

Got Rum?®

MAY 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?®

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

Tel/Fax +1 (855) RUM-TIPS
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May 2016

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FRONT COVER: *Sugarcane in bloom*
INSIDE SPREAD: *Sugar boiling kettle, Laura Plantation, LA. Photograph by Luis Ayala*

Got Rum?™

FROM THE EDITOR

Rum: A Melting Pot of Cultures

I have always said that rum owes much of its style diversity (and lack of cohesion among distillers) to the fact that so many different countries produce it. This thought crossed my mind two weeks ago, as I was standing in Louisville, Kentucky, in front of the most recent class to graduate from The Rum University. In front of me were students from 7 different countries, all congregated around a common theme. And rather than seeing weakness in the diversity, what I saw was a shared passion to produce and commercialize the best possible rum!

I have often criticized rum producers for not having a common legal definition. I have also spoken loudly about the lack of unity to negotiate collective purchases of ex-Bourbon casks, for example. These are important issues, but also important is the fact that new faces and new ideals are what keeps innovation alive, in an otherwise orthodox industry.

The craft distillery movement is gaining momentum. The multi-national companies are struggling to cope with it, their sales volumes yielding more and more volume to these smaller brands, with seemingly nothing the giants can do about it.

Will the large companies go extinct? Hardly likely. Will the small companies' growth continue for many more years? Yes, very likely, but probably not linearly. Many of these entrepreneurs still lack the business acumen to survive even the slightest setbacks, which is something we are trying to fix through better planning, one graduating class at a time.

And just like sugarcane keeps growing after each harvest, The Rum University keeps seeing distillers and brand owners emerge from within its walls, year after



year. Most of our graduates have already started their brands, adding their own interpretation to rum's diversity.

While we at The Rum University would like to take at least some credit for the success of our graduates, the desire to succeed and the will to work hard are engrained in the DNA of those passionate about producing rum. To suggest otherwise would be akin to saying that the farmer can convince the sugarcane to convert dirt and water into sugar!

For me it is a joy and an honor to witness the process.

Cheers,

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

Luis Ayala, *Editor and Publisher*



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

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

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!

Puerto Angel Amber Rum

Released in 2015, Puerto Angel Amber rum is produced in the Oaxaca mountainous region of Mexico using fresh pressed sugar cane. To make the product, they ferment the juice of locally grown sugar cane with wild yeast, then distill it in a copper pot still. The rum is then aged for three years in used American Oak bourbon barrels in the high altitudes of the region. After aging the product, it then blended to 80 proof using local water. Because of the rigorous production standards of the distillery this rum has earned the USDA Organic Certification label.

Appearance/Presentation

Like the Blanco expression of the line, the amber release is in a tall frosted 750 ml bottle sealed with a synthetic cork. The rum has a straw color that lightens slightly from bottle to glass. Agitating the liquid created a thin line around the glass which spun off thin legs. Both the band and legs evaporated quickly, leaving beads in their wake.

Nose

On the nose I detected notes of caramel, ethyl alcohol, sweet grass, black pepper, toasted almonds, baking spices and minerals reminding me of some wine aromas.

Palate

The rum hits the palate with a pop of brown sugar and vanilla, with a touch of honey. These lighter flavors are immediately followed up by cantaloupe, baking spice and black pepper. After the pop of pepper, the alcohol and oak tannins really come out introducing some light mineral notes to the profile. These mineral notes transition to a charred oak and lightly acidic finish.

Review

Puerto Angel Amber rum has some interesting dynamics for a three year old spirit. Created with the same production methods as rum agricoles; this rum has a lot of characteristics that remind me more of some Cachaças I have experienced.

Unlike the Blanco, this rum is not for sipping. The wood tannins introduced during aging provide a fiery rawness that makes it a much better cocktail ingredient. When experimenting with it for cocktail creation, definitely consider it for prohibition era cocktails and cola-based drinks.



www.puertoangelrum.com

THE ANGEL'S SHARE

by Paul Senft

Bumbu Rum

Bumbu Rum is distilled and aged on the island of Barbados at the West Indies Rum Distillery. Using sugar cane sourced from the Caribbean and South America the distillery uses a yeast strain dating back to 1840 during fermentation and their continuous column stills for distillation. The rum was then aged up to 15 years in once used Bourbon barrels. The rums are then blended with natural flavors before bottling. The Company states they use no artificial flavors or coloring in their product.

Appearance/Presentation

Visually, it really distinguishes itself from other rums on the shelf with the X logo drawing your attention to the bottle from across the room. The 750 ml bottle for Bumbu has a nice heavy weight to it with a tarnished pewter X on front with the words Bumbu Rum with natural flavors written across the X along with the proof statement. On the back they provide information about the product, the required legal information and a map of the Caribbean islands. The natural cork has an X across the top and is secured to the bottle with a clear security wrap.

The rum in the bottle and glass holds a gorgeous chestnut color. Agitating the liquid creates a thick band that spins off fast-moving legs that slowly evaporate leaving a ring around the glass.

Nose

When I poured the rum in the glass the aroma reminded me of Bananas Foster: Banana, lush vanilla, cinnamon and brown sugar with just a hint of char.

Palate

As the rum hits the palate with the brown sugar and banana notes from the aroma blends with a strong vanilla flavor. In the baseline I discovered notes of allspice, cinnamon, orange peel, roasted walnuts and anise, with a quick pop of bitter tobacco leaf. This juxtaposes nicely with the sweetness of the banana that carries into a sweet finish.

Review

The rum has a lot going on and it was interesting to figure out where the rum flavors from maturation end and the natural added flavors begin. Understanding that it is a blend with 15-year old rum in it, I was pleased to discover some of the complexities of the rum. The rum was enjoyable to sip, but would do well in a classic Rum Old Fashioned or in citrus-based cocktails. At this time, Bumbu is available in Arizona, Florida, Georgia, Illinois, Indiana, Louisiana, Maryland, Massachusetts, Michigan, Minnesota, Nevada, New Jersey, New York, Texas and Washington D.C. as well as some online retailers.



www.bumbu.com

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THE RUM UNIVERSITY LIBRARY

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Welcome to The Rum University Library. In addition to the material found on our official website, we also periodically publish on "Got Rum?" reviews of books on topics including fermentation, distillation, aging, mixology and many more. You can also find additional valuable material at

www.RumBook.com

Zen And Tonic: Savory and Fresh Cocktails for the Enlightened Drinker

I was very pleased to come across this book, since much of today's "health" talk seems to be focused on avoiding the consumption of alcoholic beverages (even though fermented "teas" contain alcohol, but this is a subject for another time).

The author, Jules Aron, explores the realm of the "healthy cocktail" in a way that is clear and inviting, while maintaining a focus on organic, local, seasonal and delicious combinations of ingredients.

The book starts with an exploration of 25 commercially-available spirits and liquors. It then goes on to review "super foods" which can be used as beneficial ingredients in cocktails, to increase their nutritional or anti-oxidant benefits. Included in the list are items such as:

- Açai Berries
- Avocados
- Beets
- Chia Seeds and
- Coconut water

A refreshing section of the book is devoted to the subject of ice, and how this seemingly-generic cocktail ingredient can be transformed into something that provides aromas, flavors, texture and color, while at the same time acting like "simple" ice. One of my favorite items here is the "Almond Milk and Vanilla Ice Cubes" which do wonders when used with many rum cocktails.

