







Got Rum?®

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FRONT COVER: Copper Parrot

INSIDE SPREAD: Moonshine Still - Maryland

FROM THE EDITOR

Hurricanes

he word "hurricane" as a noun refers to tropical cyclones of particularly high intensity (as defined by the Beaufort Scale Table), accompanied by heavy rains, fast winds and oftentimes thunder. The word is a partially-deformed adoption of the Spanish huracán (as first used by Gonzalo Fernández de Oviedo y Valdés, in "Historia General y Natural de las Indias" in 1547) which was derived from Arawakan (West Indies).

As I write these lines, hurricane Harvey is dropping its water payload all around us in Coastal and Central Texas. I can't help but imagine what our predecessors' lives were like, before the days of government evacuations, e-mail storm notifications and advanced satellite weather modeling.

Being caught off-guard could have been —and still can be- life threatening. The same water that is needed for crops to grow can also flood roads and can be responsible for mudslides and other catastrophes, highlighting the irony of human's need and quest for water.

Water is king in the rum industry: sugarcane can't prosper without it and steam-based distillation would be more expensive and complex if it had to rely on other fluids. Water (rain season) also determines when nature is ready to allow for harvesting equipment and personnel to enter the cane fields. It



is only fitting then, that rum mixology would honor hurricanes, the ultimate water givers, with a namesake cocktail.

While Harvey coerces the trees around our house do "the wave," I think it is fitting that I head to the bar to fix myself a hurricane, so I may endure the storm, repeating in my head what countless generations before me are certain to have said to themselves in similar times: "this too, shall pass."

Cheers,

Vivi

Luis Ayala, Editor and Publisher

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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!

Endless Summer Rum

he movie Endless Summer released in 1966 documents surfers Michael Hynson and Robert August as they travel the world "In Search of the Perfect Wave".

This rum is imported by CEO MattiAntilla of Grain and Barrel spirits, who claims in the marketing material to have searched the world for the perfect place to have this rum made. At the end of the search he chose the island of Barbados. Endless Summer rum is produced in using a combination of rums made with two column stills and a pot still at a beach side distillery. The rum is blended to 40 abv using coral filtered spring water.

Appearance

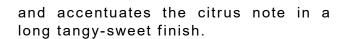
The bottle's label has the iconic imagery from the Endless Summer movie poster. The rum is crystal clear in the bottle and glass. Agitating the liquid causes a thin band to form that slowly thickens and spins off equally thick legs.

Nose

The aroma delivers notes of warm butter, coconut, banana peel, with hints of lime nipping around the edges.

Palate

The first sip envelops the tongue with a swirl of alcohol and tropical fruit. Additional sips reveal note of coconut meat, vanilla, lime juice, and cooked bananas. The pop of alcohol returns



Review

Created to be used in cocktails, this rum does well in most drinks that call for an un-aged rum. I thought it held up particularly well with pineapple, berry, and citrus juices. The immature alcohol note is present throughout the flavor profile, but never dominates or takes away from the other fruitiness of the rum.

Here is a good example of a cocktail that works well with the rum:

The Wave Runner

(courtesy of Endless Summer Rum)

2oz Endless Summer rum
2oz pineapple juice
3oz coconut water

Put all ingredients in a shaker with ice and shake. Pour into glass unstrained and garnish with an orange slice.

At the time of this publication the rum is available in Florida and South Carolina.



THE ANGEL'S SHARE

by Paul Senft

Ron Viejo de Caldas 3 Años

stablished in 1928 Ron Viejo
De Caldas is imported from
Columbia by Industria Licorera
De Caldas. Researching the rum, very
little can be found about production
other than that it is distilled from
molasses. Once distilled the rum
is aged in barrels made from white
Columbian oak in a barrel house
located 2.200 feet above sea level.

Appearance

The rum is packaged in a squat 750 ml bottle and sealed with a plastic cap. The front and back labels provide the minimum information required by law.

The rum in the bottle and glass holds a solid gold amber color. Swirling the liquid creates a thick band that quickly spins off equally thick fast moving legs. This band beads up and forms legs that drop into the glass a few times before finally leaving a ring of residue around the glass.

Nose

The aroma of the rum delivers notes of sweet caramel, ripe banana, and charred wood.

Palate

The first sip of the rum is buttery caramel forward, immediately followed by the banana notes from the aroma. Additional sips introduce sweet butterscotch, smoke, with charred and raw oak tannins that envelop the tongue leading to a mineral rich, lightly dry, and alcohol laden finish that just seems to go flat and run out of steam.

Review

By design this three year old blended rum is the workhorse of the line. Obviously created for mixing, I would only recommend sipping it neat if you like the immature flavor profile. In some ways it reminded me of equally young bourbon. Bottled at 40 abv, this rum would be easy to use in any rum cocktail asking for a minimally aged spirit.

For more information about the product and its availability please visit Ron Viejo de Caldas social media pages.





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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

Ham Loaf with Rum Raisin Sauce

Ingredients to make the Ham Loaf:

- 2 Cups Ground Cooked Ham
- 2 Tbsp. Butter
- 2 Eggs, well beaten
- 1 ½ Small Onion, diced
- ½ Cup Bread Crumbs
- 2 Tbsp. Ketchup
- 2 tsp. Worcestershire Sauce
- ¼ tsp. Coleman Mustard
- Salt and Pepper to taste

Directions:

In a bowl mix ham, eggs, bread crumbs, ketchup, Worcestershire sauce, mustard, salt and pepper and set aside. Melt butter in a frying pan. When hot, add diced onions. Fry until onions become transparent and then add the ingredients from the bowl.

"One must ask children and birds how cherries and strawberries taste."

Johann Wolfgang von Goethe

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Blend and then shape into a loaf. Place in a greased pan and bake at 350°F for about 40-45 minutes. Remove from oven and place loaf on a platter and pour the rum raisin sauce (see recipe below) over the loaf.

Ingredients to make the Rum Raisin Sauce:

1 ½ Cup Dark or Spiced Rum 1 Tbsp. All Purpose Flour 1 Tbsp. Horse-Radish, already made 2 Tbsp. Butter ¼ Cup Raisins 1/8 tsp. Salt



Directions:

Put raisins in the cup of rum and allow to soak. Once raisins are plump, strain. Melt butter in a saucepan. Add flour and salt and brown slightly. Add the rum stirring constantly until mixture becomes a smooth paste. Add the horse radish and raisins and serve hot.

Spirited Strawberries

Ingredients:

- 1 Pkg. Frozen Strawberries
- 1 Tbsp. Cointreau
- 1 Tbsp. Kirsch
- · 2 Tbsp. Dark Rum

Directions:

Soak package of frozen strawberries in a bowl mixed with the Cointreau, Kirsch and Dark Rum (can add more of the liquors to taste) and store covered in the icebox. Serve over vanilla ice cream. Garnish with some cool whip and a sprig of mint.



