

Got Rum?®

JUNE 2017

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



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FRONT COVER: Rum Rock Splash

INSIDE SPREAD: Through The Drinking Glass

Got Rum?™

FROM THE EDITOR

Rum Is Culture

Merriam-Webster dictionary defines the word **culture** as:

a) the integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations, and

b) the customary beliefs, social forms, and material traits of a racial, religious, or social group; also: the characteristic features of everyday existence (such as diversions or a way of life) shared by people in a place or time.

According to these definitions, knowledge about what people can do and how they decide to do it are intrinsic to their culture. For example, knowing *what* grains and vegetables can be cooked alone is only a part of general culture, but when a society defines *how* to cook and season them, in a way that becomes unique, its cultural legacy is increased and the identifying bonds among its members are strengthened.

Growing and harvesting sugarcane, to produce sugar, syrups and rum, require that societies –and the companies therein– carry out concrete tasks, but the manner in which these are carried out adds a cultural touch unique to each region. Take the sugarcane harvest for example: its completion is celebrated in Barbados as the Crop Over Festival, which culminates with the Kadooment Parade, making this activity an icon of Bajan culture. Another example is Louisiana's Sugar Cane Festival, now on its 76th anniversary, which is an integral part of the culture of the state (complete with King Sucrose and Queen Sugar royals!). Even countries or regions where sugarcane is not grown are able to develop rum-related traditions, like in St. John's, Newfoundland (Canada) where visitors can get "screeched in" (a drinking ceremony involving rum) at local pubs and earn "honorary resident" status in doing so.

To suggest that rum should be made the same way (only pot still or only columns, for example) around the world, is akin to suggesting that



food from all countries should be prepared the same way. Variety (*Rum Cookery and Drinkery*, according to Trader Vic's) is the spice of life and one of the reasons why rum has always been a versatile and inspiring distillate.

Celebrate your country's sugar and rum culture by identifying how things are made where you live, then explore and enjoy the way the same things are done elsewhere. Best of all, exploring the rum culture of other nations does not require getting on a plane, often times a trip to a local liquor store will suffice.

Cheers,

A stylized, 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!

Stolen Overproof Rum

I discovered Stolen Overproof rum when a friend recommended I try it at the Midwest Rum Festival. This rum is a private bottling from an undisclosed 250 year old distillery in Jamaica. This rum was created by fermenting sugar cane mash with proprietary yeast in the distillery's cedar vats for seven days.

After this fermentation time has concluded the mash is mixed with rain water and distilled using pot stills. The rum was then aged for six years in used Bourbon barrels. It is then bottled at 61.5 abv in 375 ml bottles.

Appearance/Presentation

This rum holds a solid bronze color in the bottle and only lightens slightly in the glass. Swirling the liquid creates a solid band around the glass that reluctantly releases long thick legs.

Nose

The aroma of the rum delivers quite a bouquet- moldering earth, roasted coconut husks, ripe banana, Madagascar vanilla, intermingling dark chocolate mocha, hints of pepper, and oak char.

Palate

The first sip lays into the palate with a rush of heat, black pepper, salty copper, and ripe bananas. Additional sips reveal notes of dried pear, dark vanilla, and roasted coconut. As the rum begins to

fade I detected black tea, old cane, a tang of citrus, with the ripe banana note returning as a swirl of copper, charred oak, and funk settle in for a nice long finish.

Review

I had experienced some of Stolen Rums flavor infused products and was not a fan. It is my hope that limited edition products like this are the way they move the company forward. Fiery and robust for fans of Jamaican high proof rums this is an enjoyable sipper.

I know the urge might be to use it as a float, but my bottle will be reserved for enjoying with fellow rum folks who truly understand and enjoy rums from Jamaica. This limited edition product is well worth picking up and exploring. If you are fan of this style of rum, you might just want to buy two.



www.thisisstolen.com

THE ANGEL'S SHARE

by Paul Senft

Appleton Estate Joy Anniversary Blend

Earlier this year Appleton Estate released this special limited edition rum to commemorate Joy Spence's 20th Anniversary as the company's Master Blender (the first woman in the industry to earn that title). The rum is comprised of a blend of 25 to 35 year old rums, the first was stored in 1981, the year she started with the company. The second is from her favorite pot still. These two rums are blended with others to create this dynamic blend for the connoisseur to explore.

Appearance/Presentation

The rum comes in a display box with the decanter nestled tightly inside. The color of the rum holds steady in the decanter and glass displaying a rich mahogany liquid laced with copper highlights. Swirling the rum creates a medium band around the glass that slowly thickens before releasing equally thick legs. As these legs begin beading up, a second round of legs form and descend before slowly evaporating.

Nose

On the nose I detected notes of light oak, caramel, butterscotch, orange peel, ginger, lemon, earthy vanilla and cooked bananas.

Palate

The first sip of the rum lays an oak tannin

rich base, while spicy notes of ginger, baking spices, cinnamon, and pepper nip around the edges. Additional sips unveil the butterscotch, banana, and caramel from the aroma but also reveal notes of Kona coffee bean, dried leather, toffee, orange zest, roasted almonds and charred oak that transmutes into smoky tobacco leaf during this rum's long satisfying finish.

Review

By the time I had the opportunity to sit down with a dram of this rum a good bit of hype had been built up about it. In my humble opinion it was well deserved on every level.

The dynamic flavor profile is best sipped, savored, and enjoyed slowly. This rum is a worthy tribute to one of the rum industry's modern pioneer who helped elevate Appleton rum to the place it has achieved in today's market.

Bottled at 45 ABV the higher proof compliments and amplifies the flavors never overwhelming the palate. Available for a limited time, the rum is a worthy addition to anyone who wants to add something special to their bar.



www.appletonestate.com

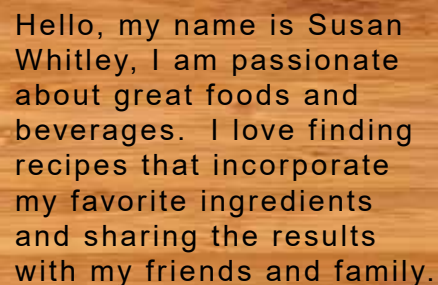
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For more
information, please
send an email to:
margaret@gotrum.com

by Chef Susan Whitley

by Chef Susan Whitley



Through this monthly column I will do my best to inspire you to incorporate the ***spirit of the tropics*** into your everyday cooking.

Sue@gotrum.com

Cake

- 7 Egg Whites
- 2 Cup Sugar
- 2/3 Cup Butter
- 1 tsp. Vanilla
- 3 Cup Flour, sifted before measuring
- ½ Cup Whole Milk
- ¼ Cup Dark Rum
- 2 tsp. Baking Powder

Sift flour before measuring, then sift 3 more times and then add the baking powder and set aside. In a bowl, cream the butter, sugar and rum and then add the mixture to the flour, alternating with the milk. Add the vanilla and then finally begin to fold in the well beaten egg whites. Pour the batter into two separate lightly greased and floured 9-inch baking pans. Bake at 350°F for approximately 30 minutes or until

— C. JoyBell C.

each cake layer tests done. Remove from oven and allow pans to cool down a bit before removing cake layers by turning them upside down onto a cooling rack. When cake layers are cool, then put them together with the following filling.



photo credit: <http://sweetpeaskitchen.com>

Filling

Ingredients:

- 7 Egg Yolks
- 1 Cup Sugar
- ½ Cup Butter
- 1 Cup Raisins soaked in Dark/Spiced Rum
- 1 Cup Coarsely chopped Walnuts
- 1 Cup Freshly Grated Coconut
- 1 Cup Dark/Spiced Rum (the rum used to soak the raisins)
- ½ Tsp. Vanilla

Directions:

Beat egg yolks lightly. Add sugar slowly, beat until light (lemon colored) and add the rum. Meanwhile, melt the butter in the top of a double boiler. Add the egg-rum mixture and stir until very thick, approximately 15 to 20 minutes of constant stirring. Remove from stove and add all of the other ingredients. Cool and spread between layers of cake.

For the frosting on the top of cake and sides, use the below recipe.

Frosting

Ingredients:

- 2 Cups Sugar
- 2 Egg Whites, beaten stiff
- 1 cup Water
- 1 tsp. Vanilla

Directions:

Boil sugar and water until syrup like. Fold in slowly to the well beaten egg whites adding a tablespoon at a time. Use an electric beater and continue pouring thin steams of the syrup while beating hard until mixture stands in peaks when dropped from a spoon.

