.

The book is a very comprehensive collection of beautifully-photographed and described bottles from an long-gone era, with enough detailed information to satisfy industry academics, but also beautifully laid out to be an attractive coffee-table book.

The author does a great job guiding the reader on the path from utilitarian to ornamental shapes, while describing the history of innovations in the glass-manufacturing industry that made certain designs or finishes possible.

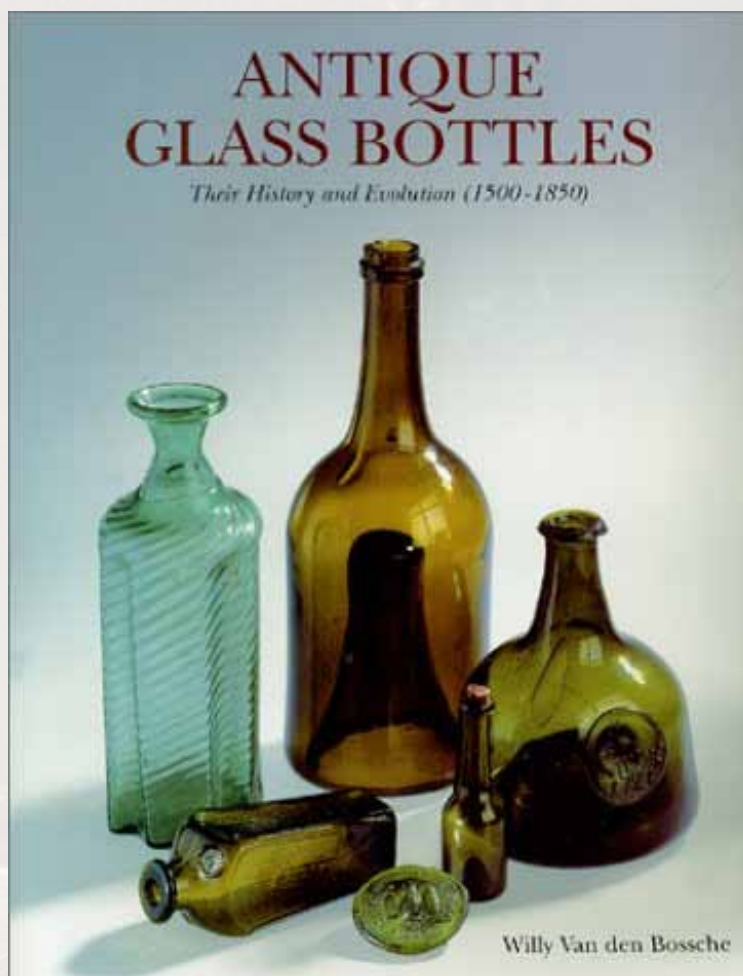
Some of these forms are slowly coming back, but their present incarnations are embodied in more modern (higher “flint” or “clarity”) glass. I strongly believe that consumers would appreciate some of the “less pure” but more “artisan” glass from the past, especially for veritable short-run or single barrel rums.

Holding an antique bottle, even after it has been emptied, is like putting a sea shell against one’s ear: there is a story captured inside that is still struggling to be heard. Hopefully the craft distillery movement will provide the demand for artisan glass producers to bring many of these beautiful designs back into life.

ISBN: 1851493379.

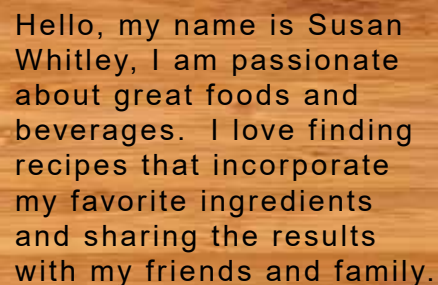
Cheers!

Margaret Ayala, Publisher



by Chef Susan Whitley

by Chef Susan Whitley



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

Ingredients:

- ¼ Cup Flour
- 6 small Sirloin Steaks, 1 inch thick
- 6 Tomatoes, peeled, seeded and chopped
- ¼ Cup Olive Oil
- ¼ Cup Chopped Parsley
- ½ Teaspoon Freshly Ground Pepper
- 2 Tablespoons Rum

Flour steaks. In a large skillet over high heat, brown the steaks quickly, then remove steaks and cook the tomatoes, olive oil, parsley, pepper and rum until the tomatoes are almost reduced to a puree. Add the steaks and cook to your taste: rare- 5 to 8 minutes; medium- 8 to 10 minutes; well done- anything after 12 minutes. Serve on buttered toast with a little of the sauce. Serves 6.

— Brendan Behan



Photo credit: binged.it/1QOGEPj

To add a touch of international flavors, add a clove of garlic for an Italian touch along with a Golden Rum; curry for an Indian touch with a Dark Rum; Sherry along with a dark or spiced rum for a Spanish effect. The combinations are endless!

Fruit Flambe

This recipe retains all the fine fruit flavors while blending smoothly with sugar, butter and rum. The dish is best with fresh fruit but still very good with canned.

Ingredients:

- Enough fruit for six people (peaches, pears, apricots, cherries and assorted berries)
- ½ Cup Butter
- ½ Cup Sugar
- Juice of one large Orange, strained
- 2 Tablespoons Dark or Spiced Rum

Directions:

When you use fresh fruit, peel and core the pears, peel the peaches and remove the pit, remove pits from apricots and cherries. Heat the butter in a deep pan, add sugar and orange juice and cook over medium heat until the sugar has melted. Add the fruits and continue to heat gently, turning the fruit a number of times to coat completely with the sauce. Pour in warmed rum and ignite it. When the flame dies, serve in shallow dessert dishes or in sherbet glasses. Spoon the sauce over each serving. For those of you whom are ice cream lovers, may I suggest you put a scoop (or two) of ice cream in each of the dishes first, then the fruit and the sauce on top. Voila!



Photo credit: binged.it/1padycW

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Featured Brands

April's Featured item: An extremely durable jacket that offers hi-visibility safety and repels the rain, resists the wind, and locks in your body warmth. Made of tekton nylon shell, poly-filled body with heavyweight fleece lining and nylon-lined sleeves for easy on/off. 1 x 1 rib knit trim at the waistband/cuffs; front zip close slash pockets and interior zip close pocket.

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 EST. 1920

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⊖ *Aqua fortis*

⊕⊖ *Acidum Salis ⊕⊖ a. s. dephlogisticatum*

⊖ *Aqua Regis*

⊕⊖ *Acidum fluoris mineralis*

⊕⊖ *Acidum Arsenici*

⊕⊖ *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. Alkali fixum vegetabile*

⊕ *m. Alkali fixum minerale*

⊕ *Alkali volatile*

⊖ *Terra*

⊖ *Lapis*

⊖ *Arena*

⊖ *Calx, p. pura (ustulata)*

⊖⊕ *Calx vitriolata (Jelenites, gipsum)*

⊖ *Terra ponderosa*

⊖ *Magnesia*

making your own

Rhubarb Rum Liqueur

(Rheum rhabarbarum)

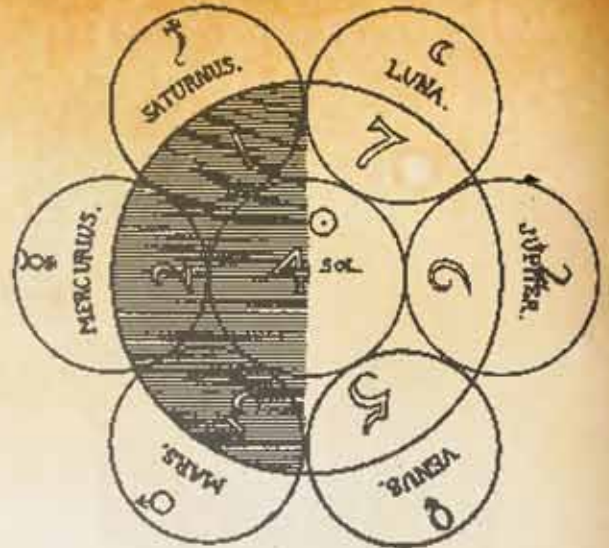
Ingredients:

- 1 1/2 Cups Water
- 4 Cups Fresh Rhubarb (cut into 1 inch pieces)
- 3 Cups Sugar
- 1 tsp Orange Zest
- 2 Cups White Rum (40% ABV)
- 1/2 Cup Overproof Rum (75% ABV)
- 2 Cups Rosé Wine

Directions:

Bring water, rhubarb, sugar and orange zest to a boil over medium heat, stirring constantly. Remove from the heat as soon as the sugar has dissolved, let it stand until it reaches room temperature.

Transfer into a clean glass jar, add the rum and the wine and let it stand in a cool, dark place for 2 weeks. Strain and discard the solids. Enjoy!



MEASURING ALCOHOL - PART IV

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

THE Rum[®] 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.