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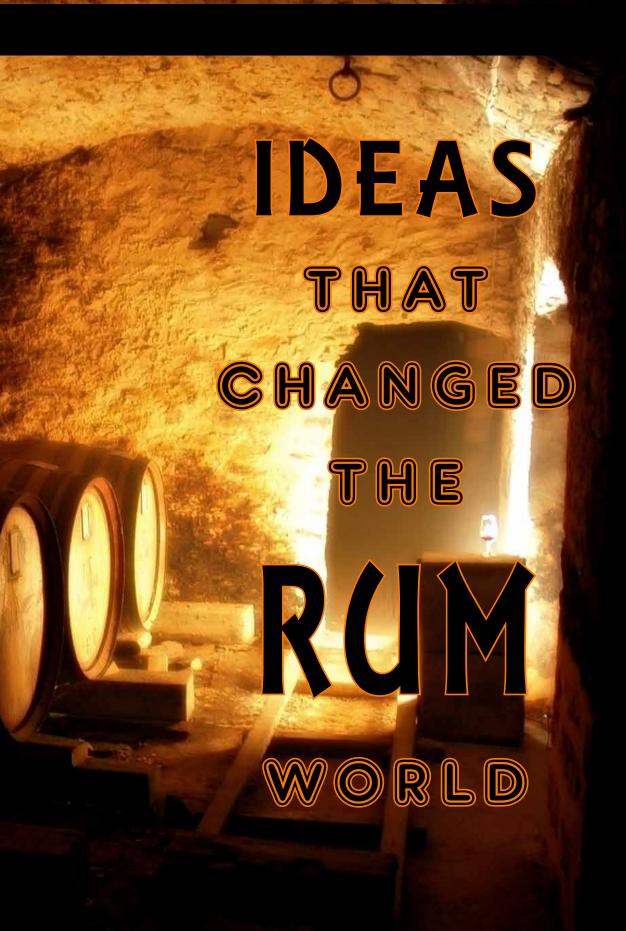
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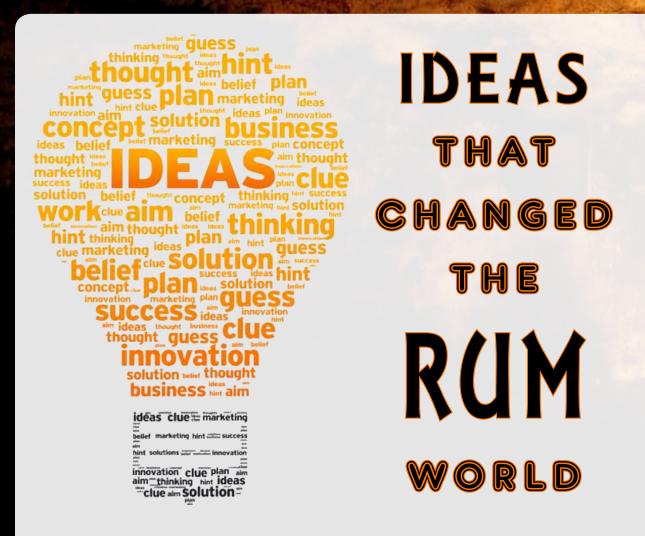
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Category: Quality Control

Quality control is essential when attempting to do things correctly and consistently. Numerous quality control devices exist in the worlds of sugarcane processing, milling, fermentation and distillation. Most of these devices are, directly or indirectly, dependent on temperature. Being able to know the actual temperature of the materials worked on, as well as the trends in their temperature changes are indispensable in the production of excellent sugars and rums.

Idea: Thermometer

Thermometers are devices created and used to measure temperatures. They rely on substances that react (expand or contract) with temperature and employ different scales to measure such change.

Thermometers are used at every stage in the rum-making process:

- 1. To measure the ambient temperature of a region, to determine which varieties of sugarcane will grow better
- 2. To measure the temperature of the cane juice during the sugar making process
- 3. To measure the temperature of the fermentation tanks during the conversion of sugar into alcohol
- 4. To measure the temperature of the steam and of the fermented wash during distillation
- 5. To measure the temperature of the inside of the barrels during toasting or charring
- 6. To measure the temperature of the aging warehouse
- 7. To measure the temperature of the alcohol during proofing and gauging

It is hard to imagine how our industry could exist without these wonderful devices, but how did they come into existence? Below is a brief history of the thermometer.

Thermoscopes

In 1593 Galileo Galilei invented a rudimentary water thermometer which, for the first time, allowed temperature variations to be observed. The first thermometers were called thermoscopes and while several inventors invented a version of the thermoscope at the same time, Italian inventor Santorio Santorio was the first one to put a numerical scale on the instrument in 1612 (he also invented other instruments: a wind gauge and a water current meter). In 1714, Gabriel Fahrenheit invented the first mercury thermometer, the modern thermometer.

In the following pages we will explore other noteworthy inventors who transformed the measurement of temperature into the exact science we know today.



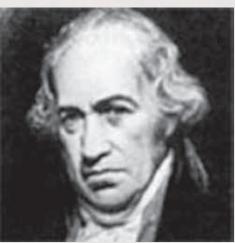
Galileo's Thermoscope - 1592, Musée des Arts et Métiers

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Daniel Gabriel Fahrenheit



Daniel Gabriel Fahrenheit (1686-1736) was born on the 24th May 1686 in Danzig (Danzig at this time was a free city under Polish sovereignty). He wanted to study medicine, but the premature death of his parents forced him to study merchandising in Amsterdam instead. He invented the alcohol thermometer in 1709, and the mercury thermometer in 1714. In 1724, he introduced the temperature scale that bears his name - Fahrenheit Scale. In 1724 he was made a member of the London Royal Society, but ended up in poverty as a result of not being able to sell his inventions. Daniel Gabriel Fahrenheit died on the 16th September 1736 at the age of 50 on a trip to The Hague.

Anders Celsius

The Celsius temperature scale is also referred to as the "centigrade" scale. Centigrade means "consisting of or divided into 100 degrees". The Celsius scale, invented by Swedish Astronomer Anders Celsius (1701-1744), has 100 degrees between the freezing point (0 C) and boiling point (100 C) of pure water at sea level air pressure. The term "Celsius" was adopted in 1948 by an international conference on weights and measures.

Anders Celsius was born in Uppsala, Sweden in 1701, where he succeeded his father as professor of astronomy in 1730. It was there that he built Sweden's first observatory in 1741, the Uppsala Observatory, where he was appointed director. He devised the centigrade scale or "Celsius scale" of temperature in 1742. He was also noted for his promotion



of the Gregorian calendar, and his observations of the aurora borealis. In 1733, his collection of 316 observations of the aurora borealis was published and in 1737 he took part in the French expedition sent to measure one degree of meridian in the polar regions. In 1741, he directed the building of Sweden's first observatory.

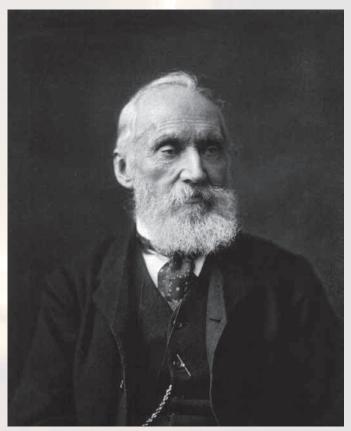
Celsius was not only an inventor and astronomer, but also a physicist. He and an assistant discovered that the aurora borealis had an influence on compass needles. However, the thing that made him famous is his temperature scale, which he based on the boiling and melting points of water. This scale, an inverted form of Celsius' original design, was adopted as the standard and is used in almost all scientific work.

