

Got Rum?®

AUGUST 2017

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



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FRONT COVER: Coconut Oasis

INSIDE SPREAD: Rum Mirage on a Sandy Beach

Got Rum?™

FROM THE EDITOR

Rum: The Tropical Attractant

Rum, more than any other distilled spirit, is unquestionably associated with tropical paradises: their climates, warm people, music and the fruits grown therein. Coconuts, our featured topic this month, also share this association, so there is no doubt why many people who enjoy one would also enjoy the other.

The association between rum and coconuts is such that casual conversation often refers to rum infused with coconut flavor as being “coconut rum” even though this moniker tends to imply “rum made from coconuts” which is incorrect, since rum can only be made from sugarcane.

There are a few facts related to fruit-flavored rum products, facts that many consumers happily ignore:

- Most countries require that rum be sold at 40% ABV or higher, and many of these flavored concoctions are below this threshold.
- The amount of sugar added to these “rums” is enough to have them recognized as “liqueurs” under most regulations.

Rather than discussing the reasons behind multi-national companies seeking to promote their products as rums, as opposed to liqueurs, I would like to focus on why rum is such a good “canvas” or “background” for delivering exotic and enticing fruity blends to consumers. I believe that –through evolution- humans have developed and rewarded a predilection for sweet fruits, associating them with quick and easy sources of energy and electrolytes. This predilection remains with us, even in today’s society



of electric cars and home delivery of groceries, making us crave anything and everything that smells or tastes sweet.

But coconuts have also taught us one thing: moderation! If you don’t know what I’m talking about, try drinking the water of more than 4 coconuts the same day and you’ll quickly find out (just make sure you’ll be near a bathroom for the remainder of the day!).

I hope you will enjoy your rum, with or without coconut, in moderation.

Cheers,

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

Luis Ayala, *Editor and Publisher*



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

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

THE ANGEL'S SHARE

by Paul Senft



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

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

Maggie's Farm Queen Share Unaged Rum

Maggie's Farm rums are created at Allegheny Distilling, founded in the Fall of 2013 in Pittsburgh, Pennsylvania. They ferment Turbinado sugar to create their wine before distilling it in a Spanish made Copper Pot Still. The Queen's Share is created from redistilled tail cuts pulled from production of their regular products. The rum is bottled unblended at 58 abv. They have several barrel aged variants that are aged in Bourbon, Rye Whiskey and Virgin Oak.

Appearance

The rum is clear in the bottle and glass. When swirling the rum in the glass a thick band forms spinning off fast moving legs which collectively evaporate quickly.

Nose

The nose delivers a hit of alcohol vapor carrying a rich buttery vanilla note, sweet grass, with orange and lemon undertones.

Palate

With the proof of rum it is no surprise that the strength of the alcohol ignites the tongue with pops of black pepper. Funky vanilla swirl and dance with notes of lemon peel and orange pulp hinted at in the aroma while bits of salt and other minerals nip around the edges. These notes combine and linger in a surprisingly long bitter-sweet finish.

Review

When I first heard about this rum, I had a “they are doing what?” reaction. I have to say the rum was a pleasant surprise and kudos to Allegheny for thinking outside the box with this spirit. To have a little fun with this spirit I tried it in the Honolulu cocktail recommended for their white rum on the website.

Honolulu

- 1 ½ oz Maggie’s Farm White Rum
- ¾ oz Pineapple Juice
- ½ oz Fresh Squeezed Lemon Juice
- ¼ oz Grenadine
- ¼ oz Turbinado Simple Syrup

Combine ingredients along with a cup of ice into a blender. Pulse on and off for 5 seconds. Pour into a lowball or old fashioned glass. Garnish with a pineapple wedge.



www.maggiesfarmrum.com

THE ANGEL'S SHARE

by Paul Senft

St. George California Agricole Rum

Founded by Jorg Rupf in 1982 St. George Spirits is located in a converted 65,000 foot air craft hangar at the decommissioned Alameda Naval Air Station. Using a custom craft still that utilizes both pot and column fixtures the company creates a line of spirits that includes brandy, gin, rum, vodka, whiskey and liqueurs. For their rum agricole line they crush fresh sugar cane from the California's Imperial Valley region and ferment the juice. After distillation, part of the rum is rested in steel vats while a portion is aged in French oak for four years. The unaged agricole rum is blended and bottled at 43 abv.

Appearance

The bottle has a short neck speakeasy vibe with a white and blue label. A wooden cap secures the plastic cork with a blue and white safety strip. The art is the first thing that grabbed my attention which is a pencil drawing of sugar cane wired to a detonator. The label provides information about the rum and states that this bottle comes from the 2014 harvest.

Nose

As soon as you open the bottle the aroma of the rum erupts into the air and dominates the room with a floral rush. In the glass I identified notes of cut grass, brine, mushroom, strawberry, vinegar, red pepper, moldering earth and green olives.

Palate

Sipping the rum was akin to drinking perfume and not pleasant. The first sip delivered a rush of alcohol laden floral grass notes and leaves a light buttery mouth feel in its wake. Additional sips reveal notes of brine, white and black pepper, olives, mushroom, decaying wood, pencil lead, with an earthy mineral foundation. This rum has a long acrid finish with the pepper, mineral and floral notes interweaving until it finally fades.

Review

When I saw this bottle on the shelf in Georgia I immediately snapped it up. I was intrigued with the idea of an American rum agricole product as I enjoy several rhum agricoles produced in the Caribbean. While I respect what the distiller was working towards, I was disappointed with this spirit. The first time I opened the bottle the floral aroma was so overwhelmingly pungent that I had to air the room out. When it came time to sip it, the perfume nature of the rum was not to my liking as it really dominated the palate. I can understand how some of the deeper vegetal notes would be enjoyable to some imbibers, but again this was an array of flavor combinations I did not enjoy. This is a great example of rum I feel you should try before you buy and make sure the profile is something you would enjoy consuming.



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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 Curried Chicken with Coconut Milk

Ingredients:

- 2 lbs. Boneless Skinless Chicken Breasts, cut into chunks
- Salt and Pepper to taste
- 1 ½ Tbsp. Olive Oil
- 2 Tbsp. Curry Powder
- 1 Medium White Onion, chopped
- 2 Garlic Cloves
- 1 (14 oz.) Can Coconut Milk
- ½ Rum Soaked Raisins
- 1 Cup Shredded Iceberg Lettuce
- ¾ Cup Fresh Tomatoes, diced
- 1 Cup Shredded Coconut



"Playwrights are like men who have been dining for a month in an Indian restaurant. After eating curry night after night, they deny the existence of asparagus.."

— Peter Ustinov

Directions:

In a cup, fill with raisins and pour dark or spiced rum to fill. Let stand while you prepare the curried chicken. Season chicken with salt and pepper. Heat oil and curry powder in a large skillet over medium-high heat. Stir in the onion and garlic and cook until onion is soft (not transparent). Add chunks of chicken tossing lightly to coat chicken with the curry oil. Reduce heat to medium and cook for about 7 to 10 minutes or until chicken is fully cooked. Pour coconut milk and $\frac{1}{2}$ of the rum from the rum soaked raisins. Cover and simmer for about 20-30 minutes.

At the table, put curried chicken over a bed of rice (I recommend using Basmati rice) and then top with shredded lettuce, diced tomatoes, rum soaked raisins and shredded coconut.

Coconut-Pecan Macaroons

Ingredients:

- $\frac{1}{2}$ lb. Brown Sugar
- $\frac{1}{2}$ lb. White Sugar
- 2 Cups Chopped Pecans, heaping cups
- $\frac{1}{2}$ Cup Shredded Coconut
- $\frac{1}{2}$ tsp. Vanilla
- $\frac{1}{2}$ tsp. Almond Extract
- $\frac{1}{2}$ tsp. Dark Rum
- $\frac{1}{8}$ tsp. Salt
- 2 Egg Whites

Directions:

Add egg whites and salt in a bowl and beat very stiff. Add sugar gradually, beating until mixture looks like icing/meringue batter.

Add the chopped pecans, shredded coconut, vanilla, almond extract and rum. Place heaping teaspoonfuls on a greased cookie sheet covered with waxed paper. Bake for 12 minutes at 350°F.

As soon as macaroons seem to be holding together, they are ready. Do not leave too long in the oven as the center of the macaroons need to be moist. Remove from oven and let cool before attempting to remove from cookie sheet. Recipe makes about 4 dozen macaroons.



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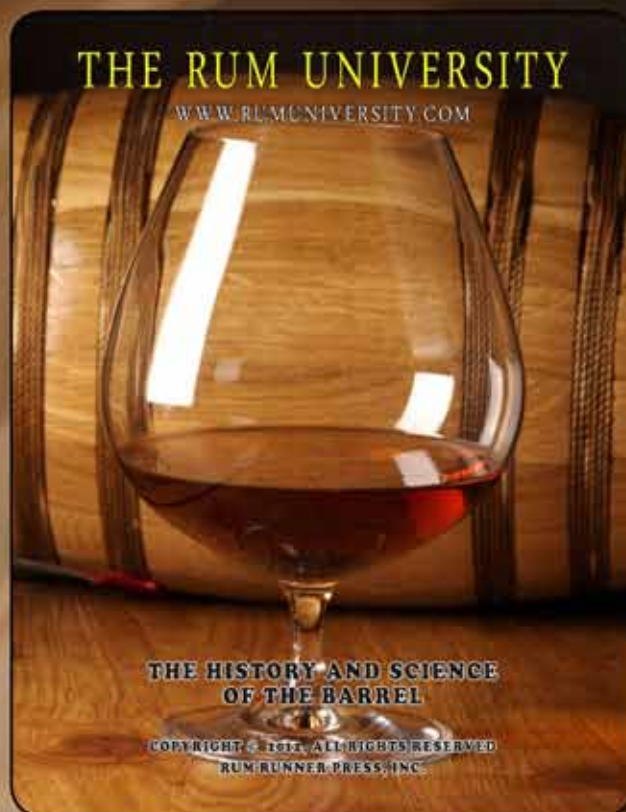
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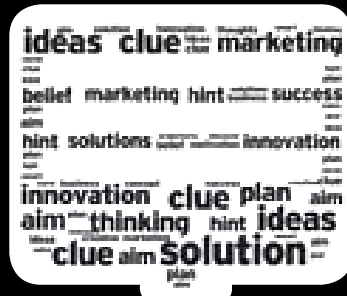
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THE **Rum**[®]
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IDEAS
THAT
CHANGED
THE
RUM
WORLD



Cooperage, the official name of the trade responsible for the production and repair of wooden barrels, is a profession that remained almost unchanged from its origin through the 19th century. Up until then, it relied extensively on highly-skilled laborers who ardously employed specialized tools to create barrels, slowly and -thus- expensively.