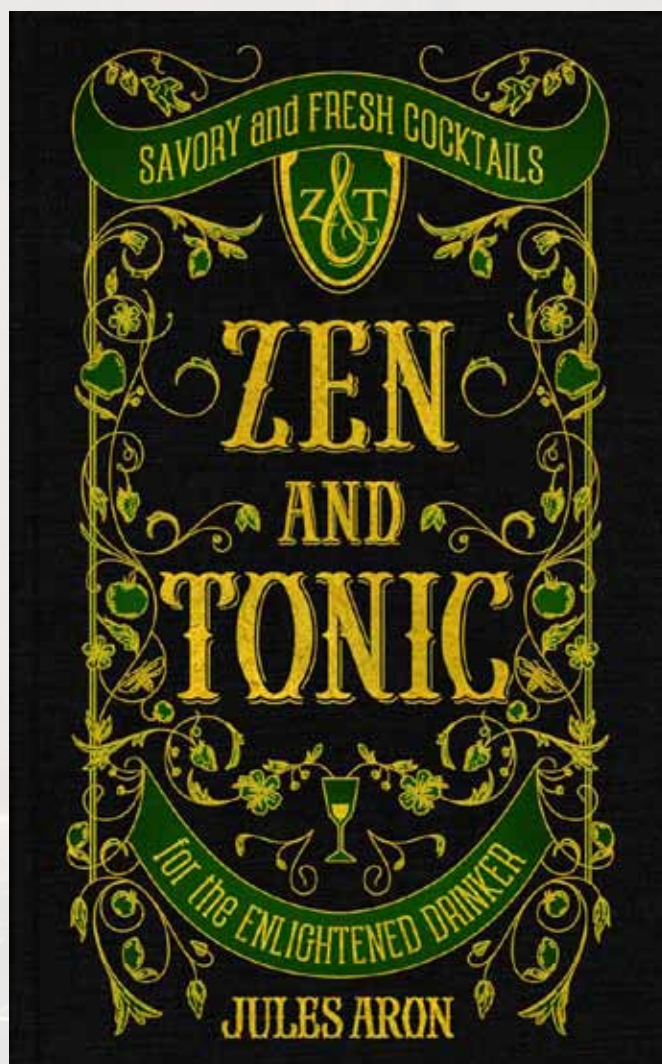
I highly recommend this book to all those leading a "spirited" healthy lifestyle.

ISBN: 978-1-58157-307-7.

Cheers!

Margaret Ayala, Publisher

(Three featured recipes from this book appear on the following pages)





ZEN AND TONIC: CHERRY COCONUT CHILLER

Hydrating coconut water, thirst-quenching lime juice, and antioxidant-rich cherries make this the ultimate summer refresher. Makes 6 to 8 servings.

- 4 cups coconut water
- 4 cups cherries, pitted
- 6 tablespoons chia seeds
- 1 cup freshly squeezed lime juice
- 2 cups rum
- Unsweetened shredded coconut, for garnish

Place all the ingredients, except the rum and shredded coconut, in a blender and purée until well combined. Pour into a pitcher and mix with the rum. Serve over ice and sprinkle with shredded coconut.

SUPERFOOD SPOTLIGHT: Despite their tiny size, chia seeds are among the most nutritious foods on the planet. They are loaded with fiber, protein, Omega-3 fatty acids, and various micronutrients. Cherries contain fiber, vitamin C, carotenoids, and anthocyanins. They are also anti-inflammatory and may help reduce pain and inflammation in the body.

ZEN AND TONIC: GOLDEN MILK PUNCH

This may very well be the perfect comfort drink to be enjoyed curled up on the couch on a cold winter's day. Yet I've enjoyed it just as often in a tall glass over ice. However you choose to serve it, feel good knowing the warming spices and the peppery turmeric's potent anti-inflammatory benefits are helping you boost your immunity. Makes 2 servings.

- 2 cups coconut milk
- 1/4 ounce pure vanilla extract
- 3/4 ounce pure maple syrup
- Freshly grated nutmeg
- Ground cinnamon
- 1/2 teaspoon ground turmeric
- 3 ounces rum

In a medium-size saucepan, combine the coconut milk, vanilla, maple syrup, a pinch each of nutmeg and cinnamon, and turmeric over medium-low heat. Stir constantly, being careful not to burn the milk. Bring almost to a boil and remove from heat.



Divide between two mugs and add 1 1/2 ounces of rum to each mug. Serve sprinkled with freshly grated nutmeg and a pinch of cinnamon.

SUPERFOOD SPOTLIGHT: Turmeric has long been used in the Chinese and Indian systems of medicine as an anti-inflammatory agent to treat a wide variety of conditions, including hemorrhage, toothache, bruises, chest pain, and colic. It is also what gives this milk punch its golden hue.



ZEN AND TONIC: FIERY MANGO POPS

The sweet tropical mango paired with a hint of heat in this frozen pop will stimulate and delight. Best yet, the duo masks the incredibly potent secret ingredient: turmeric, which boasts major anti-inflammatory properties. Makes 4 pops.

- 6 ounces rum
- 2 1/2 cups frozen mango chunks
- 1 (1/2-inch-long) red jalapeño pepper
- 1 teaspoon ground turmeric, or 1 (1/2-inch piece) fresh turmeric root
- Juice of 1 orange
- 2 tablespoons freshly squeezed lime juice
- 1 ounce of honey syrup (optional, recipe below)

Place all the ingredients in a blender and blend until smooth. Add ice and blend once more. Pour into four Popsicle molds, add Popsicle sticks, and freeze for 4 hours.

Zen and Tonic TIP: By using frozen fruit, you can use less ice, which will assure your drink is rich in flavor.

Honey Syrup Recipe: 1 cup raw honey, 1 cup water. Combine the honey and water in small saucepan over medium heat and stir until honey dissolves. Let cool. Will keep covered in refrigerator for up to two weeks.

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

Rum & Garlic Leg of Lamb

Ingredients:

- 1 Leg of Lamb, about 5 lbs.
- 8 Unpeeled Cloves of Garlic
- 1 bottle of Dry White Wine
- ½ Cup Dark Rum (Spanish or Guyanese style rum is the best)
- Butter, Salt and Cracked Black Pepper

Directions:

Trim all of the fat from the leg of lamb. Rub the roast with butter, salt and pepper. In a medium size roasting pan, put the garlic wine and rum. Place the leg of lamb on a rack and set it in the pan. Pierce the meat a number of times with a fork.

"I am a drinker with a writing problem."

— Brendan Behan



Photo credit: dishmaps.com

Roast in a 325° oven, basting the lamb with the drippings every 20 minutes.

When your meat thermometer registers 180°, the meat is ready. Serve sauce separately.

Bubbly Rum Punch

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:

- 6 Lumps of Sugar
- A dash of Angostura Bitters
- 1 ½ Cups of Dark Rum
- 4 bottles of Chilled Champagne
- 6 Slices each of: Lemon, Lime and Orange
- 1 Block of Ice

Directions:

Put the sugar cubes in the bottom of a punch bowl and add the bitters and rum.

When your guests arrive, pour the champagne into the bowl, add the block of ice and float the fruit on top.

Serves about 20.

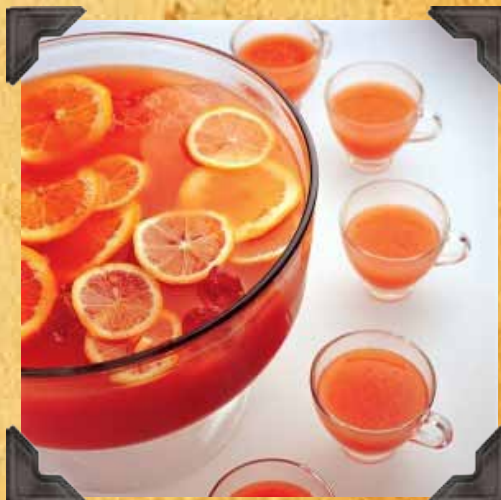


Photo credit: drinkhacker.com

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- The Essential Rum Laboratory
- The Private Label Primer
- Advanced Rum Making for Craft Distillers
- Advanced Rum Nosing Techniques

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- South American Rum
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- Cuban Style Rum
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- White and Golden Rum
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⊖ *Sal in genere*

THE RUM UNIVERSITY LABORATORY

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⊖ *Acetum minerale*

+⊖ *Acidum Vitrioli*

+⊖ *Ac. concentratum, d. dilutum*

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

∇ *Aqua fortis*

+⊖ *Acidum Salis ⊖ a n. dephlogisticatum*

∇ *Aqua Regis*

+⊖ *Acidum fluoris mineralis*

+⊖ *Acidum Arsenici*

+v. *Acidum Vegetabile*

+⊖ *Acidum tartari*

+⊖ *Acidum Sacchari*

⊖ *Acetum*

+a. *Acidum animale*

+⊖ *Acidum urinae; phosphori*

+⊖ *Acidum formicarum*

⊖ *Acidum aereum; atmosphaericum*

⊖ *Sal alcalinus*

⊖ p. *Sal alc. purus (Caussticus)*

⊖ 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

Peppermint & Chocolate Rum Liqueur

Ingredients:

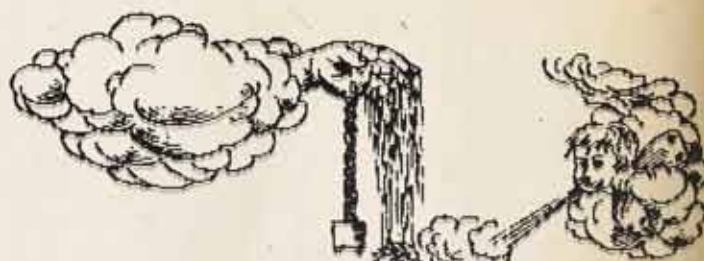
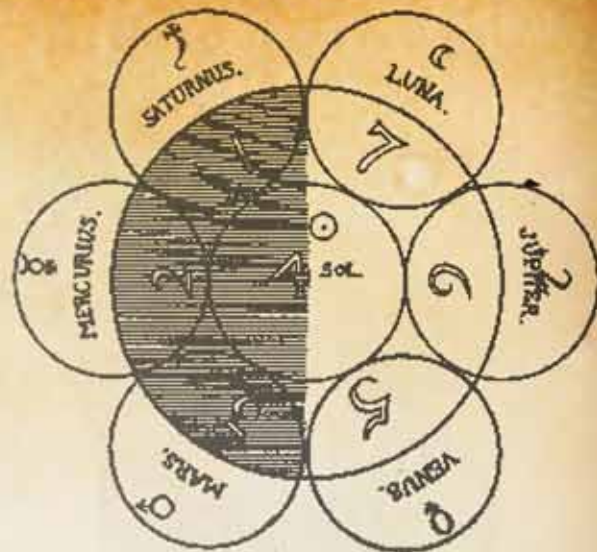
- 1 Cup Sugar
- 3/4 Cup Water
- 2 Cups White or Young Light Rum
- 1/2 Cup Pot Still Rum
- 1 1/2 tsp Concentrated Chocolate Flavor
- 3/4 tsp Peppermint Flavoring Oil

Directions:

Bring water and sugar 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 (light and pot still) and the peppermint and chocolate flavorings. Mix well until all ingredients have blended.

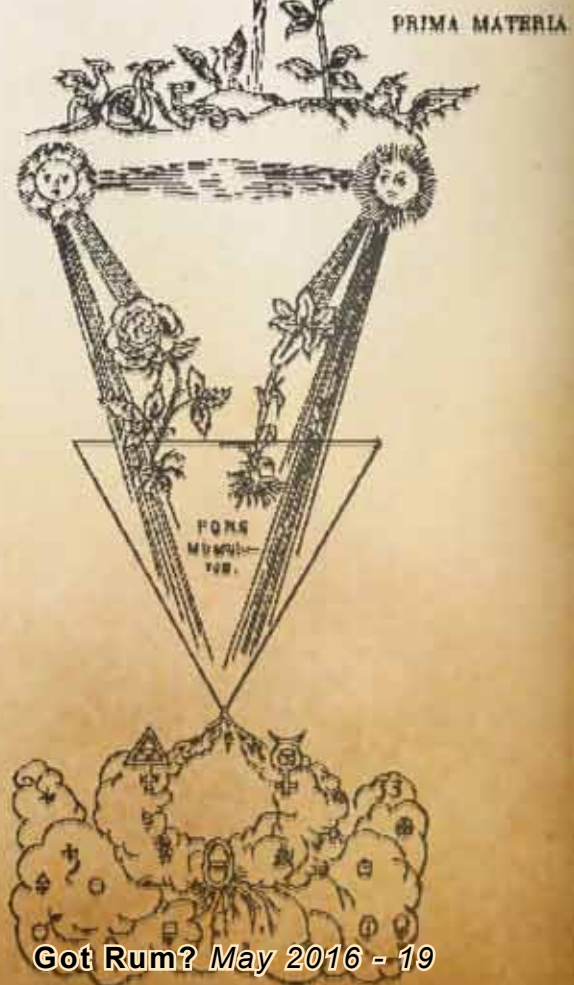
Allow the blend to rest in a cool, dark area for 2 to 4 weeks before serving.



Did you know that...

Peppermint is the oldest and most popular flavour of mint-flavoured confectionery and is often used in tea and for flavouring ice cream, confectionery, chewing gum, and toothpaste. Peppermint can also be found in some shampoos, soaps and skin care products.

Peppermint has a high menthol content. The oil also contains menthone and carboxyl esters, particularly menthyl acetate. Menthol activates cold-sensitive TRPM8 receptors in the skin and mucosal tissues, and is the primary source of the cooling sensation that follows the topical application of peppermint oil.



MEASURING ALCOHOL - PART V

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.



Welcome to the final installment on this series of articles dedicated to the science of alcohol concentration determination. There are many options available, some better suited than others, depending on the degree of accuracy needed and on the equipment available.

For more information on the author or on the services offered by his certified beverage laboratory, please visit:

Brewing and Distilling Analytical
Services, LLC.
Lexington, KY. USA.
www.alcbevtesting.com
info@alcbevtesting.com

A quick final note on alcohol calculations

For those instruments and methods that lead the chemist to obtain the alcohol by weight (ABW) the alcohol by volume (ABV) can be calculated if the specific gravity is also precisely known:

$$ABV = \frac{ABW \times SG_{sample}}{SG_{ethyl\ alcohol\ 20^{\circ}C/20^{\circ}C}}$$

Where, SG: specific gravity, e.g., for the alcohol beverage sample or pure ethanol respectively.

This simplifies to:

$$ABV = \frac{ABW \times SG_{sample}}{0.7907}$$

Variant equations are available but alcohol should be reported both % by weight (wt.) and by volume (vol.) to two decimal places. For reporting purposes most alcohol beverage producers are allowed a certain tolerance in readings expressed as some degree +/- a specified amount of alcohol by volume (for beer, for example, that is +/- 0.3% ABV).

A final note on the use of a Coupled Density Meter and NIR Instrument (an Alcolyzer) in resolving issues on simple density measurements

Avoiding the need to analyze distillates the coupled Density meter/NIR instruments measure the alcohol via the ethanol absorption profile. This profile is then compared to and adjusted by the density meter which is described as one of the most accurate concentration meters for binary solutions. Several algorithms can be used for this adjustment. The alcohol by volume is thus obtained which is essentially the equivalent as if obtained from the density of a volumetric distillate. The concentration of ethanol, as percent by weight, is computed as the product of the alcohol by volume, as determined/calculated by the NIR alcolyzer, and the density of pure ethanol divided by the density of the sample, as determined by the density meter ($ABW = ABV \times 0.78924 / \text{Sample Density}$). An apparent redundancy (not detailed here) in determining the ABW with such coupled instruments is actually quite useful as it can eliminate any issues (in this author's opinion and experience) with the density measurement if that is affected in any way with co-distilled components (BDAS, LLC laboratory testing – personal observations and personal communications with the scientists at Anton Paar-USA). In simple terms it means that the coupled

density meter/Alcolyzer combination can, in fact, ultimately determine the correct alcohol by volume assuming nothing interferes with the NIR signal in measuring the actual alcohol in the sample. (That is another consideration to take into account in measuring complex samples).

As both density meter and NIR units communicate with each other, a complex series of calculations is performed in order to solve for the correct values of all parameters (Roman Benes of Anton Paar, personal communication). Observations in the BDAS, LLC laboratory (with what we term direct measurements of samples) show this to be true in measuring the alcohol by volume (in mildly acidic solutions – containing low levels of acetic acid for example) within a tolerance of +/-ca. 0.2% ABV. Further work may be necessary to obtain the finite limits on certain complex-matrix alcohol containing beverages but is in accord with descriptions of earlier published official AOAC methods (for wines containing acetic acid for example). [See AOAC methods: 935.21 and 920.57.]

Concluding remarks

From above it is hopefully clear that, for many types of alcoholic beverage, a number of officially accepted and highly accurate methods/techniques/instrumentation can be used to faithfully, accurately and precisely measure alcohol content in suitably prepared samples within quite tight and allowable regulatory tolerances. For one particularly complex type of alcoholic beverage, not yet classified for testing, a collaborative laboratory project – four independent laboratories/four distinct methods (GC, HPLC, NMR and Density Meter/Near-Infrared Alcohol detection) gave almost identical results (within ca. +/-0.2% ABV) for each method, based on the comparative data on three selected samples. It should be noted that in general all the methods discussed are stated to be capable of accuracy measurements and detection limits of 0.1-0.2% ABV.