Anders Celsius died in 1744, at the age of 42. He had started many other research projects, but finished few of them. Among his papers was a draft of a science fiction novel, situated partly on the star Sirius.

Lord William Thomson Kelvin

Lord Kelvin took the whole process one step further with his invention of the Kelvin Scale in 1848. The Kelvin Scale measures the ultimate extremes of hot and cold. Kelvin developed the idea of absolute temperature, what is called the "Second Law of Thermodynamics", and developed the dynamical theory of heat.

Sir William Thomson, Baron Kelvin of Largs, Lord Kelvin of Scotland (1824 - 1907) studied at Cambridge University, was a champion rower, and later became a Professor of Natural Philosophy at the University of Glasgow. Among his other achievements was the 1852 discovery of the "Joule-Thomson Effect" of gases and his work on the first transatlantic telegraph cable (for which he was knighted), and his inventing of the mirror galvanometer used in cable signaling, the siphon recorder, the mechanical tide predictor, an improved ship's compass.



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+ acidum Sacchart

A acetum

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A acidum aereum; almosphæricum

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Om Alcali fixum minerale

A alcali volalile

₹ Jerra

₩ Lapis

: arena

* Calx, p. pura (uflulata)

YA Calz vitriolata (Jelénites, gipfum)

For ponderofa
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making your own

Cranberry and Rum Relish

Ingredients:

- 1 Cup Dried & Sweetened Cranberries, divided into two 1/2 Cup Portions
- 1/2 Cup Dried Apricots, Finely Diced and Packed
- 1/2 Cup Sugar
- 1/2 Cup Dry Red Wine
- 2 tsp Orange Zest
- 3/4 Cup Water
- 1 1/2 Cups High-Congener Aged Rum (Like Appleton V/X)

Directions:

Combine 1/2 cup of cranberries with the diced aprictos, sugar, wine and water in a medium sacuepan. Bring the mixture to a boil over medium heat. Once boiling point has been reached, reduce the heat and simmer the mixture for an additional 5 minutes.

Remove the saucepan from the heat and allow it to cool down for 15-20 minutes. Once cool, transfer the liquid to a clean 1 Liter glass jar. Add the remaining ingredients, cover tightly and shake vigorously for at least 30 seconds.

Let the relish rest in a cool, dark cabinet for 2 to 3 weeks before serving.



Did you know that...

- The cranberry is one of only a handful of major fruits native to North America. Others include the blueberry and Concord grape.
- The cranberry gets its name from Dutch and German settlers, who called it "crane berry." When the vines bloom in the late spring and the flowers' light pink petals twist back, they have a resemblance to the head and bill of a crane. Over time, the name was shortened to cranberry.
- During the days of wooden ships and iron men, American vessels carried cranberries. Just as the English loved limes, American sailors craved cranberries. It was the cranberry's generous supply of vitamin C that prevented scurvy.
- Native Americans used cranberries to make a survival cake known as pemmican. They also used the fruit in poultices and dyes.
- Dennis, Massachusetts was the site of the first recorded cranberry cultivation in 1816.
- American recipes containing cranberries date from the early 18th Century.
- Legend has it that the Pilgrims may have served cranberries at the first Thanksgiving in 1621 in Plymouth, Massachusetts.
- During World War II, American troops required about one million pounds of dehydrated cranberries a year.
- The hearty cranberry vine thrives in conditions that would not support most other crops: acid soil, few nutrients and low temperatures, even in summer.







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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.



Traditionally Falernum is a rum based spirit, and I find myself often describing it as a "clove liqueur" because the mainstream Falernums, as well as the homemade versions, are typically very sweet and clove heavy with a very small hint of lime and sometimes even almond.

Maggie's Farm Falernum has intense flavors of clove but I also taste the spice of fresh ginger root and the tart and bright flavors of the lime cordial. I also really enjoy and appreciate the fact that MF Falernum is 25% ABV (50 Proof) which is a little more than double its competitor. This, in my opinion, helps to bring out the complex flavors that I expect out of a liqueur.

Falernum originated in Barbados, and is used in many of the classic Tiki cocktails, including one of my very favorites, the Corn and Oil. I made one using Maggie's Farm Falernum and absolutely loved it. I have also been playing around with a Bourbon/Falernum combination lately so the timing of getting this bottle was perfect.

Most people don't think to use Falernum with any spirit other than rum so I thought the readers might enjoy this variation. Don't get me wrong, however..... this is a rum magazine and clearly one of my very favorite spirits!

My grapefruit/bourbon cocktail below also works GREAT with an aged rum and if you like the funk of Rhum I highly encourage you to make it with your favorite agricole.

CORN 'N OIL

2 oz Cruzan Blackstrap Rum 1 oz Maggie's Farm Falernum ½ oz Fresh Lime Juice 2 dashes Angostura Rum

Add all ingredients into a short glass with ice, stir until the glass gets frosty. I believe the above proportions make for a balanced cocktail but as always feel free to adjust them according to your own personal preference of sweetness.

SUMMER SOLSTICE

2 oz Knob Creek Bourbon .5 oz Maggie's Farm Falernum 2 oz Fresh Ruby Red Grapefruit Juice .25 oz Fresh Lime Juice

Add all ingredients into a cocktail shaker with ice and shake well. Strain into a rocks glass over fresh ice and garnish with a lime twist. The bitterness of the grapefruit with the beautiful clove and ginger flavors of the Falernum really balance out this cocktail and I believe is a perfect warm weather drink.

Enjoy!!

FALERNUM

Falernum is a West Indian drink and is used about an hour before dinner as an appetizer. It is made of Jamaica rum, three pints, lime juice or lemon juice, one pint, sugar syrup, two pints and water four pints or as they say in the West Indies. "One pint of sour, two of sweet, three of strong and four of weak." Bitter almonds are added to give further flavor. The decoction is allowed to stand for a week and is then poured off into bottles. It is taken with a little wormwood in glasses filled with cracked ice: the limit being the contents of a liquor glass. For wormwood good bitters may be substituted, and it is essential that the rum be absolutely pure.

Article from the Philadelphia Inquirer, 1896





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Start Your Own Microbrewery, Distillery, Or Cidery

(Publisher's Review) Craft alcohol has come out of the garage and into the limelight. Growing each year, this multi-billion dollar industry, driven by consumer preferences, shows no signs of slowing down—giving you the perfect opportunity to start up. Our experts, teamed with food and beverage writer and enthusiast Corie Brown of Zester Daily, introduce you to more than 30 craft producers, including pioneers like Ken Grossman of Sierra Nevada Brewing Co., Jörg Rupf creator of Hangar 1 Vodka, Kent Rabish owner of Grand Traverse Distillery, and Mike Beck co-owner of Uncle John's Cider Mill.

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Packed with priceless insights, advice, checklists, worksheets, and valuable resources, this guide details what you need to know to go from alcohol enthusiast to entrepreneur. Start brewing your own business today!

ISBN-13: 978-1599185651



y name is Marco Pierini, I was born in 1954 in a little town in Tuscany (Italy) where a 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. Through History I have always tried to know the world. 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 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.

I have published a book on Amazon: AMERICAN RUM. A Short History of Rum in Early America.