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Idea: Barrel Toasting and Charring

It is hard to think that toasting or charring the inside of a barrel was done in the early days of cooperage solely as a flavor-generating technique. Instead, the most logical explanation is that the heat needed to bend the staves into their desired shapes was quickly associated with different levels and types of flavors extracted.

The range of flavors one can derive from toasted wood is very similar to the range one can expect from toasted coffee or toasted breads/grains. These flavors are developed -and destroyed- through the careful application of heat, and their genesis and effect are well studied under the "Maillard Reaction," named so after scientist Louis-Camille Maillard, who first described it in 1912.



Hemicellulose, ligning and lactones in the wood, for example, can produce substances such as: furfural, vanillin, syringaldehyde, coniferaldehyde, guaiacol, cis-lactones and trans-lactones. These substances



are responsible for flavors and aromas including: vanilla, clove, coconut, almond and smoke. Coopers know the right amount of moisture needed in the staves, the intensity of the heat and the duration of the heat exposure, so distillers will be able to extract the right type of flavors after aging their rums in them.

⊕ *m. Acidum minerale*
 ⊕ *Acidum Vitrioli*
 ⊕ *c. concentratum, d. dilutum*
 ⊕ *Acidum Nitri, ⊕ a n. phlogisticatum*
 ∇ *Aqua fortis*
 ⊕ *Acidum Salis ⊕ a s. dephlogisticatum*
 ∇ *Aqua Regis*
 ⊕ *Acidum fluoris mineralis*
 ⊕ *Acidum Arsenici*
 ⊕ *v. Acidum Vegetabile*
 ⊕ *Acidum tartari*
 ⊕ *Acidum Sacchari*
 ⊕ *Acetum*
 ⊕ *a. Acidum animale*
 ⊕ *Acidum urinae; phosphori*
 ⊕ *Acidum formicarum*
 ⊕ *Acidum aereum; atmosphaericum*
 ⊕ *Sal alcalinus*
 ⊕ *p. Sal alc. purus (Causticus)*
 ⊕ *v. 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 Pineapple-Coconut Rum Cream

Ingredients:

- 1 Cup Sugar
- 1 Cup Water
- 12 Oz. Coconut Milk
- 1 tsp Vanilla Extract
- 2 tsp Coconut Extract
- 1 Cup Pineapple-Infused Rum (recipe below)

Directions:

Combine the water and sugar in a medium saucepan, bring the mixture to a boil, stirring frequently for 10 minutes. Remove from the heat and allow it to cool.

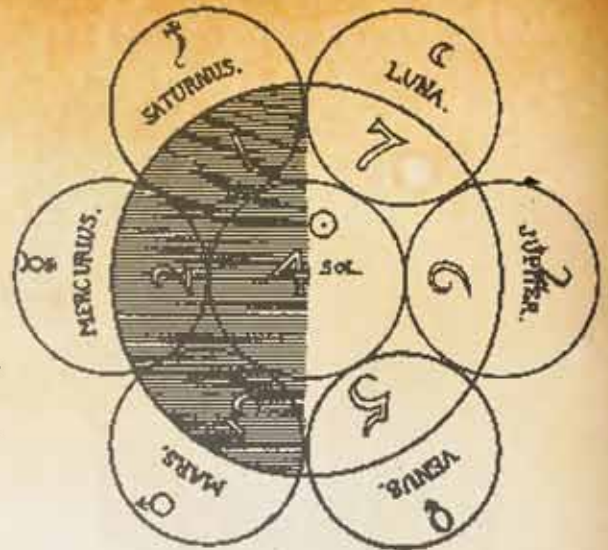
Combine the sugar syrup with the rest of the ingredients, mixing thoroughly to ensure the ingredients are properly blended together.

Transfer (and filter, if desired) into the final serving decanter/container and store refrigerated for up to 30 days.

Pineapple-Infused Rum

Ingredients:

- 3 Cups Sliced Pineapples (fresh and ripe are better, use canned otherwise)



- 1 Cup Light Brown Sugar
- 1 Cup Pineapple Juice
- 2 1/2 Cups White Rum (low to medium congener level)
- 1 Teaspoon Food Protector (if using fresh pineapples)

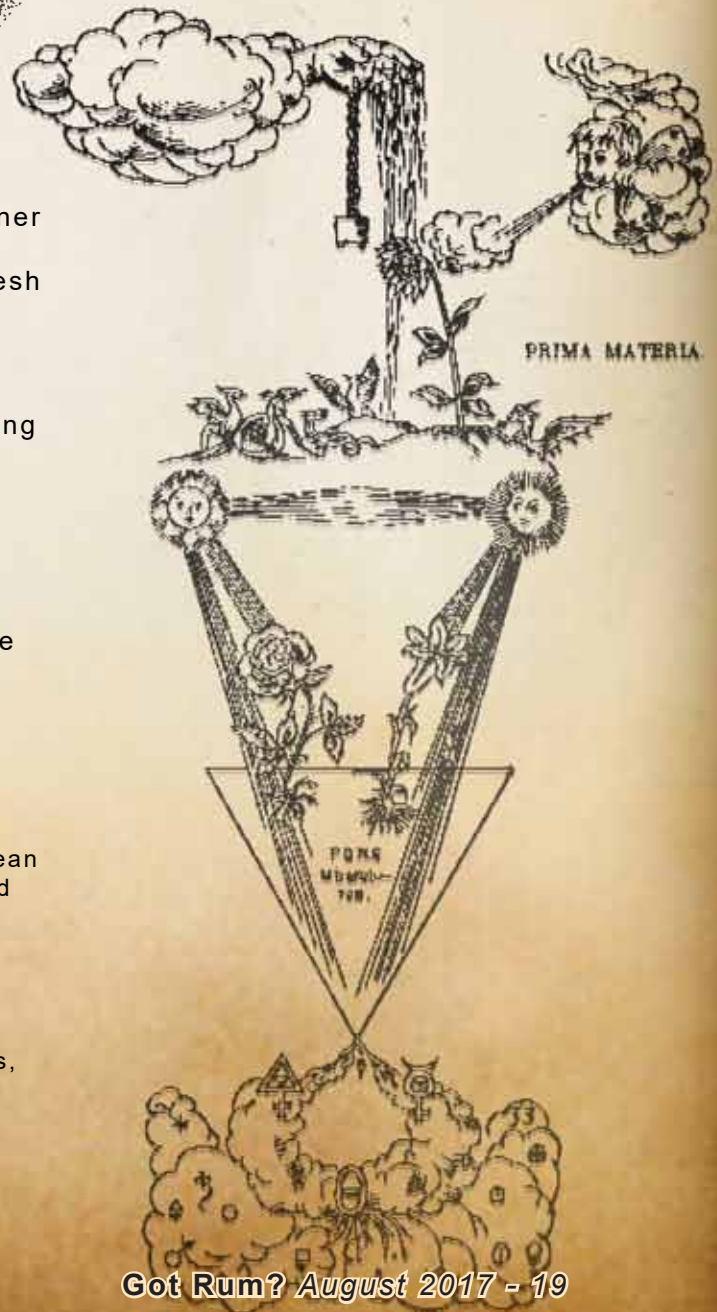
Directions:

Combine all ingredients in a single large jar. If using multiple jars, divide the ingredients equally among the jars. Cover and let stand in a dark, cool place for 30 days, shaking every few days.

Strain the liquid through a fine mesh, pressing the pineapple solids to release all the juices. Discard the solids. Allow for sediments to fall to precipitate and rack into final serving container.

Did you know that...

- The coconut is not a nut at all, but a stone fruit.
- Coconuts can float for long distances across the ocean and then put down roots again when they are washed ashore. There are reports that individual coconuts have even reached Scandinavia.
- There are over 1,300 types of coconut, which can all be traced back to one of two genetic origins from either the Pacific or the Indian Ocean.
- Coconut is used in a variety of cosmetic applications, more than any other fruit.
- During World War II, coconut water was used as an IV drip because there was not enough blood plasma available.



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Char Levels



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.



Hurricane

It seemed appropriate to write this article now, as I settle back into real life after two weeks in New Orleans for Tales of the Cocktail. If you have not ever been to the French Quarter in New Orleans, I highly encourage you to do so, sooner than later! Many of the iconic American cocktails originated there, and you can feel the history as you walk through the streets.

New Orleans has one of the best dining and cocktail scenes in the U.S., and even after 12 days there I feel like there are so many places I have not yet been to. One of the most famous bars is Pat O'Briens, which sits right in the heart of the Quarter on Bourbon Street. Pat O'Briens started out as a speakeasy during the days of Prohibition, but was converted to an actual bar in 1933.

As business grew over the years, Mr. O'Brien realized he needed a larger space and moved into the current location, where it has flourished for now over 75 years. The Hurricane was invented in the 1940's, during a time when certain liquors like bourbon and scotch were hard to come by. (Don't forget that all of the American whiskey was destroyed during Prohibition!)



Luckily there was rum being transported up and down the Mississippi river, but bar owners had to purchase fairly large quantities, some as much as 50 cases! That being said, the need for a full-of-rum cocktail was prevalent, and the Hurricane was born. One of the cool things about the name is that it is not only the name of the drink but also of the GLASS. The hurricane lamp shape became the glass it was served in and still is to this day, and is a very popular souvenir. Summer in New Orleans is extremely hot and humid, and this fruity and refreshing tropical classic cocktail is the perfect way to cool off.

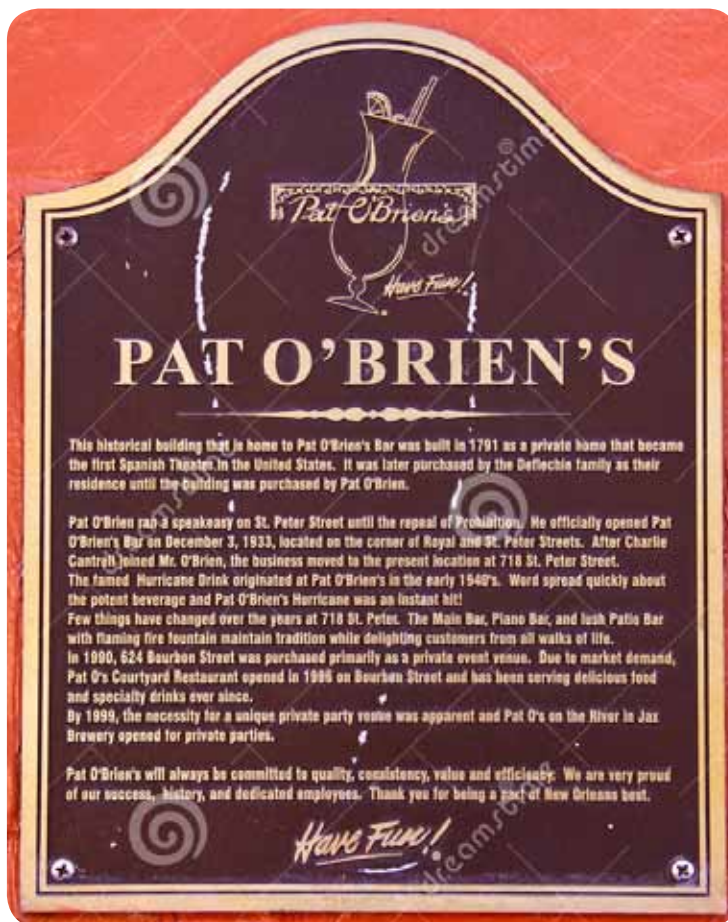
If you go to Pat O'Briens and ask them for the recipe, they will tell you that they use "Pat O'Briens Hurricane mix and Pat O'Briens Hurricane rum" but this is definitely a cocktail you can make at home or in your own bar, with your choice of rum and fresh juices.