Alcohol Measurements Using Spectroscopy

Infrared (IR) spectroscopy is a method which utilizes the energies of the infrared light spectrum to promote transitions within the various functional groups of molecules. Within certain regions of the electromagnetic spectrum, chemical compounds may absorb the infrared radiation and specific vibrations may be measured. The infra-red spectra of molecules are absolutely specific – certain bands which regularly appear near the same spectral wavelength of energy may be assigned to specific molecular groupings. By measuring the vibrations of atoms and bond stretching, those functional groups can be determined. The frequencies and intensities of the infrared bands exhibited by a chemical compound uniquely characterize the material – generating a fingerprint - and thus, infrared spectra can be used to not only identify a particular substance in an unknown sample but can also be used to quantify that substance. As such, the use of the energies associated with the mid-range and near-range of the infrared spectrum may be used to determine the content of alcohol in beverages. Moreover, it is noted that IR spectroscopy in both the mid-infrared (MIR) and near-infrared (NIR) regions is gaining popularity both qualitatively and quantitatively as an analytical technique with potential in other areas of alcoholic beverage and beverage raw materials testing; near-infrared spectroscopy techniques have been implemented for example in malting and brewing since the early 1990's.

Instruments require calibration, but once set up, several components in samples can be measured simultaneously with little to no sample preparation needed. However, a major limitation of NIR spectroscopy in alcohol beverage and food analysis is its dependence on less-precise reference methods. Also, once again noting the need to obtain independently the density values of samples to perform subsequent calculations. This measurement of density, alongside the alcohol by volume determination, is covered in brief notes below.

Infrared devices are also finding application within in-line measurements in the brewery and other alcohol beverage production facilities. Most significant to the present discussion is that highly accurate NIR spectrometers are now on the market that can measure the alcohol content of beer and malt beverages in the range of 0-12 percent v/v. These units are often used today along with coupled density meters.

Off Coupled Oscillating Density Meters and NIR Alcohol Meters

As seen above some coupled instruments today rely on two fundamental properties of alcohol; namely its density and its absorption intensity in the Near-Infrared region of the spectrum (often a carbon-hydrogen bond stretching vibration near 1200 nanometers in the energy spectrum). In principle the alcohol by volume at 20 °C is determined by the NIR instruments based on a specific function of the absorption intensity of the NIR line of alcohol (see above). The specific absorbance of energy being dependent (proportional) to the ethanol concentration. The coupled instrument's software programs' reference the OIML (or other) tables for solving for the percentage of alcohol by weight. The coupled instruments can then determine the ethanol concentration (weight and volume), the specific gravity of the sample, and then, via calculation, the original extract for the alcohol containing sample.

The calculation for weight of alcohol relies on the density value for pure alcohol at 20 °C (taken as 0.78924 g/cm³) and the density of the sample measured in the density meter. [The NIR- Alcoalyzer method has been extended recently to cover a wider range of alcohol content with high accuracy and precision but

the details have not yet been presented for public viewing. The manufacturer, Anton-Paar in Austria might be consulted for the details or to the date and citation when published.]

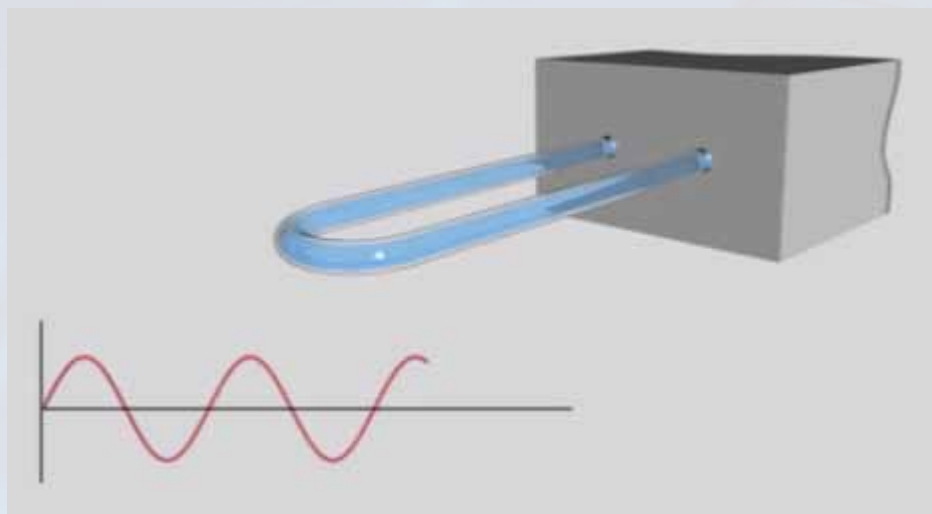


Photo credit: Anton Paar

Nuclear Magnetic Resonance Spectroscopy (NMR)

Another sophisticated method, as yet only available in a few facilities (typically in academic research settings), that can also accurately determine alcohol is nuclear magnetic resonance (NMR). This is a technique for detecting atoms which have nuclei that possess a magnetic moment such as ¹H, ¹³C, ³¹P, ²³Na, ¹⁵N, etc. The nuclear magnetic moments of these atoms interact with the magnetic component of electromagnetic radio-waves giving rise to the phenomenon known as nuclear magnetic resonance. Most studies are conducted using the lightest isotope of hydrogen, ¹H (thus the term proton magnetic resonance or p.m.r. may also be used). This method is being increasingly used to analyze commercial products. In very simple terms the method can chemically fingerprint the bulk solution of an intact beverage with minimal sample preparation. Unlike GC and HPLC methods it is not a chromatographic technique which gives it its own differential way of determining, for example, the true ethanol concentration in a beverage. In ¹H-NMR each chemical component has a unique spectrum based on the different hydrogen chemistry on the



Above: AVANCE III HD NanoBay NMR State-of-the-Art Broadband NMR Spectrometer

molecule. Thus protons in CH, CH₂, and CH₃ groups present in different chemical groups such as olefins, aromatics, organic acids, alcohols, esters, carbohydrates etc., may be detected by the occurrence of particular peaks and multiplets at specific chemical shifts in the NMR spectrum. In addition, the relative number of ¹H atoms in each type of chemical group within the sample is indicated by the relative intensities of the appropriate peaks; that is by the areas under those peaks. A peak unique to a component of interest is chosen and the ratio of its signal intensity to that of an internal standard is determined. The signal intensities are divided by the number of protons they represent in order to obtain a signal intensity on a molar basis. With a knowledge of the molecular weights of the standard and the component, the weight of the standard present and the sample volume, the concentration in milligrams per liter for the component of interest can be determined along with all other components simultaneously. From there the alcohol by weight and by volume can be computed. Thus, NMR is a very powerful and growing method for product analysis.

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



THE PRIVATE LABEL PRIMER - PART IV

by Luis Ayala



Guiding you From Dream to Reality!



THE PRIVATE LABEL PRIMER - PART IV

by Luis Ayala

Lesson IV - Rum Selection and its Consequences

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

In last month's lesson, we explored the glass bottle options available to brand owners, along with the consequences associated with specific choices. In this lesson we'll explore the decisions surrounding the selection of the actual rum that will be stored within the bottle.

1. Let's begin with the simplest option, white rum:

Due to its color-less nature, white rum is more likely to reveal the presence of impurities -such as suspended or precipitated particles- than its dark/golden counterparts. The pairing of a white rum with Flint or Super Flint glass bottles should be seen as a requirement for specialized filtration. Also, if the bottle is going to employ a natural cork, it is also important to make sure that cork will not impart any undesirable color to the rum.

2. Next, let's explore consequences associated with spiced or flavored rums:

In the USA, all spices and flavors added to a rum, must be approved by the FDA (Food and Drug Administration) and also by the TTB (Tax and Trade Bureau)'s beverage laboratory. This means that if a spiced or flavored rum is produced

outside of the USA, all ingredients employed in its production **MUST** have FDA and TTB Lab approval in order for the rum's label to be approved for sale in the country. This is a very important point, and I've seen countless of operations fail because they used local ingredients that are not, and cannot, be approved by the FDA. The best option here, is to order the spices and flavors from US companies in the first place.

3. Let us go over aged rums now, since most of the private label brands are likely to be in this space.

As per US and EU regulations, when dealing with aged rums, if the brand owner desires to display the age of the rum on the label (and most do), that age (the "age statement"), for blends of different rums, must be the age of the youngest. So, if a rum is a blend of equal parts 2, 4 and 6 year old rums, the age statement can only read "2 Year Old Rum". This is the main reason why some aged rums opt to not include an age, using instead descriptors such as "Family Reserve," "Special Cask," etc.

Heavy-congener aged rums tend to acidify during aging. The more aging, the more acidic the rums become (lower pH).

This is usually an innocuous aspect of aging, except when the congeners are present in the form

of higher alcohols (propanol, butanol, pentanol, etc.), because the acids formed from these alcohols are known as “Fatty Acids” and are not as soluble in water as they are in alcohol.

This is one of the reason some whiskeys are bottled at strengths higher than 40%, because the more water present in the blend, the more likely the fatty acids will clump into miscelles and make the product come across as “cloudy”.

One way to resolve this issue, if one must bottle at 40%, is to chill filter, but removing the fatty acids result in removal of many of the congeners responsible for the flavor. Many companies opt, instead, to include messages such as “un-filtered” or “un-processed” or simply stick to ABV strengths that naturally provide enough alcohol for the fatty acids to remain in solution.

4. And since we are talking about proof, let’s elaborate a bit.

It is worth mentioning that some countries require for the alcohol concentration to be at 40% or above, in order for the product to be sold as rum. Other countries, however, allow for rum to be sold with as little as 35% alcohol, and there are some countries that also have upper limits, thus preventing traditional over-proof rums to

be considered rums. So always confirm the requirements of your target country first, before having labels printed and bottles filled!

