

Got Rum?®

OCTOBER 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 -
RUM UNIVERSITY**



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FRONT COVER: Sweet Beginnings

INSIDE SPREAD: The Many Faces of Sugar

Got Rum?[™]

FROM THE EDITOR

Consistency and Change

Everything related to rum's production is a perfect balance between consistency and change. The raw material (sugarcane) has a growth cycle comprised of transformations (changes) that take it from being just a tall grass to being the sweetest perennial *gramminea* in the world. Cultivation of the cane and the extraction of the juice are also transformative processes aimed at facilitating the subsequent interaction between fermenting yeasts and the cane sugars. Distillation, aging and blending are additional processes designed and implemented in a manner such that they also provide great value to the finished product.

All the above activities are clearly transformational, thus deeply rooted in change. But the context and boundaries limiting the extent of the change have to be based on consistency. In the case of rum, the context is that of the cultivation of sugarcane, limiting any such transformations to those involved directly with the co-products of said cultivation.

In the USA, we continue to see examples of brand owners and marketers who, upon realizing the costs involved in transporting molasses to their distilleries, opt instead to try to convince the authorities that they should be able to produce rum from sugars derived from sources other than the sugarcane. Under duress from low staffing levels and with the potential of collecting additional excise taxes lurking around, some of these applications have been incorrectly approved by the federal government, jeopardizing the work performed by the 99% of rum producers



who have no interest in re-defining the foundation of the rum category.

Distillers should focus on adding value to their rum brands via the quality of the transformations they impart to the sugarcane co-products. Retailers should resist the temptation of placing non-conforming products alongside true rums on the shelves and consumers should voice their disapproval when faced with novelty distillates being sold as rum.

Let's all keep rum change deeply rooted in consistency and tradition!

Cheers,

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

Luis Ayala, *Editor and Publisher*

LinkedIn <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!

Every month I get the opportunity of sharing my impressions of rums in the Angel's Share section of this magazine. Usually I select them because there is something interesting or different about the rums or they fit the seasonal mood of the issue. For the October issue I selected two very different spiced rums; Baron Samedi and Lake House Spiced Rum. In their own ways they personify what I think about when October arrives, which is the autumn harvest and the holidays honoring our departed friends and family such as Halloween, Samhain and Day of the Dead. The Lake House Spiced rum with its regional spices reminds me of the harvest and it should be no surprise that Baron Samedi reminds me of the holidays. Wishing you a great October! -Paul

Lake House Spiced Rum

Cardinal Spirits began operations in February of 2015. Located in Bloomington, Indiana, this craft distillery produces a line of spirits including liqueurs and seasonal offerings. Their spiced rum is distilled using a combination of fermented molasses and sugar cane juice. They use a selection of whole spices and other botanical ingredients to create their flavor profile. They claim no artificial flavors, sweeteners or color has been added to their product.

Appearance/Presentation

In the bottle and glass the rum has a dark caramel color with amber hues as the light refracts through it. The 750 ml bottle labels provide basic information on the front and fun trivia and other information on the back label.



Nose

As I poured the rum the aroma of orange peel, cardamom, and cinnamon waft from the glass. I let the glass sit for a couple of minutes and found the spice notes had mellowed slightly allowing a hint of anise to enter the profile.

Palate

Sipping the rum delivers an interesting mix of flavors up front- vanilla on the tip of the tongue, while the bitterness of the orange peel forms a light base with cardamom, light pepper and cinnamon taking over and forming the midline. The vanilla transforms into an accent flavor mingling in and out of the profile. As the midline flavors fade the orange peel remains with the anise becoming more dominant until a hit of black pepper takes over lingering into a long spicy finish.

Review

As I explored this rum, it was enjoyable to see a company going in a different direction and not being overly predictable with their spice profile. I also enjoyed that it was not an over sugared concoction and felt no chemical residue on my hands or palate during the review process. The lack of sweetness and the citrus base opens it up to not only fit within traditional spiced rum cocktails, but makes me want to play around with it in some punches and fall/winter seasonal drinks to see how it stands up. You definitely want your other cocktail ingredients to handle the sweet part of the flavor profile and be mindful of other bitter ingredients as the orange peel already does a nice job of lending that flavor experience. Currently Cardinal Spirit products are available only in Indiana.



www.cardinalspirits.com



THE ANGEL'S SHARE

by Paul Senft

Baron Samedi Spiced Rum

Baron Samedi is one of the loa (spirits) of the dead in Haitian Voodoo. He occupies the spirit crossroads between the living and dead, guiding the newly buried to the underworld and is responsible for handling resurrection and healing those close to death. The Baron is well known for his raucous behavior, enjoyment of the obscene and the attention of women. He is traditionally depicted in his top hat and tail coat with a skull-like visage smoking a cigar with a glass of rum in his hand.

When Campari announced that they were releasing newspiced rum under the good Baron's name, it gave me pause and made me hope that it would not be something that attracted his wrath. He is a loa known for his unexpected and outrageous behavior after all, who it is best not to offend. The rum is a combination of Column still rum with a small amount of Jamaican Pot still rums blended with spices and delivered at 90 proof.

Appearance/Presentation

This 750 ml bottle successfully captures the look and feel of a 19th(I looked) century medicine bottle. The front label wraps the right side of the bottle with a brief description of the Baron on the back label. The artwork on the front label has a unique interpretation of Baron Samedi's visage that is worth taking a moment to appreciate and interpret. The bottle is sealed with a metal screw top with serpentine design that matches the left side of the bottle.

The rum holds a dark mahogany color in the bottle and lightens slightly when poured in the glass. When I swirled the liquid it created a razor thin line that slowly released fast moving legs leaving behind a ring of residue and beads.

Nose

The rum provides a very strong vanilla and cinnamon aroma that slowly lightens as I let the glass breathe. When I revisit the glass I detect a bit of cocoa, a hint of nutmeg with hazelnut forming the undertone.

Palate

Sipping the rum delivers the expected rush of cinnamon and vanilla laden alcohol. As these flavors subside I discovered unsweetened cocoa, a pop of clove and a tweak of pepper with the earthy smokiness of the vetiver spice coming in at the finish. As I sampled the rum the vetiver note carries through adding an interesting augmentation to the other notes.

Review

I found my time with this spiced rum interesting. The 90 proof alcohol really manifests alongside the cinnamon and vanilla notes as its heat fades the coinciding flavors relent allowing for the rest of the flavor profile to manifest. I have had limited experience with vetiver being used and found the smoke and earthiness of the Haitian grass spice to be a nice element of the profile. Campari mentioned that the rum was designed to go well with cola and while it held up nicely in that, I still want to experiment with it in other spiced rum cocktails and see how it performs.



www.baronsamedi.com

Would you like to see your rum reviewed here?

We don't charge fees to review rums, you don't even have to advertise, so what are you waiting for???

For more information, please send an email to: margaret@gotrums.com

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 Spiced Chili con Carne

Ingredients:

- 2 lbs. Ground Beef
- 2 Lrg. Onion, chopped
- 2 Cloves Garlic, minced
- 15 oz. Tomato Puree
- 1 ½ tsp. Oregano
- 2 Tbsp. Chili Powder
- 1 ½ tsp. Cumin
- ¾ C. Dark Rum
- 1 lb. Can Red Kidney Beans, drained (optional)
- Salt & Pepper to taste

Directions:

Sauté onions and garlic in 2 tablespoons olive oil until soft. Add the ground beef and cook until brown. Add the rest of the ingredients. Stir until mixed well, cover and simmer over low heat for 1 hour.

"I've never met a problem a proper cupcake couldn't fix."

— Sarah Ockler, Bittersweet



Candied Yam Soufflé

Ingredients:

- 2 lbs. Yams, baked and peeled
- ¼ lb. Butter
- 2 Eggs
- ½ C. Half & Half
- ¼ c. Dark or Spiced Rum
- ½ tsp. Allspice
- 1 tsp. Cinnamon

Directions:

Mash yams and combine with remaining ingredients. Spoon into buttered soufflé dish. Bake for 30 minutes at 350°F or until puffed and golden.