References

A detailed set of references is available upon request. This article was adapted in part (and extended in scope regarding the methods) from “Alcohol and its Measurement.” Gary Spedding. In: *Brewing Materials and Processes: A Practical Approach to Beer Excellence* (ed. C. W. Bamforth). Elsevier, Burlington, MA. 2016. [In preparation]. A detailed set of references may be found there. Also recommended reading is “Foundations of Spectroscopy” (Oxford Chemistry Primers). 1st Ed. Simon Duckett and Bruce Gilbert. Oxford University Press. ISBN-10-0198503350. 2000.

As spectroscopy featured as a key aspect of alcohol measurement the reader may also wish to consult: “Molecular Spectroscopy” (Oxford Chemistry Primers). John M. Brown. Oxford University Press. ISBN-978-0-19-855785-2. 1998; “Introduction to Organic Spectroscopy” (Oxford Chemistry Primers). Laurence M. Harwood and Timothy D.

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Tables of data

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Acknowledgments

I wish to thank Amber Weygandt, and Matt Linske (from BDAS, LLC) and Gordon Burns (ETS Laboratories, St. Helena, CA), Patrick Heist and Brian King (Ferm Solutions, Inc., Danville, KY), John Edwards (Process NMR Associates, Danbury, CT), Ray Marsili (Marsili Consulting Group, Rockford, IL) and Alex White (Anton-Paar, USA, Ashland, VA) for attention to editorial details and for pointing out areas of confusion or ambiguity. While they assisted with some details and corrections any errors or omissions remain my responsibility.

ADDENDUM

UV-visible spectroscopy may also provide a useful tool for measuring alcohol concentration. There are instruments on the market to measure both proof and color in whiskey for example (Applied Analytics). Ethanol and water both have unique structural features in their respective absorption spectra (as also noted for the other techniques discussed above). These have stronger or weaker prominence based upon their concentrations in measured alcohol solutions. In such systems the absorbance occurring over the 800-1000 nm region of the visible spectrum is measured. A peak of absorption for ethanol is noted at ca. 907 nm and a broad peak, centered at ca. 988 nm, is noted for water. While the alcohol peak is of very low amplitude it can be used to determine alcohol concentrations as tested vs. known proof samples. Recently UV/visible spectra have been generated in the BDAS, LLC laboratory but data analysis to see if meaningful results from such approaches is only just now underway. It may not be suitable for very low alcohol containing samples but is a powerful technique in its own right and regaining popularity for measuring the “fingerprint” and authenticity, consistency, dilution and adulteration of alcoholic beverages. This topic was discussed in our earlier White Paper: “*Scanning UV-Visible Spectroscopy and Beverage Quality, Consistency and Authentication: Preliminary Fingerprinting Application in the Analysis of a Wide Variety of Alcoholic Beverages – A Brief Application Note*” Gary Spedding. BDAS, LLC WPSP#1. 2015.



THE PRIVATE LABEL PRIMER - PART V

by Luis Ayala



Guiding you From Dream to Reality!



THE PRIVATE LABEL PRIMER - PART V

by Luis Ayala

Lesson V - Labels and their contents

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

In last month's lesson, we explored some of the consequences associated with the different types or styles of rum that we could choose to put inside our bottles. In this lesson we'll explore the information that typically appears on the bottle labels.

Why are labels needed in the first place? This may seem to be a silly question, but we need labels because products (rums, in this case) can't tell consumers or authority figures everything they need to know about their composition. But labels also provide a canvas where brand owners may include information related to the image or branding of each particular product.

In other words, labels exist primarily to meet communication requirements and secondarily to help promote the products themselves. Once the legal requirements have been fulfilled, the label may contain any additional information, as long as it does not contradict any of the legal requirements. So let's take a closer look at some of the most relevant requirements.

Legal Requirements

Each country will have its own legal requirements. In the USA, these requirements are outlined in the "Beverage Alcohol Manual," and every company wishing to sell its rums in the USA should download and study this free document. The sub-title of the manual is "Basic Mandatory Labeling Information For Distilled Spirits" and, as the name implies, is devoted entirely to the subject at hand.

Chapter 1 is devoted to the type of mandatory label information, which includes, among other items:

- Brand Name
- Class and Type Designation
- Alcohol Content
- Presence of Coloring Materials

Chapters 2 through 9 deal with the specific details of how all the items enumerated in Chapter 1 are to be disclosed or even if such disclosure is waived for certain products.

Rum, for example, is described by the manual as

"Spirits distilled from the fermented juice of sugar cane, sugar cane syrup, sugar cane molasses or other sugar cane by-products at less than 95% alcohol by volume (190 proof) having the taste, aroma and characteristics generally attributed to rum and bottled at not less than 40% alcohol by volume (80 proof)".

The manual also defines that rum may include up to 2.5% of "Harmless Coloring, Flavoring and/or Blending Materials" with NO label disclosure being required.

The Manual includes a list of approved coloring materials, and defines two approved Blending Materials: wine and sugar. Everybody understands what sugar is, but wine? Well, a lot of blending products have earned the definition of "wine" so their use can be covered by this clause. Whisky, for example, can have up to 2.5% of "Blending Sherry" (considered a wine) and not have to declare it on the label.

The implications from the above statements are wide and far reaching. On one hand, we should understand that all rums would need to have at least 40% (80-Proof) of alcohol in them, yet there are many flavored rums (Coconut, Lime, Orange, etc.) with concentration below 40%.

On the other hand, we are being told

that, as long as the ingredient we are trying to use has been determined to be "Harmless", that we can use up to 2.5% by volume and we do NOT have to declare it on the label...

There are other legal requirements, such as standard of fill (1 liter, 750ml, etc.) and who the importer, bottler or producer is, etc. But all these are very self-explanatory.

So how can a rum bottled at less than 40% be called a rum on the label?

The answer is, that just seeing the word "RUM" on a label does not guarantee that the product is a Rum!

Let me elaborate: a product may have the word "Rum" on the label, if the brand owner claims that it is part of the **Brand Name** (or "fanciful name"), such as in "Coconut Rum". The reality is that the product may have a **Class and Type Designation** of "Distilled Spirits Specialty" (instead of "Rum"), which may appear somewhere on the back label or in a less prominent part of the front label. While this is clearly misleading, the practice has not been banned by the authorities, who are happy to collect taxes on the alcohol being sold.

Aging: according to the Beverage Alcohol Manual (Chapter 8), rum is allowed to have either a Specific Statement of Age or a Miscellaneous Age Reference. The former is self-explanatory, but the latter? This is the wording from the manual:

"The miscellaneous age statement is allowed, BUT a specific statement of age must appear as conspicuously and on the same label as the miscellaneous age reference UNLESS the rum is not less than 4 years old and the miscellaneous age reference is general in nature and inconspicuous (e.g., contained in back label text) on the label."

What about geographical origins? For now, in the USA, the authorities are not regulating the mention of geographical

origins. It is permitted, for example, to say "Jamaican Style Rum" without having the rum produced, aged or bottled in Jamaica. Some countries, however, are starting to take a firmer stance on the topic, allowing the reference only if the production is tied to the region or country being mentioned.

What about sugar, calories and other nutritional information?

The laws are changing; some people think for the better, others think for the worse. If you are interested in learning more about it, download the June 2015 issue of "Got Rum?" and read the Letter to the Alcohol Beverage Industry (pg. 14), by Dr. Gary Spedding. Some of the tests being required are cost prohibitive for small producers and, in some cases, the procedures and/or methodologies are not rooted in science.

So what should you do, as far as disclosing information on the label?

You should make sure the label meets all the legal requirements of the country where you plan to commercialize it. We recommend hiring a consultant or working with someone who has successfully produced and delivered rum to your target country. Other than that, please be honest and don't claim anything on the label that cannot be verified by someone visiting the distillery that is sourcing your rum. Don't claim, for example, that the rum is aged in Sherry casks if there are no Sherry casks at the aging warehouse or if their number is insufficient to age the amount of rum claiming to be finished in them.

Next month we'll talk about the actual production (bottling) of a private label, shipping logistics, customs and more.

See you then!