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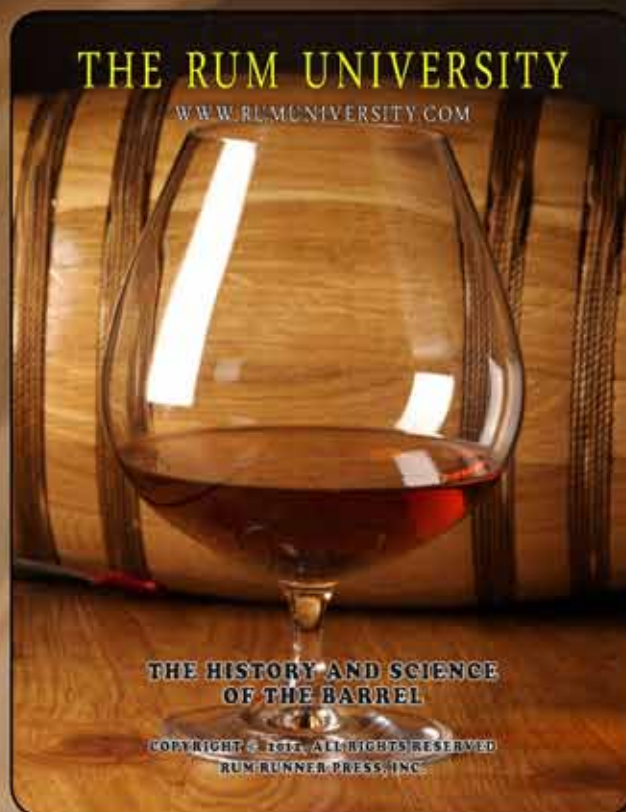
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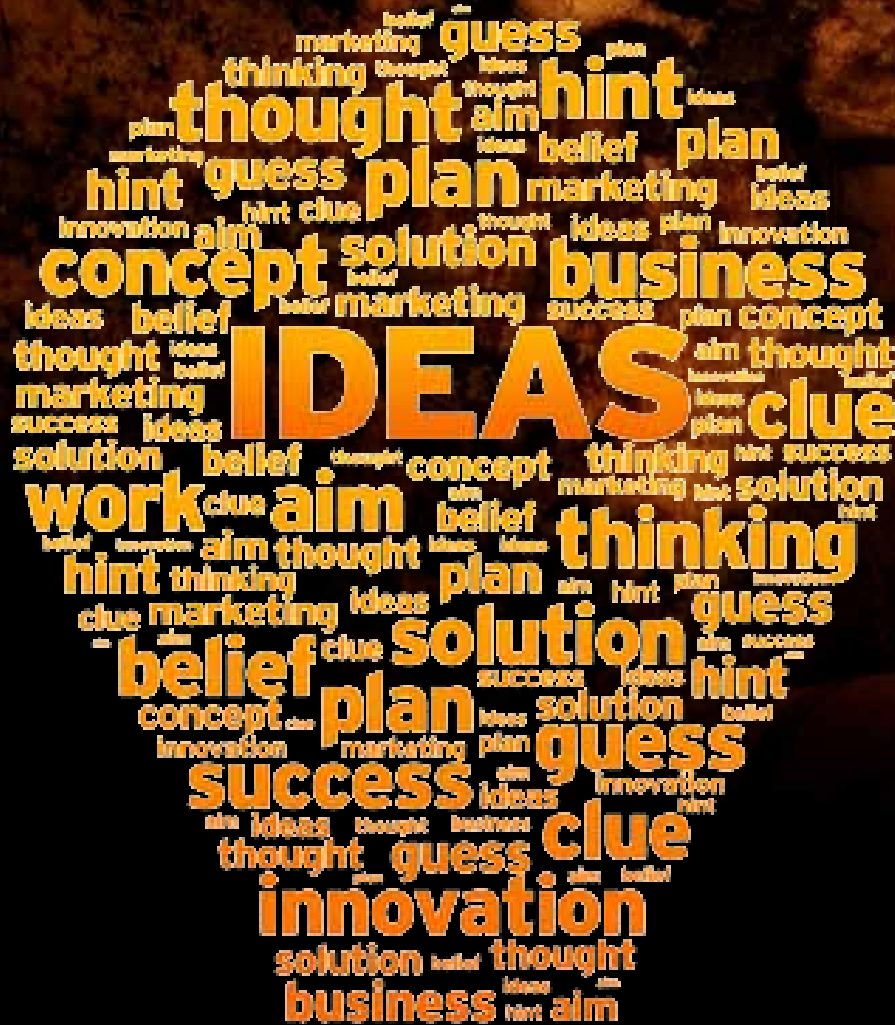
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www.RumUniversity.com



THE **Rum**[®]
UNIVERSITY

The background of the entire page is a photograph of a rum cellar. On the left, several wooden barrels are stacked. The walls are made of rough, textured stone. A bright light source, possibly a doorway or a strong lamp, is visible in the center background, creating a strong glow and casting long shadows. The overall atmosphere is warm and aged.

IDEAS THAT CHANGED THE RUM WORLD



There is an indelible connection between wooden ships (for mercantile or war purposes) and oak barrels, which were needed for storage of supplies for the crews and for traded goods. With the increase of sea exploration and the colonization of foreign lands, the need for sturdy and straight pieces of timber for both purposes grew in an unprecedented manner. Coopers and carpenters were essential positions for all ships. The original sailing of the *Mayflower*, for example, was delayed because the assigned cooper did not want to make the trip, so they had to find a replacement (John Alden was eventually found and made the trip).

Idea: Reforestation

The evolution of the development of wooden barrels coincides with that of the development of wooden ships. As people developed the metalworking skills to create and maintain the tools needed to cut and shape wood, these skills and tools were put to use in the creation of both. So strong was the connection between barrels and ships that author William Bryant Logan wrote in his book "Oak: the frame of civilization" that *"the power and reach of western and northern European cultures grew by powers of ten ... journeys went from hundreds of miles ... to crisscrossing the globe"*.

The demand for wood did not go unnoticed. As early as 1543, British politicians realized they were over-cutting their forests. By the middle of the nineteenth century, after a couple of centuries of relentless cutting of oak trees for ship and barrel building, European forests were nearing depletion. Jean-Baptiste Colbert, Luis XIV's Controller of Finance and Secretary of the Navy, issued edicts and laws aimed at protecting French forests (this was the origin of the now famous Tronçais stand of oaks).

Reforestation practices continue to this day (more in some countries than in others), making it possible for barrel builders to continue to exercise their craft. Without forests there would be no wooden barrels, which would be an incredible loss not just for rum, but for all other spirits industries that rely on them for the aging and maturation that defines them.



Portrait of Jean-Baptiste Colbert, by Philippe de Champaigne (1655)

⊕ *m. Acidum minerale*

⊕⊖ *Acidum Vitrioli*

⊕⊖ *c. concentratum, d. dilutum*

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

⊖ *Aqua fortis*

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

⊖ *Aqua Regis*

⊕⊖ *Acidum fluoris mineralis*

⊕⊖ *Acidum Arsenici*

⊕⊖ *Acidum Vegetabile*

⊕⊖ *Acidum tartari*

⊕⊖ *Acidum Sacchari*

⊕ *Acetum*

⊕ *a. Acidum animale*

⊕⊖ *Acidum urinae; phosphori*

⊕⊖ *Acidum formicarum*

⊕ *Acidum aereum; atmosphaericum*

⊕ *Sal alcalinus*

⊕ *p. Sal alc. purus (Causticus)*

⊕ *v. Alkali fixum vegetabile*

⊕ *m. Alkali fixum minerale*

⊕ *Alkali volatile*

⊖ *Terra*

⊖ *Lapis*

⊖ *Arena*

⊖ *Calx, p. pura (ustulata)*

⊖⊖ *Calx vitriolata (Jelenites, gipsum)*

⊖ *Terra ponderosa*

⊖ *Magnesia*

making your own

Clove Rum Liqueur

Ingredients:

- 1 Cup Sugar
- 2 1/2 Cups Water, Divided
- 2 Tbsp Whole Cloves
- 1 Tbsp Dried Hibiscus Flowers
- 1/2 Cup Heavy (High Congener) Aged Rum
- 1 1/4 Cup Light (Low Congener) White Rum
- 6 Drops of Caramel Coloring (optional)

Directions:

Combine 1 1/2 cups of water, sugar, cloves and the hibiscus flowers in a medium saucepan, stirring frequently for 10 minutes. Remove from the heat and allow it to cool.

Strain the solids for a milder liqueur or leave them in for a stronger-flavored version.

Transfer to a clean, 1 Liter bottle or glass container, add the rums and add enough of the remaining water to reach the 1-liter mark.

Allow the blend to rest in a cool, dark place for 1 month, after which you may decant or filter into its final serving container.

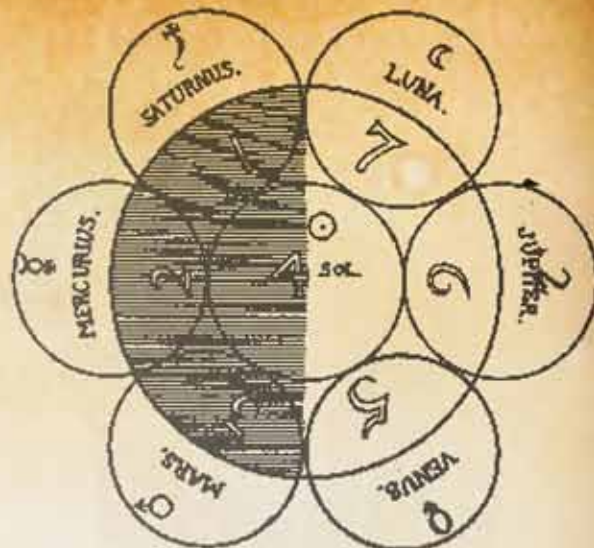
Did you know that cloves ...