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Official Store

Bringing you rum since 2001, from the grass to your glass!

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Featured Brands

August's Featured item: 100% cotton denim, 6.5 oz, Full Size Specs, Button Down Collar, Wood Tone Buttons, Back Yoke, Locker Loop.



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THE RUM UNIVERSITY LIBRARY

www.RumUniversity.com



THE RUM UNIVERSITY

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

Designing & Building Automatic Stills - 2nd Edition

I am happy to share yet another brief, easy-to-read, yet information-packed booklet from the Amphora Society. The booklet is written in plain English, yet is perhaps best directed at audiences with at least a basic understanding of distillation. The chapter progression takes the reader through a journey of learning about, and building stills for alcohol distillation.

The first chapter talks about simple boilers and stills. Chapter two enters the field of low reflux stills and briefly touches the topic of carbon filtration. Chapter three delves into high-reflux stills and covers topics such as reflux management techniques and the all-important subject of cooling and condensing. Chapter four describes Automatic Reflux Control (ARC) systems and Chapters five and six are devoted to building a modular ARC still. The book then ends with a useful collection of tables and recommendations.

Again, this book will be best enjoyed (and applied) by those with basic understanding of distillation. Also, please check with your local authorities regarding the legality of engaging in the construction, testing and use of distillation equipment. Published by The Amphora Society (www.amphora-society.com), ISBN 978-1-935761-006.

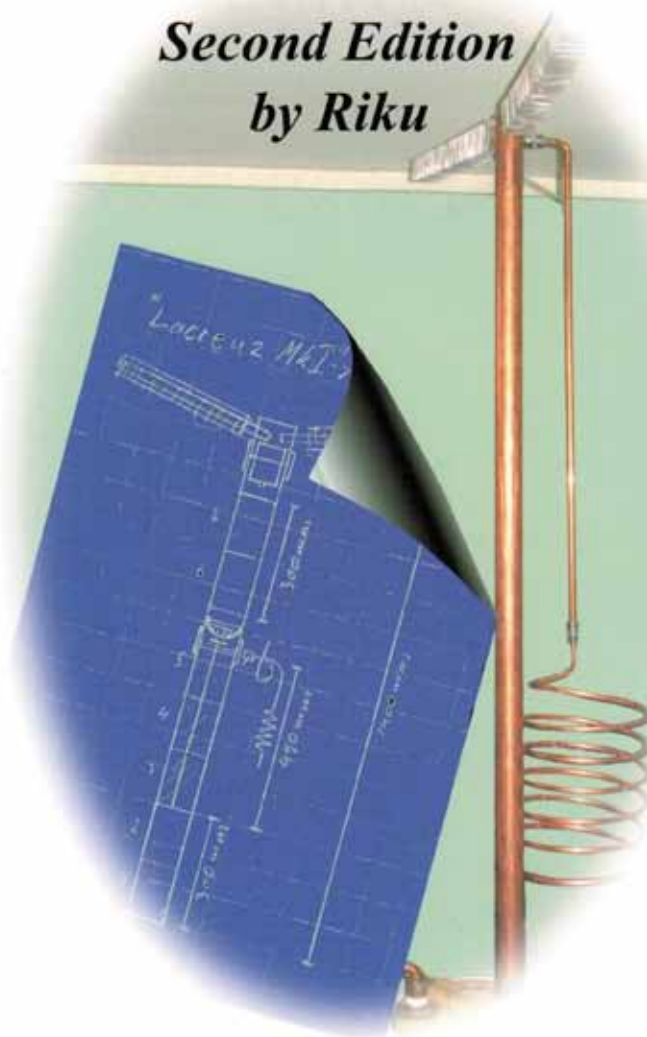
Cheers!

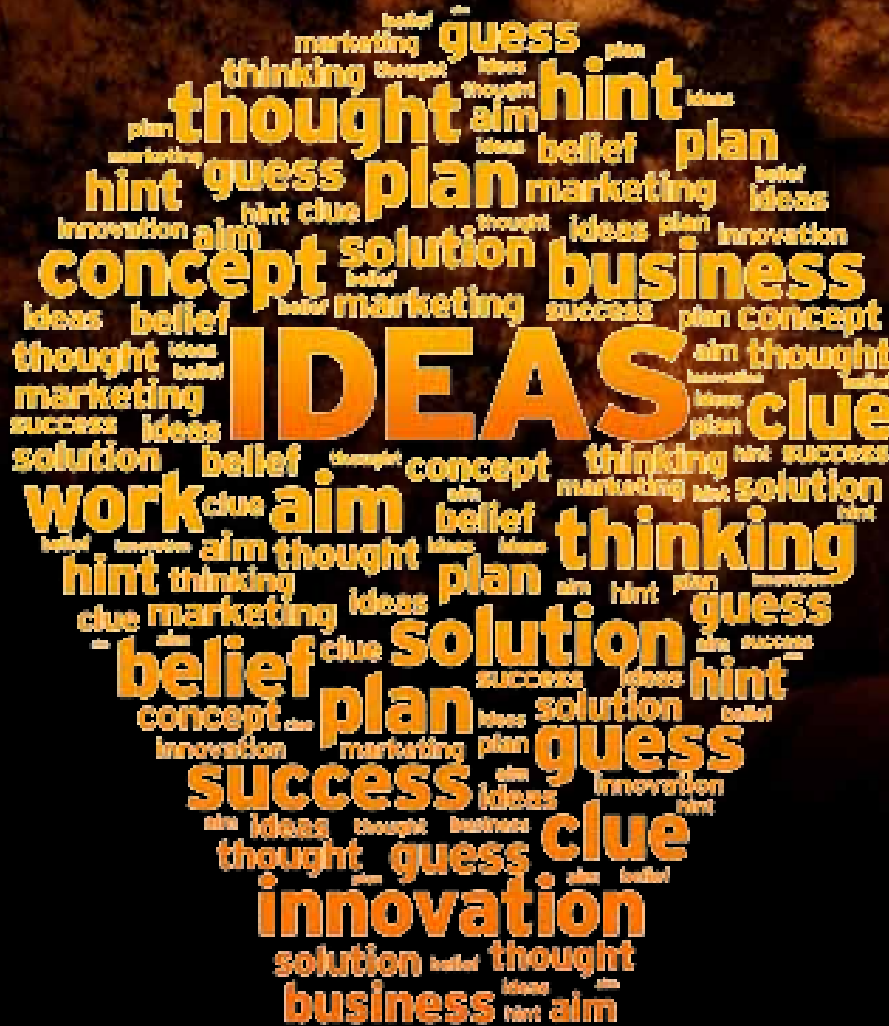
Margaret Ayala, Publisher

Designing & Building Automatic Stills

Second Edition

by Riku





ideas clue marketing
belief marketing hint success
hint solutions innovation
innovation clue plan aim
aim thinking hint ideas
clue aim solution