Luis Ayala
Rum Consultant

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.



Time for Tea!

TEA. Some people start their day out with it (English Breakfast) and some people END their day with it (Chamomile). It is a staple in some households as the iced refreshing drink of the summer, and for some it is a very big part of their culture. But tea in a cocktail? It is a trend I am seeing more and more and as someone who enjoys a nice cup of hot tea (I am an Earl Grey girl) I must say I love what it does in a drink.

For hundreds of years tea has been a main ingredient in classic punch recipes. The word PUNCH derives from a Sanskrit word, which literally translates to FIVE-- which refer to the base ingredients: Spirit, Citrus, Sugar, Spice and Water. The spice component could be as simple as cinnamon or nutmeg, or it could be TEA. In Jerry Thomas' historic book, "How To Mix Drinks", he suggests using tea in place of the water. Regardless of how tea was incorporated, it was a main ingredient in many of the classic punch recipes that date all the way back to the 1700's.

Tea is also classically used in Hot Toddy's. Many herbal teas have medicinal properties, and therefore tea is the ideal ingredient in this iconic hot cocktail.

There are so many different styles of tea, so as a “mixologist” or crafter of cocktails, the tea you choose to use in your drink can drastically change the flavor profile of the drink. Bergamot is extremely fragrant, herbal fruit teas can be floral and citrusy, and some green teas even have a nutty quality. There are a few things to consider when using tea in a cocktail: First and foremost, a lot of teas have caffeine. Imagine drinking three or four glasses of highly caffeinated punch one night, it may very well ward off sleep! Another factor to consider is how long you brew the tea, whether you are going for dark and rich flavors, or light and subtle. (For those of us who do this for a living, this is the fun and nerdy part of the job).

How does this translate to RUM? The spices in tea are the perfect match for the aromatics and rich flavors in rum, and bartenders are showcasing this in their spring and summer concoctions. Rums are so different from each region of the world that you can really have a lot of fun being creative with which rum works best with which tea.

Here is a recipe I created for my most recent menu at M Restaurant in Columbus Ohio:

APRICOT RUM FIZZ

1 oz. Don Pancho Rum
1 oz. Rothman and Winter Apricot
Liqueur
1 oz. Earl Grey Tea Syrup
.5 oz. Fresh Lemon Juice

Shake well with ice, strain into Collins glass, top with club soda. Garnish with lemon slices.

This is like an apricot “Arnold Palmer”-- very light and refreshing-- but the richness of the Don Pancho comes through and works beautifully with the Earl Grey.

*The Earl Grey tea syrup is very easy to make-- simply take 2 cups of water and 2 cups of sugar and place in a sauce pan. Add 4 Earl Grey tea bags, and heat on low for 15 minutes until the sugar is dissolved and the tea has brewed to a nice dark brown color. Remove the tea bags and refrigerate for up to 5 days.

Another delicious rum and tea combination I came across recently was from Christina Basham, also of Columbus, Ohio, who runs a bar by the name of Paulie Gee's.

AMALFI COAST

1.5 oz. Smith & Cross Rum (infused with fresh pineapple and rosemary)
.5 oz. Fresh Lime
.75 oz. House Ginger Syrup
2 oz. Hibiscus and Passionfruit Tea

Shake well with ice, pour into tall glass, garnish with fresh pineapple.

The Smith & Cross stands up well to all of the tropical flavors in this drink and the color from the hibiscus is just gorgeous.



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 8. TAVERNS

"When first entering upon a colonial design, the first building the Spanish erect is a church; and the first building the Dutch erect is a fort. But the English, when settling anew, the first building that they erect is a Tavern". They used to have this joke in the West Indies at the beginning of the XVIII Century, and it well captures the importance of Taverns, and of drinking in general, in the life of English people, both in their homeland and in the colonies.

And, as far as we are concerned, a large proportion of the rum produced in and imported to New England and to all the colonies was consumed not at home, but in the taverns.

In Massachusetts, taverns were set up from the very beginning for the *"receiving and refreshment of travellers and strangers, and to serve the public occasions of such town or precinct"*.

Therefore they fulfilled a public function. First of all, they were meant to feed and lodge travellers and strangers suitably, then they were used as a gathering place for the community on various occasions. For example, the sittings of ordinary civil courts were often held in taverns. The colonies were travelled



In an American Inn, by John Lewis Krimmel, 1814

back and forth by traders and travellers, then there were judges and other civil servants who had to travel regularly to the towns and villages for their work. There was, in short, a limited but steady flow of travellers of middle to upper social rank, and the idea was to offer them the necessary, and possibly comfortable, accommodation. The fact that also local people gathered there to drink in their free time was of secondary importance, and it was often barely tolerated by the authorities .

Then, of course, taverns attracted also vagabonds, adventurers, odd preachers and other people to be wary of. But the authorities kept watch. John Josselyn is for us an invaluable source of information, this is what he tells us:

"In 1637, there were not many houses in the Town of Boston, amongst which were two houses of entertainment called Ordinaries, into which if a stranger went, he was presently

followed by one appointed to that Office, who would trust himself into his company uninvited, and if he called more drink than the Officer thought in his judgment he could soberly bear away, he would presently countermand it, and appoint the proportion, beyond which he could not get one drop."

Taverns spread everywhere and became one of the main centres of social life in New England and all over the Continental Colonies. In the first decades, they weren't created as such, but they were private houses converted into taverns as best as possible, later there is evidence of buildings planned and built specifically as taverns.

They were so increasingly necessary that the authorities of the Colonies obliged all the communities to have at least one tavern. In the villages, but also in the towns, public places available for gatherings were really few: the church and the meeting house, both usually



bitterly cold and where it was necessary to have a dignified, proper behaviour. In a society that was still poor and, in the North, had to withstand long, bleakly cold winters, the tavern provided its customers with a warm, fire-lit place where they could meet. In the tavern, by the hearth, you could drink beer, cider and various kinds of spirits, but mostly rum.

As well as taverns, there were retailers. They were supposed to be shops or private houses where they sold beer, cider and other alcoholic beverages which could not be consumed on the premises but had to be taken away and drunk in the buyers' own homes. For this reason, retailers were forbidden to sell cups or glasses: they were allowed to sell only by the bottle or, anyway, in vessels of a certain capacity. Actually, often the owners added a few tables illegally, dealt out a few drams and, in fact, became a poorer version of the taverns.

All through the XVII Century, therefore, taverns were promoted by the authorities, but they were also subject to rules and regulations. In order to run a tavern, or even to be a simple retailer you needed a licence issued by the authorities, which was granted only to citizens of proven, unimpeachable

morality. Soon, licences had to be renewed annually, and the licence extension could be refused if public decency was not observed, if there had been brawls, gambling and other forms of immorality. In Massachusetts, in the early decades of the century, there was an effort to limit alcohol consumption, gambling, dancing, and the very sojourn of customers in the tavern. Even the prices were subject to regulations, and, to a certain extent, the quality of the products and of the service too.

Regulations were indeed tight. I don't know how effective they were; the very fact that the same prohibitions are repeated over and over again during the years may suggest that they didn't work very well, after all. But they certainly made life difficult for the tavern-keepers. There was a continuous tension between the pressure from below to open more taverns and be more free to run and frequent them, and a corresponding pressure from the authorities, pushed by the puritan clergy, to limit the number of taverns and regulate them in minute detail. And, among all the things that were consumed in the taverns, the one which provoked more suspicion and alarm in the clergy and the authorities was rum.

Marco Pierini

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RUM IN THE NEWS

by Mike Kunetka



ANGOSTURA

Known for their iconic bitters and rum-making heritage, The House of Angostura, the only rum distillery in Trinidad, has announced the complete repackaging of its international rum range at Rhum Fest in Paris, France. "It's a big, brave move for us," says Executive Manager – International Sales & Marketing, Genevieve Jodhan, "and we are confident that our new, modern and sophisticated packaging captures the more than 190 years of heritage and history that inform the proud traditions of The House of Angostura." They have changed the packaging for all five of their highly acclaimed international rums: Angostura 1824, Angostura 1919, Angostura 7 Year Old, Angostura 5 Year Old, and Angostura Reserva. The labels include new typography which is streamlined, stylish and evocative of luxury. The iconic butterfly logo of The House of Angostura has been centered at the top of the front label, and two new brand icons have been added — a map of Trinidad and Tobago on the left, and an illustration of a butterfly and molasses on the right. These images tell the distinctive story of the brand. Butterflies have been associated with Angostura's rums from time immemorial, and The House of Angostura is home to the Barcant Collection of more than 5,000 butterflies. All the rums that are made at Angostura's distillery in Trinidad use the highest quality molasses. In addition to changes to the labels, Angostura's three premium rums, Angostura 1824, Angostura 1919, Angostura 7 Year Old, are presented in a heavy, sensuous bottle with a thick glass base. Beautifully shaped with rounded curves, the bottles also use a new "orchid closure system" which is both easy to open, yet safely secured for the customer's protection. All five bottles are ergonomically balanced and shaped to facilitate storage and usage at the bar. The signature of Dr.