Also, familiarize yourself with the alcohol determination methods approved in each country. Government agencies have adopted different methods and are likely to only recognize results obtained through those methods. Most hand-held electronic density meters, for example, lack the precision required by authorities for tax and compliance purposes.

Now you know a little bit more about the extra work/attention to detail that each type of rum may require in order to be compliant.

Brand owners should always consult with their independent bottler or with their bulk rum supplier in order to understand if the filtration and alcohol proofing standards employed are enough for their rum style and their desired target market.

Next month we’ll talk about additional information that may or may not need to be displayed, including, for example, the use of caramel, sugar and other additives.

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.

There 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 in 2013.

Soil Preference	Organic
Sugar Content	Medium
Tonnage	High
Leaf Width	Medium
Sheath Pubescence	None
Leaf Retention	Loosely attached
Canopy Characteristics	Erect
Canopy Closure	Intermediate
Tillering	Good
Stalk Size	Medium
Exposed Stalk Color	Purple
Stubbling Ability	Good
Harvest Season	Early to mid
Harvestability	Difficult
Cold Tolerance	Poor
Frost Tolerance	Medium
Mechanically Cut Seed	Poor to fair
Disease Concerns	Rust
Advantages	Fast growing, good fiber content, blooms late.
Disadvantages	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.



Mary Pickford

I love a cocktail that has a good story behind it, and as a working bartender, let's be honest-- that sort of thing is what keeps you coming back to my bar! Last week I was in Westerville, Ohio, the town in which Prohibition began-- in a brand new restaurant that sits in a building that was once an iconic theatre. 8 State Bistro has been open for 2 weeks-- and has kept much of the decor of the original "State Theatre". Their cocktail menu reflects this--- with classics such as the French 75 (the cocktail Humphrey Bogart drank in Casablanca), the Vesper (James Bond's choice in Casino Royale), and the Mary Pickford--which is the inspiration for this article.

Mary Pickford was a Canadian-American silent film actress and was coined "America's Sweetheart". She was born on April 8, 1882, and was one of the first great movie starlets in Hollywood. She was married to Douglas Fairbanks, and together with Charlie Chaplin, they founded United Artists. She was the first star to place her hands and feet in the cement at Grauman's Chinese Theatre (April, 1927), and she was also given a star on the walk of fame on Hollywood Boulevard in February of 1960.

Cocktail "Mary Pickford"



6 cl White Rum

6 cl Fresh Pineapple Juice

1 cl Grenadine

1 cl Maraschino



Pickford made over a dozen silent films, and today there is a foundation in her name, that helps young actors find their full potential in the industry.

During Prohibition, it was quite common for American bartenders to flee to other countries to continue practicing their craft. One of these places was Havana, and during the early 1920's Fairbanks and

Pickford traveled to Cuba to film a movie. There are two different people who are credited with creating the cocktail named after Mary. One is Eddie Woelke, an American bartender who moved to Havana, and the other is famed Havana bartender Fred Kauffman. Woelke worked at the Jockey Bar, and Kauffman worked at the Hotel Seville. Regardless of who was the first to shake up this delicious concoction,

it has stood the test of time and is still popular today, almost 100 years later. The "Mary Pickford" was written about in the Savoy Cocktail Book in 1930 as well as "Gourmet" in 1943. Recipes differ, of course, depending on the publication and the story, but the ingredients stay the same. Light Cuban rum, fresh pineapple juice, Luxardo liqueur and grenadine.

The Mary Pickford is a crisp, boozy, balanced cocktail that will go down light and refreshing, but will surprise you when you stand up. It is similar to some of the classic rum/pineapple cocktails (piña colada, painkiller), but it has the addition of cherry liqueur instead of coconut which in my opinion makes it much more complex.



In the classic 1934 book, "Boothby's World Drinks and How To Mix Them", the Mary Pickford recipe is listed as:

Bacardi- ½ Jigger
Grenadine- 1 Spoon
Pineapple - ½ Jigger
Maraschino- 1 Dash

Shake well with ice, strain into chilled cocktail glass, add bits of pineapple and serve.

In my travels I have seen every possible recipe ratio of this cocktail--- so this is my tried and true best. I encourage you to buy the ingredients and play around with it until you find YOUR best recipe.

MARY PICKFORD

2 ounces white rum (Mount Gay Silver, Caña Brava
or Brugal are a couple of my favorites)
2 ounces fresh Pineapple Juice
.25 ounces Luxardo Liqueur

Shake ingredients well with ice, strain into martini or coupe glass. Drizzle with .25 ounce of homemade grenadine, and garnish with a brandied or luxardo cherry.

Homemade grenadine:

4 cups Pomegranate Juice
1 cup White Sugar
1 cup Water
Peel of one Orange
10 drops Orange Flower Water

Combine all ingredients in sauce pan on medium heat for 10 minutes. Remove from heat, take out orange peel and cool.

THE RUM HISTORIAN

by Marco Pierini



My 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.

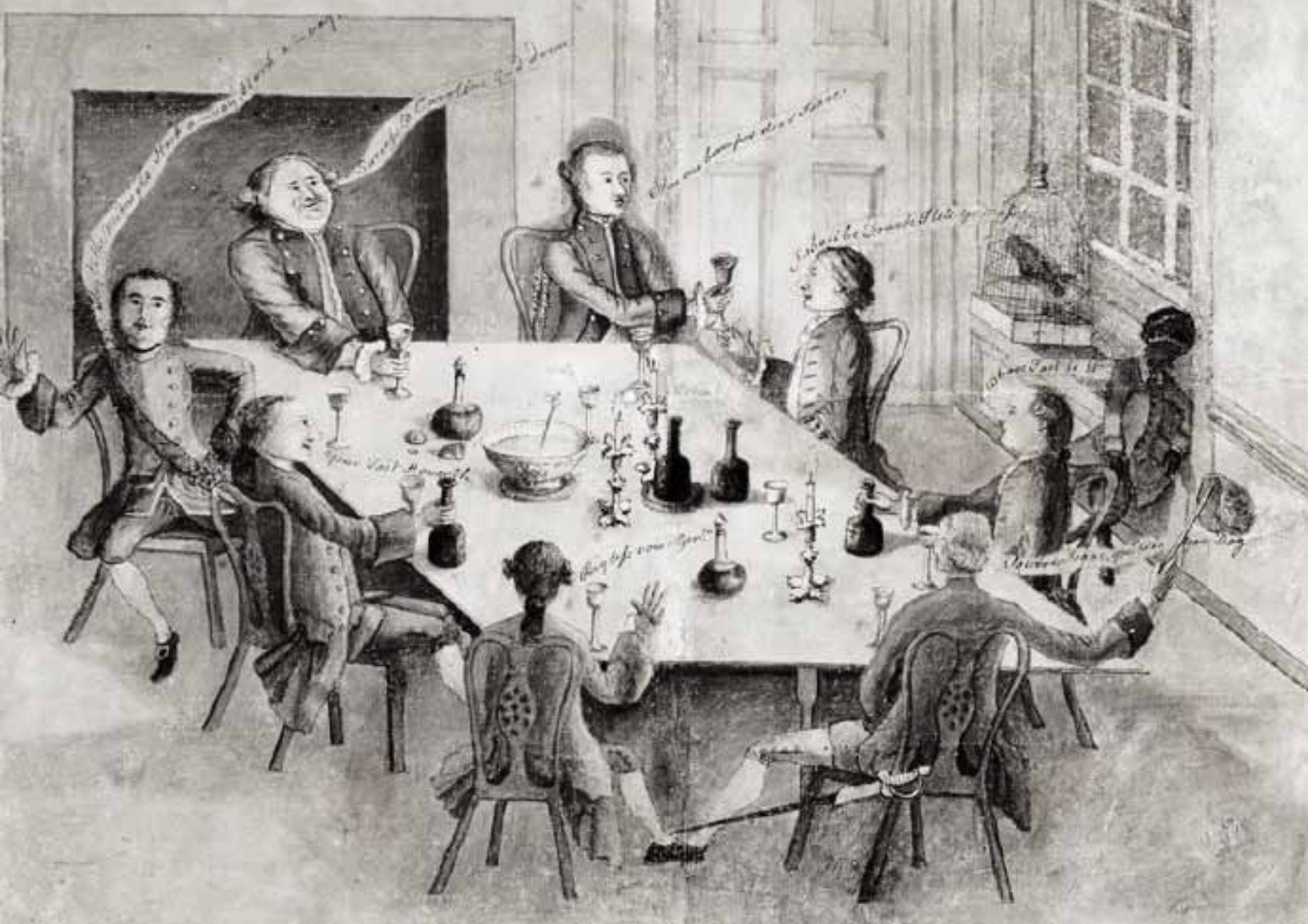
And finally I have returned back to my initial passion: History. But now it is the History of Rum. Because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors; it has a terrible and fascinating 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 and in my articles on the Italian webpage www.bartender.it.

AMERICAN RUM 7. BEFORE JERRY THOMAS

In taverns and at home, large quantities of rum were drunk in many different concoctions, with a wide variety of ingredients. The habit of mixing rum with many other ingredients made it possible to conceal the taste and smell of rum while keeping intact its alcoholic strength. Moreover, these concoctions had a nutritional value and were also a sort of comfort drink, especially in the long, bitterly cold winters of New England.