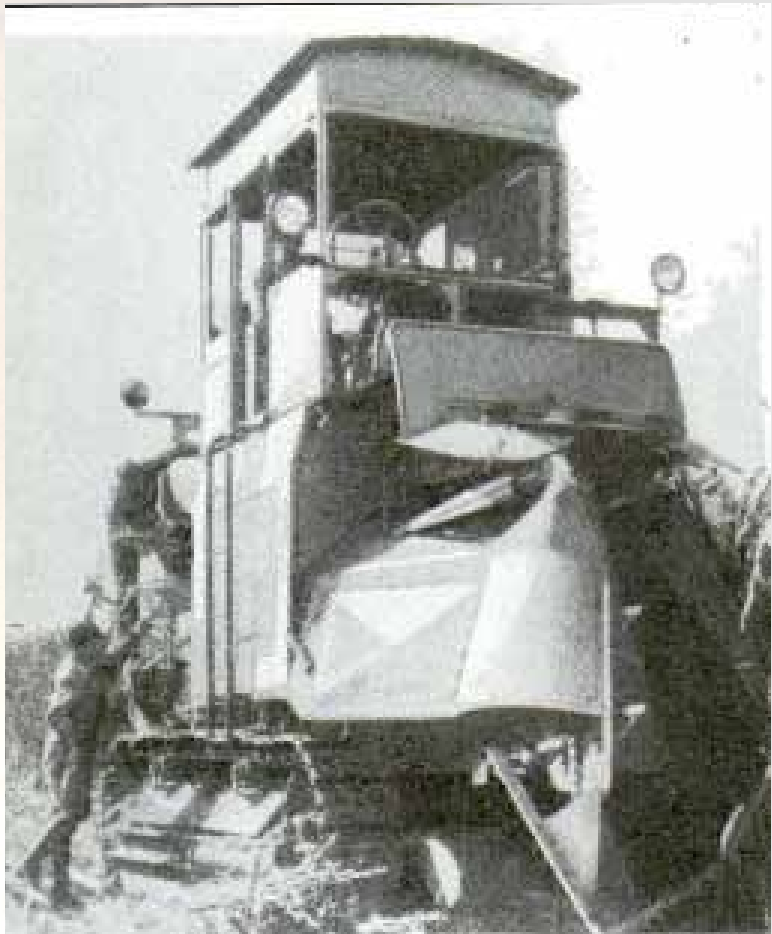
A photograph of a rum distillery. In the foreground, several wooden barrels are stacked on a wooden platform. In the background, a large, dark, cylindrical still stands in a room with rough, textured walls. The lighting is warm and golden, creating a rustic atmosphere. The text "IDEAS THAT CHANGED THE RUM WORLD" is overlaid on the image in a stylized font.

IDEAS
THAT
CHANGED
THE
RUM
WORLD

Idea: Mechanical Harvesting

The early 1900's saw many attempts at mechanizing the cultivation of the cane, but none of them succeeded in all areas of the cultivation. Finally, in the 1930's, the industry got the breakthrough it has been waiting for. The following text is from a Popular Mechanics article published in the July 1930 issue.

"What McCormick's harvester was to the farmer, a mechanical cane cutter is expected to be to the sugar producer. It has cut as much as forty tons an hour in test runs and easily averages twenty tons an hour, doing the work that formerly required 150 field hands. Only one may be required to operate it, and searchlights enable working at night. The big machine is driven on endless-tread tractors, operated by an eighty-five-horsepower motor, which also runs the rotating blades that cut the stalks close to the ground.



One of the difficulties encountered in developing the outfit was that much of the cane is blown down before harvest time, and the stalks often lie nearly flat. This problem was solved by devising a bisected snout, with a prong extending forward to the front end of the cutter, to lift the fallen stalk into vertical position so that they could easily be severed.

Rotary brushes remove the leaves from the stalks and powerful air blowers discharge them to one side as the machine proceeds. The stalks are collected in a hopper and fall in bundles onto the field, ready for collection.

Successful development of the harvester permits doing all the major operations of sugar-cane raising by machines. Not long ago, a planter was constructed which has been operated with marked success."

THE RUM UNIVERSITY LABORATORY

www.RumUniversity.com

making your own

Rosemary & Tangerine Rum Liqueur

Ingredients:

- 1 Cup Sugar
- 2 Cups Water
- 3/4 Cup Fresh Rosemary Leaves, loosely packed
- 2 tsp Tangerine Zest
- 1 Cup 80-Proof Light (low congener) White Rum
- 1/2 Cup Aged Rum

Directions:

Bring water and sugar to a boil over medium heat, stirring constantly. Add rosemary leaves and boil for 5 minutes while continuing to stir. Let the liquid stand until it reaches room temperature, then strain out the rosemary leaves using a fine-mesh strainer.

Add the remaining ingredients and transfer into a container with a tight lid. Allow the blend to rest in a cool, dark area for 2 to 4 weeks.

⊖ *Sal in genere*

⊖ *Acidum nitratum*

+⊖ *Acidum Vitrioli*

+⊖ *Acidum 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. *Alcali fixum vegetabile*

⊖ m. *Alcali fixum minerale*

⊖ *Alcali volatile*

∇ *Terra*

∇ *Lapis*

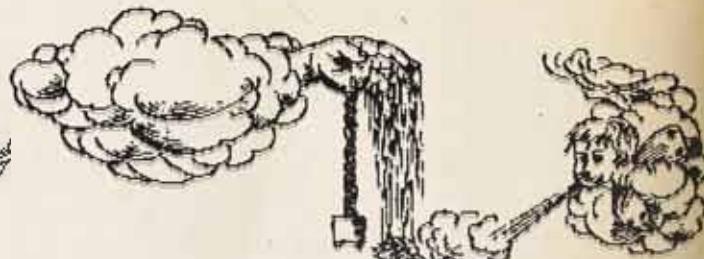
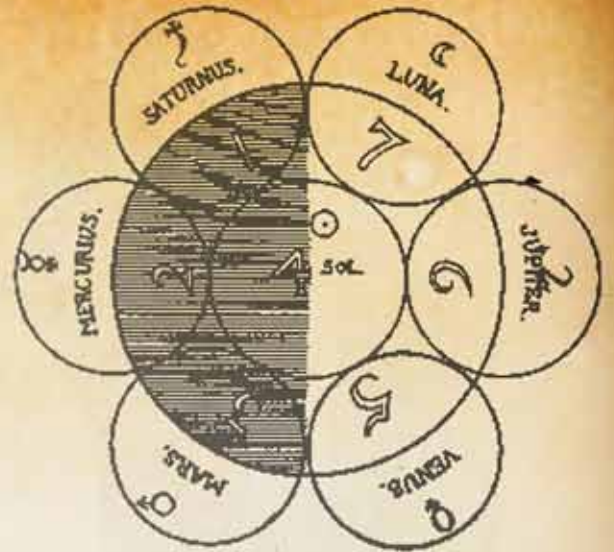
∴ *Arena*

∇ *Calx, p. pura (ustulata)*

∇ ⊖ *Calx vitriolata (Jelenites, gipsum)*

∇ *Terra ponderosa*

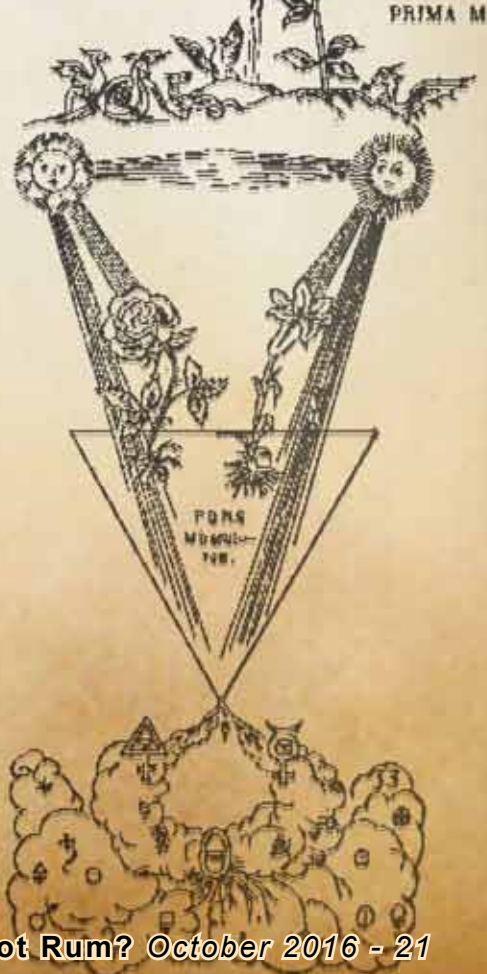
∇ *Magnesia*

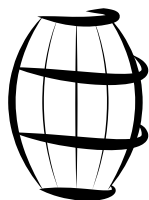


Did you know that...