HURRICANE

2 ounces light rum
2 ounces dark rum
2 ounces passion fruit juice
1 ounce orange juice
½ ounce lime juice
½ ounce simple syrup
½ ounce grenadine

Shake all ingredients well with ice, and strain into a hurricane glass with fresh ice. Garnish with an orange and a cherry. This may seem like a lot of liquid but keep in mind the hurricane glass is traditionally a 16+ ounce glass. You can always scale back the ingredients to put into a regular size glass. Another tip:

Make your own grenadine (recipe below). Do not go to a store and buy the bright red stuff which is artificially flavored. The flavors will be much more complex if you make it yourself and it will elevate this cocktail considerably.



Housemade Grenadine

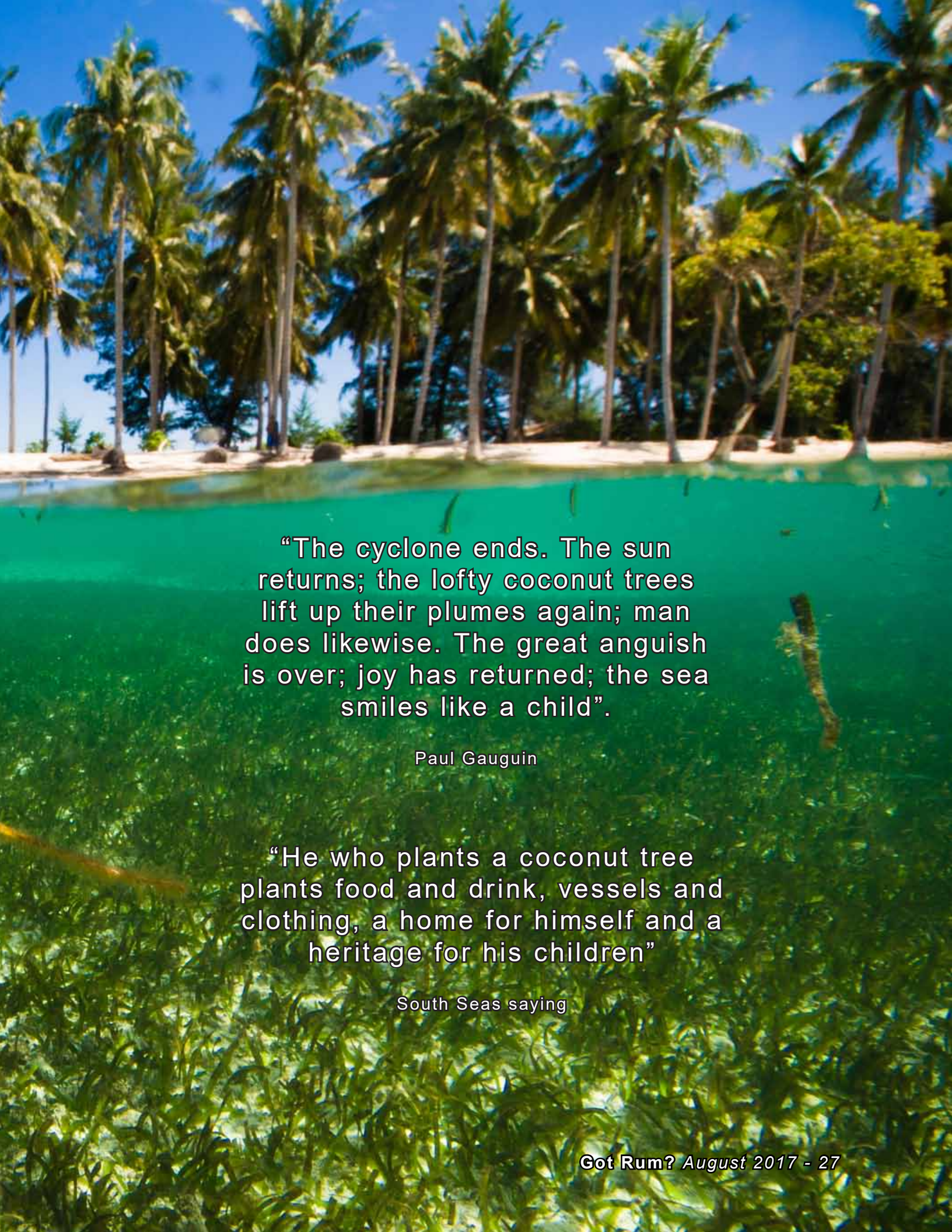
2 cups POM pomegranate juice
1 cup water
1 cup white sugar
Peel of one orange

Place all ingredients into a small sauce pan, simmer on medium heat for 10 minutes. Remove from heat, cool, and refrigerate. This will stay good up to 7 days.

The Wonderful

COCONUT





“The cyclone ends. The sun
returns; the lofty coconut trees
lift up their plumes again; man
does likewise. The great anguish
is over; joy has returned; the sea
smiles like a child”.

Paul Gauguin

“He who plants a coconut tree
plants food and drink, vessels and
clothing, a home for himself and a
heritage for his children”

South Seas saying



Easy Coconut Rum Balls

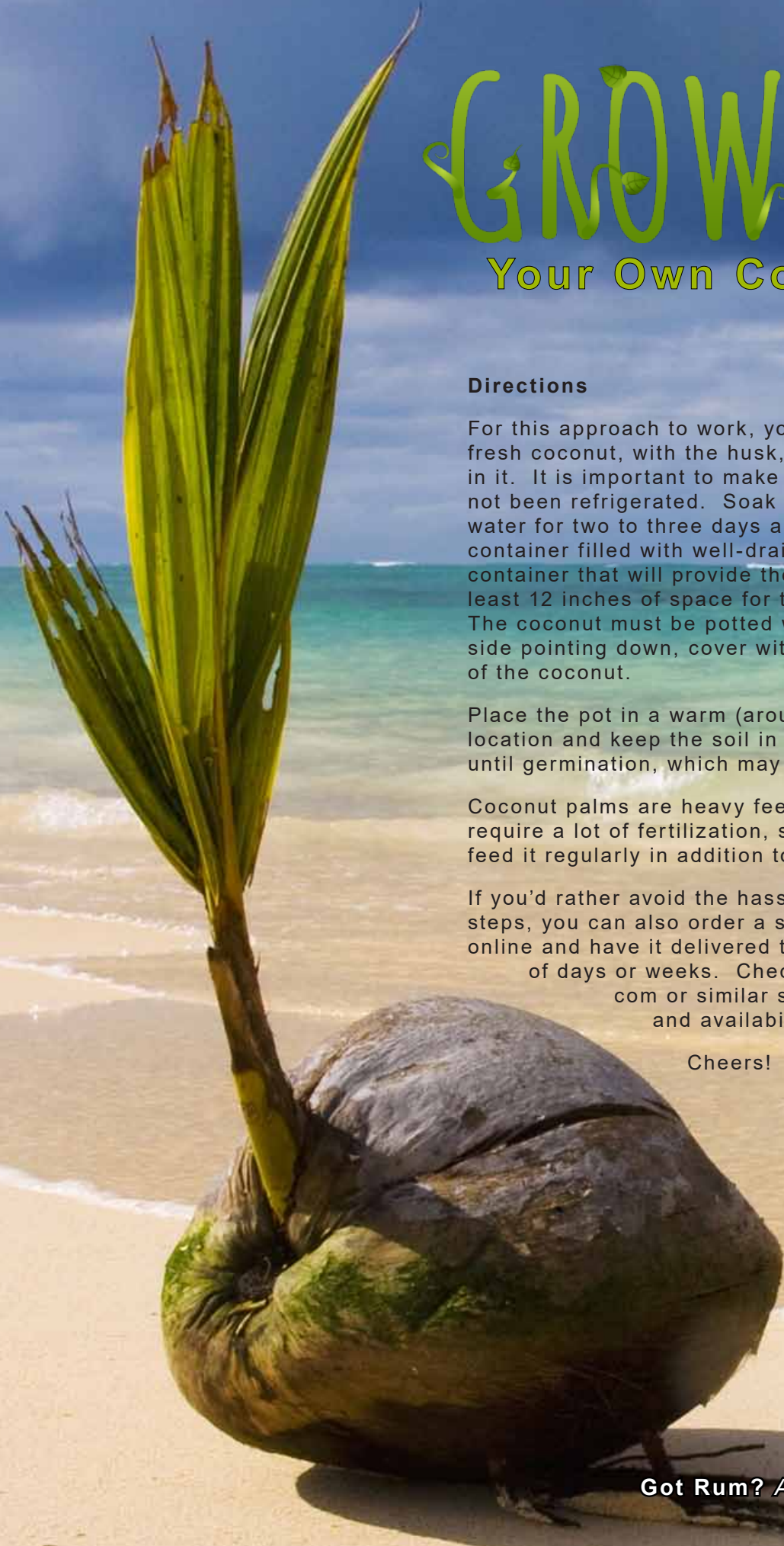
Ingredients

- 1 (12 ounce) package vanilla wafers, crushed very fine
- 1 1/3 cups flaked coconut
- 1 cup finely chopped walnuts
- 1 (14 ounce) can sweetened condensed milk
- 1/4 cup rum
- 1 cup flaked coconut

Directions

In a large bowl, toss together the crushed vanilla wafers, 1 1/3 cup coconut and walnuts. Stir in the sweetened condensed milk and rum; mix well. Refrigerate for 4 hours.

Roll the dough into 1 inch balls and roll the balls in the remaining coconut. Store in a tightly covered container in the refrigerator.

A photograph of a coconut palm seedling growing from a coconut husk on a sandy beach. The seedling has several long, green, pointed leaves. The coconut husk is dark brown and textured. The background shows the ocean and a blue sky with clouds.

GROWING

Your Own Coconuts

Directions

For this approach to work, you will need a fresh coconut, with the husk, with water still in it. It is important to make sure that it has not been refrigerated. Soak the coconut in water for two to three days and place it in a container filled with well-draining soil. Use a container that will provide the coconut with at least 12 inches of space for the roots to grow. The coconut must be potted with the pointy side pointing down, cover with dirt two thirds of the coconut.

Place the pot in a warm (around 21 Celcius) location and keep the soil in the pot moist until germination, which may take 3-6 months.