One of the most popular mixtures was, naturally, PUNCH. Basically it was made from 5 main ingredients: water, spirits, citrus fruits, sugar and spices. Punch was a constant presence in the British social life of XVIII Century, and British settlers in Continental America adopted it with great passion, using mostly rum as its spirit ingredient. It was consumed in great quantities, cold or hot. People drank Punch at home and in taverns, at balls and weddings, at parties, militia musters, club gatherings and every kind of social events. To some of these events women were allowed, therefore it gradually became socially acceptable for them to drink alcohol in Punch. Eventually the very vessel, the bowl, became more and more elaborately decorated, embellished with precious metals and decorative motifs.



America 1760-1770 - Peter Manigault and His Friends by George Roupell

"One in particular was called a Monteith, and came into fashion about 1697. The rim was scalloped to facilitate the carrying of the punch ladle, lemon strainer and tall wine glasses which were hung about the bowl".

Then there was the so-called BLACK-STRAP, basically made of rum, molasses, vinegar and other ingredients whose memory we have lost, perhaps without regrets. *"Casks of black-strap stood in every country store and tavern, and usually there hung alongside a salted codfish, craftly displayed to tempt by thirst additional purchasers of the beverage".*

And they drank GROG too, the famous mixture of rum and water invented by British Admiral Edward Vernon in 1740.

One other favorite colonial drink was TODDY, made of rum, hot water and sugar. To stir up the toddy, a toddy stick was used, *"beloved for the welcome ringing music it made on the*

sides of glass tumbler... The toddy stick was six or eight inches long, with either a knob on one end or flattened out at the end, so that it would easily crush the loaf sugar then used in drinks".

Then there was a drink with a strange, unpleasant name: CALLIBOGUS or BOGUS, made of cold rum and beer. But the contest for the worst name was surely won by WHISTLE-BELLY-VENGEANCE, made with hot sour beer, molasses, brown-bread crumbs and rum!

With cider and rum they made the simple and pleasant STONE-WALL, while sailors loved SWITCHEL, a mixture of molasses and water, with vinegar and rum.

But the most popular Colonial rum drink was FLIP, which deserves some extensive quotes. The quotes, like the others in this article, are from *Rum, Romance and Rebellion*, published by Charles William Taussig in 1928, during



Prohibition. I love this book and I think it should be printed again.

Flip “...was made in a great pewter mug or earthen pitcher filled two-thirds full of strong beer and sweetened with sugar, molasses, or dried pumpkin, according to taste. To this was added a gill of New England Rum. Into the mixture was thrust a red-hot loggerhead which was used to stir it. The loggerhead was made of iron and shaped like a poker, and when this sizzling device came into contact with the beer and rum, the liquor foamed, bubbled and collared and took on a burnt, bitter taste which was particularly relished”.

Sometimes a fresh egg was beaten into it, and then the drink was called BELLOWSTOP. Many other ingredients were added too, as we can read in one Colonial recipe:

“Keep grated Ginger and Nutmeg with a fine Lemon Peel rubbed together in Mortar. To make a quart of Flip: Put the Ale on the Fire to warm, and beat up three or four Eggs with four ounces of moisty Sugar, a teaspoonful of grated Nutmeg or Ginger, and a Quartern of good old Rum or Brandy. When the Ale is near to boil, put it into the pitcher and the Rum and Eggs, etc., into another; turn it from one

Pitcher to another till it is as smooth as cream. To heat, plunge in the red hot Loggerheads or Poker. This quantity is styled One Yard of Flannel”.

I don't know about you, but in reading this recipe I can feel the passion of the accomplished drinker, his delight in making himself something good to drink. Innkeepers and drinkers' imagination was boundless: from the very beginning, America has been the homeland of cocktails, long before Jerry Thomas came along.

Loggerheads were always kept by blazing fireplaces. In taverns, and also in the most hospitable homes, you could always find hot loggerheads, ready to warm a bed, dry a coat or prepare a fresh Flip.

And sometimes loggerheads had also other uses:

“in the not infrequent tavern-brawls. The loggerheads which rested against the chimney-piece were quickly seized and served as useful and potent weapons; this gave rise to the term ‘at loggerheads’.”

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' in black capital letters, spelling out the word 'NEWS'.

LAMB'S RUM

Corby Spirit and Wine Limited and Pernod Ricard UK Ltd. (PRUK) announced that they have entered into an agreement providing PRUK the exclusive right to represent Lamb's® rum in Great Britain as of July 1, 2016, upon termination of the existing third-party representation agreement, for a five year period to June 30, 2021. Pernod Ricard S.A. wholly owns PRUK and indirectly owns in excess of 50% of the issued and outstanding Voting Class A Common Shares of Corby and is considered to be both Corby's and PRUK's ultimate parent. The recipe for Lamb's rum dates back to 1849 when Alfred Lamb established his business in London, England, distilling fine rums from the highest quality Caribbean sugar cane. Today, Lamb's Navy, Lamb's White, Lamb's Spiced and Lamb's Cherry Spiced rums are available in Great Britain. "I'm very pleased that Corby is entering into this new relationship with PRUK and am excited to work with the PRUK management team to build upon the long history of Lamb's in this core market. Partnering with PRUK will allow Lamb's to benefit from PRUK's well-established distribution network and strong relationships with both off- and on-trade customers, thereby positioning the brand to drive profitability and increase market share," noted Patrick O'Driscoll, President and Chief Executive Officer of Corby. "We appreciate Halewood International's efforts in representing Lamb's for the last eight years and now look forward to the future with PRUK."

BACARDI

Bacardi U.S.A., Inc. announces it has renewed a multi-year distribution agreement with Horizon Beverage for Massachusetts and Rhode Island. Effective April 1, the exclusive agreement includes the sales and distribution of the entire premium portfolio of Bacardi brands including BACARDI®, GREY GOOSE®, BOMBAY SAPPHIRE®, DEWAR'S®, MARTINI® and ANGEL'S ENVY®, among other leading brands and labels in these two states. "Horizon Beverage is a name that represents family, trust and exceptional service among Massachusetts and Rhode Island retailers," says Pete Carr, regional president for Bacardi – North America. "Bacardi is proud to extend our long-standing partnership with

this great company to continue a distribution force of significant capabilities, scope and dedication for Bacardi in these two markets." Horizon's selling divisions in these two key U.S. markets will provide an excellent platform for the world class brands of Bacardi. This renewal is part of the Bacardi route-to-market strategy to improve efficiency and effectiveness while presenting an attractive portfolio of category leading products for customers. "We are excited to continue our 80-year relationship with this dynamic organization and remain committed to working closely with the Bacardi team to deliver long-term brand growth in our markets," adds Sam Rubenstein Managing Director, Horizon Beverage.

In an ongoing effort to defend its rights and ownership of the Havana Club rum brand and trademark in the United States, Bacardi has filed an amended complaint with the U.S. District Court for the District of Columbia. This filing amends the original complaint Bacardi filed in March 2004 under the Lanham Act (also known as the Trademark Act of 1946), the federal statute that governs trademarks, service marks, and unfair competition. The Defendants in the complaint are Cubaexport, an agency of the Cuban government, and Havana Club Holding S.A., the joint venture company between the Government of Cuba and Pernod Ricard – the second largest spirits company in the world. With this filing, Bacardi asks the Court – presided over by District Judge Emmet Sullivan – for the cancellation of the Cuban government's Havana Club trademark registration in the U.S. Patent & Trademark Office ("PTO") based on, among other things, the Administration's fraud in obtaining the original filing. Bacardi also seeks a declaration that it has common law rights in the mark based on distribution and sales of Havana Club branded products in the United States. Bacardi obtained the rights to the mark through a lawful and U.S. Office of Foreign Assets Control ("OFAC")-licensed transaction with the brand's original owner and creator Jose Arechabala S.A.

MONTANYA RUM

Montanya Oro and Platino rums are now available in wider distribution in New York and New Jersey and recently entered Tennessee, Montana, Wyoming,

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.

North Dakota and South Dakota, bringing total distribution to 44 states, plus seven countries. The newest distributors that will be working with Montana are VOS Selections in New York and New Jersey; Aleksey Imports in Tennessee; BevMark in Montana; Northwest Vintage in Wyoming and Cask and Cork in North and South Dakota.

RUM:30

Rum:30 is the creation of Fred Greene and Cameron Grace, two Fort Lauderdale locals and marketing executives. The development of Rum:30 comes as a response to rum's increasing popularity, along with a desire to make a craft rum that captures the spirit of Florida. "It's long been said that rum has been overdue for its time in the spotlight, and what we wanted to do was to create a Craft Rum that captured the spirit of Florida in a bottle," said Fred Greene. "We wanted a spirit that was sophisticated yet relaxed - Rum:30 is great for sipping neat or on the rocks, or enjoyed in one of our unique concoctions. We're extremely excited to be debuting Rum:30 at the 2016 Wine & Spirits Wholesalers of America convention in Las Vegas this April." Classically aged in white American oak and uniquely infused with a hint of freshly cut orange peels, Rum:30 offers a subtle orange aroma and a complexity of flavors that gives it a relaxed Floridian vibe. Along with local Florida sugar cane and spring water, Rum:30 is all the flavors one craves bottled up in a mid-century modern lifestyle package that mirrors the sophisticated and unique nature of the craft spirits market.