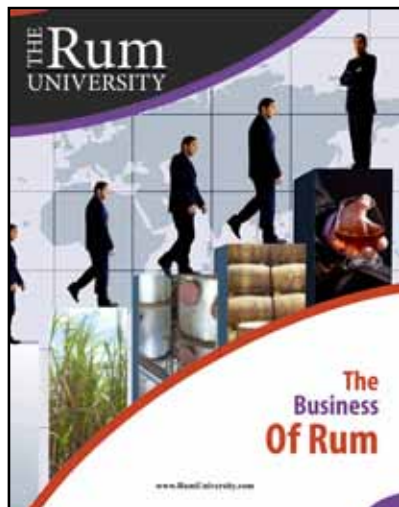
According to studies found in the Journal of Neurochemistry and Nature Reviews Neuroscience, Carsonic Acid (rosemary's active component) can actually protect the brain from damage, including that caused by strokes and degeneration due to toxins and free radicals.

The Greeks may have also realized the stress-busting powers of the plant. Modern research has shown that nurses exposed to rosemary oil scent before taking exams exhibited far less test anxiety. It's been suggested that the smell of rosemary essential oils can actually reduce cortisol levels.





Upcoming 5-Day Rum Course: February 20-24 2017, Kentucky, USA



Arm Yourself with Rum Expertise and Propel your Rums to the Next Level!

Successful rum brands start with the end in mind. Our curriculum is designed to take you "from the grass to the glass!"

Day 1: The Business of Rum. We will guide you through the economic and political landscape of the industry, so you understand your competitors' advantages and disadvantages.

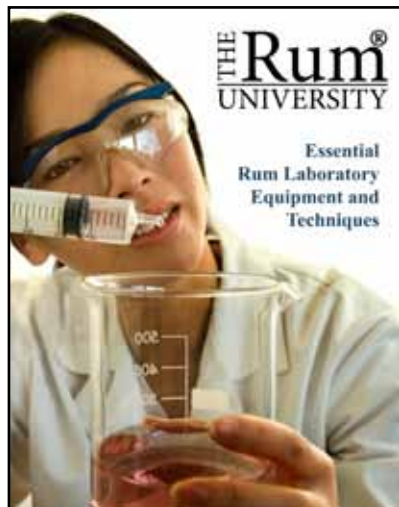
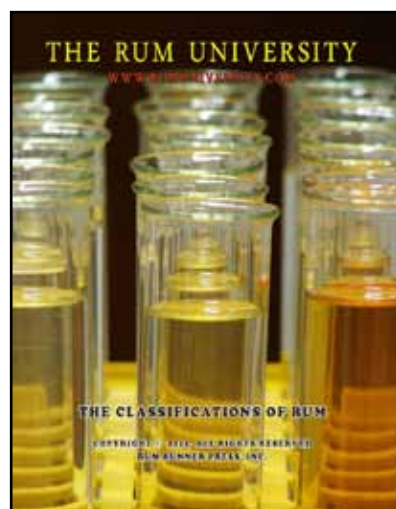
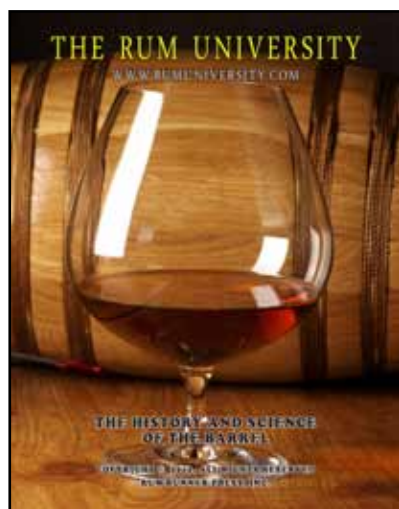
Day 2: The Classifications of Rum. We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

Day 3: The Art of Rum Making. You will spend an entire day exploring the distillation of rum, understanding cuts and derived styles, using laboratory and production stills.

Day 4: History and Science of the Barrel. You will spend a full day exploring and understanding rum's transformation inside the barrel.

Day 5: Essential Rum Laboratory and Techniques & Introduction to Rum Blending. On the last day of the course, you will devote time to understanding and using laboratory techniques, culminating in your blending of three different rums.

Note: This 5-Day Rum Course fulfills all the academic pre-requisites for our Advanced Rum Distillation and Advanced Rum Blending courses.



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- Networking Dinner/Reception
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A few comments from our recent graduates:

"Changed how I move forward, in a great way."
(T. Chase, South Carolina)

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(B. Caffery, Louisiana)

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(L. Cordero, Puerto Rico)

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

"Well worth it!"
(B. Tierce, Texas)

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

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

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

**Learn more about
The Rum University at:**

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Rum University courses are available in Spanish and in English, depending on the official language of the host nation.

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.



Harvest Cocktails

Often people ask me what inspires me when I create cocktails--- and truly there are many factors, but the most common one is seasonality.

In the summer I think about light, refreshing drinks you can enjoy outside.....in the spring, my mind immediately goes to fresh herbs and flowers, and of course fall has its own special flavor profiles.

Where I live, in Ohio, we have 4 really distinct seasons. Fall is exceptional here, because the days are warm and the nights are cool and crisp--but the best part is the vibrant changing colors of the leaves. If you are like me, as soon as fall begins you want your house to smell like cinnamon, nutmeg and clove.

All that being said, my mind goes straight to these smells and flavors during the month of October and that



becomes my inspiration for cocktails. One of the things I love about rum is its versatility regardless of the season.

In the summer, a light rum is the perfect pairing with citrus and herbs for a thirst quenching mojito or daiquiri-- but in the fall a spiced rum can really work beautifully in a cocktail.

In last month's article I wrote about infusions---- so keep in mind that you can go out and purchase a spiced rum or you can make your own!

Here are a couple of recipes for you to make during the month of October, including my favorite Halloween Punch. Whether you are hosting a party or camped out at the front door handing out candy for trick or treaters, this punch will be a hit.

REDRUM

- 1 750 ml bottle of House-made Spiced Mt. Gay Eclipse Rum (instructions below)
- 1 bottle Cointreau
- ½ Gallon POM pomegranate juice
- 1 ounce Angostura bitters

Mix well and place into a punch bowl. Chill for one hour prior to serving. When you are ready to serve pour in 1 liter of lemon lime soda (Sprite/7-up) and garnish with scary gummy candies floating in the punch. I like to use gummy spiders and worms!!

House-made Spiced Rum:

Pour the rum out of the bottle of Mt. Gay Eclipse into a large container. Add 2 cinnamon sticks, 2 pieces whole clove, ¼ teaspoon nutmeg. Allow to infuse for 48 hours, and remove the spices before adding to punch.



HARVEST RUM COCKTAIL

2 oz. Mt. Gay Black Barrel Rum

2 oz. Spiced pumpkin puree

2 dashes Fee Brother's Old Fashioned Aromatic Bitters

Shake these ingredients well with ice, strain into a martini glass and top with freshly grated nutmeg.

Spiced Pumpkin Puree:

Buy a can of pumpkin puree-- the canned stuff is perfect so there is no need to bake a pumpkin and do it yourself. These are typically already spiced with cinnamon and nutmeg so seek out that kind. Take 2 cups of brown baking sugar and 2 cups of water and place in a sauce pan on low heat. Add 2 cinnamon sticks and stir until the sugar is dissolved. Remove the cinnamon sticks. In a separate container, pour in the pumpkin puree and then slowly add the brown sugar simple syrup mix until you have a syrup consistency. You now have a sweetened pumpkin puree, which will last 5 days in the refrigerator.

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 13: A MASS DESTRUCTION WEAPON?

So, in the settlers' opinion, rum was a decisive element in the Indians' destruction and white men had their share of responsibility because they were selling it, but the Indians, with their greed and their lack of temperance, are those who were most to be blamed. This provoked, most of the colonists said, the disruption of Indian societies. It's worth noticing that what astonished the settlers wasn't the quantity of alcohol that the Indians drank. They used to drink even more, but they thought they knew how to control themselves, the so-called "art of getting drunk". Their astonishment (and their contempt) came from the fact that Indians couldn't hold alcohol, they were unable to control themselves, got immediately drunk and completely lost their mind and the control on their life.