Coconut palms are heavy feeders and will require a lot of fertilization, so make sure you feed it regularly in addition to watering it.

If you'd rather avoid the hassle of the above steps, you can also order a sprouted coconut online and have it delivered to you in a matter of days or weeks. Check out Amazon.com or similar stores for pricing and availability.

Cheers!

THE RUM UNIVERSITY LIBRARY

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

www.RumBook.com

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Coconut - Milk:Flour:Oil Recipes

(Amazon Kindle Review) If you are looking for a book filled with coconut milk recipes, coconut flour recipes and coconut oil recipes you will be delighted with this recipe book. It has over 40 delicious, healthy recipes that are all accompanied by pictures of the finished product. These all fit right in perfectly for people eating Paleo foods.

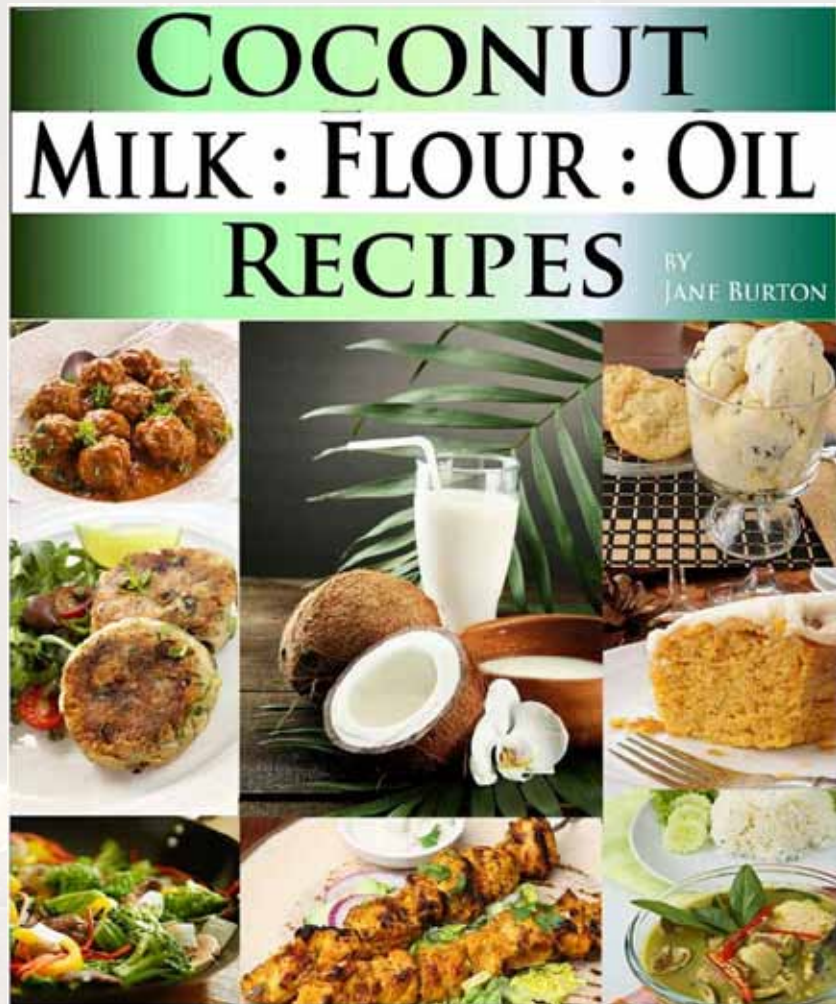
Coconut milk, coconut flour and coconut oil recipes are amongst the most popular choices for anyone on the Paleo diet and anyone wanting gluten free and dairy free recipe ideas. The book is full of breakfast, lunch and dinner recipes including sweet and savory dishes, curries, cakes, ice cream, spreads, smoothies and many more.

Coconut is a healthy alternative to traditional dairy and wheat products. Coconut milk is a healthy substitute for cow's milk and other associated dairy products. People with particular allergies turn to better options for health reasons, sometimes just for weight loss alone.

There are many different uses and benefits of coconut oil, so that is covered too. While the recipes in this book feature food recipes, it does go into benefits and tips for using coconut products for other things. Uses include tips for hair and skin. We also talk about the health benefits and beauty tips. The uses are wide and varied!

I hope you enjoy these coconut milk recipes as much as I do. Asian cooking often uses coconut milk and these are amongst my favorite meals. Enjoy!

ASIN: B00FCK9G3A



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 22: BLOOD, SWEAT AND RUM

On Sunday, 26th February, 1775 a battalion of British Troops under the command of Col Alexander Leslie arrived in Salem (MA) looking for some cannons that had been bought and hidden by local militia. But soon a crowd assembled, blocking the troops' way. There was shouting, insults, threats and pushing, but no-one opened fire. In the end Col Leslie ordered a retreat, later known as "Leslie's Retreat". No blood was shed but that of one Joseph Whicher, the foreman of a local rum distillery. He was at work when the soldiers ordered him to desist and threatened to stab him with their bayonets if he did not, whereupon he opened his breast and dared them to strike, and they pricked his breast so as to draw blood. The American rum industry may therefore boast to have shed the first blood of the Revolution.

In view of the importance of rum in the daily life of the time, it should come as no surprise that soldiers subject to the pain and the fatigue of battle should have a real need for rum. A regular allowance of rum



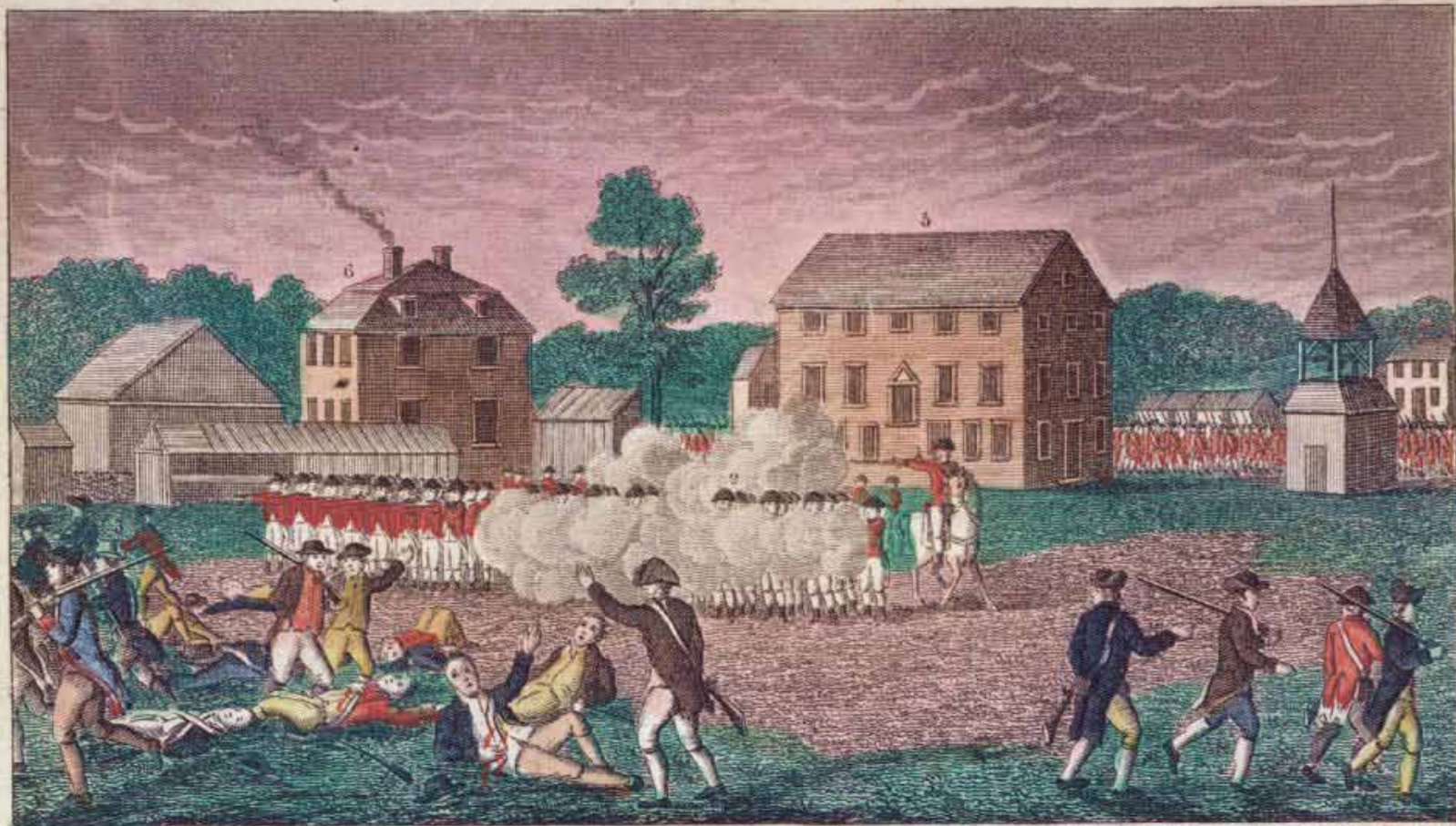
The March to Valley Forge by William Trego, 1883 (Museum of the American Revolution)

was therefore fundamental for the health, the morale and the effectiveness of the troops, both Americans and British. The British ruled the sea and occupied most of the ports, so for them it was easy to purchase rum in the British West Indies and to bring it to the soldiers. The Americans' situation was much worse, as they could count on only a small navy and on numerous fearless smugglers and privateers to bring rum or molasses into their territories. And, of course, the rum taken from the enemy in battle.

The paucity of stocks of rum was a constant worry to the American Commanders. Letters, orders, reports, and other documents written by Continental Army commanders during the war constantly refer to rum. The commanders worried about running out of

this essential commodity and asked their superiors for help. They angrily protested the high price suppliers demanded of the army and cheered over every barrel of rum taken from the enemy, either on the battlefield or by seizing a ship. They ordered soldiers be punished for drunkenness or for stealing rum. They ensured that the available rum was distributed fairly or, if there was not enough for everyone, decided when to hand it out and to whom, normally giving precedence to the men entrusted with the hardest work or the most dangerous missions.

These texts have the unique flavor of direct testimony. I selected just a few of the documents concerned with rum written by George Washington during the war. And I shall present them here and in the next article in italics, in simple chronological



Drawn by Earl & engraved by A. Declittle in 1775

Re-Engraved by A. Declittle and J.W. Barber in 1832

BATTLE OF LEXINGTON.

1. Major Pitcairn at the head of the Regular Granadiers. - 2. The Party who first fired on the Provincials at Lexington. - 3. Part of the Provincial Company of Lexington. - 4. Regular Companies on the road to Concord. - 5. The Meeting house at Lexington. - 6. The Public Inn.

order. I have occasionally added my own comments in the hopes of facilitating understanding.

From the very beginning of the war, George Washington had to deal with rum and its effects.