J.G.B. Seigert, the founder of Angostura, and the crest of the House of Angostura are also emblazoned on all the bottles.

HOPKING RUM RECALL

Britain's Food Standards Agency (FSA) has issued a request that white and dark rum sold in Asda and Aldi grocery stores in England under the Hopking label be returned. Glen Turner Co. Ltd, supplier of the rum, is recalling bottles of dark and white rum products produced for the two major supermarkets Aldi and Asda as they may contain small fragments of glass. Specific labels recalled include Carta Blanca Superior White Rum, Refined Dark Navy Rum, Liberty Ship Superior Dark Rum, Liberty Ship Superior White Rum, Old Hopking Dark Rum and Old Hopking White Rum. Glen Turner said the measure was being taken on a "precautionary basis" due to a "manufacturing defect and that point-of-sale notices will be displayed in Asda and Aldi stores selling these rums.

POTOMIC DISTILLING COMPANY

The Wharf, a new mixed-used development that will include more than 20 restaurants and bars on the Southwest Waterfront of Washington, DC will include Potomac Distilling, a rum distillery and Tiki bar. There is a long history of rum in early America, and what better place for a rum distillery than along the Potomac River. Potomac Distilling is a new project for the Eat Good Food Group, which owns the local Restaurant Eve and a bar called PX. PX's current mixmaster, Todd Thrasher, will head up the bar and manage a 200 gallon still. He is planning four rums at this point: a white rum, a traditional spiced rum, a rum for aging and a non-traditional spiced rum, flavored with green herbs, that he hopes will appeal to gin drinkers. Potomac Distilling will include three bars, including one situated on a grassy

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@gotrums.com. Mike Kunetka is a land-locked rum enthusiast, he is based in Colorado, USA.

rooftop space outfitted with tiki torches and a fire pit. Restaurant Eve chef Cathal Armstrong will produce a small, 15-to-20-item bar menu that will pair with the rum-based cocktails. Bottles of Potomac rums will be available for purchase on site. Opening is planned for Fall of 2017.

RON DIPLMATICO

Rum Diplomático announced a partnership with Fenway Park, home of the 8-time World Champion Boston Red Sox. The partnership joins Fenway Park and Diplomático Rum, recognized as one of the finest sipping rums in the world, to celebrate the passion that Americans and Venezuelans share for baseball, the national sport in Venezuela. "While looking for a partner, it was essential for us to find a company that shares the same values: excellence and passion. We feel honored to be associated with such an important landmark like Fenway Park, one of the most famous baseball stadiums of all time," said Nino Curbelo, Diplomático's Export Manager in North America. Red Sox Executive Vice President Troup Parkinson said "We are pleased to partner with Diplomático and introduce our fans to one of the finest rums in the world. We look forward to sharing an exciting season at Fenway Park with Diplomático and welcome them to the Red Sox family."

KOLOA RUM

All seven Koloa rums won medals at the recent RumXP Competition in Miami. Amazingly, they earned Gold Medals in the Premium White, Gold, Dark and Spiced categories. If that wasn't enough, they had a double-hitter in the Flavored category. Their Coconut Rum won a Gold Medal and the Koloa Coffee won Best in Class in Flavored Rums. Koloa continues to expand into new markets, but, unfortunately has not reached Colorado. sigh.....

WOOD'S OLD NAVY RUM

William Grant & Sons has turned to the folks at Purple Creative to redesign the packaging for their legendary Wood's Old Navy Rum. Purple Creative Founding Partner & Creative Director, Steve Bewick, mentions, "Our objective was

to make the Wood's bottle and packaging more premium, iconic and memorable. We conducted extensive research into the history and heritage of Wood's, including unearthing some previously unknown facts about the brand inspired by its rich naval heritage and traditions. We gave the Wood's bottle an overhaul – a stronger, sturdier bottle with thicker glass to represent the strength of the liquid (57% ABV) and the toughness of sailors in the British Navy in the eighteenth century when they were given their daily ration of rum. We added a cork to make it more premium and more authentic, as original bottles on board would have had corks." The packaging has changed, but the recipe has not. It was created in 1887 and is still made to the original navy recipe. It uses rum from the world's only single wooden pot still; up to 250 years old, the still is made of greenheart, a local hardwood that imparts complex flavors. It is still bottled at 57%, the minimum strength of rums originally served on board British Navy ships. Wood's is a blend of three Guyana rums made from Demerara black strap molasses.

DENTED BRICK DISTILLERY

In February, I wrote about Distillery 36 opening in Utah. They joined Kirk Sedgwick's Outlaw Distillery and James Fowler's Sugar House Distillery in the movement to bring local rum to Utah. The latest to join that effort is Dented Brick Distillery. Founders Marc Christensen and Celeste Royal have built a new 14,000 square foot distillery in an industrial area of South Salt Lake that just happened to have a natural artesian well on the property. They have hired Ethan Miller, formerly of High West Distillery in Park City and New Deal Distillery in Oregon to master the new 28 foot Vendome still. Their first product will be a white rum which they are calling Antelope Island Rum. Christensen describes it like this: "Antelope Island Rum is a white rum, made from molasses and a green cane sugar blend. It's organic and we're practicing with some yeast right now, so I'm not sure which yeast we're going to use, but it should be very tasty."

RON BOTRAN

Licoreras de Guatamala, the parent company of Botran Rum, has chosen Shaw-Ross

RUM IN THE NEWS (continued)

by Mike Kunetka



International as the exclusive importer of the brand in the United States. Shaw-Ross will focus on three rums. Botran Solera 1893 is a blend of rums up to 18 years old, matured in a Solera System in the mountains of Guatemala in American whiskey oak barrels that previously held sherry and port wines. Botran Reserva gets a similar Solera treatment and is made up of rums that have aged up to 15 years. Reserva Blanca is a white rum that has matured in barrels for up to 3 years. “At our core, we are still a small, family company, and as we expand our footprint, we want to do it as organically as possible,” said Jaime Botran, president of Industrias Licoreras de Guatemala. “We feel that Shaw-Ross has the potential to help our brand reach more premium rum drinkers across the U.S. We’re very excited about our new alliance.”

BACARDI RUM COCKTAIL

Flashback to 1936 during the economic upheaval of the Great Depression in the United States. Prohibition had recently ended, and BACARDÍ rum was very popular. During this struggling time, a few bars and restaurants in New York City tried to take advantage of consumers by substituting lesser quality rums for BACARDÍ for when they asked for BACARDÍ cocktails. Standing up for the consumer’s right to get what was ordered and to protect the quality of cocktails, family-owned Bacardi, now the largest privately held spirits company in the world, took legal action against these bars and restaurants. Straight from the original court transcripts safeguarded in The Bacardi Archives, the case was originally ruled on April 28, 1936—80 years ago—and ultimately affirmed by the Appellate Division of the New York Supreme Court one year later. Bacardi attorneys called the judge’s bartender to testify and asked him what rum he used in the judge’s

favorite BACARDÍ cocktail. He answered only “BACARDÍ rum.” Some other bartenders testified they used the handiest bottle of any rum available to make BACARDÍ cocktails. With that, then-Justice John L. Walsh ruled: “Beyond a reasonable doubt subterfuge and a fraud is subjected on the purchaser when BACARDÍ rum is left out of a drink listed as a BACARDÍ cocktail.”