But is this really true? I am not that sure, so let's try to think about it a bit. Unfortunately all that we now know about the way Indians drank and of its



effects on their societies comes from the settlers. Very few are the sources left by Indians. We have lots of material, but almost all of it comes from the settlers' point of view and perspective, and they couldn't – and to a certain extent didn't want to – understand the Indians' reasons.

The first impact of the effects of alcohol must have been disruptive for a culture that didn't know them before. I am not an anthropologist, but there is no doubt that from the very beginning alcoholic inebriation had for Indians something magical and spiritual. Inebriation altered sensual perception, gave a sensation of power, loosened inhibitions, warmed the body and the mind. But the wood-land Indians of the North-East continued

being an important economic, politic and military presence for more than 150 years after the Europeans' arrival, and their descendants still exist, and this shows that somehow they must have managed to deal with rum.

And then, how much rum was really drunk by Indians? Certainly, Indians loved rum, asked for it and drank heavily and without constraints, but their access to rum was restricted to very limited periods of the year, they didn't live in a state of constant drunkenness. Some authors have estimated that they drank less than a gallon a year for every adult male.

Besides, not all Indians drank rum. Many didn't, and some of them tried in



all ways to stop the diffusion of alcohol in their communities. Many Indian chiefs repeatedly tried to convince the colonial authorities to forbid or at least limit the sale of rum to their people, and some authoritative men who accepted the Christian faith tried to convince their brothers to stop drinking, beginning what were real temperance movements. On top of that, many charismatic leaders that we might define as traditionalists tried to go back to the origins, when the white men had not appeared yet, and exhorted the Indians to refuse everything that came from them, including rum.

It's true that they got drunk easily, but nowadays we know that this isn't due to physiological reasons, as Indians' body is not different from Europeans', so the reason of their alcohol abuse

and their disruptive attitude towards it can only be cultural. Indians went on drinking not because they were weak or idle, but because it was the only way to escape from the hardships of a daily life in which their culture, their society and their existence itself was every day more at risk. Rum clearly harmed the Indians greatly. But the damage caused by it pales if confronted with the appalling mortality rate caused by the new illnesses brought by the whites, the destruction caused by the continuous wars, the gradual usurpation of their lands. Therefore, maybe the "Drunken Indian" stereotype has been for the colonists also a clever form of self-absolution.

Marco Pierini

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GHOSTLY LORE

Ghosts and ghostly appearances permeate the history and traditions of many cultures around the world. In the Caribbean, these entities go by the name “duppy,” but a spirit entity can also be known as a jumbie, adopi and abacoo. Regardless of what name they use to refer to these spirits, those who believe in their existence have also developed a set of guidelines for how to protect themselves from their other-worldly influence.

Here is an excerpt from David Brailsord book “Duppy Stories”, highlighting some of the most popular beliefs regarding these evil spirits:

- Scorpions can be driven away if you spit on them and say “Our Father, Our Father”.
- That duppies live in Cotton trees.
- That Obeah men may throw graveyard dirt onto your zinc roof. This will draw duppies to rattle around your yard at night until the soil is removed. You may also fall into a trance-like sleep and remain so until the wind blows the dirt away.
- That if the Crocodile man visits, he will knock three times. Whatever you do, do not answer the door!
- That if you meet a duppy you can protect yourself by turning your hat inside out.
- That you must clean your shoes before returning home from a funeral.
- That you may be doomed if you are bitten by a Galliwasp lizard. But, if this happens, you will be healed if you manage to drink water before the lizard does.
- That you must not leave your baby’s clothes outside after dark. Duppies will play with them, causing the infant’s sleep to be disturbed.
- That if you let a baby cry at night, duppies will steal the child’s voice.



SPOOKY COCKTAILS

Serpentine Fire

Created by Anthony DeMaria, Bar + Bistro at the Arts Factory, Las Vegas

1 ½ oz. Deadhead 6 Year Aged Rum
1 oz. Lime
1 oz. Demerara
2 dashes Rhubarb Bitters
Bar spoon of Ghost Pepper Essence
1 oz. Egg Whites
½ Bar Spoon Bing Cherry Juice

Hard Shake & Strain

It's Just an Illusion

4 oz. Midori
4 oz. Yellow Galliano
4 oz. Malibu Coconut Rum
4 oz. Gin
4 oz. White Rum
4 oz. Vodka
8 oz. Pineapple Juice

Shake all ingredients together and then strain into glasses with ice.

Recipe from: <http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html>

Black Deviltini

8 oz. Dark Rum
2 oz. Dry Vermouth
4 Black Olives

Grab 4 martini glasses and fill them with ice and soda water to chill. Fill a large shaker with ice and fill with the dark rum and vermouth and shake. Dump out the martini glasses and strain the contents of the shaker into the glasses. Drop in a black olive. This makes 4 Black Deviltinis.

Recipe from: <http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html>

Zombie

4 oz. Apricot Brandy
4 oz. Light Rum
4 oz. Dark Rum
4 oz. Lemon Juice
4 oz. Lime Juice
4 oz. 151 Rum
A few dashes of Grenadine
2 oz. Orange Juice

Shake all ingredients except the orange juice and 151 and then strain into a pitcher with ice. Pour into four ice filled glasses and top them all with orange juice allowing enough room for the 151 rum. Slowly add the 151 rum so that it sits in the top. Garnish with a cherry and orange slice. This makes 4 Zombies.

Recipe from: <http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html>

Casket Cooler

1 1/2 oz. Red Rum
2 oz. 7-Up
Mix the Red Rum and 7-Up over ice in a tumbler.
Add a splash of cranberry juice.
Garnish with a lemon wedge.



Got Rum?™

"My grandmother is over eighty and still doesn't need glasses. Drinks right out of the bottle."

Henny Youngman

RUM IN THE NEWS

by Mike Kunetka

A stack of newspapers is visible on the left side of the image. In the center, four white wooden blocks are arranged in a row, spelling out the word 'NEWS' in large, black, sans-serif capital letters. The blocks are resting on a light-colored, textured surface, possibly a wooden table or a mat.

MOUNT GAY ORIGIN SERIES

This month Mount Gay will be releasing the second installment in its Origin Series. The first issue in the series offered a box of two 375ml bottles, one aged in Virgin Casks and the other in Charred Casks. This year's offering is called The Copper Stills: Pot vs. Column and will again offer two half bottles. Each of the two rums included in this special package exhibits a flavor profile unique to its method of distillation. The first was produced in a copper pot still, the traditional method of creating rum that dates back to the brand's origins in Barbados in 1703. The second expression was created in a modern copper column still, a more efficient method for producing rum from molasses. "We created the Origin Series collections so that we could give rum drinkers the unique opportunity to experience rum by tasting the pure essence of the distinct distillation methods. We want to share a deeper understanding of how each part of the process can change the taste of rum entirely," said Mount Gay Master Blender Allen Smith. "Copper Pot is a rich, intricate interpretation of signature Mount Gay aromatics, robust in flavor and body. Copper Column is a delicate and mellow expression of our classic profile." The Origin Series Copper Stills collection, at 43% ABV, will be available beginning October 2016 at premium liquor and spirits stores across the United States for a suggested retail price of \$95.

ANGOSTURA 1787

Angostura will be releasing 1787, a super-premium blend made from a selection of rums carefully chosen from the House of Angostura's vast ageing warehouses, each of which has been ageing for 15 years in charred oak barrels. It pays tribute the first sugar mill in Trinidad, at the famous Lapeyrouse sugar plantation, in 1787. Executive manager of international sales and marketing, Genevieve Jodhan, said: "Angostura 1787 celebrates the history of a quintessentially Caribbean spirit, highlights the importance of rum in our history, and promotes the awareness of rum as the true spirit of Trinidad and Tobago." Angostura 1787 will be packaged in a heavy, rounded bottle with a thick glass base, emblazoned with the signature of Dr. J.G.B. Seigert, the founder of Angostura.