Used often in Ayurvedic medicine, cloves are anti-fungal, antibacterial, antiseptic and analgesic. They're packed with antioxidants and are good sources of minerals (especially manganese), omega-3 fatty acids, fiber and vitamins.



Here are a couple of uses for cloves, culled from an Ayurvedic tradition (from MindBodyGree.com):

1. Temporarily treat a toothache. You can temporarily alleviate the pain by dabbing a little clove oil on a cotton ball and placing it on the sore tooth or on your gums. An added benefit is that it will also pull out any infection.
2. Relieve upper respiratory infections. Ayurveda suggests making a tea to lessen, or prevent, colds and flu. It is also used as an expectorant, making it easier to cough up phlegm. Cloves are a natural painkiller and also attack germs, so they'll help you get rid of that sore throat.
3. Reduce inflammation. Use clove oil to massage sore muscles; some also use it for arthritis and rheumatism.
4. Treat scrapes and bruises. Cloves are pretty strong and can sting, so the best bet is to probably make a poultice with a little olive oil.
5. Improve digestion. Cloves help relax the smooth lining of the GI tract, so they help alleviate vomiting, diarrhea, intestinal gas and stomach aches. Just be careful; since they're strong, they can also irritate the stomach.



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Campus
Voice

DISCOVERING RUM - By Behr Neighbors

Recently, due to the farsighted and good-natured mean of our superiors, myself and cohort and coworker, structural engineer, Kyle Beasley, had the pleasure of attending Moonshine University's five-day distilling course in Louisville, with thirty others from around the country.

There is something very sweet and bond-building about learning great things together...and we did learn great things...and we did bond. I walked out with dozens of new and special craft spirits friends—including the instructors. I also found new respect for liquors I had dismissed years ago. I've been a wine connoisseur for decades and a scotch man for years.

I am now working in Louisville at Luckett & Farley, an Architectural & Engineering firm that designs projects for Jack Daniels, Jim Beam, Woodford Reserve, Early Times and many others. I am therefore righteously and religiously learning to be a bourbon aficionado. I believe it's an arrestable offence in Louisville not to know your bourbon inside and out. Maybe I'm wrong, but I'm taking no chances. I can picture myself cuffed and weeping in the back of a cruiser because I choked when an officer asked me the difference between Rye Whiskey and a Single Malt Bourbon. So, I'm doing my homework—every evening after work!



(Left to Right) Behr Neighbors and Kyle Beasley



We learned, at Moonshine U., to distill many different things besides bourbon. We studied hard in a very encouraging environment that was non-the-less exacting in the amount of information we were plied with. Looking ahead in the syllabus, I saw one of the courses of study centered around RUM. To be honest I thought maybe I could sneak back to the office and get some work done, or even find a cozy shelf to nap on in the Moonshine supply closet. Who needs rum, right? Rum--as in rum-and-coke, the drink for non-drinkers at parties. The goofy mixer liquor for goofy named drinks that goofy beach bums drink. The alcohol for people with streaks of parrot guano down their back who leave mismatched foot prints in the sand. Who maybe say "Arrrrr" a lot, so-as to clear the vinyl-polish taste of bad liquor out of their throat. Right?

Wrong! If I received any true education on any one thing at Moonshine University, I was schooled to respect that venerable and profoundly delicious distillate, RUM. My God, it was great! I had been so wrong for so many years. Years I couldn't get back. Years without rum! I wept... Okay, I didn't weep. But "still" it was a discovery for me. Like all things, rum must be done right, and approached correctly. The presenter/instructor was none other than the king of rum himself, Luis Ayala. Luis knows what he's talking about, and I think, convinced a lot of us in the room we had the wrong opinion of rum. I believe a lot of new distilleries (my classmates) coming on the horizon soon, will now include a rum product line.

It was an amazingly educational time spent with Luis, who explained the nature and heritage of rum, as well as the distilling necessities and requirements. As always, all the talk in the world did not mean a fig until the tasting samples (from Rum Central) came around. Ah... That's good stuff! I was glad I had stayed in class.

Were I a person who intended to start my own distillery I would make rum one of the products rendered from my happy operation unto my happy patrons. I would certainly suggest that anyone that has, or intends on opening a distillery not pass up the opportunity to do so for their own patrons. Rum running is the way to go!



Behr Neighbors is the distilled spirits industry liaison for Lockett & Farley: Architects, Engineers, and Interior Designers, America's oldest (163 years) AE&I firm—working nationally.
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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.



Scorpion

I have always been a huge fan of the communal cocktail, also known as PUNCH. It is a fantastic way to share the same drink with a group of friends, and in the Tiki world it is a staple. The “Scorpion” is extra praiseworthy because it refers not only to a cocktail, but also the vessel it is served in ! The Scorpion Bowl is traditionally a large decorative ceramic bowl, with a “volcano” in the center. The volcano is a ceramic cone which high proof rum is poured into and set aflame to give the appearance of an erupting volcano on a mysterious tropical island. The elaborate garnishes of orchids, fruit, umbrellas and sometimes even dry ice add to the allure and then extra-long straws are added so that people can drink directly out of it (as opposed to using individual glasses). If you have not experienced this, you must go to the nearest Tiki bar and order one, asap!!

The Scorpion is also a type of drink-- but what is so interesting to me is that there is no one specific recipe for it. In my experience I have seen many different recipes so I have included a few below.

The general theme of course is RUM and pineapple juice, but I have encountered

everything from the addition to brandy, vodka, and gin, to adding grenadine and orgeat. I even found a few recipes that suggested adding a bottle of white wine to extend the recipe even farther. Basically, if you make a delicious, fruit forward rum drink and put it into the lavish Scorpion bowl, you can call it a Scorpion. That being said, be creative ! You can purchase Scorpion bowls on line too, and I think this would be an incredibly fun addition to a summer tiki themed cocktail party.



If you have read my articles, then you know I am a huge history buff and always include it where I can. I am fascinated by the circumstances in which cocktails originate and this one does not disappoint. It is said that Vic Bergeron (of Trader Vic's fame) enjoyed this iconic cocktail at a bar called The Hut in Honolulu, Hawaii. It was served with "Okolehao" which was a local moonshine, and he liked it so much he brought the recipe back with him to the mainland. The original Scorpion was an extremely complex concoction of more than 15 ingredients, so over the years that recipe changed many times. It initially appeared in his Bartender's Guide as well as his Book of Food and Drink as a punch recipe with gin, and lengthened with a half a bottle of white wine. The following is a quote from Trader Vic which I think really embodies what the Scorpion was and still remains to be:

"I'll never forget a very beautiful form of gentle anesthesia served one night at a luau up in Manoa Valley in Honolulu. The object of greatest interest was a tremendous Chinese earthen crock which easily held twenty gallons of punch. In it our host had prepared Honolulu's famous Scorpion, a drink which does not shilly shally or mess around in getting you under way".

Trader Vic's Scorpion Recipe

2 oz. Fresh Lime Juice
4 oz. Fresh Orange Juice
½ oz. Demerara Syrup
2 oz. orgeat
2 oz. brandy

4 oz. London Dry Gin
4 oz. blended lightly aged rum

Combine all ingredients and pour over cracked ice. Allow to set for two hours before serving, which will allow for the proper dilution.

Dale DeGroff's Scorpion Recipe (from The Craft of the Cocktail)

2 Pineapple wedges
2 Cherries
1 oz. Rum (your choice but I like the idea of an aged rum)
1 oz. Brandy
¾ oz. Lemon juice
½ oz. Orange juice
½ oz. Simple syrup
½ oz Orgeat



Photo Credit: <https://www.amazon.com/gp/product/B003WXMO3S>

Muddle 1 pineapple wedge and 1 cherry in the bottom of a mixing glass, add the rest of the ingredients, and shake well with ice. Strain into an ice filled bucket or old fashioned glass. Garnish with the remaining pineapple and cherry.

Both of these cocktails can be multiplied as many times as you wish depending on how many people you want to make it for and how big your Scorpion bowl is.