PIRATES GROG No. 13

Pirate's Grog, a small independent rum firm in Hackney, London has added a limited bottling (only 777 pieces) of 13 year rum called Pirate's Grog No. 13. It is from the island of Roatán off the coast of Honduras and will be proofed at 40% ABV. Housed in an award winning bottle and boasting a premium label design and packaging, it's easy to see why Pirate's Grog No.13 is already grabbing the attention of rum enthusiasts around the globe

ST. LUCIA DISTILLERS

Saint Lucia Distillers Group of Companies (SLD) has been acquired by Martinique conglomerate Group Bernard Hayot (GBH). Founded in 1960, GBH has a number of businesses through the French overseas departments including Martinique, Guadeloupe, French Guyana, Reunion and New Caledonia, as well as other enterprises based in Trinidad & Tobago, Dominican Republic, West Africa, China, Morocco and Algeria. The

group currently employs in excess of 8,500 people and is concentrated in three divisions: automotive distribution, retail/wholesale distribution and industrial production. GBH owns two successful distilleries in Martinique – Rhum Clément and Rhum J.M. The acquisition of SLD brings together two established traditions of rum making – Rhum Agricole and molasses based – into one portfolio. GBH intends to put in place a comprehensive investment program for St Lucia Distiller's production and warehousing facilities. SLD's commitment to traditional artisanal rum, made to the highest possible standards, will remain at the center of its philosophy and will therefore mirror the same ethos employed by Rhum Clément and Rhum J.M. The management and staff of St Lucia Distillers will all be retained under the new ownership and the management structure will remain unchanged. SLD will continue to use its existing export market distributors, but will also tap into the distribution network of GBH's other brands, which will facilitate the continued expansion of Chairman's Reserve, Admiral Rodney and 1931 into the global markets.

RON ZACAPA

Diageo-owned Guatemalan rum brand Ron Zacapa has launched Zacapa Edición Negra into the global travel retail channel. Inspired by traditional Mayan rituals, this slow-aged artisanal rum is a true expression of Guatemalan heritage and culture. The story behind ZACAPA EDICIÓN NEGRA starts from the ground up; where time slows down to create a rum of impeccable quality and complexity. From the sugar cane of the volcano-shadowed lowlands, to the ageing process in the House Above the Clouds - 2300 meters above sea level - the magic slowly takes place bringing to life ZACAPA'S philosophy of taking the time required to create meaningful and pleasurable experiences in life. Zacapa Edición Negra has been aged in double charred, American oak casks, said to result in a dark rum with a "smoky intensity". The no-age-statement blend is intended to showcase a different Zacapa palette from Zacapa 23, the expression created from rums aged between six and 23 years. Zacapa Edición Negra was produced by master blender Lorena Vasquez, who is known for developing the brand's Sistrina solera ageing system.

Peter Fairbrother, marketing director, Diageo Global Travel and Middle East (GTME), said: "In our quest to provide travel retail customers and shoppers with new and different drinking experiences, the Diageo GTME team is thrilled to introduce Zacapa Edición Negra – a truly exciting innovation in the luxury rum category. Delivering a bolder, new flavor inspired by the powerful, natural

RUM IN THE NEWS (continued)

by Mike Kunetka

NEWS

landscape of Guatemala, Zacapa Edición Negra is the perfect choice for the rum connoisseur, as well as those travellers looking for something very special." The rum is presented in a slender bottle featuring the Zacapa Petate band, encased in a canister.

SAILOR JERRY

On a slick black bottle, each of the four new collectable designs - the homeward bound ship, an American eagle, a pin-up girl and a Gypsy - are based on the greatest flash designs from the undisputed father of old school tattoos, Norman 'Sailor Jerry' Collins. Inspired by brotherhood, embodying freedom of expression and showcasing the craft of old school tattooing, each new wrap design holds a specific meaning. The Gypsy design represents good fortune, whilst the ship design is practical, patriotic and metaphorical - this was tattooed on sailors as a reminder of home, and as a desire to survive and return to their loved ones. The eagle is a symbol for America, which represents honor, prowess and intelligence. As shown on the wrap, Collins' eagles are iconic and fierce, and associated with the US flag. The refined pin-up girl design represents the ideal and extremes of femininity; the woman inked on a sailor's arm would be the only feminine form he would see for months - a design which is arguably Sailor Jerry's most iconic. Dave Hort, Senior Brand Manager of Sailor Jerry said: "We wanted to provide our consumers with a collectable run of new bottle wraps based on the great, iconic works of our founding father Norman Collins. These new wraps showcase some of the highest quality flash art that has spanned generations, and we're proud to continue spreading the word of Norman Collins through this limited edition packaging."

OLD NEW ORLEANS RUM

Celebration Distillation marked its 20th anniversary in 2015 with a special blend of seven different rums. Some of those rums were sitting in the St. Roch distillery when it flooded after Katrina. The anniversary rum went on sale at the distillery late last year. It only became available

elsewhere this January. "This is a real testament to the skill of our distillers and blenders," said artist James Michalopoulos, who founded Old New Orleans Rum. Only 5,500 bottles of the 20th anniversary rum were produced. Other Old New Orleans rums include an unaged Crystal rum, an aged Amber rum, the Cajun Spice rum and the carbonated Gingerloo bottled cocktail.

DEACON GILES RUM

The Deacon Giles Distillery opened last October and their first product, Liquid Damnation Rum has been well received by their local clientele. To take their product to the next level, owners Ian Hunter and Jesse Brenneman have created a Kickstarter campaign to create a barrel aging facility that will transform their current product into an even smoother rum. At press time, it looks like they had exceeded their \$15,000.00 goal and were well on their way to buying the necessary barrels and equipment. If you are interested, there is still a couple of days left. <https://www.kickstarter.com/projects/146876550/deacon-giles-distillery-headed-to-the-dark-side>

MAGGIE'S FARM RUM

Pittsburgh, PA - The American Craft Spirits Association, through their 3rd Annual Convention and Judging of American Craft Spirits, has awarded Allegheny Distilling, maker of Maggie's Farm Rum the award for Best-in-Show spirit among American craft spirits for its Maggie's Farm Single Barrel aged rum. Maggie's Farm Single Barrel beat out rums, whiskeys, vodkas, brandies, and other spirits from over 400 distilleries across America to be named top spirit in a blind tasting performed by the panel of expert judges. The Single Barrel rum was also awarded Best-in-Class Rum and received a gold medal in the rum class. Allegheny Distilling also received a gold medal for its Maggie's Farm Queen's Share Rye Oak aged rum, silver medals for Queen's Share Unaged rum and Queen's Share Bourbon Oak aged rum. Maggie's Farm white rum and spiced rum were both awarded bronze medals. Six medals, a Best-in-Class, and Best-in-Show makes Allegheny Distilling the highest honored

and most awarded rum distillery at this year's competition.

This marks the second straight year Allegheny Distilling was awarded a Best-in-Class rum. Last year, Maggie's Farm rums were awarded four total medals and Best-in-Class rum for its Maggie's Farm Queen's Share Double Barrel rum.

For more American Craft Spirits awards, see the article below.

AMERICAN CRAFT SPIRITS AWARDS

The American Craft Spirits Association had their annual convention in March at the Palmer House Hilton in Chicago. A big part of the annual event is the Craft Spirits judging. Winners were hand-selected among a record-breaking pool of nearly 450 entrants – up more than 30 percent over last year. As mentioned above, Allegheny Distilling's Maggie's Farm Single Barrel Rum won Best in Show and Best in Class, as well as two Gold Medals, two Silver Medals and two Bronze Medals. Other Gold Medals were won by Ballast Point Spirits, Bear Creek Distillery and Richland Distilling. Silver Medal winners included Backwards Distilling, Bear Creek Distillery, Bier Distillery, Big Escambla Spirits, Bluebird Distilling, Cannon Beach Distillery, Great Northern Distilling, Huber Starlight Distillery, Louisiana Spirits, Manatawny Still Works, New Holland Artisan Spirits, Njoy Spirits, Outer Banks Distilling, Prichards Distillery, Smoky Quartz Distillery, Wicked Dolphin and Wiggly Bridge Distillery. To see the full list of winners, go to <http://www.americancraftspirits.org/2016-american-craft-spirits-awards/>

TESOURO RUM

It is always a pleasure to find some small distillery where passionate people go to great lengths to make the best product they can. I recently had the pleasure of visiting the Tesouro Distillery in Longmont, Colorado. The micro-distillery is located at the end of an industrial complex and micro is the key word here. There is a cozy tasting room up front and a small production and aging facility in the back. Greg Dubbe has designed and built his seven fermenters and two stills himself, but he gives credit to his dad Neil for maintaining the quality and consistency of their product. "He has documented our recipe and procedure so that the exact same steps are performed for every single fermentation batch, resulting in very, very consistent fermentation results" said Greg. "Our ferments usually finish with a specific gravity within about .003 of each other, with a similarly consistent alcohol content. The fermentation is where the magic happens." What impressed me the most was Greg's version of Solera aging. He currently has ten 59-gallon Cabernet Sauvignon

wine barrels from vineyards all over - France, Napa Valley, various parts of Europe. They are all white oak, but various types of white oak - American, French, and Hungarian. He does small bottling runs whenever he has orders to fill, usually ten gallons. He will draw what he needs from the oldest barrel in the Solera. Then he takes the same amount from the next oldest barrel and transfer it to the oldest barrel to replace the rum that he just pulled for bottling. This same amount is then moved from the third-oldest to the second-oldest, and so on. He tries to keep the volume that he bottles pretty small so that he is only pulling small volumes out of the barrels at any one time, thereby keeping the blending and final product consistent. Tesouro is open for tours and tastings on Saturdays from 2:00 to 5:00 PM. <http://tesourodistillery.com/>

BALCONES DISTILLING

Balcones Distilling Company has begun production at its new \$14.5 million distillery on 11th Street in downtown Waco, Texas, reports the Waco Tribune. The new location features a set of four-story copper Forsyths stills, larger fermentation tanks and bottling equipment, and a tasting room and gift shop. The expansion to a new facility will allow Balcones to quadruple production, and the addition of a second set of stills planned for next year will again double capacity. Balcones' original distillery will continue to be used for specialty releases in the short term. After much legal wrangling, Balcones founder Chip Tate was bought out by majority owners PE Investors in late 2014, and Keith Bellinger, formerly COO, now serves as the distiller's president.