"Head Quarters, Cambridge, November 3rd 1775.

William Briant, Alexander Ingham, Francis Woobourn and Joseph Rockwood, tried at a late General Court martial, for "stealing Rum out of the Commissary General's Stores" The Court are of opinion that the prisoners Briant, Ingham & Woobourn are not guilty; but that the prisoner Rockwood alone is guilty of the Crime laid to his charge, and do therefore sentence him to receive Ten Lashes upon his bare back, at the head of the regiment to which he belongs—The

General approves the sentence and orders it to be executed, as soon as the weather will permit."

"Head Quarters, New York, August 9th 1776.

Parole: Lexington. Countersign: Maryland.

... The Commissary General to deliver to the Colonel of each regiment, Rum in the proportion of half a pint to a man; the Colonel to make a return of the number of his men for this purpose, and see that it is properly dealt out, by putting it under the care of a very discreet officer. ...

"Head-Quarters, Middle-Brook, June 11th 1777.

The Commissary General to deliver no rum for guards, or fatigue service, but in

the following manner—A gill per man, for all out-guards, and picquets—the order for it to come from the Brigadier of the day—the same allowance for all fatigue parties, either from the line, a division, or brigade—the order for it to come in the first instance, from the Major General of the day—in the second, from the Major General of the division—in the third, from the Brigadier of the brigade—All detachments, and scouting parties, to have a gill per man for every night they are out; the Major General of the day to give the order for it—A gill a day to all fatigue parties in the Commissary, or Quarter Master General's departments—No other guards, or fatigue, to have any allowance of rum—The rum for guards not to be issued 'till the duty is over."

The Continental Army lacked everything. Meanwhile, the prices of commodities indispensable to the soldiers increased continuously, also due to the greed of some suppliers who speculated on the great needs of the army. The situation was so serious that Washington proposed to create public Tanneries for shoes and clothing public Distilleries for strong spirits.

To John Hancock, 16 August 1777:

"Neshamini Camp [Pa.]

Sir

I do myself the Honor of addressing a few Lines to Congress on a Subject, which appears to me of infinite importance, and to have a claim to their serious attention. The Matter, I allude to, is the Exorbitant price exacted by Merchants & Venders of Goods for every Necessary they dispose of. I am sensible, the trouble and risk in importing, give the Adventurers a right to a generous price, and that such, from motives of policy, should be paid; But yet, I cannot conceive, that they, in direct violation of every principle of generosity—of reason and of Justice, should be allowed, if it is possible to restrain 'em, to avail themselves of the difficulties of the times and to amass Fortunes upon the public ruin. ... I think there are Two Measures, which if adopted & put under proper regulations, would be

of considerable saving to the public, and to the Army, at the same time, that they would contribute a good deal to do away part of the Uneasiness of the Latter, arising from the enormous prices they are compelled to pay for Necessaries. The First is, the Establishment of public Tanneries in three or Four of the States under care of a Judicious Commissary or Director, to which All the Hides of the Cattle killed for the Army should be carried and tanned. There should be also Deputies to attend the Army to collect the Hides, and it appears to me, that establishing the Tanneries in different States, for instance, One in this and Another in Connecticut, will be much more adviseable than fixing Only One in either of 'em, as the business may be carried on more extensevely—with more convenience, and at less expence, than if the Raw Hides were to be transported to One place only, from which probably there would be a necessity of carrying them the whole distance back again, after they were dressed. ... In like manner, since our Imports of Spirit have become so precarious—nay impracticable on account of the Enemy's Fleet, which infests our Whole Coast, I would beg leave to suggest the propriety of erecting public Distilleries in different States. The benefits arising from the moderate use of strong Liquor have been experienced in All Armies, and are not to be disputed. In the present situation of Affairs, Our Soldiery cannot obtain such Supplies, as are absolutely necessary, and if they are fortunate enough to get any, it is from the Sutlers at most extravagant rates, & at such, as are incredible to tell of. This is a source of much Complaint, and, I should hope, may be removed by appointing proper persons to buy Grain & distill it for the Army, large Quantities of which may be easily procured & on reasonable terms in many of the States. ... "

Marco Pierini

RUM IN HISTORY



1492

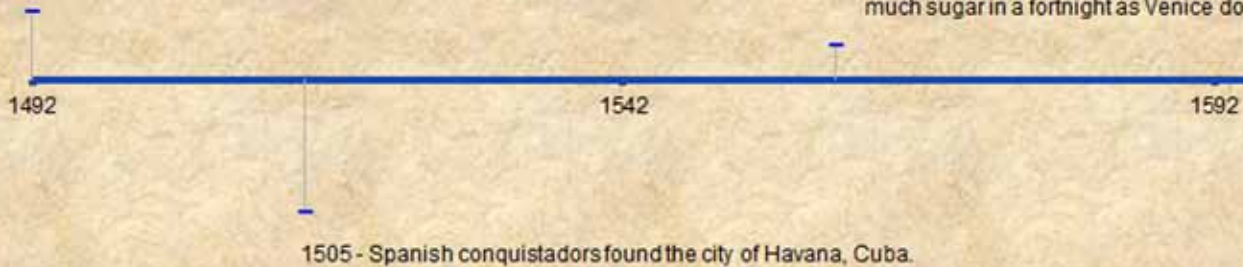


1560

1492 - Christopher Columbus weighs anchor August 3, with 52 men aboard his flagship the 100-ton Santa Maria, 18 aboard the 50-ton Pinta commanded by Martin Alonso Pinzón, and another 18 aboard the 40-ton Niña.

August Through The Years

1560 - Venice gets its first coffee house. The city is a major sugar-refining center, using raw sugar imported through Lisbon, but Europe's chief sugar refiner is Antwerp which refines as much sugar in a fortnight as Venice does in a year.



1505

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

1740 - The Royal Navy's rum ration is diluted by Admiral Edward Vernon, nicknamed "Old Grog" because he wears a grogram (grosgrain) cloak in foul weather. "Grog" will become a slang word for liquor, "groggy" for drunken dizziness

1731 - Half a pint of rum in two equal tots (servings) becomes the official daily ration for all hands in the British Royal Navy.

1642

1692

1630 - As sugarcane is grown and processed in the French West Indies, the supply of sugar in France increases. Lemonade is invented in Paris and quickly gains popularity

1735 - English distillers produce gin at a rate of 5.4 million gallons per year, nearly a gallon for every man, woman, and child.



RUM IN THE NEWS

by Mike Kunetka

A stack of US dollar bills is visible on the left side of the image. To its right, four white, cube-shaped blocks are arranged in a row, each displaying a black letter to spell out the word "NEWS". The background is a textured, light-colored surface.

DICTADOR RUMS & 375 PARK AVENUE SPIRITS

375 Park Avenue Spirits announced its agreement with Colombian luxury spirits producer, Dictador, to act as the exclusive U.S. importer for the brand's aged rum portfolio. "We are very proud to start this partnership with 375 Avenue Spirits and Sazerac," said Marcin Lukaszewicz, Vice President of Sales for Dictador. "It is a great privilege to work with such an exciting company that shares our vision. We look forward to a successful collaboration that will continue to energize the aged rum category with the revolutionary experience Dictador rums bring to the American market."

The award-winning Dictador rums are produced at Destilería Colombiana, located off the northern Caribbean coast in Cartagena de Indias, an area with a magical balance of weather and land known for producing exceptional quality spirits. Dictador uses sugar cane honey obtained from cane grown near the distillery and a proprietary natural yeast strain cultivated by the family to ensure the brand's singular taste and texture profile is kept pure and consistent. Almost all of the Dictador rums are aged using a solera system at their aging facility located 4,265 feet above sea level, surrounded by majestic mountains at an average of 68 degrees Fahrenheit. Established in 1913 by Don Julio Parra, Dictador is made at Destilería Colombiana, located off the northern Caribbean coast in Cartagena. The brand is named after Don Julio's ancestor who earned the name "Dictador" when he arrived in Colombia (then known as Nueva Granada) from Spain in the 18th Century; he became known for his strong and powerful nature. Today, Dictador is still a family-owned company, headed by Hernan Parra Arango, the third generation and Dictador Master Blender, who is committed to producing the finest spirits in all of Colombia. Initially, 375 Park Avenue Spirits will offer 10 unique solera aged rum expressions from the brand: Dictador 12 Years Old and Dictador 20 Years Old; Dictador 100 Months Amber, Dictador 100 Months Claro, Dictador 100 Months Café, and Dictador 100 Months Orange; Dictador XO Insolent, and Dictador XO Perpetual; and two

highly limited selections: Dictador 'Best Of' (a highly limited series of best and oldest rums released once per year) and Dictador 'Two Master Blenders' rum (a second limited edition offering, 100 bottles released per year). The portfolio, which ranges from \$29 – \$355 at retail, will be available from 375 Park Avenue Spirits in most markets nationally beginning August 1, 2017.

INTERNATIONAL SPIRITS CHALLENGE

Now in its 22nd year, the ISC is a premier event in promoting outstanding quality spirits from across the globe. The competition is founded on a rigorous and independent judging process, which serves to encourage the high caliber of spirits, designs and campaigns entered into the competition each year. Receiving more than 1,300 entries from nearly 70 countries worldwide makes the ISC a truly global competition. The ISC Tasting Awards winners are established through a rigorous judging process - a highly controlled operation held over seven days of intense blind tastings by panels of more than 50 respected and experienced industry professionals. Samples are delivered to the judging area in flights of numbered tasting glasses to ensure the accuracy of the blind tasting. Each judge will assess products according to their age, region and variety which is determined by the entrant and verified by the chairman. Each product is blind tasted and awarded a score for its aroma, appearance, taste and finish. Scores are collated and recorded by the category chairman before Trophy, Gold, Silver, and Bronze medals are awarded. This year's Trophy Medals for rum were awarded to Bundaberg Distilling for their Master Distillers' Collection - Blenders Edition and to R. L. Seale for their Foursquare Triptych and their Foursquare 2004. R.L. Seale also won Gold Medals for their Foursquare Criterion, Foursquare Zinfandel Cask Blend, R. L. Seale Finest and Doorly's 12 Year Old rums. Other Gold Medals were awarded to St. Lucia Distillers for their Admiral Rodney Extra Old St Lucia Rum, Havana Club for their Selecccion de Maestros, Berry Bros. & Rudd for their Penny Blue VSOP, Pusser's Rum Company for their Gunpowder Proof and Worthy Park Estate for their Rum-Bar Rum, White Overproof.

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.

COCKSPUR

The Barbados produced Cockspur Rum brand has been sold to Woodland Radicle, a company with a global reputation in brand creation, brand building and activation of beverage brands. The Cockspur brand features various award-winning rums, a best-selling rum punch, and desirable Splashes that have become a must for cocktails. It was once the most dominant brand on the Caribbean island that invented rum. With the sale of the brand to Woodland Radicle, Cockspur's future will include the upgrading of packaging and the introduction of new unique branded products to provide multinational consumers with greater choice.