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www.RumUniversity.com



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

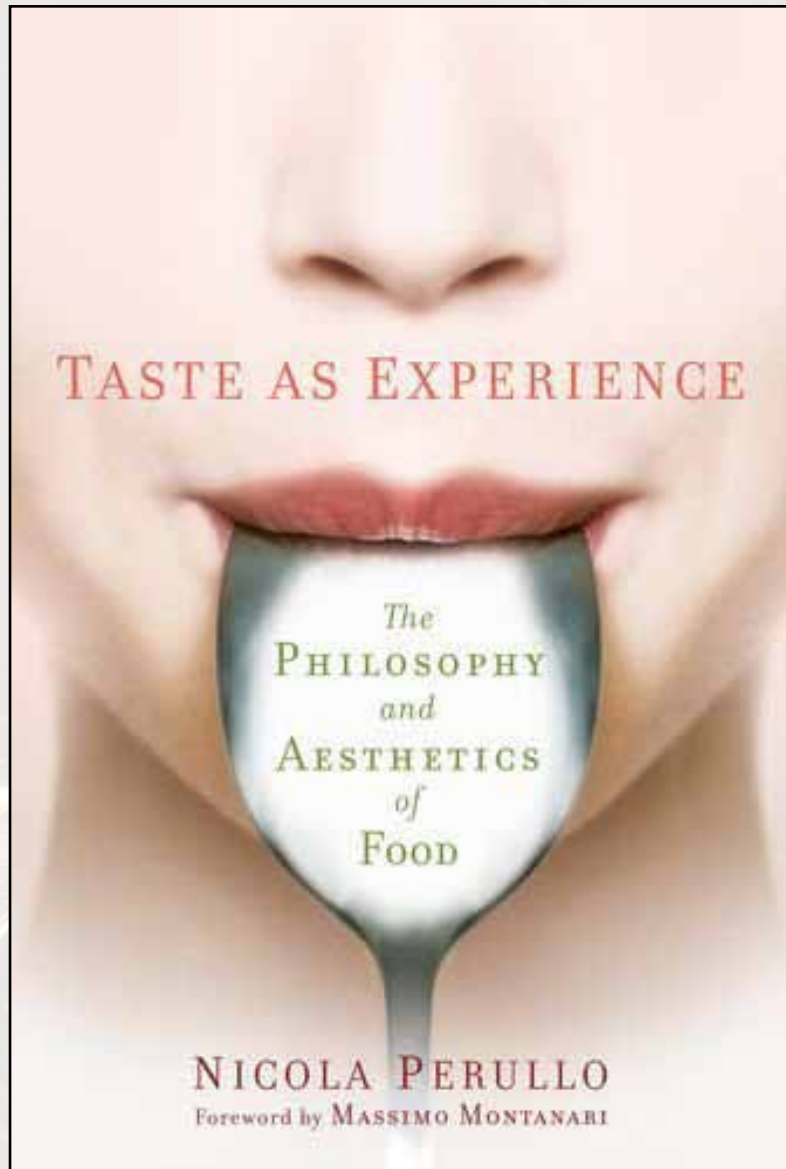
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Taste As Experience - The Philosophy and Aesthetics of Food

(Amazon Review) *Taste as Experience* puts the pleasure of food at the center of human experience. It shows how the sense of taste informs our preferences for and relationship to nature, pushes us toward ethical practices of consumption, and impresses upon us the importance of aesthetics. Eating is often dismissed as a necessary aspect of survival, and our personal enjoyment of food is considered a quirk. Nicola Perullo sees food as the only portion of the world we take in on a daily basis, constituting our first and most significant encounter with the earth.

Perullo has long observed people's food practices and has listened to their food experiences. He draws on years of research to explain the complex meanings behind our food choices and the thinking that accompanies our gustatory actions. He also considers our indifference toward food as a force influencing us as much as engagement. For Perullo, taste is value and wisdom. It cannot be reduced to mere chemical or cultural factors but embodies the quality and quantity of our earthly experience.

ISBN-13: 978-0231173483.



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.

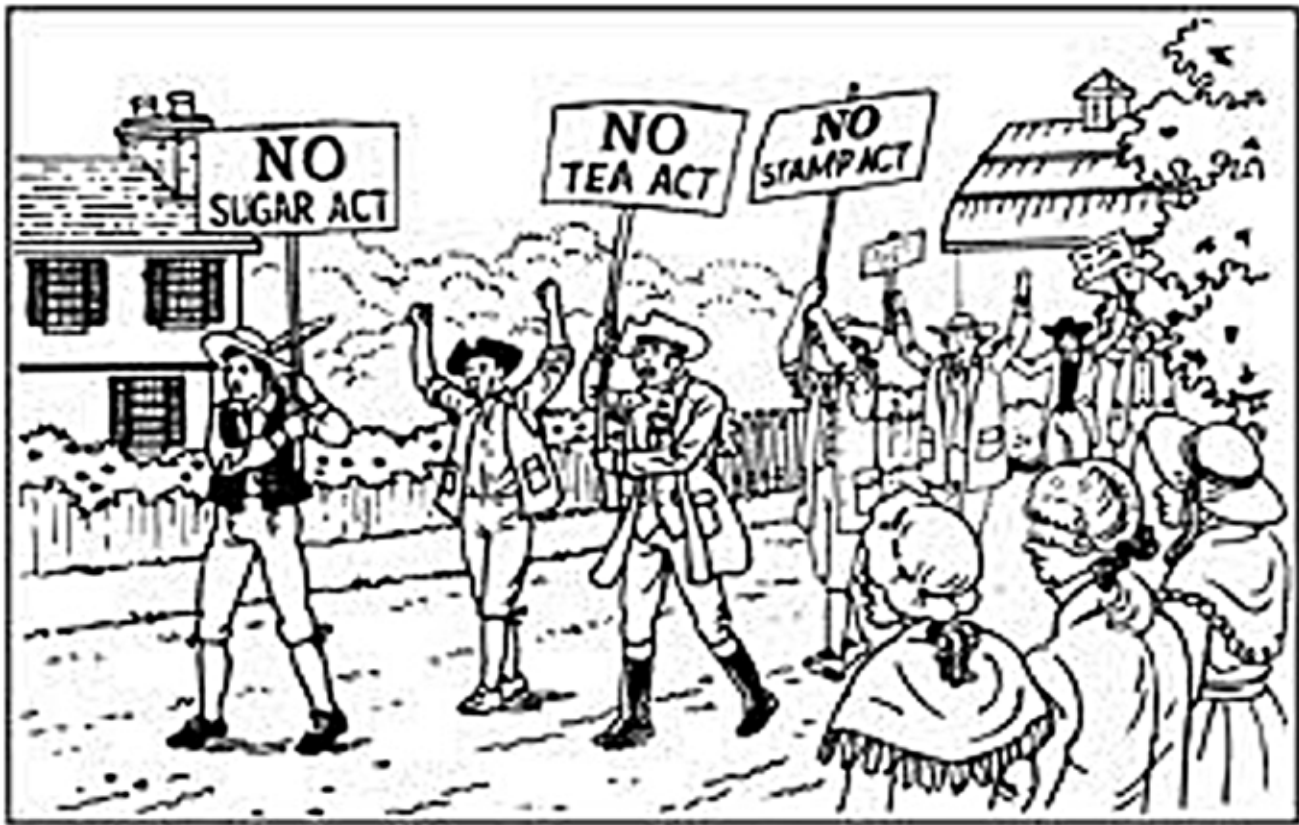
All this I try to cover in this column, in my FB profile, www.facebook.com/marco.pierini.3 and in my articles on the Italian webpage www.bartender.it.

AMERICAN RUM 20: RUM AND REVOLUTION

In the Rum Community many believe that rum played a fundamental role among the causes of the American Revolution. This opinion maintains that molasses, rum and the slave trade were central to the economy of the Continental Colonies, serving to pay for the structural deficit in the balance of payments between them, especially New England, and the Motherland. Therefore the Sugar Act, by attacking the molasses imports, shook the very foundations of the American economy, directly leading to the colonies' revolt.

This opinion is very gratifying for us rum lovers as it gives rum a central place in American history and therefore in world history. But I regret to say that this widespread opinion is incorrect: the historic reality is that the Colonies actually learned to coexist with the Sugar Act. In order to understand why, we have to look into the role played by rum in the economy of the Continental Colonies.

As far as I know, the only scholarly work about this issue is still *"THE RUM TRADE AND THE BALANCE OF PAYMENTS OF*



THE THIRTEEN CONTINENTAL COLONIES 1650-1775", the Ph.D. Thesis submitted by John McCusker in 1970 and subsequently published in 1989. Working his way through a huge mass of documents from the time, in a number of different languages, McCusker sought to determine just how much rum the Continental Colonies actually imported, produced and exported on the eve of the Revolution.

Let's begin with the slave trade. The American ships involved in the slave trade, when compared with all the ships which cleared from colonial ports in 1770, represented less than 1% of the total. They carried around 4,400 slaves to the Americas, approximately 4% of the slaves transported across the Atlantic by European slave ships in that year. Therefore we have to acknowledge that the slave trade was NOT the backbone of New England's economy.

And now we get to molasses and rum. As is often the case in historical research, the first problem is the reliability of the sources of information at our disposal. We know that contraband trade in molasses and rum from the West Indies to the Continental Colonies was very common, and so customs records are not very helpful to us because they only

record legal imports. But McCusker did not rely only on customs records. He studied the figures contained in documents on sugar production in the West Indies: the financial statements of the plantations, customs records, ships' loading and unloading certificates, etc. These figures are largely dependable, because taxes on sugar were low and so contraband trade was scarce. We can therefore confidently work out how much sugar was produced every year. In addition, we are aware of the approximate ratio between the quantity of sugar produced and the quantity of molasses that resulted. And we also know approximately how much molasses was required to make a gallon of rum. On the basis of this and other figures, McCusker quantifies how much molasses and how much rum truly entered the Continental Colonies and therefore their value as imports/debts. And because we know the export figures for molasses and rum quite precisely, we can find out how much the Continental Colonies effectively earned from the rum trade, and therefore how much they had at their disposal to pay their debts to Great Britain.