HAVANA CLUB

In an attempt to emphasize its Cuban roots, Pernod Ricard has redesigned the label on its 7 Year Old Havana Club rum. A more traditional, sturdy cylindrical bottle will feature a new label with the traditional Havana Club logo and a colorful trim. Neck tags will “encourage consumers to discover” the craftsman behind Havana Club rum. And the back label will carry an image of Havana Club creator Jose Navarro. “As the leading 100% authentic Cuban rum brand available globally, we are very excited to unveil a new look for Havana Club Añejo 7 Años that speaks of our proud Cuban roots and the people behind this revered rum,” said Nick Blacknell, marketing director at Havana Club.

VISCAYA RUM

Hardy USA will introduce a new Viscaya rum in the United States. Joining Viscaya VXOP Cask 21, Viscaya Cask 12 and Viscaya Cristal will be Viscaya Black. Created in small batches in the Dominican Republic using the traditional Guarapa method, Viscaya Black Rum features pressed sugar cane juices as the primary ingredient, not molasses that is used for producing other rums. The ingredients are carefully blended, then aged for 12 to 21 years in premium charred oak barrels. The aging time determines the richness of the rum’s dark color.

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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.



Mr. Javier Herrera, Director,
International Rum Conference

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



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 épice)
- Ron Afruitado (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.



www.CongresoDelRon.com

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EXCLUSIVE INTERVIEW

by Margaret Ayala



This month it brings me great pleasure to share with you this interview with Mr. Matthew Bailey of Fort Dearborn. Matthew's mission is to help distillers and brand owners achieve success through excellent labeling. As you read the interview you will learn about this company and their approach to helping new or established brands succeed.

Margaret Ayala, Publisher



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

Matthew Bailey, Account Manager,
Fort Dearborn Company, 14 Locations
(Based in Elk Grove, IL)

Q: You have been in the label industry for many years now, what keeps you interested and motivated (in other words, does it ever get old)?

I've been in the label industry for 19 years. Of those years, the past 6 years have been primarily distilled spirits focused. Because of the complexity, challenges, great people

in this industry, and the desire to push the envelope with new products and constructions it always keeps things interesting. Seeing labels go from concept to shelf keeps me motivated, it is exciting to see the labels come to life and help sell the products they are on.

Q: When it comes to marketing a rum, everyone looks for strong, well-defined “personalities” (in other words, what makes rums unique). How important is a label to a rum’s personality?

I believe that the average consumer does not know the differences between where rums come from, how it affects the flavor and type of rum. Therefore, the labels and packaging need to convey the personality and lifestyle associated with the rum. Most people in the U.S. or thruout other parts of the world will never get a chance to visit the distillery the product was made at, so they cannot connect to the brand at that level. Thus, the label needs to convey the story of the brand and consumer needs to find that connection with the packaging.

Q: When it comes to trends in the distilled spirits label industry, would you say rum is at the forefront, at the back, or all over the place?

It seems aged spirits in general are on the rise over the past few years. Rum is a smaller category here in the U.S. of consumers, but seems to be falling into more of this category that consumers are looking for. There are more rum themed bars/restaurants and consumer education going on in the Rum category. Many people’s connection to rum has been thru mass market rums that are mixed. With more quality rums entering the market recently; I believe consumers will





FORT DEARBORN COMPANY

gravitate more to rum, similar to how perception has changed about tequila and other products over the past decade, based upon education and more premium products entering the market.

Q: In addition to the legal requirements, what are some of the key things a label must have in order for it to be considered “effective”?

It needs to convey the brand, a lifestyle, shelf appeal and a reflection of the quality of the product inside the bottle. Most consumers are now making buying decisions at the shelf level. Without a great label, the consumer will gravitate towards products that present better. They are going to want a package that they can display on their home bar and be proud of the appearance.

Q: Most newcomers to the industry do not realize how important it is to work with a label expert. They think that anyone with a computer can design a great label. Can you tell us

why this is not always the case?

Our company has worked with many designers, with differing levels of experience creating packaging, and specifically distilled spirit packaging. We find that many designers are not aware of all the capabilities available to them on the printing side to help enhance their design. Without an experienced label company dedicated to the distilled spirits industry, the designer and brand owner can easily find their labels fall flat once produced.

We bring many tools to our customers to help them make sure their label is going to have the desired effect before production. We have highly trained sales people, technical support reps, and design tools that we provide as support to our clients. One of these is 3D rendering of labels on the material substrate w/foil stamp, embossing, screen effects, etc... for our customers to be able to tweak their label design in advance of production. This provides a substantial cost savings to our clients.

It is important for a high shelf impact label, that the printer has the latest capabilities, technology and presses to provide the results needed, along with experience needed to create innovation and be up to the challenge of high decoration on labels.

Q: Is there something unique that your company offers customers in the spirits industry that other label companies do not?

What I hear most often, and makes me proudest, is when new customers say: *"We have talked with several other label printers, but your labels are better than anything else we have seen, and you have given me more education than any other supplier we have talked to."*

I believe with 90+ years of experience in this industry, and with the technology and people we have as an organization we are the leaders in the distilled spirits label category. We are constantly challenging ourselves to innovate.

We also offer all the latest print technology to provide full scale of what you may need. Digital, Flexo & Offset print technology. Each technology capable of high end finishing techniques, such as foil stamping and embossing.

Q: If someone in the rum industry is interested in your services, what are some guidelines you can offer to them prior to the initial call so that you can better assist them?

The best thing you can do is consult with us before your designs are final. We can provide the needed feedback for print options, potential print issues and opportunities to enhance your labels.

We really desire to partner up on the project thru the entire lifespan, since we can provide cost saving solutions and advice to give you the label you want.

Q: In all of the years you have assisted customers with rum brands, what would you say has been the biggest change you've witnessed?

Most notably to me, is that quality of the packaging is increasing. Rum brands are continuing to raise the bar on their products and convey this thru packaging. In the past, there have been a couple of major rum brands that have dominated the Rum market in the U.S. There is great opportunity recently with expanding consumer tastes, and many rum brands capitalizing on the fact that consumers are looking for new 'experiences and tastes' in the rum category.

Q: Do you think silk-screened bottles will ever replace paper labels? Why?

There will always be room for both decorations in this industry. In fact, we see many brands using both kinds of decoration in concert together on the same bottle.

However, we feel paper labels have more shelf impact for many designs, due to the higher decorations that can be done with labels at lower cost.

There are other opportunities for cost reduction with labels. Our customers like that they can use the same bottle for multiple products and only need to switch the label, which reduces their bottle inventory greatly.

Q: Any advice on things that customers should avoid?

I believe many label companies are trying to push their customers into what they feel comfortable producing. This makes it hard for a new brand to “stand out in the crowd”. Typically, they have put a lot of thought and money into a design; so to not have a label that is executed well and with the best technology and equipment can be a great disappointment.

My biggest advice is: The label is most likely your least expensive part of your package and yet has the most impact on someone not familiar with your product. It is the billboard of your brand. You should make it the best it can possibly be.

Q: As for logistic management, anything you can recommend to customers to help them improve time management, particularly with your team?

Lead times are always a concern to our clients. They typically have been waiting for government and other approvals which have delayed their timeline for launch. My advice here is to communicate well where you are in the process, to help us be able to give

you accurate timelines and be ready for your project when it is “go” time. If we have the front end time to familiarize ourselves, get the right people involved and have a game plan in place; we should be able to meet your lead times satisfactorily.

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

They can reach me at mbailey@fortdearborn.com 512-284-2203
Fort Dearborn: www.fortdearborn.com
info@fortdearborn.com

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

We have been supporting the distilled spirits industry not only thru printing, but as Title Sponsors to both the ADI and ACSA organizations. We support distilleries and brands large and small.