For Steve Wilson, CEO and co-founder of Woodland Radicle, the Cockspur brand, whose distinctive logo is a big rooster, has the quality necessary to take on the world. "Our strategy is to raise the profile of Cockspur," said Wilson, a drinks industry veteran who spent 15 years as the global head of innovation at Diageo and was closely associated with a number of major brands including Bailey's Irish Cream, Malibu, Ciroc Vodka, and Smirnoff Ice. "Our strategy is focused on growth. That is why we emphasize our intention will be to return Cockspur to greatness in Barbados as well as expand exports into more markets," Wilson added. He also assured that the great taste of the Cockspur brands will not change as they will continue to be produced and bottled in Barbados.

The major change as a result of the sale of the Cockspur brands will be in administration and marketing. Cockspur's headquarters will now be at Woodland Radicle's corporate base in St George, Barbados. From there, a network of distributors will aggressively market the brand globally, while Hanschell Inniss will continue to distribute the brand locally. Woodland Radicle, which is responsible for J&R Rums and Xilli, is primarily a seed and nurture company. They identify brands with potential and help them realize their true value. Though Wilson declined to say how much Woodland Radicle paid for Cockspur, he stressed they are satisfied that they have a winner. Indeed, the Woodland Radicle chief projects that rebuilding the Cockspur brand and taking it global would help them achieve their quest to become the number one brand building company in the beverage and alcohol industry within the next five years.

CARIBBEAN JOURNAL'S LIST OF BEST AMERICAN RUMS

Every year on the Fourth of July, the Caribbean Journal, an e-newsletter usually focused on all things Caribbean, creates a list of their favorite American rums. Here are their descriptions of their five top favorites:

Siesta Key Rum - "Drum Circle Distilling has long put out one of the best rums, not just in America, but anywhere, and distiller Troy Roberts' loyalty to overwhelming quality continues, led by the flagship, simply spectacular, Siesta Key Spiced Rum. Plainly, it's just incredibly good rum."

Papa's Pilar Rum - "This wonderful rum, part owned by the Hemingway estate, recently launched its first full-fledged rum making operations at a new distillery in Key West, though much of the rum will remain sourced from Florida, the Caribbean and Central America. But the aging and finishing of the rum is itself a work of art, and makes it one of the best rums in America."

Richland Rum - "This American product is notable in that it's America's only single-estate rum, meaning every step of the rum making process happens here, from cane to glass. And the result is a world-class rum, something you expect to find in Martinique, not in Georgia."

Koloa Rum - "Long a Rum Journal favorite, Koloa Rum is distilled in a vintage copper-pot still using local sugar cane from Kauai, making for a wonderful range of both traditional and flavored rums. The latter are really the stars, though, led by the decadent coffee expression."

Thomas Tew Rum - "This brash pot-still rum is produced by the Newport Distilling Company in Newport, RI, led by its wonderful single barrel expression (though the overproof is wild, too)."

ISLA DEL TESORO - CASTRO RUM

London-based agency Spirit Cartel has been chosen to distribute the rum called Isla del Tesoro, which for 50 years was made for controversial Cuban revolutionary Castro's personal consumption and then later was gifted to visiting international dignitaries and senior member of the Cuban Government. Spirit Cartel's Charles Marshall said "Isla del Tesoro is truly the stuff of

RUM IN THE NEWS (continued)

by Mike Kunetka

A stack of US dollar bills is visible on the left side of the image. To its right, four white dice are arranged in a row, showing the letters N, E, W, and S, which spell out the word 'NEWS'.

legend. We feel it is our own little revolution and certainly a piece of history just getting our hands on the UK distribution for the rum. The romance surrounding this rum, contributes to the myth that it has come to represent the Cuban people's soul: pure and full of spirit, whilst maintaining a real sense of dignity and elegance. It's a rum for connoisseurs and aficionados. In my opinion, no rum collection is complete without a bottle of 'El Caballo's' personal rum. We can all be a little Fidelista even if we are not communist." The liquid is presented in an individually-numbered ceramic decanter encased in a handmade wooden chest. A map accompanies the bottle, depicting the location of Isla del Tesoro island – now called Isla de la Juventud.

RON BARCELO

Ron Barcelo has hired illustrator Abraham Menendez (Abe the Ape) to create new summer artwork for their bottles. To find inspiration, "Ape the Abe" took as a reference the summer films that featured Frankie Avalon and Annette Funicello, the emblematic actors of Beach Party, Beach Blanket Bingo and Bikini Beach. "I created a sort of old and colorful water park with a touch of California, imagine playing a background music of the Beach Boys or Dale & His Del-Tones" explains the designer. This limited edition is only available in Spain at the usual points of sale while quantities last.

SAN DIEGO SPIRIT FESTIVAL

Just over one month to the biggest cocktail festival in San Diego. This is one happy hour that lasts 4 hours that you don't want to miss. Check out the fun! There are dancers, bands, acrobats, and this year -- a fashion show! The Festival will also welcome Lagunitas Beer as part of the event. Join the After Party and Fashion Week SD Runway Fashion Show. Everyone is invited to keep the party going on the forecourt. The fashion show will begin at 7pm. VIP tickets are available and LILLET will be hosting the VIP party. Drink Tickets will be available and all proceeds go to charity.

APPLETON RUM TOUR

The Jamaica Gleaner reported that J. Wray and Nephew Limited is appealing to the Government to support its \$1-billion makeover of the world-famous Appleton Rum Tour by re-establishing the old rail service and putting in a proper road from Montego Bay, St James, to its Siloah location in St Elizabeth. Chairman of the company, Clement Lawrence, told the Gleaner "Critical to bringing people to this setting is the railway, this is our preferred form of mass transit," "Having a railway brings an experience by itself. The rail lines, which has not been operational since the 1900s, travel between the estate and the cruise ship dock. The train would halve the travel time from the over three-hour bus ride and allow visitors to start the rum experience, while travelling to their destination. In the interim, however, it will be necessary for Government to improve the road conditions from Montego Bay to Appleton to make the journey more pleasant, ensuring that the tourist arrives unshaken." Lawrence says he is looking to grow the number of visitors from 50,000 to approximately 200,000 annually. He believes the rail experience and the logistical benefits that it offers would support that effort nicely.

CARIBBEAN RUM & BEER FESTIVAL 2017

The Caribbean Rum & Beer Festival is heading back to Barbados this December. After spending years away being hosted in Grenada and St Maarten, the annual beverage expo is back on home territory. Barbados based Festival Director Cheryl Collymore explained "The first Caribbean Rum & Beer Festival was held in Barbados back in 2010 and after discussions with local stakeholders, we feel the time is perfect to bring our unique event back home." The festival is a rum and beer trade expo with a huge social component. Distilleries, breweries and distributors use the event to showcase their products to an enthusiastic audience of local and international visitors. Collymore noted that, "companies are constantly searching for cost effective ways to reach targeted customers and the Caribbean Rum & Beer Festival provides

an excellent platform.” The venue for the 2017 Caribbean Rum & Beer Festival is the Rockley Golf & Country Club and a festival golf tournament is one of the activities taking place during the event. Additional activities at the festival will include: product sampling, seminars on rum and craft beer, chocolate pairings, a rum cocktail bartending competition, a cigar & rum area and cooking with rum and beer demonstrations. Festival Operation Director Dr. Glyn Williams commented “The Caribbean and in particular Barbados is the home of rum and we produce some world class quality rums and beers. The Caribbean Rum & Beer Festival is a way to invite people from all over the world to come to Barbados and learn more about the history, variety and versatility of these amazing products.”

EL DORADO RUM

Demerara Distillers Limited (DDL), makers of El Dorado Rum, recently announced the release of its El Dorado Master Blender’s Special Edition rum in celebration of its renewed five-year partnership with the Hero Caribbean Premier League (CPL). This Limited Release product is a blend of three rums that were specially selected by Master Blender Sharon Sue-Hang from three of DDL’s famous heritage stills. The blend comprises a light rum from the French Savalle Still, a medium bodied spirit distilled by the Enmore Wooden Coffey Still (EHP Still) and a heavier-style distillate of the Port Mourant Double Wooden Pot. These rums were distilled in 2007 and laid down in oak barrels for 10 years to produce what Mrs. Sue-Hang describes as a “full bodied, well balanced sipper”. Demerara Distillers Limited is known for their continued preservation and use of several heritage stills dating back to the 1700s. The French Savalle Still is the original four column metal still which was inherited from the 18th century Uitvlugt Estate on the West Coast of Demerara. The EHP Wooden Coffey Still was built in 1880 and is the last working example of its kind in the world today. It is similar to the very first continuous still constructed and patented by Irish Excise Officer Aeneas Coffey in 1832. The Port Mourant Double Wooden Pot Still comprises two large wooden pots, constructed with Guyanese Greenheart for longevity. It was first erected in 1732 at Plantation Port Mourant but with the closing and consolidation of estates was moved to Plantation Skeldon then on to Plantation Albion. It was later moved to the Enmore then Uitvlugt Estates before finding its