In and around 1770, the Continental Colonies imported a total of more or less 6,626,000 gallons of molasses, of which

Sugar Act (cont'd)

April 5, 1764

XI. And it is hereby further enacted . . . , That all the monies which, from and after . . . [September 29, 1764] . . . , shall arise by the several rates and duties . . . shall be there reserved to be, from time to time, disposed of by parliament, towards defraying the necessary expences of defending, protecting, and securing, the British colonies and plantations in America.

XVIII. And be it further enacted . . . , That from and after . . . [September 29, 1764] . . . , no rum or spirits of the produce or manufacture of any of the colonies or plantations in America, not in the possession or under the dominion of his Majesty . . . shall be imported or brought into any of the colonies or plantations in America which now are, or hereafter may be, in the possession or under the dominion of his Majesty . . . , upon forfeiture of all such rum or spirits, together with the ship or vessel in which the same shall be imported...

3,936,000 legally and 2,690,000 smuggled. For a total value of about £ 256,000: the equivalent of 8% of the total debt owed to Great Britain in 1770. They imported more than 3,000,000 gallons of rum in the same time period, with a value of £ 339,000: the equivalent of 10.6% of the amount owed to Great Britain in 1770.

Performing the necessary calculations: "The total molasses and rum debt in the balance of payments of the Continental Colonies in 1770 amounted to £ 595,000", that is 18.6% of all imports from Great Britain. "In other words, the residents of the Continental Colonies imported molasses and rum in 1770 to the equivalent value of nearly one-fifth of all British commodities." But British imports were not all the imports of the Continental Colonies, which also traded outside the British Empire. So, if we take these foreign imports into account, "The trade in imported molasses and rum constituted 12.8% of the total colonial debit so estimated". Molasses and rum therefore accounted for only a small, though significant, part of the Continental Colonies imports.

And what about exports? Much less. As we know, rum was exported almost exclusively to Africa for the slave trade, while there was significant re-exportation of molasses to Canada and Newfoundland. In any case, the total earnings from the exports of molasses and rum were limited. McCusker pitilessly

quantifies them: "In summary we can only total the net credit value of the export of molasses and rum from the Continental Colonies to £ 201,300, note that this was the equivalent of 0.6% of the debit owed to Great Britain in 1770, and conclude that the rum trade came nowhere near balancing the colonists' debit with the Mother Country."

To quantify the past is difficult. There are just too many factors to be taken into account, too many uncertainties, sources which are too complex. For example, the simple fact that in Britain until 1752 the year began on the 25th of March complicates the interpretation of books of accounts. And then there are the many different units of measure, the many different currencies used in trade, and so on; in short, precise quantification such as we are used to seeing today is practically impossible. But the overall picture is very clear, beyond all doubt. Maybe the percentage of 0.6% is not an exact figure, it may have been a little more or a little less, but the approximate amount does not change: rum exports were absolutely NOT an essential component of the Continental Colonies' exports.

Must we therefore conclude that rum was not important to the Continental Colonies and that it played no role among the causes of the Revolution? Not at all. Rum WAS important, but in a more complicated way than simply the income to be earned from exporting it. We shall see why in the next article.

Marco Pierini



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PrivateLabel@GotRum.com

RUM IN HISTORY



1509



1647

June Through The Years

1509 - Ponce de León seizes control of Puerto Rico, making himself governor. Portuguese explorer Diego Alvaros Correa founds the first European settlement in Brazil near Porto Seguro.

1647 - Richard Ligon, a Royalist refugee from the English Civil War, arrives in Barbados, and in 1650 writes History of the Island of Barbados. He was one of the earliest to write about rum, or "kill devil," as it was known.

1509

1559

1609

1659

1544 - Northern Europe suffers a honey shortage as a result of the breakup of monasteries by the Reformation. The decline in honeybee colonies creates a growing need for cheap sugar, but sugar will remain a luxury for more than a century.



1544

Ever wondered what happened in
the month of **JUNE**
throughout history?

1851 - The first U.S. state prohibition law is voted in Maine where the mayor of Portland, Neal Dow, 47, has drafted the law, submitted it to the state legislature, and campaigned for its passage.

1831 - The general issue of beer to the Royal Navy fleet is officially discontinued. Beer is replaced by rum, which takes less space, keeps well in long journeys and is favored by the Admiralty.

1709

1759

1809

1694 - French Churchman Pere LaBat arrives in St. Pierre, Martinique. He leads construction of windmills and improves distillation techniques. Because of these significant innovations for the island a distillery is named after him today.

1842 - France has nearly 60 sugar beet factories producing two pounds of sugar per capita annually.



1694



1831



1842

RUM IN THE NEWS

by Mike Kunetka

A stack of US dollar bills is on the left, slightly out of focus. To its right are four white dice standing upright, each showing a different letter to spell out the word 'NEWS' in bold, black, sans-serif capital letters. The background is a textured, light-colored surface.

BAYOU RUM

Bayou Rum, a Louisiana-made, handcrafted spirit, is raising a glass to toast seven new awards recently earned in two annual international tasting competitions – the Denver International Spirits Competition and the Tastings.com International Review of Spirits, America's oldest annual international spirits competition. To-date, Bayou Rum's award-winning flavor has been recognized 98 times in competitions around the world. "As we expand our footprint into new markets throughout the US and globally, it's important to highlight the work of our team, whose passion really drives our success," said Bayou Rum President Trey Litel. "Because our rum is made in small batches, the process is longer and more labor intensive than others. It requires the full-time attention of our Head Distiller Jeff Murphy and Master Blender Reiniel Diaz, whose collaboration and dedication are vital in producing rums capable of this continued recognition."

I wrote briefly about the Denver International Spirits Competition in last month's issue. This year, the competition featured more than 350 distilled spirits, ranging from newly opened micro-distilleries to globally recognized spirits brands, which were judged double blind by a prestigious panel of sommeliers and seasoned food and beverage professionals, who awarded the Bayou range as follows: Bayou Spiced – Double Gold, Best of Class in the spiced rum category; Bayou Select – Silver; Bayou Silver – Silver; Bayou Satsuma Rum Liqueur – Silver.

Powered by the Beverage Testing Institute, the Tastings.com International Review of Spirits is a blind tasting and medal-based competition, judged by Tastings.com's trained staff, and top spirits professionals and buyers from retailers and restaurants, using a proprietary methodology developed in collaboration with Cornell University. The 2017 reviews listed Bayou expressions as: Spiced – Gold (Exceptional), Best Buy; Bayou Select – Gold (Exceptional); Bayou Silver – Silver Medal (Highly Recommended).

2017 marks the first year of full national distribution of Bayou Rum, which will also launch in Europe, Asia, Australia and the Caribbean throughout the year. In 2016, Stoli® Group USA became the exclusive national distributor of "America's Rum," which was founded in 2011, introduced Bayou Silver and Spiced rums in 2013, Satsuma Rum Liqueur in 2014 and Bayou Select rum in 2015.

DON PAPA RUM

The Bleeding Heart Rum Company is bringing the majestic spirit of the Philippines to the U.S. market with the arrival of Don Papa Rum, the first small-batch super-premium rum from the Philippines known for its rich, sweet style and fruity notes. Beginning in May 2017, following rapid success launching in Europe and Asia, the super-premium rum will first be available at select retailers in New York City and Boston, followed by other fine spirits retailers nationwide.

Don Papa Rum carries the long-standing traditions of Filipino rum making as a first-rate, expressive liquid that has amassed a cult-like following with spirits enthusiasts and industry insiders – a testament to its ability to transcend the rum category. The complex and delicious tasting rum offers a new taste that rum drinkers, brown spirit aficionados and newcomers to the spirit category can all enjoy. "The Don' is not for the feeble hearted – it is for those who have a burning desire to do things differently, experience life's greatest pleasures, have an appetite for adventure and have an undeterred, generous spirit," said Stephen Carroll, founder of Don Papa. "The U.S. is ready for a ground-breaking luxury spirit that embodies their passions in a bottle...they are ready for Don Papa Rum."

The field to bottle process required to perfect "The Don" is no simple task. Don Papa Rum is handcrafted on the ethereal Philippine island of Negros, also known as "Sugarlandia," where the lush, fertile land allows the sugarcane to flourish. The ancient sugar mills of Negros grind the Noble Cane, the original variety of

These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send an email to Mike@gotrum.com. Mike Kunetka is a land-locked rum enthusiast, he is based in Colorado, USA.

sugar cane in Southeast Asia dating back thousands of years ago. This variant is much sweeter than others and transforms into the special "black gold" molasses used in Don Papa. These ingredients are then distilled and aged up to seven years in an ultra-humid climate, intensifying the interaction between the rum and the American oak barrels, drawing out the vanilla notes from the wood. This combination of the island's volcanic soil, superior sugar cane, aging process and the blender's skill yields a smooth, full-flavored taste that is distinctly Don Papa: light and fruity on the nose with notes of vanilla, honey and candied fruits.