LA CASITA de RONES

It's one of the world's rum capitals, and now Puerto Rico has finally given rum a home in its top tourist destination: Old San Juan. La Casita de Rones recently opened as the flagship store of Rums of Puerto Rico, the island's promotion agency for its rum products. The rum haven is located in the Plaza Darsenas, just a few blocks from the city's major cruise port. The "Casita" will be a promotion center and reference point for the Rums of Puerto Rico — and it will of course include a tasting area to sample rums from Serralles, Bacardi,

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.

Club Caribe, Ron del Barrilito, among many others. It's likely to be a big hit — and it's a welcome addition to the city. Gov. Alejandro García Padilla officially opened La Casita de Rones by saying "It is with great joy that we have gathered here to share with you the opening of the first flagship store developed under the program Rums of Puerto Rico. For over 25 years, Rums of Puerto Rico has protected and promoted local rum industry, " La Casita of Rones is a joint initiative of the Department of Economic Development and Trade, the Industrial Development Company through its Rums of Puerto Rico program, the Tourism Company, the Company Trade and Export and collaboration Authority the ports. Investment in the creation of this new space adds up to about \$ 750.000 and created about 35 direct and indirect jobs in the construction phase and maintain approximately another 75 jobs in its operational phase. "I invite you to rediscover not only the rums of Puerto Rico, but this beautiful sanjuanero environment around us. We are rediscovering to Puerto Rico and all it has to offer. Let's show that we see all that is good about our island, "concluded Garcia Padilla.

FIORITO LEMON INFUSED RUM

Fiorito is famous for its Limoncello Superiore, but recently they introduced a new brand: Fiorito Lemon Infused Rum, a premium rum that responds to the increased interest in mixing and cocktails. It would not be inaccurate to refer to Dutch brothers Benno and Franco Fiorito as lemon aficionados. The Fioritos began producing their award-winning artisanal limoncello after a trip

to visit family in Sicily in 2007, and the success of the delicious limoncello led the brothers to want to expand their spirit crafting repertoire. Fresh, juicy, thin-skinned organic lemons were still the inspiration, but the Fioritos decided to branch out beyond the traditional Italian citrus liqueur and create a top quality lemon-infused rum that was smooth, flavorful, and oh-so-lemony. Blending premium rums from Nicaragua, Jamaica, Guatemala, and Trinidad and Tobago, the brothers then saturated Fiorito Lemon Infused Rum with the lush, tart skins of hand-peeled lemons, Sicilian of course. The lemons are handpicked with great care on Wednesdays and Thursdays. Before being transported to the factory the lemons are thoroughly washed. The lemons arrive in the factory on Mondays where they get another refreshing bath before being hand-peeled. The lemons must be peeled as thinly as possible as they only want to use the yellow part of the skin. What remains is transported to a juicing company to ensure nothing is wasted. Fiorita Lemon Infused Rum won a Silver Medal at this year's International Wine and Spirits Competition.

LA HECHICERA

"Rum, just like a person, is appreciated more for its maturity than for its age." These are the words of Miguel Riascos Noguera, Founder and President of Casa Santana. For three generations, the Riascos family have been creating fine rums in Colombia with uncompromising dedication to quality and taste. Travelling around the Caribbean, sourcing the finest raw spirits, finding the richest casks, attracting the most talented master blenders, the family has created

RUM IN THE NEWS (continued)

by Mike Kunetka



a signature style with a very peculiar history. At the heart of Barranquilla, nestled between the long-winding Magdalena River and the Caribbean Sea, is an unassuming little bodega that has been ageing and blending the best rum in Colombia for over twenty years. It is an oasis of silence in the midst of a bustling city where barrels rest under the watchful eye of the Maestro Ronero, Giraldo Mituoka Kagana. He started his career cutting sugar cane for the Cuban revolution and has, since then, been perfecting his knowledge of sugar and its distillates in order to become Master Blender. Their current offering is blended from spirit matured for between 12 and 21 years in white oak. Pronounced 'etch-ee-seh-rah', the name means 'enchantress' in Spanish. Phillips Distilling Co. has added Colombia's La Hechicera ultra-premium aged rum to its North American portfolio.

PUSSER'S GUNPOWDER RUM

Pusser's Gunpowder Proof, the last rum issued by the modern Royal Navy to its enlistees in 1970, launched in seven U.S. markets in July to commemorate the 46th anniversary of Black Tot Day. Gunpowder Proof is an aged overproof expression at 54.5 percent which was the formula last used by the Admiralty. This follows a highly-successful introduction in Europe. "Gunpowder Proof is riding the wave of hand-crafted artisan spirits that are authentic and all-natural," said Pusser's CEO Gary Rogalski. "Forbes Magazine called the blend 'the single malt of rum' because of the painstaking

batch process required to blend, bottle and bring the rum to market. We are all proud of our association in serving Liquid History to a strong and growing core of rum aficionados." Rogalski said Pusser's will introduce the rum to its Florida, Georgia, South Carolina, Texas, California, mid-Atlantic and Northeast markets with others to follow as the spirit gains traction. The overproof spirit is brandy-like and surprisingly smooth, easy to drink neat, in a snifter or in your favorite cocktail or as a floater to add additional spirit to any cocktail. The daily issue of rum, a tradition which goes back three centuries, ended July 31, 1970 and is affectionately known as "Black Tot Day" in the UK and other Commonwealth countries. The Admiralty formula, a unique blend of rums from Guyana and Trinidad, was ceded to the Company's founder, Charles Tobias, in return for his promise to make annual contributions to the Sailor's Tot Fund, now part of the Royal Navy and Marine Charitable Fund. Pusser's Gunpowder Proof has already won several awards in Europe including a Gold at the International Sprints Challenge, a Master's and Gold medal in The Rum Masters Competition and Third Place for World's Best Dark Rum in the World Rum Awards. It also won Gold for Best in Class for the Overproof category in the Rum XP awards at the recent Miami RumFest. This is in addition to the many other awards Pusser's lower proof 3-year aged and 15-year aged spirits from the same stills have already won.

BACARDI

BACARDÍ rum introduced “We Are the Night,” an integrated, global campaign that revels in the distinctive night personas that come to life under the cover of darkness; daytime conventions are shed, under the notion that while some “carpe diem,” others “carpe noctem.” The campaign, created by BBDO New York, launches with a 30-second TV spot that features a cast of nighttime archetypes, ranging from the “Brave Shirts,” the guys in the group with the confidence to wear the boldest fashion statements, the “Last Train Sprinters” who maximize the night by staying out until the minute the last train departs for home, to the “Glow Gals” (known as “Screen Queens” outside of the U.S.) whose faces are illuminated by the glow of their phone screens, from which they’re posting all night long. Directed by Academy Award-winning screenwriter, director, and producer, Michel Gondry, who is best known for his work on *Eternal Sunshine of the Spotless Mind*, the spot is shot from the point-of-view of a taxi passenger. It takes the viewer on an immersive journey through an exciting night out, encountering the unique cast of characters along the way, presented in the inventive visual style and whimsy for which Gondry is best known. The campaign and activations capture the concept that, like the iconic BACARDÍ bat, people come to life when darkness falls. Influenced by the “BACARDÍ Untameable” positioning, “We Are the Night” celebrates the liberation of nighttime. The creative focuses on the big night out occasion with BACARDÍ & Cola leading the drink strategy in the United States and BACARDÍ Mojito in Europe. “BACARDÍ understands the night better than anyone else given our brand icon, the bat. The ‘We Are the Night’ campaign recognizes that the night is so much more than a time of day.

It’s a unique world, with vastly different behaviors, and we hope to capture that through the campaign and immersive consumer experiences,” says Mauricio Vergara, Chief Marketing Officer for Bacardi in North America, and global lead for the BACARDÍ rum brand.

“We’re on a mission to reclaim the iconic status of the BACARDÍ brand. A globally consistent strategy combined with strong investment in our core range and dynamic artist collaborations – such as No Commission with Swizz Beatz– are engaging people with the brand again. It’s only just starting to get interesting.”