HAVANA CLUB

Havana Club has released the first expression in new ultra-premium, limited edition rum series, the Havana Club Tributo Collection. The 2016 edition is led by rums aged in 80-year-old casks, which have been blended with other rums to give an "aromatic and intense" taste. The liquid is deep amber in color and is said to offer notes of dried tropical fruit.

"Creating the Havana Club Tributo Collection is a fascinating process, as each release will provide a new and unique taste experience, achieved through experimentation with rum bases from our reserves," said Asbel Morales, maestro ronero for Havana Club. "By blending rums using very old and rare casks, we have been able to create an expression for 2016 with a luxurious amber glow, full-bodied fruit flavors and a long finish." Further expressions in the Havana Club Tributo Collection will be unveiled annually at the Cuban Habanos Festival.

MADRID **RUM** CAPITAL

A CLOSER LOOK

We see that you are celebrating the International Rum Conference yet again, this is turning into a must-attend show for all rum lovers, isn't it?

Yes, that's true. This is now an internationally-acclaimed event, one which has achieved very high prestige thanks to the seriousness with which we approach it and the utmost quality that we demand of all aspects. All members of the International Rum Conference are rum lovers at heart, and this is why we pour our devotion into everything we do for the event. Everyone attending this year's event in May/June will be able to witness this passion firsthand.

What exactly is the International Rum Conference?

On May 30th and 31st we hold the conferences in a room with a maximum occupancy of 120 people, limited to brand owners, distillery owners, master blenders and a host of industry professionals, all ready to share and absorb insightful information about the rum industry.

What is the procedure to enter a rum into the competition?

The competition is open to all rum brands from all countries around the world, subject to the following rules (please visit www.CongresoDelRon.com for full details):

- The Commissioner General of the Event is Mr. Antonio García Suarez.
- Classification and Consulting are supervised by Mrs. Margaret Ayala, Mr. Luis Ayala and Mr. Javier Herrera.
- There is no limit to how many rums can be entered into the competition by the same company, but each rum must be registered separately.
- Each registration form must be signed by an authorized representative of the brand, guaranteeing that the rum was produced only from fermented sugarcane juice or its derivatives. Products made from beet molasses, sorghum or corn syrup will not be allowed in this competition.
- The same rum will not be allowed in two or more different categories.
- Rums must be commercially available: rums submitted with labels lacking a commercial



Mr. Javier Herrera, Director,
International Rum Conference



MADRID, SPAIN 2016
www.CongresoDelRon.com

V INTERNATIONAL RUM CONFERENCE

& RUM TASTING COMPETITION

May 30th - June 2nd, 2016

barcode and/or distributor or importer information will not be allowed. The organizers reserve the right to test the rums submitted against those available through liquor stores.

- The competition is open to rums that are not yet in their commercial phase, the fee to register these products will be 250 Euros per rum. These rums must be properly labeled as PROTOTYPES and the labels should contain all the information typically associated with products (proof, age, etc.).

What are the categories for the rums?

- Ron Blanco (White Rum)
- Ron Blanco Agricola (White Agricole) 40%-50% ABV
- Ron Blanco Agricola (White Agricole) 50%+ ABV
- Ron Añejo 5 Años o Menos (Rum aged 5 years or less)
- Ron Extra Añejo, 6-10 Años (Rum aged 6-10 years)
- Ron Estra Añejo Superior, 11-15 Años (Rum aged 11-15 years)
- Ron Añejo Premium, 16-20 Años (Rum aged 16-20 years)
- Ron Añejo Super Premium, 21 Años o mas (Rum aged 21 years or more)
- Ron Zafra Especial (Special Harvest Rum/Rhum Millésimés)
- Ron de Seleccionador (Selected Barrel Rum/Fût selectionné)
- Ron Especiado (Spiced Rum/Rhum epicé)
- Ron Afrutado (Fruit Flavored Rum/Rhum arrangé ou punch aux fruits)
- Ron Overproof (Overproof Rum/Brut de fût)
- Ron Crema-Base Láctea (Rum Cream/ Crème de rhum)



And what about the Rum Festival?

The Rum Festival takes place on the June 1st and 2nd. It is exclusively for professional members of the alcohol beverage industry. Attendees are able to sample rums from around the world. The Festival will take place the following days:

- June 1st from 17:00 to 23:00
- June 2nd from 12:00 to 23:00

The facility in its entirety will be devoted to the Festival. Please note that entry will be denied to men wearing short pants or sandals.

For more information about the competition or the festival, please write to: info@congresodelron.com.

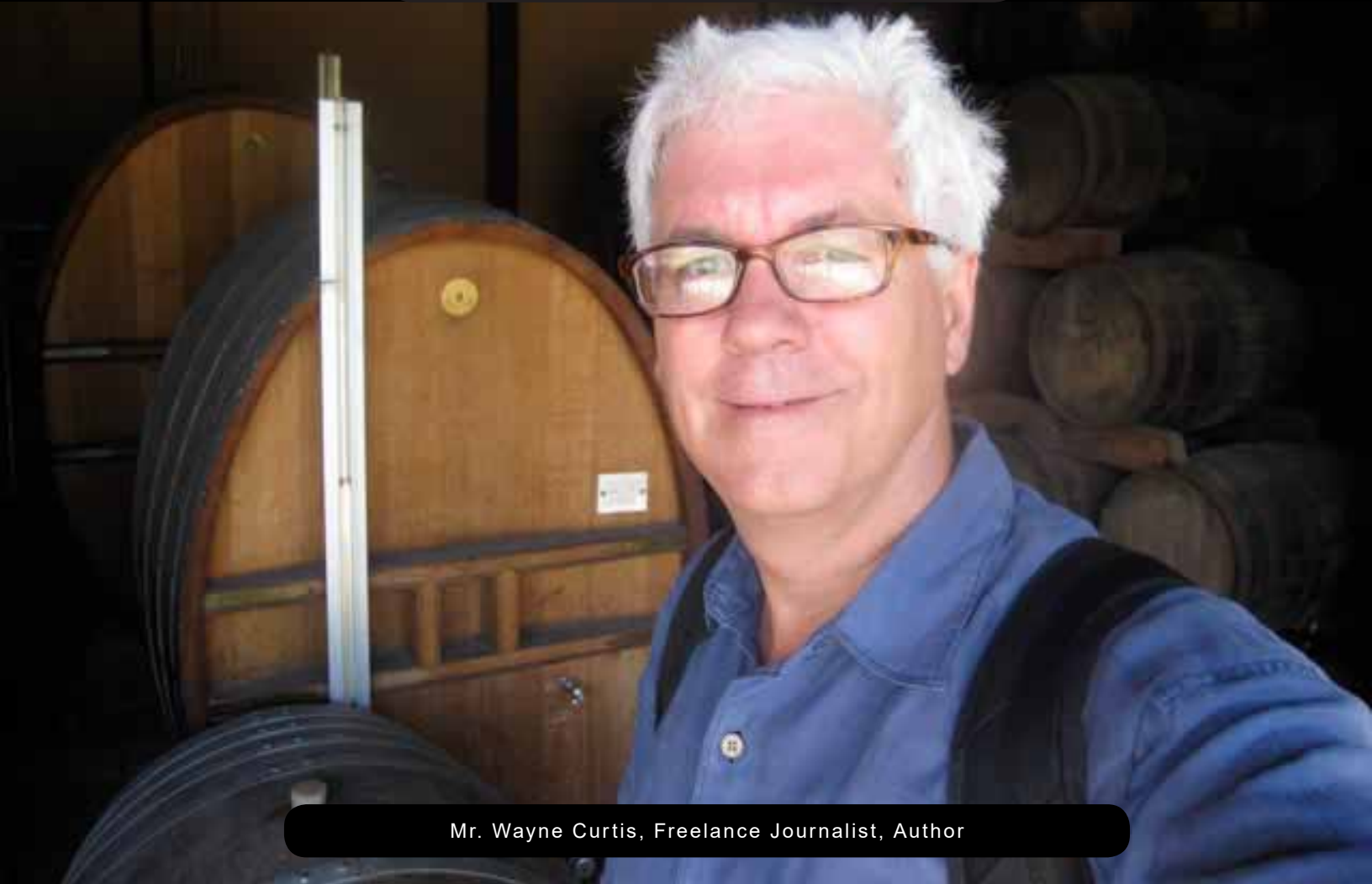


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FREE COMPETITION REGISTRATION! **VIP** PARTIES **RUM** CONFERENCES

EXCLUSIVE INTERVIEW

by Margaret Ayala



Mr. Wayne Curtis, Freelance Journalist, Author

The rum industry is very fortunate to have a professional journalist like Wayne Curtis among its most elegant and dedicated followers.