ATLANTICO RUM

Atlantico Rum, the award winning rum brand from the Dominican Republic, is introducing a bold new look. Inspired by classic ceramic tiles found throughout the Caribbean, the company has created a fresh, distinct design that clearly stands out from other rums. "We love the Caribbean, particularly our home in the Dominican Republic. The people, food, culture and lifestyle are simply incredible. We wanted to find a way to capture the vibrancy and flavor of the Caribbean in our packaging while doing it in a classy way that is different than any other rum," said Brandon Lieb, Atlantico's Co-Founder. "With our new look, we are communicating Atlantico's hand crafted credentials, unique process and flavor notes while transporting the imagination as much as the palate," said fellow Co-Founder Aleco Azqueta.

Atlantico sourced materials from all over the world in order to achieve its design goals. The bottles, produced in France, are rounded with a heavy glass base. The wood and cork closures come from Portugal and are debossed with an updated Atlantico logo. All labels come from Northern California and include tasting notes, raw material information, barrel types used, individual bottle numbers and the signatures of the two founders. The designs are the work of Los Angeles based luxury design firm M+. "The Atlantico brand represents 'a Passport to Paradise.' We looked to bring that to life by combining a subtle guilloche pattern (similar to those found on passports) with Caribbean tile design elements. We are absolutely thrilled with the results and loved working on such a

fun lifestyle brand," said M+ Creative Director Cleo Murnane. "I couldn't be happier with the new design," adds singer Enrique Iglesias, who is a partner in Atlantico, "it has a timeless, sexy look that captures the spirit of the Caribbean." Atlantico comes in three different styles: Atlantico Platino, (not a part of the packaging update) a white rum that is finished in barrels that previously held Tempranillo wine; Atlantico Reserva, a solera style rum aged up to 15 years; and Atlantico Gran Reserva (formerly Private Cask), a blend of rums aged up to 25 years. Founded by Aleco Azqueta and Brandon Lieb in 2008, Atlantico has quickly become one of the most awarded rums on the market. The rums are all produced and bottled in the Dominican Republic and are available throughout the Caribbean, US, Mexico, Canada, Australia and Europe.

SAILOR JERRY RUM

A proud partner to Fleet Week New York 2017, Sailor Jerry Spiced Rum has partnered with another original American brand, Kiehl's Since 1851, to host its Sailor Jerry Home Base for Fleet Week in the brand's Hell's Kitchen location (678 9th Avenue at west 47th Street). Conveniently located in the heart of the Fleet Week New York activities, the Sailor Jerry Home Base will be open to the public on May 25th and May 26th, offering complimentary Norman "Sailor Jerry" Collins tattoos, by noted tattoo artists Three Kings, to members of the military and their supporters on a first come, first served basis, from 11am-5pm. The Sailor Jerry Home Base will once again serve as Sailor Jerry's one-stop shop for all things Fleet Week New York, including information on events and specials going on throughout Manhattan. Willing participants can stop by and sign up for a complimentary Norman Collins' flash tattoo by New York's own Three Kings tattoo parlor, view a custom Sailor Jerry Harley-Davidson motorcycle designed by Oliver Peck, and experience Kiehl's efficacious skincare products.

In addition to welcoming sailors, marines, coast guardsmen/women, and their supporters, Kiehl's Hell's Kitchen will also offer members of the military 20% off on purchases, with the presentation of valid military ID, throughout the duration of the Sailor Jerry Home Base. "For

RUM IN THE NEWS (continued)

by Mike Kunetka

NEWS

Sailor Jerry Spiced Rum, Fleet Week is a time to celebrate, honor and thank members of the military for everything they do,” said Josh Hayes, Senior Brand Manager of Sailor Jerry Spiced Rum. “This year, we have taken our celebration to a new level with this collaboration with Kiehl’s Since 1851, an excellent partner with shared values and with our Welcome Party aboard the Intrepid Sea, Air & Space Museum, a perfect setting to toast all those who give their service for our country. We cannot wait to open our Sailor Jerry Home Base and together offer some great experiences to the visiting members of the military.” “Like Sailor Jerry Spiced Rum, Kiehl’s Since 1851 is a true American brand and we are thrilled to host members of the military during this year’s iconic Fleet Week in the heart of NYC,” said Chris Salgado, President of Kiehl’s USA. Founded as an old-world pharmacy in Manhattan’s East Village in 1851, Kiehl’s offers efficacious skin, hair and body care products for women, men, babies and even pets. Today, Kiehl’s is available worldwide, and along with its products, is also renowned for its rich, New York heritage and history, and commitment to philanthropy.

FOURSQUARE RUM

R. L. Seale has released the third expression in their series of wine cask finished rums. These are a blend of pot and column distilled rums, aged for three years in former Bourbon barrels and then finished in wine casks. I was lucky enough to find and enjoy the Port finished release. There was also a Zinfandel aged version. This new release, called Criterion, spends the second aging period in barrels that once held fine Madeira wine. Criterion is bottled at 56% ABV and should be available shortly in the United States. You can find ‘teaser’ photographs on Facebook and Instagram.

APPLETON RUM TOUR AND EXPERIENCE

I mentioned earlier in the year that Appleton is investing close to \$1 Billion dollars in a new visitor center at their St. Elizabeth facility in Jamaica. To fill the void until the center reopens

in November, Appleton has created a mini-version near Falmouth, Trelawny, where a cruise ship pier unloads rum-thirsty tourists. The Appleton Rum Seminar and Experience in Falmouth, Trelawny will feature a one-hour education seminar and tasting. During the seminar, tour guides explain the rum-making process at the Appleton Estate through high impact storyboard scenes. The tour includes a welcome cocktail, tasting, signing of Appleton’s signature board.

The Jamaica Gleaner reported that J Wray & Nephew’s Academy manager, Debbie Spencer-Minott, said that from its humble beginnings as a tavern in Kingston, the company has developed into one of the largest exporters in the Caribbean, with its products distributed in over 60 countries. “The Appleton Rum Seminar and Experience is a beautiful story that we want to share with as many people as possible, notably our cruise ship and stopover visitors,” she added. For over 265 years, the people at the Appleton Estate have crafted authentic, premium rums using time-honored traditions that have been passed down from generation to generation. “From cane to cup, our critically acclaimed rums are created by the environment, ingredients, and practices that are unique to our estate,” she noted. She said a decision has yet to be made whether to keep the Falmouth location open once the Rum Tour in St. Elizabeth resumes, adding, however, that the proximity to the Falmouth Pier makes it a tempting proposition.

ALUNA COCONUT

Cloudbreak Spirits has just released Aluna Coconut Rum, a tasty combination of Guatemala and Caribbean rums and all natural coconut flavors. Aluna is bottled at 35% ABV and claims to have less sugar than its competitors. The Guatemalan rum starts with sugar cane juice that is fermented with a proprietary yeast extracted from pineapples. The rum is then aged at higher altitudes, resulting in a lighter and smoother rum. FMCG Magazine quoted Cloudbreak Spirits Director, Heather Graham, as saying: “We’re delighted to be launching Aluna Coconut at this time. Our brand world

is built around a central theme of empowerment – particularly amongst women for whom this generation has conferred greater independence, liberty and self-determination. We're confident this brand positioning, alongside the delicious flavor affinity of rum and coconut, coupled with a lower sugar content and clean, natural taste will appeal to our core target market of women and men aged 21+." Aluna Coconut will be rolling out to stores and on-trade outlets throughout the UK over the summer. International distribution is scheduled for 2018.

ELEMENTS EIGHT REPUBLICA

Elements Eight rum has expanded its portfolio with a new bottling, a blend of two column still rums sourced from unnamed distilleries in Cuba and Panama. The rum, called Elements Eight Republica, is said to "debunk the myth that quality rums can only be made by blending pot and column still distillations" with its use of 100% column still liquid. Aged for a minimum of five years in Bourbon casks and bottled at 40% aABV Elements Eight Republica is described as having a "naturally sweet character". It joins three other expressions in Elements Eight rum's range: Elements Eight Vendôme Limited Edition; Element Eight Platinum; and Elements Eight Exotic Spices. "Elements Eight is a framework, a step by step process to apply a handcrafted, balanced approach to creating rums with artisan producers," said Carl Stephenson, founder of Elements Eight rum. "I hold product integrity dear and consult heavily on the liquid with distilleries, bartenders and rum writers. Cuba and Panama have always fascinated me and I feel Republica respects the spiritual home of rum, with its rich, romantic and unorthodox roots."