RHUM SAINT JAMES

SAINT JAMES Rums have recruited the help of three rum experts to promote Agricole Rums around Europe. Jerry Gitany and Benoît Bail from the Rum Embassy, assisted by rum enthusiast Jessica Toumson, will explain the specific elements and history of this distinct Rum category. The month of October will be busy for these rum lovers as they are set to appear at several Rum Shows, Festivals & Conferences: Vienna Rum Festival (Austria), Sept. 30th - Oct. 1st; Show Rum Rome (Italy), Oct. 2nd - Oct. 3rd; Salon du Rhum de Spa (Belgium), Oct. 8th - Oct. 9th; Rumfest Berlin (Germany), Oct. 15th - Oct. 16th; UK Rumfest London (UK), Oct. 22nd - 23rd and Barcelona Rum Congress (Spain), Oct. 25th. SAINT JAMES Rums are born out of a 250-year-long history of passion and craftsmanship. The highly awarded SAINT JAMES Agricole Rums from Martinique, made from fresh sugar cane juice, are appreciated for their character and uniqueness. Distributed in over 50 countries, the famous square bottle brand is the N°1 number one worldwide Agricole Caribbean Rum.

EXCLUSIVE INTERVIEW

by Margaret Ayala



Mr. Yoshiharu Takeuchi, President of Takehiro Co. Ltd.

Even after more than 20 years in the rum industry, I continue to be amazed by rum's diversity and many hidden surprises. I love, for example, interviewing rum producers from countries not typically associated with this craft. I am extremely pleased to share one such interview this month with all our readers, all the way from Japan, a country well known for its dedication to quality. I am sure Nine Leaves will be extremely successful.

Margaret Ayala, Publisher



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

My name is Yoshiharu Takeuchi and I am the president of Takehiro Co., Ltd. based in Otsu-city, Shiga-prefecture, Japan.

Q: What inspired you to open up your own distillery and why did you chose to distill rum over other spirits?

My father is the president of a company here in Japan as well. I have always looked up to my father and realized that someday I wanted to become a founder of a company.

I used to work for the automobile interior industry in their chemical field. With my knowledge and experiences in this field,



I decided to take on a new project of my own. I decided I wanted to distill spirits, which is similar to my previous business. So I founded my company in 2013.

As you may know, Japanese whiskey is very famous here in Japan and many companies are producing it, however, there is almost no market in the rum industry. I did notice that worldwide, consumers enjoy drinking rum. This is when I made the decision to make my own rum.

Q: The general public would not associate rum with Japan. Most consumers when they think of alcoholic beverages in Japan they immediately think of Saké. But Japan actually grows sugarcane, correct? When was it introduced in Japan and by whom? Any regions in particular that have the most yield? Based on your distillery's location, how easy is it for you to receive your raw material? And in what form are you receiving it:

sugarcane juice, molasses, etc...? If it is molasses, what grade?

Yes, Japan cultivates its very own sugar cane. It was introduced to the people of Okinawa by the Chinese in the 15th Century, during the samurai generation, and since then it continues to be farmed in this region and it is then taken to markets on the mainland.

To transport the sugarcane, it must be done by sea. To prevent the sugarcane from rotting, they must first boil the pure sugarcane juice to solid bricks (also known as muscovado sugar). The production method is traditional and unchanged, except for the fuel. This operation is the primary material for my rum and it makes it easier to handle.

Q: Last month I interviewed Mr. Dave Boullé from the Seychelles and he talked about the challenges he faces when it comes to importing



raw materials, bottles, labels, caps, closures, etc... Are there any logistical issues you face when it comes to receiving your materials in Japan?

Actually I don't face any type of logistical issues. I am very fortunate in this case.

Q: Where did you gain your knowledge about rum production?

Basically I applied the same methods as one would use when making a whiskey production.

Q: Japanese Whiskey is becoming very popular worldwide. What do you foresee happening to Japanese Rum?

I can only hope that rum will become part of the fixed Japanese alcohol beverage market with consumers and that rum will

not just become a temporary fashion.

Q: Your company and rums are named "Nine Leaves", is there significance behind your choosing this name?

Every Japanese family has a family crest symbol. My family name is "Takeuchi". The first 4 letters of our family name, "TAKE", means "bamboo". Hence, our family crest symbol has 9 bamboo leaves depicted in a circle. I was inspired by our crest; I modified the design to create my company logo and name.

Q: What rums are you currently producing?

- **NINE LEAVES Clear** - is a very clear, pure unaged rum bottled at 50%. It depicts some fruity aromas with hints of grass.

- **NINE LEAVES Angels Half French Oak**- aged 6 months in French Limousin barrels and bottled at 50%. The French oak imparts notes of vanilla and fresh wood with fruity notes in the aroma and a strong wood finish from the tannins of the French Oak on the palate.
- **NINE LEAVES Angels Half American Oak**- aged 6 months in Fresh American oak barrels and bottled at 50%. The aroma and taste of this rum is very similar to the previous rum, but with a subtle note of the wood notes on the palate.
- **NINE LEAVES Almost Spring**- aged 6 - 12 months in Cabernet Sauvignon barrels and bottled at 48%. This rum has fresh woody notes with a robust fruity body of berries.
- And.... coming soon... **NINE LEAVES Encrypted**- All I will say at this time about "Encrypted" is that this rum is a blend of 4 types of 2 year old single casks.

As I had mentioned at the beginning of this interview, I used to work in the automobile industry. So when describing my rums to consumers, I always like to use the analogy of a car manufacturer line up:

When I think of small, medium and large sizes, I often compare them to a sedan, a coupe and a minivan. So for my rum called "CLEAR", I would compare it to a basic small sedan. For my "Angel's Half", I refer to it as a medium size sedan. For my "ALMOST SPRING", which is matured in Cabernet Sauvignon barrels, I like to compare this to a medium sized minivan.

Q: Your rums in your portfolio have been aged in American Oak, French Oak and Cabernet Sauvignon barrels. Many rums in the market are aged in American and French oak barrels, but what made you decide to age your rum in wine barrels, specifically Cabernet Sauvignon barrels?





Yoshiharu Takeuchi (Left) and Luis Ayala (Right).

For me, my own personal guess is that wine barrels seem easier to control than other types of barrels. I may be wrong with my assessment, but I have been extremely satisfied with the results of working with wine barrels.

My distillery is only three years old, very young like a kindergartener. I needed to develop quick maturation, flavors and tastes to expand my portfolio.

Fortunately for me, Japan's climate has both hot and cold seasons which helps with the aging process for my rums.

Q: Where are your rums currently available for purchase?

I am working with importers such as: France-DUGAS, Germany-Spirit of Rum, Italy-VELIER and in the UK-Specialty Drinks. I have also exported small volumes to Denmark and Australia.

I am currently looking for a Spanish importer to enter my rums into Spain.

Q: How do consumers in Japan like to drink their rum?

They tend to drink the rum straight first and then then enjoy it in cocktails. Japanese enjoy the popular rum-based cocktails such as: the Mojito, the Daiquiri and Piña Colada (just to name a few).

Because of the uniqueness of the flavor profile of my rums, bartenders must amend their recipes. Bartenders that are big fans of my rums will even create their own original recipes using ingredients like: iced coffee, beer and ginger. Some bartenders who really want to step out on a limb will even use centrifugal separated milk in their cocktail.

Q: What advice do you have for someone who is considering opening up



their own distillery, much less being the distiller which is a huge responsibility in itself?

This is a challenging question, but I must say that each country has its own spirits laws, so learn and understand your country's laws and those of where you would like to one day sell your rum. My other advice is to "launch your company small".

I am a micro distillery and so I consider myself like being in Kindergarten. Next, moving into grammar school in the rum world.

Q: Do you have any plans on producing other styles of rums?

Yes, I plan to introduce more aged rums. The style will depend on consumers' demands based on taste and aroma.

Q: Any plans on producing other spirits in the near future?

This area is under consideration; however it will remain confidential at this time.

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

Sorry, No I don't.