AMERICAN RUM 23: GEORGE WASHINGTON'S RUM PAPERS

As we have written in the previous article, we are going to publish more texts on rum written by George Washington during the War.

In this letter, the importance of rum is second only to forage for horses, the fuel of the time.

To Brigadier General Casimir Pulaski:

"Head Quarters [Valley Forge] 26th Jany 1778.

Sir.

I have received your two Letters of 20th and 25th Jany. The latter was communicated to the Forage Master, whose answer you will find annex'd—I can only repeat what has been already written on the subject, that if the Cavalry can procure a sufficiency of forage at the quarters first assigned them, that Situation is to be prefer'd—otherwise they must undoubtedly retire to the nearest



George Washington Wax Figure - Madame Tussauds, Washington, DC

place where this indispensible article can be obtained.

With respect to having the Prices of Articles necessary for the Cavalry, rated, as it is a matter intirely of civil cognizance it can only be done by the Authority of the State—The Scarcity of Rum is so great that the Infantry can only have it dealt to them on certain occasions—your men must therefore content themselves till times of greater plenty."

In June 1779 the shortage of rum was such that the Commander-in-Chief had to order to get some rum for the soldiers from the stocks of the Hospitals.

To James and Horace Hooker:

"Head Qrs New Windsor June 26 1779

Gentlemen

The distress of the Army for Rum and the impracticability, or at least the difficulty, of procuring a Supply in any reasonable time, has induced me to consent that a quantity shall be drawn from the Hospital Stores, where I have been informed there is much more than can be wanted for the sick. I have therefore to desire that you will deliver to Colo. Wadsworth Commissary General, or to his order All the Rum you have in the public Stores under your care, except thirty Hogsheads, which I should hope, would be more than fully sufficient to answer every Hospital purpose. I am Genn &c."

Finally come the French and they bring all kinds of much needed supplies and, at long last, rum too.

To Jeremiah Wadsworth:

"Head Quarters West-point 9th Octbr 1779.

Sir

Should a co-operation with the French fleet take place, it will be indispensible to our measures to have in stock a considerable quantity of good ship-bread, and a much larger quantity of rum than usual. You will however, and at all events, turn your immediate attention to these two objects; so as to have in readiness, and as soon as possible, such quantities of these articles, as from your knowledge of our present consumption, and the additional numbers which must be employed in a co-operation, you may judge fully sufficient. You will also have regard to the season in which we are to operate, in your purchases of rum. These articles are to be stored, relative to this army and a water transportation—or in places from whence they can be easily brought forward. I am Sir your most obt & hble servt

Go: Washington".

Every now and then, there is good news concerning rum.

To Samuel Huntington:

"Head Quarters Bergen County 10th July 1780.

Sir

I have, with great pleasure, seen the very laudable association of the Merchants of Philadelphia, for procuring a quantity of provisions and Rum for the Army. I am well persuaded, that the same Spirit exists in those of the other considerable trading Towns, who, perhaps, only want being made acquainted with the distresses of the Army, in Articles almost as essential as those of provision, to produce similar associations for the purposes of providing such matters as may be recommended to them."

Here Washington takes action to bring some order to the distribution of rum.

"Head Quarters Tean Neck Monday August 28th 1780

... Great irregularity having prevailed in the issues of rum to the several brigades; for the future it is to be issued in the following proportion when there is any in the Magazine.

To a Colonel or Lieutenant Colonel Commandant half a Gallon week.

To a Lieutenant Colonel or Major three pints per week.

To a Captain two pints and a Subaltern a pint and a half per week.

Rum is to be issued to the soldiery in rainy weather and on fatigue, but on no other occasions except by special order from Head Quarters at a gill man, in the first case it shall be issued on returns signed by the commanding officers of brigades; in the last on returns signed by the Quartermaster General, Adjutant General or officer commanding the Corps of Engineers—This order is not to be deviated from on any pretence whatever."

The Army has to have rum, by hook or by crook.

To Ephraim Blaine:

"Head Qrs Septr the 7th 1780

Sir

I am informed there is a quantity of Rum in the hands of some persons in the neighbourhood of the State, amounting to about Thirty Hogshead. At present the Army is destitute of any and a Supply is immediately & indispensably requisite, which I find cannot be obtained in the ordinary and usual line. I wish you to try to procure this Rum by purchase or to be replaced in kind in a reasonable time as may be most convenient; but if the Holders of it will not part with it in this way our necessities are so great that You must take it. In this case You will also take care to make proper satisfaction to the proprietors of it, either by returning a like quantity or paying its just value as soon as circumstances will admit. I am Sir Yr Most Obedt St".

Like most of his contemporaries, Washington believes that rum is good for your health.

Therefore it is twice as important, because it fortifies both the morale and the body of the soldiers.

To Robert Morris:

"Head Quars: Williamsburg Septr 27th 1781

Dear Sir

It is of such essential consequence, in my opinion, that the Army should be regularly supplied with Rum during the present operation, that I cannot forbear interesting myself on the subject. When we take into consideration how precious the lives of our men are, how much their health depends upon a liberal use of Spirits, in the judgment of the most skillful Physicians, who are best acquainted with the climate how meritorious their Services have been & what severe and incessant duties and fatigues are expected from them, we cannot hesitate to determine that the Public ought to incur a small expence, to answer the most valuable purposes, and preserve the lives of a great number of men who have merited extremely well of their Country. I consider it therefore a duty to them as well as to my Country to request that the 50 Hogsheads of Rum mentioned in the inclosed letter from the Commissaries Genl of Purchases and Issues may be procured and forwarded as soon as it is practicable. I am Dr Sir Your most obt servt

G. Washington".

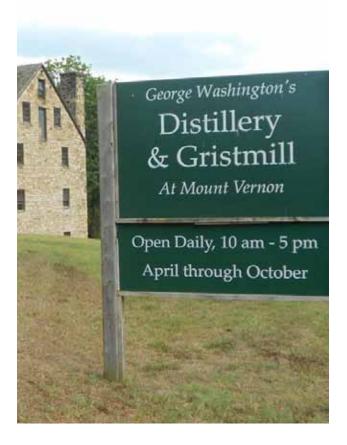
Peace is nigh, at last. Questions arise now as to the future of the new Nation and a change of cultural mood towards rum starts to materialize. During the war rum was absolutely necessary to boost the morale of the soldiers, and the priority was to have enough rum, leaving all other concerns aside. But now an awareness starts to grow of how dangerous it can be for the health of the soldiers, for the discipline and the efficiency of the troops as we can read in a reflection of his on peace and the future of the Army.

Sentiments on a Peace Establishment, 1 May 1783:

"Newburgh May 1st 1783

Rum should compose no part of a Soldier's Ration; but Vinegar in large quantities should be issued. Flour or Bread, and a stipulated quantity of the different kinds of fresh or Salted Meat, with Salt, when the former is Issued, is all that should be contracted for."

On September 3rd, 1783 the Treaty of Paris officially puts an end to the war. Some months later, on December 23rd, George Washington – like a modern Cincinnatus - resigns as Commander in Chief of the victorious army and becomes once again an ordinary citizen.