DON Q RESERVA de la FAMILIA SERRALLES

In 1994, the Serralles family tasked themselves with aging a special rum in charred American white oak barrels. From this original lot of 36 barrels, the best samples were chosen for the creation of a truly sublime blend. This singular blend was combined and returned to the charred barrels for a few months so a balance between aroma and taste could be achieved. This special lot was named Reserva de la Familia Serralles, producing a rum robust in color and aroma, with a very silky and refined taste in the palate. The contact with the wood gives it a natural dark amber color which is both intense and brilliant. Its aroma has notes of vanilla oak, sweet air, touch of burnt wood and even a slight taste of molasses, which help build the character of this exceptional rum. It is deliciously smooth in the mouth while the sweet notes of rum are distributed evenly throughout the palate.

Its aroma awakens the senses and at first sip sends a wave of warmth to the heart, literally in the center of the chest, where the spirit of a great rum is meant to be felt. Flavors linger for a while forever tied to the memory of a unique experience.

TWO CURIOUS RUM BOOKS

I found it curious that two new rum books showed up at my house last month and both have the word 'curious' in their title. First came The Curious Bartender's Rum Revolution by Tristan Stephenson. Then, Rum Curious, by Fred Minnick arrived this morning.

The Curious Bartender's Rum Revolution is Stephenson's fourth effort in his Curious Bartender series. Earlier efforts in the series were The Artistry & Alchemy of Creating the Perfect Cocktail, Gin Palace and An Odyssey of Malt, Bourbon & Rye Whiskies. The rum book is about 7-1/2 by 9-1/2 inches, has 256 pages and is divided into four sections. The first section covers the history of rum. Section two details how rum is made. The third section is the heart and joy of the book, a 150 page Rum Tour. Section four is a collection of eighteen rum drink recipes. The book is closed out with two glossaries and an index. I loved this book! As a rum evangelist, this the book I will pass out on street corners and leave on nightstands in hotel rooms. The Rum Tour section is my favorite. It describes over fifty distilleries in twenty-two locations. There is also a section on blenders/bottlers, like Mezan, Goslings, Lemon Hart, Pussers and Pyrat. I keep picking up this book and randomly opening to this section and learning something new every time.

Fred Minnick writes about whiskey for Covey Rise, Whisky Advocate, and Whisky magazine. He is the "bourbon authority" for the Kentucky Derby Museum and regularly appears in the mainstream media, including CBS This Morning, Esquire, Forbes, and NPR. Rum Curious measures about 6 x 9-1/2 inches and has 240 pages. It is roughly divided into two sections. Section One covers History, Production and Rules & Regulations. Section Two covers Unaged Rum, Aged Rum, Flavored Rum, Other Cane Spirits and Cocktails. This book showed up literally minutes before (or past) printing deadline, so I have not really had time to enjoy it yet. But it looks darn promising. Appendix A, Distillery Production Notes, caught my attention.

All in all, a great month for rum readers!

THE TOP **5** WAYS TO FEAST YOUR FATHER ON HIS DAY

by Margaret Ayala

Father's Day in June Throughout the World:

- **First Sunday in June:** Lithuania
- **Second Sunday in June:** Austria and Belgium
- **Third Sunday in June:** Argentina, Antigua, Bahamas, Bangladesh, Barbados, Belize, Bulgaria, Canada, Chile, People's Republic of China, Colombia, Costa Rica, Cuba, Cyprus, Czech Republic, Ecuador, Ethiopia, France, Ghana, Greece, Guyana, Hong Kong, Hungary, India, Ireland, Jamaica, Japan, Malaysia, Malta, Mauritius, Myanmar, Mexico, Netherlands, Pakistan, Panama, Paraguay, Peru, Philippines, Puerto Rico, Saint Vincent and the Grenadines, Singapore, Slovakia, South Africa, Sri Lanka, Switzerland, Trinidad and Tobago, Turkey, United Kingdom, United States, Ukraine, Venezuela and Zimbabwe.
- **Last Sunday in June:** Haiti
- **Other** - June 5th: Denmark, June 17th: El Salvador, June 20th: Bulgaria, June 21st: Guatemala, June 23rd: Nicaragua, Poland and Uganda

HAPPY
Father's
Day



1

A BOTTLE OF RUM!

Find a nice bottle of aged rum, wrap it up and give it to your father. Then help him consume it, just remember to let him have the first sip and the last drop!



STAINLESS-STEEL SHAKER SET

Make some noise at your next party with this stunning shaker of stainless steel. Even when not in use, the shaker is certain to attract attention and compliments. With accompanying strainer and jigger, the set is the perfect addition to any home bar..

<https://www.amazon.com/gp/product/B00009XQBM>

2

3

PERSONALIZED BARREL

These little oak barrels will smooth, mellow and enhance your favorite rum in just a few weeks because of their small size. Small liquor barrels have much more surface area compared to their volume so you achieve years of aging in a very short time.

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ICE SPHERES

Add a touch of class to your drinks with these Sphere Ice Molds. The innovative and clever design gives you a 2.5" sphere, perfect to accompany your favorite sipping rum.

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4

RUM UNIVERSITY TRAINING!

5

If your dad is really into rum, then there is no better gift than the gift of rum education! You can give him a printer short course or you can sign him up for the ultimate, 5-day Rum Training Course in Kentucky!

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EXCLUSIVE INTERVIEW

by Margaret Ayala



(Left to Right) Mark McLaughlin and Arch Watkins, Old Line Spirits

I am delighted to share this interview with our readers: I find it comforting, even poetic, to think that two enterprising and bright men can spend years in the Navy (years spent without a daily rum ration!) and end up owning a distillery that pays tribute to the sacrifices made by so many people during the Revolutionary War. I wish much success to Mark, Arch and everyone at Old Line Spirits!

Margaret Ayala, Publisher



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

Mark McLaughlin, Co-Founder/CEO
Arch Watkins, Co-Founder/COO
Old Line Spirits
Baltimore, MD

Q: What is the story/inspiration behind your company name?

Maryland is the Old Line State, which comes from its truly heroic contributions in the Revolutionary War. After the Battle of Long Island, the Continental Army was in retreat and pursued by British forces.

Washington, knowing that survival was critical, sent the Maryland militia to hold the professional British soldiers off long enough to allow the Army to escape. In the end, the Maryland unit took catastrophic losses, but the Army lived to fight another day. General Washington referred to this heroic unit as his “Maryland line”, men who “held the line”- and eventually the state adopted the ‘Old Line State’ moniker.

Based on their courage and unparalleled fighting spirit, Washington used his always disciplined, always dependable Maryland men in critical positions throughout the War.

The name is meaningful to us both because we are proud of our state of Maryland and because we served in a modern version of the militia: as Navy reservists.

Q: Both of you were naval officers and now you are in the spirits industry. How did this come about?

Mark: I spent about nine years on active duty in the Navy before moving on to a civilian career in investment banking. While banking offered me a number of incredible opportunities and I learned a lot I always had an itch to run my own business and actually manufacture something tangible. As everyone reading this is well aware, the spirits market is undergoing rapid transformation and it was (and still is) an exciting time to enter the market. It was essentially a confluence of the right timing in my life and career and the right timing in the spirits market. When you add in a love of spirits it made all the sense in the world to me to jump in.

Arch: Like Mark, I spent time in flying in the Navy then eventually transitioned to the private sector. After getting

OLD LINE
BALTIMORE, MD



out of the active side of the Navy, I got a job as an engineer and kept one foot in the reserve side. Though I loved my job as an engineer, I always felt the draw towards running my own show- which I know was seeded in the military. Mark and I were neighbors in Baltimore and spent too many nights drinking whiskey and talking about ‘what we would do if only...’ At the time, Baltimore didn’t have any distilleries, and though we knew how to homebrew, Mark said “Let’s start a whiskey distillery”. Several months later he quit his banking job and started to lay the groundwork and I joined after that.

Q: You launched your first rum several months ago. What can you tell us about it?

We’ve developed our rum blend to be versatile. We tend to enjoy it neat, on the rocks or in a cocktail we understand that it also makes a great



rum and Coke on game day and we're completely happy if someone chooses to drink it that way. As far as style goes, it is a traditional Dominican Republic style rum produced from a molasses mash and aged in former bourbon barrels for at least seven years. We're embracing the sweetness of rum and the rich vanilla and butterscotch notes from the oak but we were careful to let the character of the distillate shine through as well. There are very nice, but subtle, citrus notes that really complement the richer oak notes.

We've found our rum to be versatile and it works very well with citrus forward cocktails as well as a fun alternative to whiskey in traditional cocktails, such as an old fashioned (forego the simple syrup in this one!) or a Manhattan.

Q: What was the hardest obstacle you had to overcome, in the development of this rum?

The development of the blend was a long process and certainly a dedication of time and effort but we had incredible guidance and support from Rum Runner Press. The hardest obstacle that we face is the general public's perception of rum. In general, rum that is sold in North America is meant to immediately have a sugary soft drink poured on it. I can't count the number of times at tasting events where people will refuse a taste because they claim to not like rum based on a 'bad experience'.

We're often able to convince them to at least give our Aged Caribbean Rum a try- and it is amazing to see the reaction! What we want people to realize is that Old Line's rum is every bit as rich and complex as a great whiskey and that there is a whole world of wonderful, aged rums out there that



many Americans (us included up until a few years ago) didn't know existed.