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

Cheers!
Margaret Ayala, Publisher





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Luis & Margaret Ayala
Rum University Founders and Instructors

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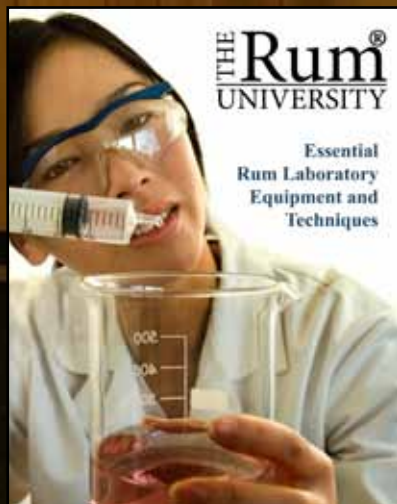
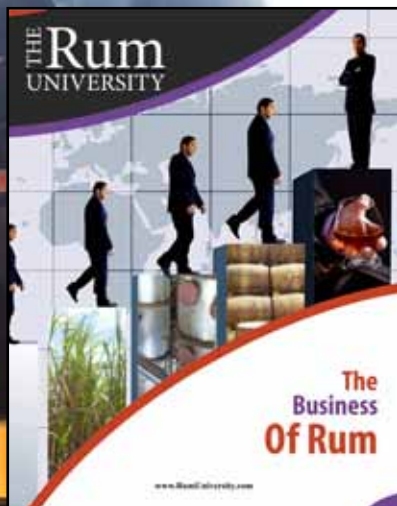
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Stay tuned for next course dates

"We are confident that our collaboration with The Rum University offers attendees unparalleled insight into the rum industry. Luis' depth of knowledge and easy to grasp presentation style make this class a must for anyone considering a leap into the rum business."

Kevin Hall, Business Development
Moonshine University / Distilled Spirits Epicenter





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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 President of the Caribbean

I was thinking about this month's pairing, a very busy month with World Class Chile and with the opening of my first bar, when I received a visit from one of Diageo's regional brand ambassadors, who lives in the Dominican Republic. I am referring to Arturo Savage, a friend for many years, someone who is truly passionate about distilled spirits (specially Scotch Whisky), gastronomy and cigars. Arturo, in turn, brought me two things that I am very passionate about: a Venezuelan rum (from where he is originally) and a cigar from his new home, a Maduro N6 from the Oro lineup from La Flor Dominicana.

This is a cigar that is not very easy to find here in Chile, but I had already tried it before and thought it would be an excellent opportunity for this month's pairing.

At first sight, this is a maduro cigar with a Vitola Toro (6" x 54) format, with an excellent finish, reminiscent in color of the tobaccos from Nicaragua. In fact, the wrapper leaf comes from Nicaragua, but all the other tobaccos in the cigar are 100% Dominican. This cigar's body and intensity are better suited for those who enjoy the medium to medium-high range right from the start of the smoking experience.

Once I knew what I was going to smoke, I set out to find a rum that would be a good match and, since I'm still deep into cocktails, I opted to replicate –once again- a version of Presidente (a Manhattan made with rum) with the rum that Arturo brought me, which happens to be a rum that is only sold in Venezuela's Duty Free shops, I am talking about Ron Cacique Extra Añejo Leyenda. For me, Ron Cacique, especially the Cacique 500, is one of the best rums to mix with coke. Yes, I've said it, with coke, the most basic of cocktails, but if I want to have a simple and refreshing rum and coke, in my mind I'm always envisioning it

Got Rum?





Photo credit: @Cigarlli



being made with Cacique 500. So let's see how well this Cacique Leyenda behaves when used to prepare a Presidente.

While most of the cocktail recipes for a Presidente call for a white rum, Venezuela is a country with a very low consumption rate of white rum (due to rum aging regulations), and so we are presented with the opportunity to replace the rum with an aged rum.

Recipe for Presidente Cocktail

2 oz Rum Cacique Leyenda

½ oz Vermouth Rosso

½ oz of personal blend of Vermouth and cherries
(using one of the cherries as a garnish)

Remember to chill the glass ahead of time, this is critical to maintain the temperature of the cocktail once served, this way you can enjoy the cocktail during a longer period of time! At first, while smoking the first third of the cigar, the tobacco comes across as dry and intense, with a finish that is somewhat earthy, but all this in a well-balanced manner, especially when sipping the cocktail.

As the smoking of the cigar progressed, the cocktail starts losing some of its coolness and the cigar takes on a more defined role, with an increase in the perception of the earthy and coffee notes.

Now into the second third of the cigar, I had finished the first cocktail and had to prepare a second one (poor me!), but this time I made it with only 2 oz of Cacique Leyenda and 1 oz of the Vermouth. To my surprise, the pairing took an unexpected turn, the tobacco notes levitated more towards hints of leather, and I was also able to pick up traces of Tiramisu and Black Forrest chocolate cake. Maybe it was my appetite at the moment, but I could certainly detect them, bringing the second third of the cigar to a great end.

I know this pairing is somewhat difficult to do at home, since Ron Cacique Leyenda is so hard to find, but please keep it in mind if you or anyone you know will be near a place where the rum is sold. The rum works great in simple cocktails like the Presidente, which is the closest thing to a Manhattan made with rum.

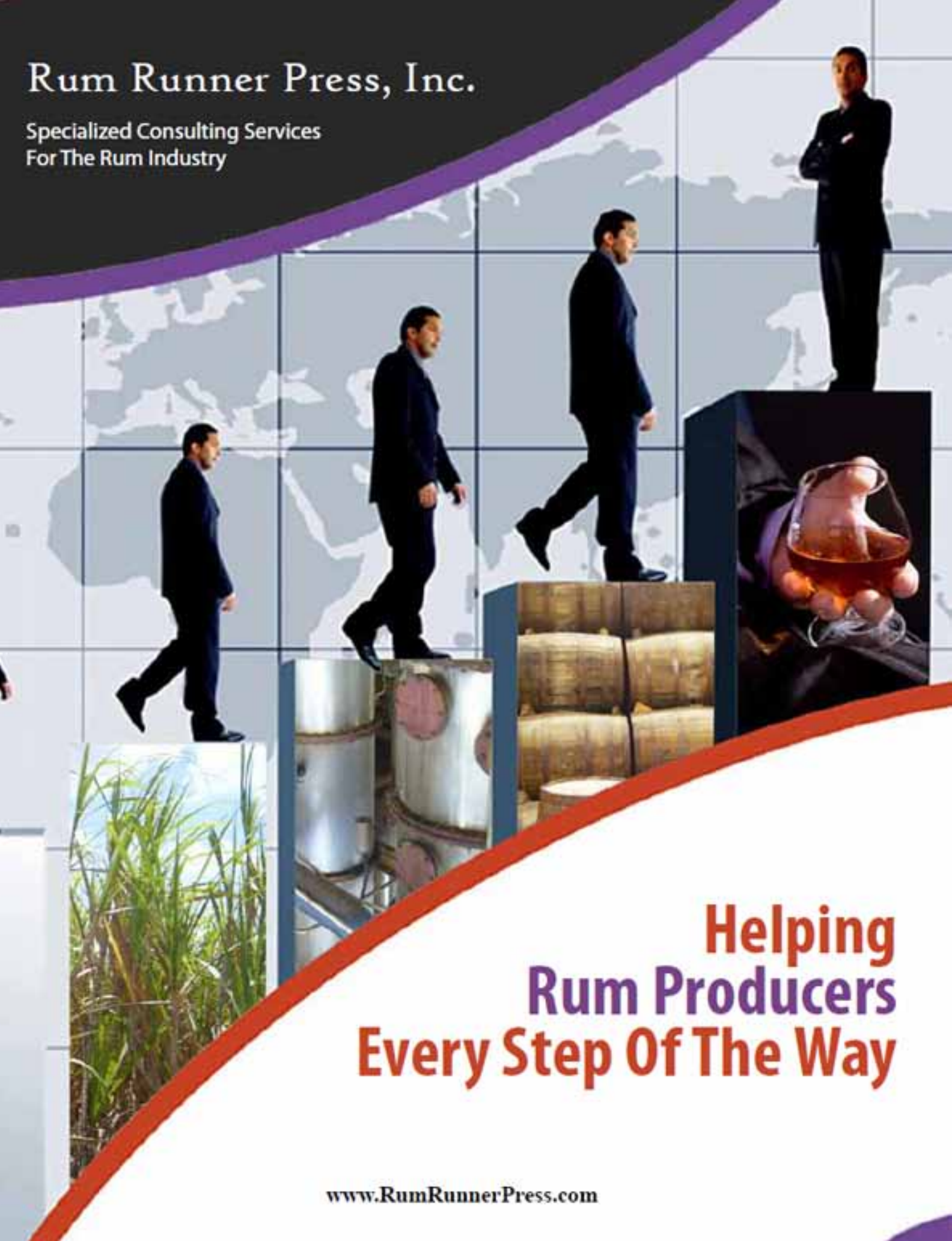
I hope you enjoyed the pairing and that you can try it sometime. Cheers!

Philip Ili Barake
#GRCigarPairing



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