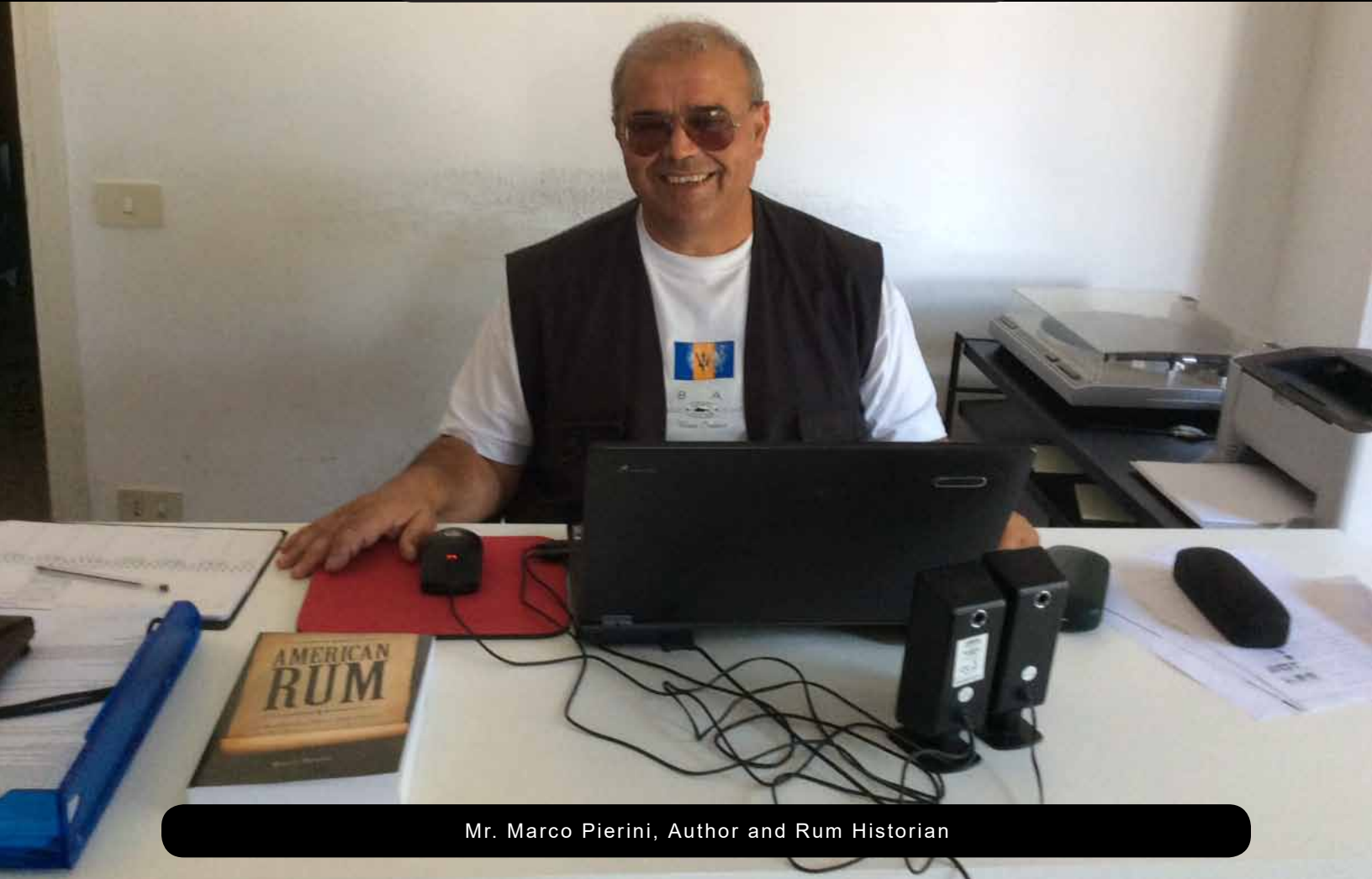
way to its present home at Diamond. The extra character and depth of the rum from this still made it the choice of the Royal Navy which had begun issuing an official daily ration of rum to its sailors. Chairman of Demerara Distillers Limited, Komal Samaroo, said that “Every bottle of Eldorado Rum is imbued with the rich heritage of centuries of rum crafting experience. We take great care to preserve, enrich and showcase the heritage and skill and craftsmanship that makes every bottle of El Dorado so unique. It is in this context that our relationship with CPL since its inauguration must be seen – richer and deeper with the passage of time. As we commence a new and enhanced relationship over the next five years we are delighted to mark the occasion with the launch of this new El Dorado blend specially crafted by our Master Blender to celebrate once again the partnership between the World’s Best Rum and the Biggest Party in Sport.”

ANGOSTURA

The Spirit Journal recently reported that Angostura has reduced its third party rum production after a project to upgrade its wastewater facilities “didn’t work out as well as we’d hoped”. Speaking to The Spirits Business, Genevieve Jodhan confirmed that Trinidad and Tobago-based Angostura made a “strategic decision” in the third quarter of 2016 to reduce bulk rum distilling after work on its wastewater treatment plant ran into difficulty. “We started to scope out and ask, how can we produce responsibly? And we realized that we needed to cut back production and make some changes. That led us to look at the entire business model to see where we want to be, then reposition the company for the future.” Angostura has maintained some key supply contracts, but will reserve greater distilling capacity for its own brands. This change in production strategy has also allowed Angostura to speed up its premium trajectory, by focusing more on value than volume, Jodhan added. She said of the industry-wide premiumization trend in rum: “We don’t just think it will happen, we intend to make it happen.” However, she added: “The future of rum lies in all categories, and mainstream rums are here to stay. Consumption changes by occasion, by lifestyle, and life stage. I do not think there will ever be a time when rum is out of reach for the average consumer. “But there is an untapped market at the top end that is wide open, and I think rum will continue to push into areas once reserved for whisky.”

EXCLUSIVE INTERVIEW

by Margaret Ayala



Mr. Marco Pierini, Author and Rum Historian

It gives me great pleasure to share this interview with all our readers. I am extremely happy, not only because the person being interviewed is our very own Rum Historian, but because the interview coincides with the publication of Marco Pierini's book on the history of rum in the Americas. I hope everyone gets to read this fantastic book.

Margaret Ayala, Publisher



Q: I know our regular readers are already familiar with you and your work, but for the sake of completeness, could you tell us a bit about who you are and what you do?

In my university years I studied Philosophy in Florence and Political Science in Madrid, but my real passion has always been History.

Then life brought me to work in tourism, event organization and vocational training. Round 10 years ago I discovered rum. With my business partner, Francesco Rufini, I founded a firm that runs a beach bar in Tuscany and selects Premium Rums that we bottle with our own label: *La Casa del Rum* (The House of Rum).



Soon I discovered that rum it is not only a noble spirit, it is a world. So I decided to join my life-long passion, History, with my new love studying the History of Rum. And here I am.

Q: Your title “Rum Historian” represents two subjects that you are passionate about. What are some of the challenges involved when trying to combine these two worlds?

There have been three main challenges: firstly, tracking references to rum in books dealing with other subjects, for example the history of certain countries, sugar, the American Revolution, the British Empire and so on, because there are very few books on rum written by historians and scholars.

Secondly, verifying the accuracy of the mass of information present in many books on rum written by popularizers and enthusiasts and then set it within its historical context.

Thirdly, deciding what to do with the many sources of the time which I had been discovering: what to publish, and what, unfortunately, to leave out for lack of time and space.

Q: Last month you published your very first book called “American Rum”. Congratulations! Where is your book currently available for purchase?

It is available on Amazon.com and on Amazon Europe. At the moment there is only the print, paper edition, but I hope to offer also the Kindle Edition soon.



AMERICAN RUM



A Short History of Rum in Early America

Marco Pierini

Q: Most people don't know how hard it is to write a book, can you describe some of the obstacles you encountered?

The biggest obstacle has been to move from the particular to the general, that is, narrate a single event or quote a specific text but embedded in the general historical frame of the period – without drowning in the documentation and, I hope, without boring the reader.

Q: You list your son, Claudio Pierini, as a contributor. It's always nice to see a father and son working together. What were some of your reasons for choosing your son to help with your book? There is an obvious generational gap between the two of you, do you feel his perspective on rum is different than yours and, if so, is it due to this age gap?

After two years as Consultant and Data Analyst in Milan, Claudio discovered that that kind of life was not his cup of tea. So he decided to help me in my business: both rum and tourism.

Therefore it was only natural for me to ask for his help in the making and in the editing of the book. Different perspective? I prefer to drink rum straight, not in cocktails, while Claudio, like many young drinkers, likes cocktails and he has also a deep interest in mixology's trends and history.

Q: When researching rum, some of the information that is easiest to find is not always accurate. By the same token, I imagine some of the most insightful information was very hard to come by. What are your thoughts about these ideas?

In our modern digital world it is relatively easy to find information. But information per se is not knowledge.

Firstly you have to understand whether that information is true or false (or the whole range of intermediate possibilities). Does that old document really exist? Is its translation correct? Did that word

really use to have that meaning? Is that thing really written in that book? (The readers interested in this question can read my article "Caçaza" in "GOT RUM?", September 2015). Then the correct information, in order to help us understand the past, must be seen in its historical context, which we must know about. It is not always easy, but it is exciting.

Q: Do you think this book fulfills the goals you had in mind when you first started researching rum, or is this book just the tip of the proverbial iceberg?

Good question Margaret, the answer is both of them. I had in mind to write a rigorous History of American Rum which was not too long and at the same time enjoyable to read and I hope I succeeded. At the same time yes, this book is only the tip of an iceberg.

During my research I have understood that, if you look hard, you can unearth enough material to write a book like this about many of the Thirteen Colonies! Then, as well as Early America, there is a whole world waiting to be explored.

Q: Having published several books with my husband, Luis Ayala, I can reflect back and recall some of the topics in our books that I really enjoyed working on. Do you have a specific topic in your book that you truly enjoyed writing about?

Well, as you know, I began my travel as Rum Historian looking for the Origin of Rum, and this is still one of my favorite topics. But it was also very amusing to write about Smuggling and Flag of Truce during the French and Indian War. And I found it intellectually challenging to delve into the relation between rum and slavery and in the role of rum in the economy of the Continental Colonies. Actually, I enjoyed writing the whole book!

Q: Now that the book is published, will you take a break from your research or are you still uncovering new and exciting material?



Yes, I am taking a little break also to decide which way to go now. It might be very interesting to approach the inheritance of Prohibition and the revival of craft rum production in today's America. But I have found also new, very exciting lines of enquiry about the role of the French in the Origin of Rum and I would really like to pursue them. We'll see.

Q: If our readers would like to contact you, how may they reach out to you?

I have just started a new Blog:
www.therumhistorian.com but it is still a work in progress, so at the moment it is better to contact me on FB, or write to marco@gotrum.com.

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

If among the readers there are any young historians, I would like to make an appeal: rum is a fascinating subject, and it is a prism through which the Atlantic World can be better understood. It deserves your attention.

Margaret: Thank you again Marco, for sharing these insights with all of our readers. We wish you and Claudio the best of luck with the book!



This could be your own rum...

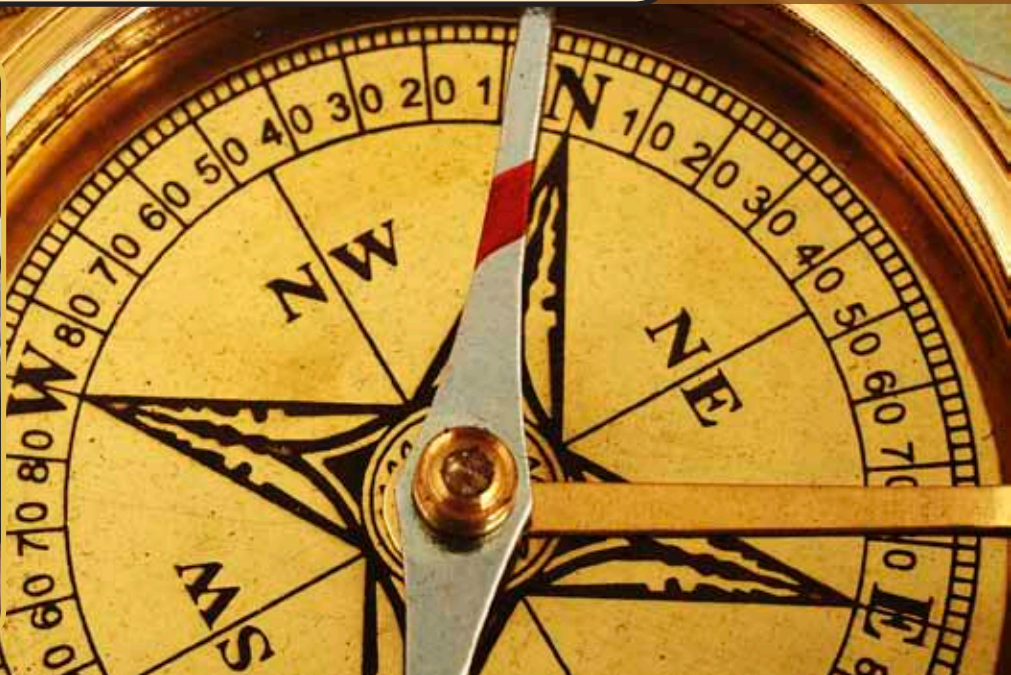
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PAUL'S SPIRITED TRAVEL



Spirited Travel: Tales of the Cocktail Rum Recap

New Orleans, Louisiana hosted its 15th Tales of the Cocktail at the historic Hotel Monteleone and Royal Sonesta July 18th through the 23rd. The French Quarter and surrounding area was the perfect setting as many events were far and wide from the host hotels delivering a range of experiences such as Rhum Clement's USA Ti Punch Final at the Conchon restaurant, Bacardi's National Daiquiri Day Celebration at Cane and Table, and other intriguing brand interactions.