Q: Your rum won a silver medal at the American Distilling Institute's annual tasting competition this year, congratulations! How important are these awards for new brands such as yours?

We are very proud of the awards that Old Line's rum has won. As you can imagine, it is nice to get official validation of the quality of our product from organizations that we respect so much. These types of awards are helpful because it gives a potential customer one more reason to reach for the bottle and try it.

There is also a tremendous benefit in that we get access to the feedback from the judges when we submit an award. This is very valuable to us. We don't "chase the feedback", per se, but we certainly take it on board as we consider manage quality control and consider new product offerings.

Q: Where can consumers purchase your rum?

Old Line's rum is available in nearly 300 accounts, primarily in our home state of Maryland but also in Washington, DC and (soon) Delaware. For those who want to purchase our products online they are available via a link on our website..

Q: Do you have any plans to have additional rums in the near future?

Yes, we have some plans in the works. The most immediate will be a Single Malt Cask Finished rum, which will be our existing seven year old blend finished in our own freshly emptied single malt casks. We're excited to see how this comes along.



We have other concepts in mind as well but most of them are still at the idea stage at this point.

Q: You are also producing whiskey, can you tell us a little more about it?

Our flagship product is an American single malt whiskey. We had the incredible opportunity to get started in this business via an apprenticeship with a man named Bob Stilnovich, owner and distiller at Golden Distillery in Washington State. Bob was making top notch American single malt whiskey but interested in retiring just as we were getting started. Bob was doing something very interesting: aging single malt whiskey in new charred oak barrels exactly as you'd age a bourbon. In contrast, a traditional single malt Scotch is aged in used barrels.

The result is a spirit that drinks much like a bourbon because of the oak forward vanilla and caramel notes and pleasant level of tannins but the corn sweetness of bourbon is replaced with a malty richness that gives the whiskey a very nice finish. We're really excited to be one of the distilleries at the leading edge of the American single malt market.

Q: Do you offer any tours/tastings at your distillery? If so, what kind of experience can visitors expect?

Yes, we love to welcome visitors. The distillery is open every Friday and Saturday from 12-6pm. We also schedule private tours upon request, typically for larger groups of 10 or more people. A typical tour covers the history of the company and the founders, the distillation and maturation processes as well as how we get product into the bottle.



Each tour ends, of course, with a tasting in our tasting room. We try to keep the tours intimate and we encourage questions and comments.

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

We can be reached via e-mail at info@oldlinespirits.com or by telephone at (443) 961-3199. Even better, stop by during our open hours on Friday or Saturday!

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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).

Old Pal – Rum Version

Continuing our journey through classic cocktails with a rum twist, I came across an old recipe from the prohibition era, which was first published shortly after its repeal. It is a version of the Negroni, in that it calls for equal parts of Gin, Vermouth Rosso and Campari, but replacing Gin with Rye Whiskey and Vermouth Rosso with Dry Vermouth. Sounds simple, no? So it is now our turn to add one more twist and replace the Rye Whiskey with a rum (rhum) from Martinique with a strong oak component and a very strong note of sugarcane juice. I opted for the Clément 10 Year Old.

The mixing technique is quite simple: shaker glass and equal amounts of all three ingredients (portion size determine by size of serving glass) and a piece of lemon peel as a garnish.

The cigar for this pairing is a Hoyo de Monterrey, Epicure N°2 (Robusto 50 x 124mm) from the Reserva line. The Reserva line for Habanos represents a new wave of tobaccos released by Habanos S.A. where each and every one of the leaves has at least 3 years of aging. Cigars from Hoyo de Monterrey are known for their elegance and smoothness, so let's see how this cigar behaves in this pairing.

Cocktail Preparation. The technique involves chilling the ingredients in a shaker or mixing glass. If you don't have a traditional mixing glass, any large glass will do. Remember to chill the Martini glasses ahead of time or to fill them with ice when you start preparing the cocktail, to insure they are at the proper temperature when serving the cocktail.

Got Rum?





Photo credit: @Cigarili



For my 7 oz. Martini glass I used the following amounts:

2 oz Rhum Clément 10 Years Old
2 oz Vermouth Dry
2 oz Campari
Lemon peel twist for garnish

The procedure is nothing new, we used it before when making the Rum Manhattan. This is exactly the same and we can tell, from experience, that it will turn out like a Negroni, but more delicate and elegant, just like the cigar we chose for this occasion.

We lit the cigars and the draw was perfect, I started to question the best time of the day for this pairing, because it could very well serve as a pre-aperitif, or as a mid-day smoke before a lunch with friends, or as a lead-in to end with another pairing. Thinking about it a bit more, I guess you could say that this is a great breakfast pairing.

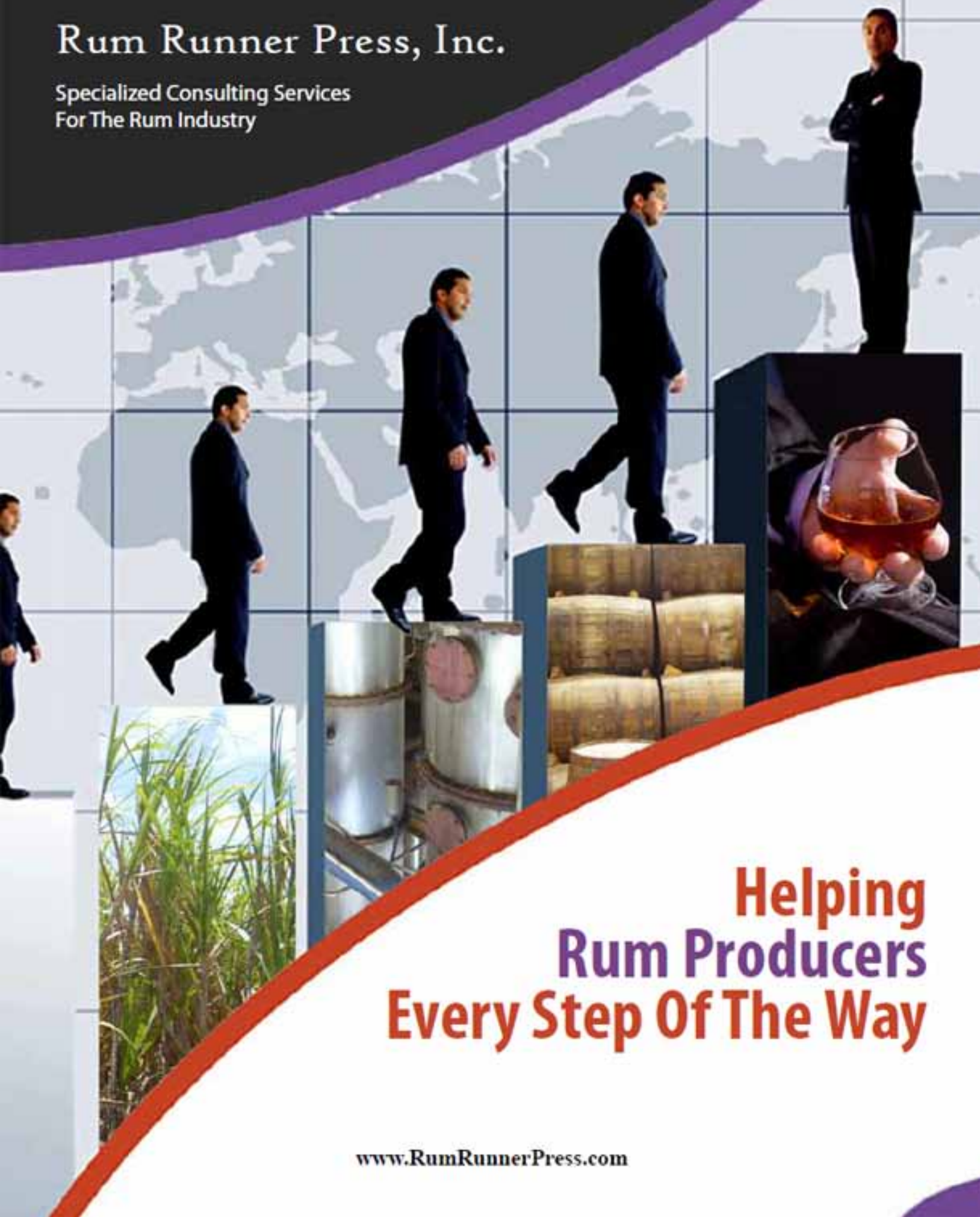
There were notes that individually did not jump out, but when combining the cocktail with the cigar they were clearly evident, such as a strong cocoa flavor (like that of cocoa that is over 75% pure), just as if we were chewing on a piece of dark chocolate while doing the pairing.

The cocktail is well balanced, but the Campari note is present without dominating, which reminded us from the beginning of a Negroni, but smoother and more rounded, elegant in the case of this pairing. I can't imagine stronger cigars pairing well with this cocktail. Feel free to change this rum with others, exploring the full range of flavors, perhaps something with even more oak or with a higher congener content, but I wouldn't recommend a cigar that is above medium body.

Philip Ili Barake
#GRCigarPairing

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