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

E-mail is best: takeuchi@nine-leaves.com

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

I have traveled Europe and was surprised that many Europeans don't know that Japan cultivates its own sugarcane and that we actually produce rum. In fact, there are currently eight micro rum distilleries in Japan, with my distillery being the last one established (NINE LEAVES distillery is a hidden micro distillery in the Far East). I encourage you to please come to Japan and explore the "unexplored region" of the Japanese rum world.

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

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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).



A Twist on the Mojito Mulato

I have written over 40 cigar and rum pairings for "Got Rum?" and haven't yet done one with a cocktail that visitors to Cuba are guaranteed to try, and I'm not talking about the Cuba Libre. I am, of course, referring to the Mojito. One does not have to be an expert in cigar and rum pairings to realize that citric, herbal notes, like those in the classic mojito, simply do not go well with cigars, most of the time, despite the plethora of tourists attempting to do just that.

In order to make the pairing work, I will do now what I've done in previous articles: I will modify slightly the cocktail recipe to achieve a better-balanced mojito that will be easier to pair with a cigar. This is the recipe after my modifications:

- 3 Oz. Ron Santero Añejo 11 Years
- ½ Oz Lemon Juice
- 1 Tbs Granulated Sugar
- Mint or Spearmint (*Yerbabuena* or *Hierbabuena* in Spanish)
- Tonic Water (instead of Club Soda)
- 2 Slices of Ginger
- 2 Splashes of Angostura Bitters

At first glance, this looks like a Mojito Mulata made with 11 Year Old Ron Santero Añejo (a rum made by Tecnoazúcar, distilled and bottled at the Nauyú distillery), a very logical choice when thinking about the pairing. I further modified the recipe to add new flavors and to modify the balance, more in favor of bitter and herbal/spiced notes, which work better than the original mojito. I also reduced the concentration of lemon juice, to prevent the acid from being the dominant dimension of the cocktail. I also increased the aged rum volume to 3 ounces.

Got Rum?





Photo credit: @Cigarili



As far as mixing techniques, we will be creating the cocktail directly in the serving glass, so we will not be needing any special tools. The first thing to do is to add a tablespoon of granulated sugar into the glass (in Cuba it is not very common to use simple syrup). Add the mint or spearmint facing down, you only need a couple of sprigs, then proceed to add ½ ounce of lime juice. In this case, do not bruise/muddle the mint with the rest of the ingredients, simply stir them until the sugar is dissolved. Add the 3 ounces of rum, fill the glass with large ice cubes, add the two slices of ginger, followed by the tonic water and ending with the dashes of bitters. As you can see, the recipe is quite simple, but you must be careful to adjust the quantity of each ingredient, depending on the shape of your glass, such that the rum itself is the leading ingredient in the cocktail, rather than the other components. Why do I say this? Because for our pairing we are not necessarily looking to recreate a classic Mojito, instead we are attempting to create a modified Mojito that will be better suited for a cigar pairing.

When thinking about a pairing with a Mojito, one could gravitate immediately towards an “Habano”, but to be more original, for this pairing I decided to select a cigar from the Dominican Republic. I selected a cigar I have used before in another pairing, the Rothschild from Arturo Fuente from the Gran Reserva line (50 x 4 ½”), this cigar features a wrapper from Ecuador, Connecticut binder and Cameroon filler. This blend of tobaccos should come across with a medium body and a smoking time that should not go beyond the 25 minute mark, ideal for a pairing with a cocktail.

Much to my surprise, despite the fact that I made the cocktail strong (heavy on the rum), the true Mojito spirit still came across, but rather than being an obstacle, the nature of the cocktail worked better and better in the pairing as the time progressed. Why did this happen? I think that by building the cocktail directly in the serving glass, I did not mix it too much, leaving more rum at the bottom and more of the tonic water on top. In hindsight, using the tonic water was not that critical and the cocktail should work just as well reverting to Club Soda from the classic recipe.

I also recommend this cocktail to those who are not fans of the traditional Mojito (or fans of very citric cocktails altogether). But for those looking for a dry and bitter cocktail, don't even think of trying this one: despite the modifications to the recipe, this cocktail would be far beyond their comfort zone.

I hope many of our readers can attempt this pairing, introducing their own twists to the cocktail. If in Cuba, try the pairing with a Puro or an Habano, which is the natural thing to do there. Cheers!

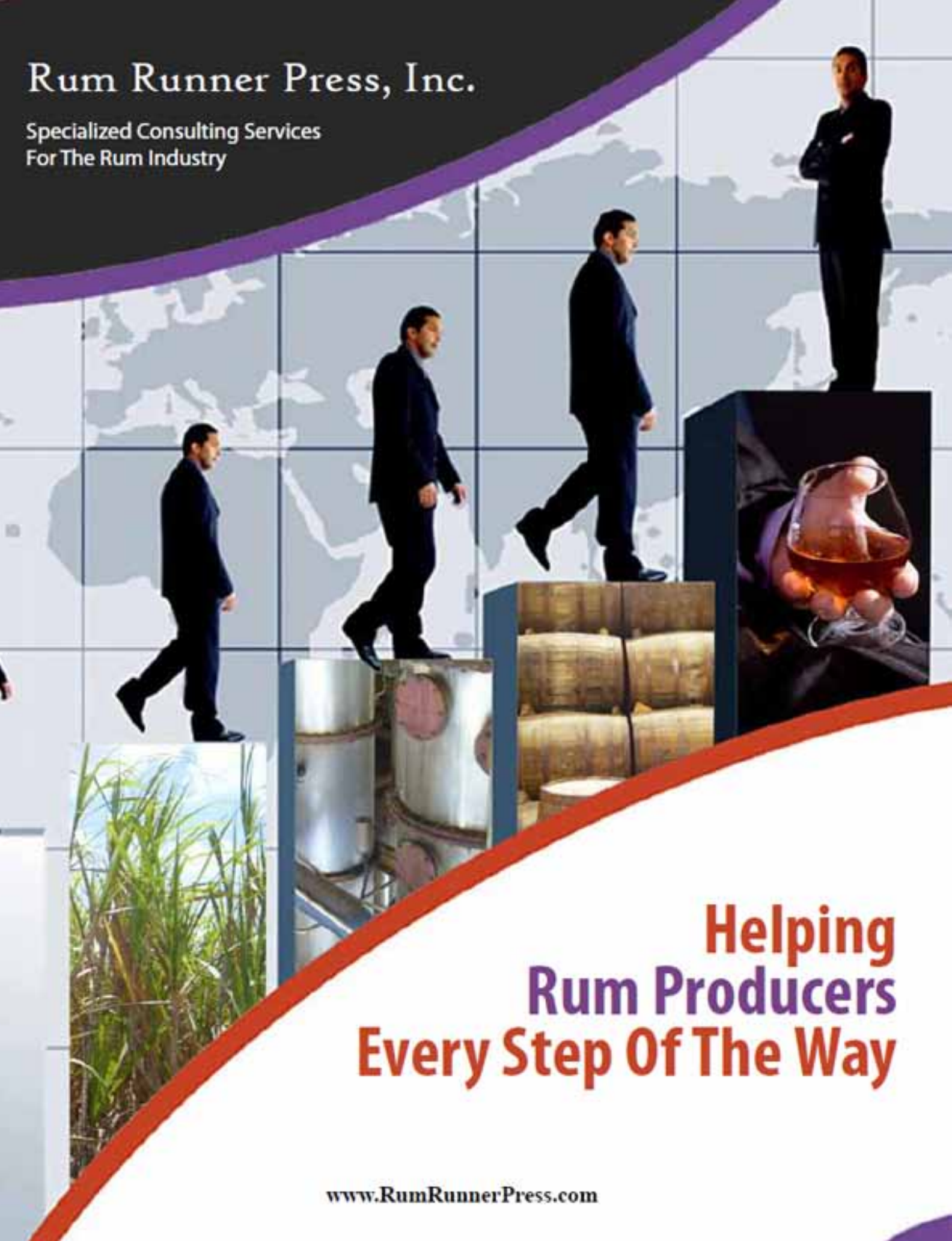
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#GRCigarPairing



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