Back at the host hotels this year's selection of rum seminars had new learning experiences for those just beginning to explore rum to industry veterans looking to dive deeper on specialized subjects. Seminar topics were: *Feeling the Funk: From Dunder to Wonder*; *Falernum, Shrubs, & Mythical Caribbean Liqueurs*; *Sailors' Joy-400 Years of Drinking*; *Raising Cane-Rums Rise to Respectability*; and finally *Moving Beyond Color: A New Classification of Rum*. Each seminar was led by a panel of industry luminaries that provide their own unique perspectives on the selected topics.

The Market at Tales was located in the Royal Sonesta Hotel. This market had an impressive selection of books and bitters, but also had opportunities to meet authors and manufacturers such as Tiki Diablo who make Tiki mugs and décor for events, bars and restaurants. It was fun to visit and check to see what new authors or products were being featured throughout the week.

Woven neatly throughout the week were all of the Spirit Tasting events. For those participating with an open mind and palate, attending these events allowed them to





make many happy discoveries like new ingredients by Perfect Puree or a new craft spirit brands presenting at one of the American Distilling Institute events. A personal favorite for many rum aficionados was the *Tasting of Traditional Rums* presented by Foursquare Rum Distillery, Worthy Park Estate and Mezan Rum. Beyond the regular tasting events were also the seminar style guided tasting events. For the Rum lovers there was *Rum: Just Sip it* that showcased some of the finest sipping rums from across the Caribbean including rare vintages from Barbados, Jamaica and Saint Lucia. *Alexandre Gabriel's Chamber of Secrets* that delved into some of Maison Ferrands product experiments and involved multiple spirits including rum.

Beyond the seminars and tasting events were the opportunities to share experiences with peers and new friends across the industry. Bacardi, Diageo, and William Grant and Sons all held themed parties showcasing

their portfolios. Spirited dinners and private gatherings allowed brands to share their products with an intimate New Orleans flair. Part of the underlying entertainment was live music. New Orleans is a great city for it and almost every event had a soundtrack provided by the hosts. For example, at the *Tasting of Traditional Rums* a New Orleans Jazz quartet performed, Brother Cleve DJ'd at the *Indie Spirits That Rock* tasting and Walshy Fire member of Major Lazer delivered beat thumping music at the Bacardi party.

Simply put, Tales of the Cocktail at its best is one-part family reunion, two-part cocktail exploration and three-part shared experiences with likeminded souls who wish to elevate their skills. The slogan for this year's TOTC was "Craft your Future" and it really captured the vibe of the event. Opportunities to learn, explore, and share knowledge were a great part of the experience. The 2017 Tales of the Cocktail allowed the Rum world to explore its past, discuss the present, and give all of us a glimpse of the future that is being crafted by all of us.

Paul Senft



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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).

Coconut Fashioned

Dear readers, since this month's topic is coconuts, I had thought about buying a whole coconut and using it as a serving vessel, removing only the top and creating a classic cocktail that would have taken advantage of the water and oils contained within. As Murphy's law would have it, however, I was not able to find one coconut anywhere, so I had to change my approach. At one of the stores I stopped by, they had coconut in many different presentations, ready to be consumed. One of the options they had was coconut cubes, sweetened (from added sweeteners), they were very addictive, I tried eating only one and ended up eating a whole dozen!

When I discussed the situation with Luis Ayala, he gave me the idea of setting them on fire and, since I am a bit of a pyromaniac, I had also thought about something similar, but was unsure as to the outcome. What follows is the account of the experiment I enjoyed the most.

I started by grabbing the only overproof rum I had access to, in this case it was at 59% ABV (118 proof). I poured two ounces of this rum into the lid of a cocktail shaker (something you can easily do at home) and set it on fire, which was not difficult to do. Inside the metal shaker I put a handful of the sweetened coconuts and -after having the rum burn for a couple of minutes- then I poured the flaming rum on top of them, the coconut cubes continued to roast underneath the flames. Almost immediately, the aroma started to change, signaling that something interesting was taking place. Some of the coconut pieces were above the level of the flaming rum and their edges were starting to brown.

Got Rum?





Photo credit: @Cigarilli



You can imagine the range of pleasant aromas emanating from the mix, they reminded me of the aroma of freshly toasted American Oak barrels!

After letting the rum burn for a few more minutes (be careful if you are using a glass shaker, this is best done with a metal one), place a couple of ice cubes on top of the rum and coconut cubes and add 2 ounces of a rum, preferably on the sweet side. For this pairing I chose Botran Solera 18 years (somewhat confusing to have a Solera rum that also states an age), I selected it not because of the age, but rather because of the sweet profile.

These steps resulted in a coconut version of the Old Fashioned, it was then time to select a cigar that would not be too aggressive but that would also be a brief smoke, ideally I wanted about 30 minutes of smoking time. For these reasons I selected a Coloniales (44 Ring x 132 mm length) from Trinidad de Cuba, a format famous for its butterfly-shaped “perilla” and also famous because the boxes come packed with 24 instead of 25 cigars.

While I was not blown away, I really liked the presentation and the fact that the coconut was not an overwhelming ingredient. Coconut can be very intense and I personally don’t like it all the time, but in this cocktail the coconut kept a low profile, giving the drink a balanced profile. The sweetness towards the end was very appropriate for an Old Fashioned made with sugar crystals. I did not add the touch of bitters and, in hindsight, a touch of orange peel could have helped and I would recommend you try adding it when you create your own drink at home.

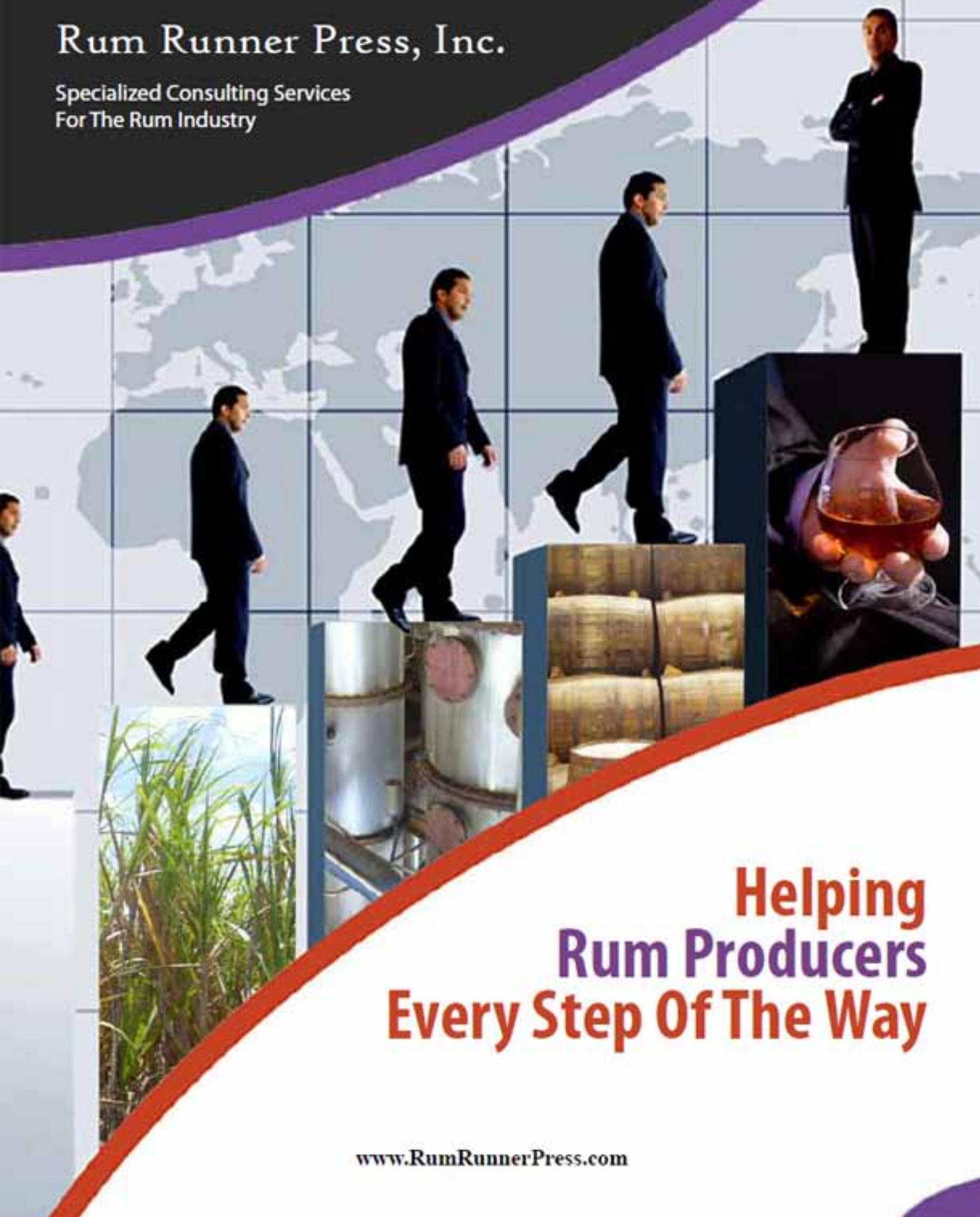
The pairing with the cigar was very good, despite my apprehension about using coconut in mixology. A stronger cigar would have accentuated acidic and tannic notes. By the same token, a weaker cigar would not have kept up with the flavors from the cocktail.

I imagine some of our readers will wonder about cigars flavored or infused with coconut or vanilla and, while these cigars go against everything I believe in, I imagine this cocktail would pair up with those just fine.

Philip Ili Barake
#GRCigarPairing

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