Later in his life, Washington entered the alcohol business. In 1797 on his estate of Mount Vernon he built a distillery which was very successful and soon became one of the biggest in America. It produced whiskey though, not rum. A sign that the times were changing, as we are going to see in the next articles.

Marco Pierini



RUM IN HISTORY



September Through The Years

1522 - Ferdinand Magellan's lieutenant Juan Sebastian d'Elcano (del Cano) returns to Seville September 6 aboard the Vittoria with 18 surviving sailors of the first circumnavigation of the world.

1567 - Antwerp's sugar-refining industry moves to Amsterdam following the capture of Antwerp by the duke of Alva.

1522 1622 1672

1559 - Around 1,500 Spanish colonists land at Pensacola, Florida, but hostile natives force them to move to Port Royal Sound in what later will become the English colony of South Carolina.



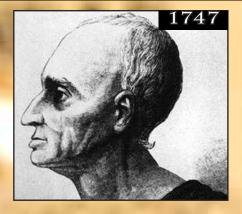


1883 - Sugar production of sugar beets equals that of sugarcane

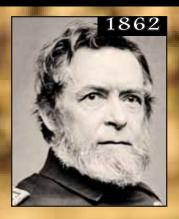
1813 - France has 334 sugar plantations by year's end and has produced 35,000 tons of beet sugar.

1722 1822 1872

1747 - Prussian chemist Andreas Sigismund Marggraf, 38, discovers that beets and carrots contain small amounts of sugar. 1862 - The U.S. Navy abolishes its rum ration through the influence of Rear Admiral Andrew Hull Foote, 56, who made his ship the first in the Navy to stop issuing rum rations. The ration was later reinstated.







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RUM IN THE NEWS

by Mike Kunetka

NEWS

JAMAICA INN RUM

UK distributor Mangrove has launched Jamaica Inn Black Ginger Rum 1750. The rum is inspired by the Cornwall coaching inn built in 1750, made famous in Daphne du Maurier's novel of the same name. It is a blend of Jamaican pot and column stills spirit with ginger, lemongrass and citrus. It is aged for three years and bottled at 40% ABV. "More than anything else, this is an authentic Jamaican, flavored rum of quality and commercial viability that fits with Mangrove's ethos," said Nick Gillett, managing director of Mangrove. "Jamaica Inn is a brand, which we are focusing on building at the forefront of our Mangrove rum portfolio that we will drive into the growing premium rum market. It has that unique Jamaican 'funk' flavor with the presence of a well-balanced quality, ginger flavor throughout." As we went to press, Mangrove also introduced a Black Pineapple variant.

RUM 66

Rum 66 had had great success with its Family Reserve. It is distilled by R. L. Seale from fermented molasses in small batches (usually 112 barrels) and tropically aged for a minimum of 12 years in small American white oak casks. The process uses a blend of continuous still and copper pot productions. This premium rum secured a silver medal at the 2017 San Francisco World Spirits Competition as well as a gold medal at the Spirits Business Rum and Cachaça Masters. Now, two new expressions have been added to the Rum Sixty Six range. The Extra Old variant is a six year-old variant bottled at 40% ABV. This expression is targeting the "new rum explorers". The Cask Strength expression is bottled at 59% ABV and is looking to attract the more sophisticated palate of the rum connoisseurs. "Consumers are placing increasing emphasis on provenance and authenticity of their rum choices. Rum Sixty-Six's legacy is one skilled and honest rum that comes from the historic Foursquare Distillery. This provides a genuine strength of character to the rum, whether you're new to the category or looking for the ultimate cask strength rum."

FLOR DE CANA

Since July, Flor de Cana has activated a disruptive and elegant 10-feet high display inspired by the San Cristobal Volcano in Nicaragua. It incorporates large screens that create an incredible visual mosaic showing lava, volcano explosions in ultra-slow motion footage and tells the full story of Flor de Cana's 125-year family tradition and the brand's portfolio. The Flor de Caña volcano is located in Terminal D, between gates D37 and D38, where millions of travelers from around the world are exposed to the brand's new message and more than 25,000 people will be able to enjoy a tasting of Flor de Caña's super premium and ultra-premium rum collections, aged from 7 up to 25 years. The brand's communication and booth design are inspired by the San Cristobal volcano because it is the birthplace of Flor de Caña and where its rums have been born and aged throughout more than 125 years. Through this campaign, the brand also seeks to connect with travelers flying to Latin America, where Flor de Caña is one of the fastest growing super premium rums. Miami's International Airport is the top airport in the U.S. in terms of passengers flying to and from Latin America and the Caribbean, approximately 15 million per year.

MONKEY RUM

Evolution Spirits and Monkey Rum recently announced the appointment of Rich Pascucci as Chief Growth Officer and Head of Sales for Evolution Spirits and Monkey Rum. The appointment comes in the midst of rapid growth of the Monkey Rum brand fueled by recent expansion into ABC Fine Wine & Spirits and Total Wine & More, the largest private and public spirits chains in the U.S. Additionally, current investor and Co-founder and CEO of Vita Coco Coconut Water, Mike Kirban, has agreed to join the board of directors. Rich will lead commercial expansion and has more than 20 years of experience in spirits, wine, beer and energy drinks working for some of the largest industry players including Diageo, Red Bull and Pabst. Evolution Spirits, owner of Monkey Rum, was founded by television 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.

personality and entrepreneur Zane Lamprey and drinks veteran Ian Crystal launching in 2015 with a focus on key markets in New York, Florida and New Jersey. The award-winning, barrel-aged Caribbean Rum is delivered in the world's first bottle designed to be recycled into glassware supporting a mission of creating sustainable packaging within the spirits industry. "For the last two years Monkey Rum pioneered a new spirits innovation system with increased customer marketing support and account stewardship through on-the-ground sales, merchandising and promotions. The focus was to take a handson approach and steer away from a traditional distributor system where the brand would get lost. Now, we're in the position to get to the next level and Rich is the commercial leader we have been searching for who can take us through a powerful traditional distribution system," says Ian Crystal, Co-founder of Evolution Spirits and Monkey Rum.

"Monkey Rum is an award-winning lifestyle brand with a strong foundation, active consumer base and growing business. I am excited to join Zane and lan to drive the expansion, distribution and visibility of Monkey Rum across the United States and around the world," adds Pascucci. Monkey Rum is an award-winning, barrel-aged Caribbean rum, seasoned with only natural ingredients for smooth taste and a clean finish. Designed to sip, 70 proof, less sugar compared to key competitors and gluten free, Monkey Rum comes in two varieties: Monkey Rum with Toasted Coconut and Monkey Rum with Natural Spices. Additionally, Monkey Rum is the world's first bottle designed to be recycled into glassware. The patented bottle design can be recycled into a rocks glass (created from the bottom third of the bottle), a pint glass (created from the bottom two thirds of the bottle) and goblet (created from the top third of the bottle). Consumers can simply return to the store in which they purchased Monkey Rum and exchange the empty bottle for a recycled glass at no charge. Alternatively, consumers can go online to facilitate the exchange. Monkey Rum has already recycled 4000 bottles.