To say that Wayne simply writes about rum is to tell only half the story: he does not write about anything that he is not passionate and educated about, and this is why Luis and I have enjoyed knowing him and working with him so much.

Margaret Ayala, Publisher



What is your full name, title and location?

Wayne Curtis, Freelance Journalist, New Orleans.

I understand that you used to live in Maine and decided to move to New Orleans. Why the move to New Orleans?

I visited New Orleans twice in 2005 while researching my rum book – in January for the first opening of the Museum of the American Cocktail, and again in August 2005 for Tales of the Cocktail. That was pretty much all it took – I felt instantly at home in this city — the architecture, the music, the

drinks, the living culture. My wife and I had been in Maine for years, and were thinking of a (warmer) alternative, and New Orleans instantly moved high up the list. When at Tales, I spent an afternoon looking at houses to see if we could afford the move.

Then Katrina struck the week after Tales of the Cocktail that year. I waited six months and flew back to the city. It was still very much as work in process, with some 80,000 houses flooded, but I felt pretty good about the city's prospects, and we decided to buy a house (unflooded) and moved here in the summer of 2006.

In 2006 you published a book called "And a Bottle of Rum: A History of the New World in Ten Cocktails." What led you to pursue researching and writing a book about rum? Can you give us a brief description of what your book covers?

I arrived at rum through a back door – I wasn't especially interested in spirits or cocktails, but was interested in American history. I'd been researching a fair amount of early American history for magazine pieces and for my own personal interests, and kept coming across references to rum – in piracy, the slave trade, the American Revolution. I started wondering, what's this all about? Little had been written on the role of rum in American history. So I did some research, found it intriguing, and decided to write up a book proposal. Happily, I found a publisher who also thought it odd that no one had written a book on the topic.

The book research began with the assumption that it would be like many micro-histories, all of which basically have the same subtitle, whether visible or not: "The [insert topic here] that changed the world." I found that rum did change the world, or at least the New World, for about a century early on. But then it sort of faded after the American Revolution. So my research approach got flipped, and I started thinking of it as "how the world changed rum." The



working premise was that various technological, economic, political, and cultural shifts changed rum, and that from time to time, these would all converge to produce a defining rum drink. It didn't take much work to come up with 10 rum drinks that seemed to define various eras in rum's history.

I wanted to bring rum's history to the present day, so at some point had to start learning about rum and the cocktail culture of the late 19th and 20th century. Which meant doing a lot of tasting. I was a wine and beer guy mostly when I started, but quickly learned that I preferred spirits when I knew something about them. I really liked that small variations in cocktails could yield big differences in taste.

Your specialty in the spirits world is cocktails. You wrote a column for six years for "The Atlantic" magazine. Can you tell us a little more about this column? As for rum-based



cocktails, is there a certain trend you are seeing?

I wrote a column about spirits and cocktails for The Atlantic from 2008 to 2014, which was an amazing time to be writing, since so much was happening then in the liquor world. And I was given wide latitude by my editors – I wrote about everything from Fernet Branca to the use of tuning forks to mix cocktails, along with quite a bit about the rise of craft spirits and the problems of defining same. History remained my anchor — I wrote about gunpowder and the spirits test, which meant blowing things up, and about the traditional colonial nutmeg garnish, which meant exploring the psychoactive properties of nutmeg.

Is rum's image being defined by its role in mixology? Should it?

Rum has long been defined as the mixing spirit behind good times, beach parties, tiny umbrellas, that sort of

thing. Bacardi rhymes party, as rappers have discovered, and the Captain goes with everything, as every college student learns.

Like many other spirits, rum has become more sophisticated in recent years (the business buzzphrase is “premiumization”) and so is developing another, independent market, populated by those who appreciate it as a quality product worthy of sipping straight. It’s almost as if rum has discovered a more aristocratic side of the family, and brought it into the spotlight. Some of those fine rums are finding their way into classic cocktails — I love the rum old-fashioned — and reminding people that tiki drinks were once made with quality rums and were outstanding, and sans little umbrella.

The nice thing about rum is that it doesn’t need to be mixed to be appreciated, but it’s congenial and agreeable enough that it’s not offended by mixing it, either.

Other than “The Atlantic,” where else can people read about you and your opinions on alcoholic beverages (do you have a blog, facebook, etc.)?

For the last few years, I’ve been writing a column for Imbibe magazine, mostly about historic bars and the roles they’ve played in American society. I’ve also compiled an annual round-up of the best books about cocktails and spirits for the Wall Street Journal. And then various other magazines ask me to write about spirits-related topics from time to time, including Sunset, Yankee, American Scholar, enRoute (the Air Canada magazine), and Private Clubs. Links to many of the stories



I’ve written over the years are on the “archive” page of my website at www.waynecurtis.com.

You have done many presentations, such as, at Tales of the Cocktail, American Distilling Institute, Manhattan Cocktail Classic, Atlanta Food and Wine Festival (just to name a few), but you have also participated in rum tasting as well. Overall, what is your impression of the craft rums you have tried? Luis and I have been big advocates to protecting what the definition is of rum and how it is produced/ marketed. Do you think these craft distillers are on the right path, holding true to rum production? Do you think rum in the USA will ever outsell Bourbon?

To start with the last question: No, rum will never outsell bourbon. American whiskey has been an ingrained (so to speak) part of the American psyche since early in the 19th century. With the increasing emphasis on locally crafted products, whiskey made of American grain from the heartland will have an edge on rum made from imported molasses, or even molasses from Louisiana or Florida.

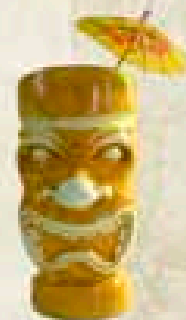
"HISTORY NEVER TASTED SO GOOD...A DELIGHT
FROM FIRST SIP TO LAST."

- JEFF BERRY, author of *Beachbum Berry's Grog Log*

and a BOTTLE *of*
RUM



A HISTORY
OF THE
NEW WORLD
IN TEN COCKTAILS



WAYNE CURTIS

That said, I'm very encouraged about the new wave of craft rums. I've judged three spirit competitions in the past year, and I'm very bullish on rum. I've tasted a half-dozen or more craft rums made by young distilleries in the U.S. that are as good or better as products being released by old-line distilleries on the islands. In this respect, I think rum is far outpacing craft whiskey, much of which is being released too early, and has a green and grainy taste. Whiskey will eventually catch up, I assume, but for now rum is leading the way.

And, yes, I feel that these craft rums I admire are really classic rums, and uphold the traditions and expected taste profiles. They don't stray far off the reservation — as some upstart rums do, and not to good effect.

Just last month you were very busy celebrating Mardi Gras in New Orleans. How was this year's event? In the cocktail world, did you come across any new and/or intriguing rum-based cocktails? What was your impression of people's responses to rum-based cocktails?

For those living in New Orleans, the two-plus weeks of Mardi Gras is an experience based around houses, not bars — you invite people in your home, and you visit the homes of others. Above all, you leave Bourbon Street to the amateurs.

The one thing I've been constantly reminded of at Mardi Gras is the beauty and utility of punch. We have an open house before one evening parade and probably have 60-80 people stop by. Five gallons of punch made in advance and stashed in an Igloo cooler near the door means I can enjoy my own party.

The rest of the year we have a chance to try out the city's bars at a more measured pace. Cane & Table, Latitude 29 and Tiki Tolteca are doing great things with rum, and there's the new Black Duck Bar, upstairs at the Palace Cafe, which is specializing in rums. It's owned by local restaurateur Dickie Brennan, who also launched a rum society with monthly get-togethers to sample different rums and cocktails, and hear from speakers in the industry.

I always like swapping out rum for whiskey in a classic cocktail to serve to guests — it's a great way to surprise those who associate rum with a bad college experience involving a late night and the neighbor's shrubberies. And it's a great way to open a door for those always think "rum's too sweet" — a well-made rum old-fashioned or Manhattan can turn a lot of heads.

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

The most direct way to reach me is through the contact form on my web page, www.waynecurtis.com.

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

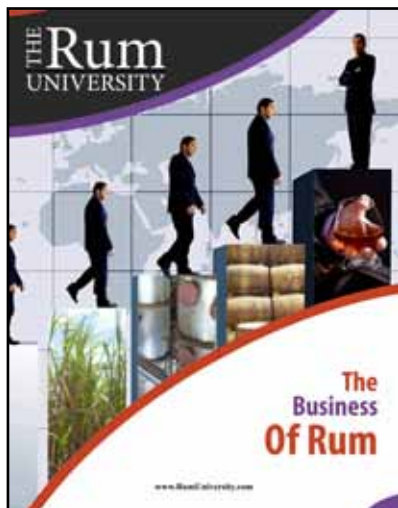
I want to encourage everyone to try the new crop of craft rums from America. Reward those you like by purchasing more bottles. And those you don't like.... well, there's always punch!