NB RUM

The award-winning NB Gin – previously named the world's best London dry gin – and NB Vodka, launched last year, are the brainchild of husband-and-wife couple Steve and Viv Muir. The company will launch three new rums that will be

all made using a retort still and British molasses. The new expressions have been produced after months of research and experimentation and will feature the same contemporary branding as its flagship NB gin and vodka brands that were launched in late 2013. "We anticipate rum in the future becoming more popular, particularly craft rum. "It is likely the number of rum bars across the world will also increase" says Vivienne Muir, CEO of NB Gin. She says that the work on the distillery is "progressing well" and recently outlined her plans at a meeting of East Lothian Council's planning committee earlier this month, where they were granted permission to open a distillery at Halfland Barns, near North Berwick, which will be able to operate around the clock to meet international orders. An official launch is expected in November.

LYON DISTILLING

The Eastern Shore Land Conservancy, a local nonprofit known for land preservation and town planning on the Eastern Shore of Maryland has hooked up with one of Maryland's finest distilleries for a good cause. Lyon Distilling Company of St. Michaels, known since 2013 as a micro, craft distillery producing ultra-small batches of award-winning rums and whiskeys, has released its latest concoction — a special, limited batch Black Rum with a percentage of every bottle sold benefitting the projects and programs of the Conservancy. This rum varietal features a rich and smooth finish, with subtle touches of oak spice and sweetness. The label on the Black Rum proudly states "Together we are committed to protecting the land on which we work and play, and encourage you to sip this delicious spirit soundly knowing that a portion of your purchase helps fund ESLC's many worthwhile endeavors." Jaime Windon, owner and co-founder says "We're so excited to help support the Eastern Shore Land Conservancy with our Black Rum". "I've always admired partnerships like this. Philanthropy is so important to us and as a startup we are limited in what we can do. But we try to do everything that we can locally, and this is the first effort that has been organized at this level. Exciting ESLC's Communication times!" Manager David Ferraris described the partnership as "a natural fit." "ESLC is ecstatic to have its name associated with a local company producing an exceptional product," said Ferraris. "Since their

RUM IN THE NEWS (continued)

by Mike Kunetka

NEWS

arrival on the Shore, Lyon has made it clear that they support local initiatives that are near and dear to their hearts. Protecting and preserving the environment in which they live and conduct business is one of those initiatives, so this makes perfect sense."

MONTANYA DISTILLERS

As a distillery owner, Karen Hoskin has spent nearly ten years attending every kind of tasting and cocktail event hosted in the spirits world, in the US and overseas. She has sponsored art, music and film festivals, she has attended industry trade shows, and she has bartended at some of the bar world's prestigious gatherings. But Hoskin is fed up. "Cleaning up at the end of events, I couldn't avoid seeing trash cans filled to overflowing with plastic cups, straws napkins, and stir sticks, It started to make me sick. I was the problem. Not the organizers, not the distillery next to me. Me. I had to make the change." About 5 years ago, Hoskin began a sustainability revolution inside her own distillery. She began by converting all of her company's energy consumption to sustainable sources, primarily wind, and offsetting her company's carbon production. She extended the corporate program to her employee homes as well. Then she ditched plastic cups and straws company-wide. All of the consumables at her Tasting Room are either glass, fully recycled paper products (napkins, paper towels, toilet paper), reusable (stainless steel straws, stirrers) or compostable (food waste, trash bags). Her merchandise is sustainably-sourced (t-shirts made from old x-rays and ketchup bottles, hats from recycled polyester). She switched sugar cane suppliers to a 100% biomass operated mill. Montanya Distillers began to offset its carbon production for freight, travel, and distilling. The revolution went deep into the company's supply chain. Then she looked at the events she attended and realized that the piles of trash did not look good. The aesthetic is almost as important to Karen Hoskin's company as the cocktails and spirits they serve. A beautifully launched event can be ruined by piles of trash accumulating at the periphery or on the tables. Glass and stainless steel improve almost everything about the look and

feel. Most importantly of all, eighty proof alcohol acts as a solvent on plastic and changes the flavor of any spirit. Consumers should be saying "no" to plastic at spirits tasting events. Here are Karen's five suggestions for tasting events:

- 1) Biodegradable and recyclable cups are rarely biodegraded and recycled. Unless these expensive cups and containers are conveyed to a facility that biodegrades or recycles, they are just like other plastic cups still in the landfill in 100 years. Eco cups are a "feel good" thing at most events, so Karen ditched them. She seeks events to sponsor that provide all participants with a glass to use, or allow her to serve in glass. Most venues have commercial dishwashers and copious glassware. Plastic is just the lazy choice. Many events will help find a solution if they value your participation.
- 2) If you don't bring plastic cups and straws to an event, you won't use them. Karen and her event staff used to bring back up plastic cups to events as a convenience for her customers. Once she ditched even this convenience plastic, customers and event planners got better about providing glass alternatives.
- 3) Nobody needs a straw. Americans toss 500 million drinking straws a day. Why? Nobody really knows, except that it is a habit. Perhaps it is a little relaxing to stir a cocktail? Hoskin provides stainless steel straws and stirring sticks at cocktail events and in her own rum bar. She also sell them whenever possible, so people won't steal them.
- 4) Control your garbage. If something needs to be recycled like a cardboard case box or empty rum bottles, Hoskin takes it herself to a proper recycling bin. After watching too many event staff toss boxes and glass in the nearest trash to avoid the extra steps, she stopped letting them help her.
- 5) Collaborate with sustainable partners. Montanya Distillers hosts and sponsors hundreds of industry events and bartender events each year. If Hoskin is near home and driving, she negotiates to bring her own serving glasses

and dishes. Further from home, she borrows and returns all kinds of reusables. She also researches and finds vendors who meet her zero waste standards and invites them to collaborate on her events. Recently she hosted a lunch for 44 San Francisco bartenders with GreenTiffin. They served 44 individual lunches without a single throw away item. In August 2017, Hoskin sponsored an art festival lounge, which served 400 cocktails without a single item in the trash. She donated the plastic bags the ice was delivered in to a company that uses plastic bags to make Trex decking.

ANGOSTURA

Launched just a decade ago, Angostura® Lemon Lime and Bitters has grown into an iconic, international brand, enjoyed in Trinidad and Tobago, throughout the Caribbean, and in Australia, its largest market. Today, with the brand poised for international expansion, Angostura® Lemon Lime and Bitters has packaging, launched a new, redesigned supported by an advertising campaign — "Live Love Be" — which communicates the brand's core attributes to its many consumers. The new packaging, designed by GOOD Creative UK, retains the striking lemon and lime color palette that is intrinsic to the brand, while elevating the iconic ANGOSTURA® logo to the head of the design, making it a key focal point. "The packaging redesign strengthens the connection between Angostura® Lemon Lime and Bitters and its 'mother brand,' ANGOSTURA® aromatic bitters, through elements such as the yellow tab," says Angostura® CEO Genevieve Jodhan.

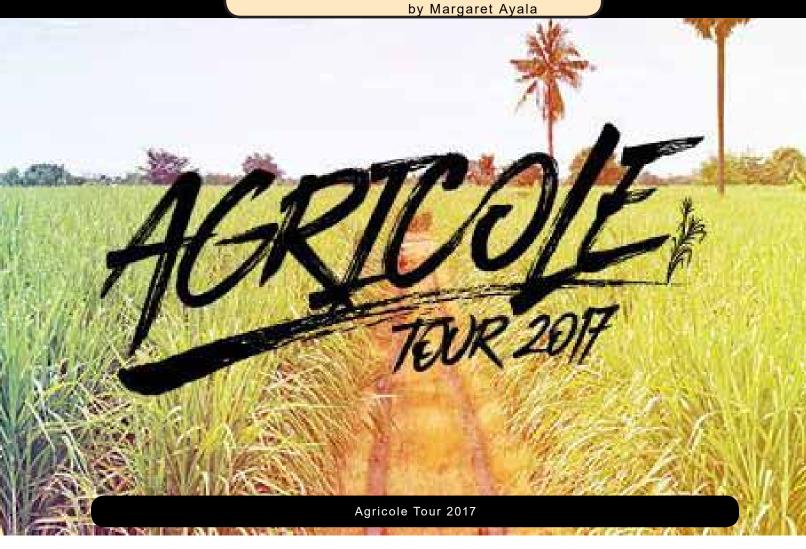
BLUE CHAIR RUM

In celebration of National Rum Day today, Kenny Chesney called on fans to help Blue Chair Bay® Rum as it teamed up with Nashville-based nonprofit, Soles4Souls, to host a No Shoes Nation Shoe Drive before his shows at Gillette Stadium Friday, August 25 and Saturday, August 26. The effort gave Chesney's fans the chance to help Soles4Souls create sustainable jobs to local entrepreneurs in Haiti. The drive took place at Patriots Place in the front, CBS Scene and on the concourse of section 103 at Gillette Stadium and accepted all styles of shoes. Shoe donors received one pair of Blue Chair Bay flipflops each in exchange for each pair donated. "Soles4Souls is thrilled to be a part of the No Shoes Nation community," said Soles4Souls President and CEO Buddy Teaster. "The fact that so many of Kenny Chesney's fans are willing to give a little of themselves, by donating the shoes off their feet, mean the world to so many women in Haiti who are looking to create a better future for themselves and their families." The 8-time Entertainer of the Year drew an at-capacity crowd for the Foxborough shows making the 16th and 17th career sellout of the stadium for "The People's Superstar" (LA Times). He has broken all concert ticket sales records at Gillette Stadium and has headlined the stadium more times than any other performer. The considerable, always-fervent Northeast crowd helped Chesney and Blue Chair Bay donate their goal of 40,000 pairs of shoes.

SAINT JAMES RHUMS

I have always been a big fan of Saint James rhums; it was the first Agricole rhum I had and still one of my favorites. On those big birthdays (we won't mention which ones) I like to make a big batch of decadent Mai Tais with the Saint James Hors D'Age and a premuium Jamaican rum and commiserate with good friends. On a recent trip to Arizona, I was thrilled to once again find Saint James. The bottles were still square but the labels were updated and bore new names. To find out more about what's new at Saint James, I contacted Nadege Perrot, International Senior Brand Manager for Saint James. First, she gave me the basics. "What's important to know is that our Rums come from owned sugar cane plantations. They are mostly located on the Eastern side of the island, right next to the mountains. The area is rather humid compared to the rest of the island, so the taste profile (mostly for our White Rums) is this fresh and green cane flavor. SAINT JAMES Rums are distilled in columns stills and abide by all specifications from the AOC accreditation (or "Appelation d'origine Contrôlée", whose role is to control and preserve the quality of Agricole Rums from Martinique)". She went on to introduce the key man behind the operation. "Marc Sassier, SAINT JAMES Oenologist since 2002, controls the whole process and makes sure the quality is maintained. He has been chosen as the "maestro ronero" of the year at the Madrid Rum Conference, and was very recently elected president of the AOC, which is a great honor and a proof that his work is respected amongst his peers." Ms. Perrot broke down the current 16 Saint James offerings into the Core Collection and the Distillery Collection. The Core Collection includes the Imperial White (40% ABV), the Straw Pale, aged for 12 months in large vats (40% ABV), the Royal Amber, aged in large vats for 24 months (40% ABV), the Old Rum, aged 3 years in small oak casks (42% ABV), the Cuvee 1765, a tribute to the year that the Saint James Plantations were started (42% ABV), the XO, aged 7 years in small oak casks (43% ABV), and the Vintage 2001, a new offering for the Duty-Free market (43% ABV). Next month I will tell you about the eight amazing rhums in the Distillery Collection.

EXCLUSIVE INTERVIEW



I am pleased to share this very brief conversation with Benoit Bail regarding their Agricole Tour through California and Seattle

We wish him and his partner a lot of success with this project.

Margaret Ayala, Publisher



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

My name is Benoit Bail, I'm associate of the Rum Embassy and I'm based in Berlin (Germany).

Q: You and your business partner, Jerry Gitany, formed your company The Rum Embassy in 2016 correct? What are your company's goals and what is your role?

The role and goal of our company is to promote agricole rums from the French Caribbean on Export Markets (out of France), by representing the local brands from Martinique, Guadeloupe and French Guyana on Rumfest all around the World and during tasting events.



Q: Can you tell us a bit about what you have done since 2016?

For the very first time in history, we've managed to unite agricole rum brands from different islands to join on a common tour for promotion. This project is called "Agricole Tour" and has been presented in over 12 countries by now and at major rum festivals.

Q: Now your plans include an "Agricole Tour" in the USA, correct? After the tour through California and Seattle, will you plan additional destinations?

We have more dates on the tour after the California Rumfest (and a tasting event in Seattle in the same week), but unfortunately not within the USA, but rather back in Europe. We'll continue our tour throughout Belgium, Italy, Germany and Spain until the end of the year.

Q: How will you measure the success and impact of the tour?

We can measure it through the comments from the people visiting our stands during the events of course, but also by seeing the interest from some distributors in the countries we go to who want us to put them in touch with the brands to eventually distribute them in their country.

Q: What is the best way for our readers to contact you with questions about the tour?

The easiest way is to contact us through our Facebook page: "The Rum Embassy".

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

Not specially! Thank you!

Got Rum?



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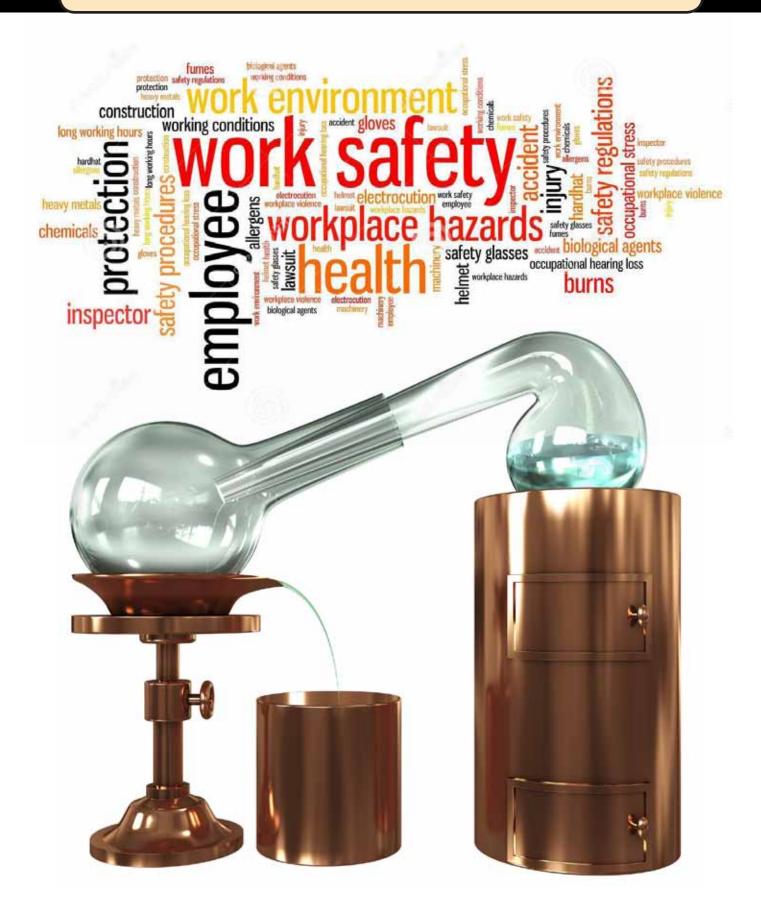
Private Label