Margaret: Once again, Wayne, thank you for taking the time out of your very busy schedule for this interview. I wish you all the best and look forward to reading future stories of yours.

Cheers!
Margaret Ayala, Publisher



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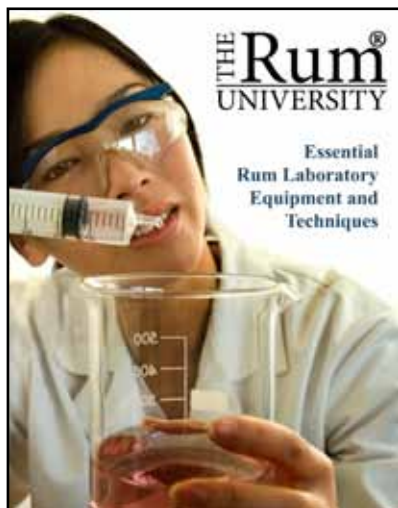
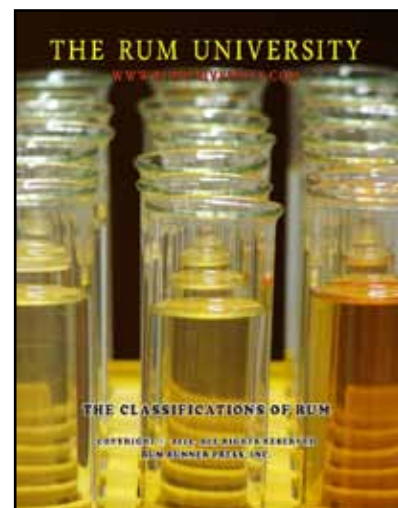
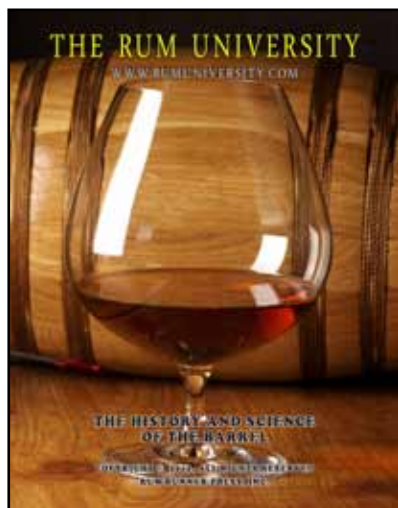
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CIGAR & RUM PAIRING

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).

The New Negronis

I was thinking about this pairing, which is the 40th I've put together for "Got Rum?" and I could still taste the Negroni I had enjoyed last night, so I grabbed the book "The Negroni" by Gary Regan, looking for one to prepare. I found a recipe by Max La Rocca, which sounded really good, it is called "Camillo In Xela". "Xela" is an abbreviation for the town of Quetzaltenango, the second largest city in Guatemala, where Ron Zacapa is being aged. But I chose the cocktail not because of the rum (you can substitute it with a similar one of your preference), but because of the unique form of preparing the cocktail.

The first thing to do is to find all the ingredients: 8 toasted coffee beans, Campari (a must if we are talking about Negroni), Carpano Antica Formula, an Italian Vermouth and Zacapa Rum (I opted for the XO).

Camillo In Xela

- 1 oz. Zacapa Rum (the recipe calls for Solera 23, but I opted for the XO)
- $\frac{3}{4}$ oz. Carpano Antica Formula (Vermouth Rosso)
- $\frac{1}{2}$ oz. Campari
- 8 Toasted Coffee Beans
- Orange Peel for Garnish

Directions

The first step is to place 5 of the coffee beans inside a rocks glass and then roast them with a cigar lighter, stopping only after they reach a heavy toast level. The beans are then crushed into small pieces and the rest of the ingredients (except the ice) are added and combined with a bar spoon. Then the ice is added, combined once again with the spoon and finally the cocktail is garnished with orange peel and the remaining three coffee beans.

Got Rum?







Photo credit: @Cigarlli

The instructions are simple, just remember to add the ice at the end, so you don't dilute all the ingredients too much. Also, even though the recipe calls for the orange peel, I opted to leave it out for this pairing.

A great cocktail needs an equally great cigar, so I selected a Cuban cigar that I had bought a few weeks earlier, a classic offering by Partagas, I am referring to the Serie D No. 6 (50 x 90mm), they are the only ones making this presentation, where the minimum length is 90mm. This cigar length usually lasts no more than 20 minutes, which is ideal for a cocktail pairing, allowing for the mix drink to be consumed before too much ice has melted.

I started the pairing and was very pleased with the addition of the coffee ground, mixed with the rum! The sensation in the mouth was very similar to that of eating chocolate-covered coffee beans, something very popular in Colombia. It was hard to stop sipping the cocktail, enjoying all the flavors combining in my palate, all the while, the cigar was accentuating both the coffee and chocolate notes.

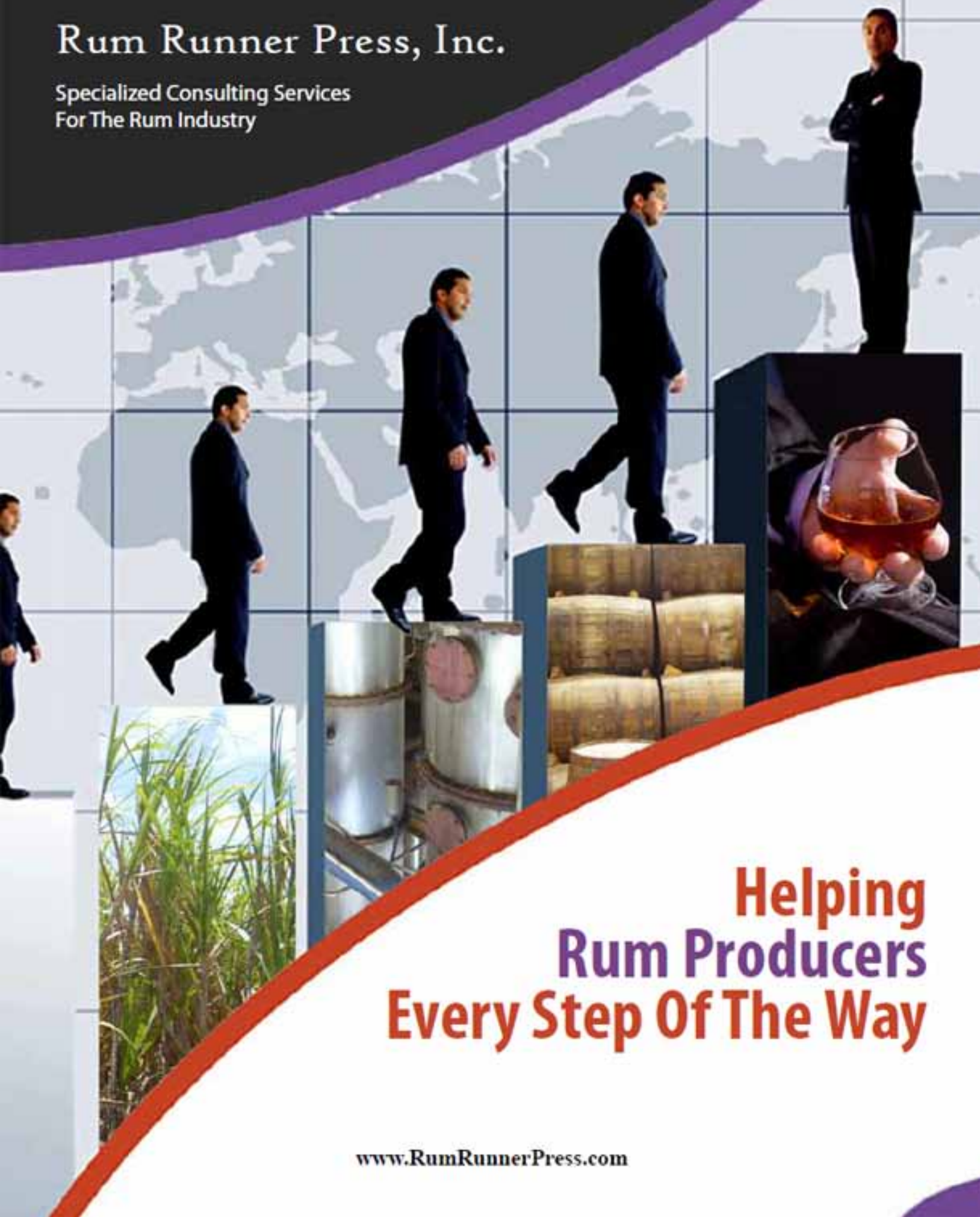
The pairing was so enjoyable, that before I even noticed it, I had arrived at the second third of the cigar. Up until this point, the Negroni had been dominating the pairing slightly, but now the tobacco was becoming more rounded, fuller (Partagas is known as being very rich and flavorful), finally matching the cocktail in a well-balanced dance.

I highly recommend this pairing, hopefully you'll have access to all these ingredients, but feel free to substitute with whatever you may have at hand.
Cheers!

Philip Ili Barake
#GRCigarPairing

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