Distillery
Planning
& Set-Up

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EYE ON CRAFT: DISTILLERY SAFETY

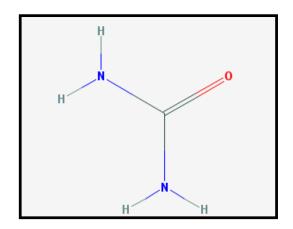


hen it comes to safety, large distilleries have the resources needed to study and comply with work safety and food safety regulations. Large distilleries also operate under the scrutiny of environmental, health and tax agencies, so they are better prepared to survive audits and to deliver distillates that are not toxic to their consumers.

Small, or craft distillers, on the other hand, are usually under-staffed, under-financed and often unaware of regulations designed to keep them and their consumers safe. This section, named "Eye on Craft" is aimed at this group, but also at their consumers. Educating both segments of the chain will hopefully result in increased awareness and ultimately in increased compliance.

Chapter III: Urea (CH4N2O)

Urea (also known as carbamide) serves an important role in the metabolism of nitrogen-containing compounds by animals and many micro organisms. It is used by organisms in many processes, most notably nitrogen excretion. In humans, the liver produces it by combining two ammonia molecules (NH3) with a carbon dioxide (CO2) molecule in what is known as the *urea cycle*. Urea is widely used in fertilizers as a source of nitrogen and is an important raw material for the chemical industry.





Urea is commonly-used in the fermentation of molasses and other mashes, as a source of Nitrogen for the yeast, but it should only be employed when producing industrial-grade alcohol, never when producing food-grade alcohol, as urea and ethanol combine to produce urethane (ethyl carbamate), which is widely recognized as a carcinogen.

There are alternative sources of Nitrogen, such as *Diammonium Phosphate*, which is safe for food-grade alcohol, so there should be no excuse for using urea when producing alcohol for human consumption.

So next time you talk to a craft distiller, or you visit a distillery, ask them if they use urea. If so, at the very least, inform them of the danger and demand for them to be more responsible.

Let's keep everyone safe!

Luis Ayala



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THE SOUL OF YOUR RUM

CIGAR & RUM PAIRING by Philip III Barake



My name is Philip IIi 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.

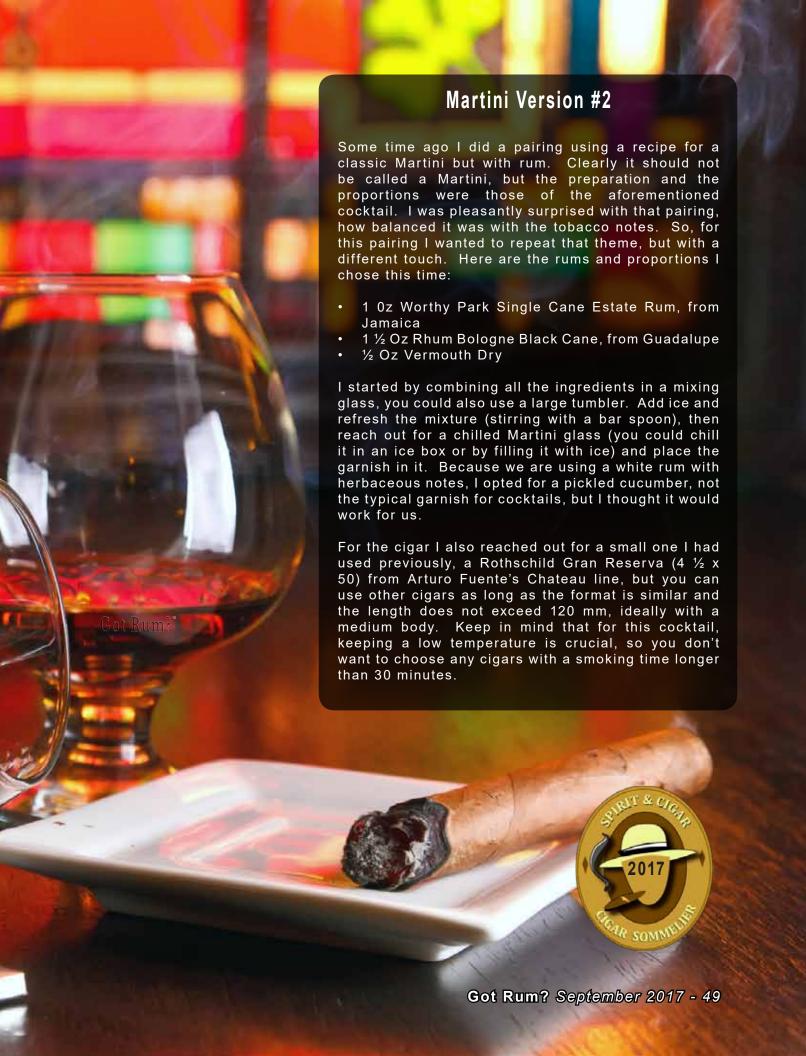
But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

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).



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Once again I was surprised by how well the cocktail paired up with the cigar. The Martini delivered slightly bitter and herbaceous notes and, despite the fact that the white rum can have overwhelmingly floral notes, the Single Cane contributed leathery notes that were remarkable during the first third of the cigar. Since the pairing relies on having the correct intensity coming from the cigar, using a heavier-body cigar would require that we change the aged rum for something bolder, more tannic, with its own dimension of bitter oak tannins. At the end, the cocktail will be defined by the older rum used in its preparation.

As we approach the second third of the cigar, the tobacco notes start to be more noticeable than before, something that we fully expected. The cocktail also starts to warm up a bit and, at the same time, we start to perceive a slight touch of acidity which is enjoyable and which highlights the herbal notes from the pickled cucumber. It was at this point that I could not resist eating the garnish, which was in perfect balance with the rum, in terms of acidity and sweetness. I continue to be amazed by how good the pairing is and how easy it is to prepare the cocktail.

I hope you can carry out this pairing, using whichever rums and ingredients you have at hand, seeking to maintain the balance I've described in these paragraphs. Please write me and share your experiences with me and also to challenge me with your pairing ideas.

Philip IIi Barake #GRCigarPairing



