

Got Rum?®

JANUARY 2018

FROM THE GRASS TO YOUR GLASS, SINCE 2001!

**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM -
RUM BIOGRAPHY - RUM HISTORIAN -
RUM IN THE NEWS - EXCLUSIVE INTERVIEW -
WHITE RUM - RUM UNIVERSITY**



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Got Rum?®

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FROM THE EDITOR

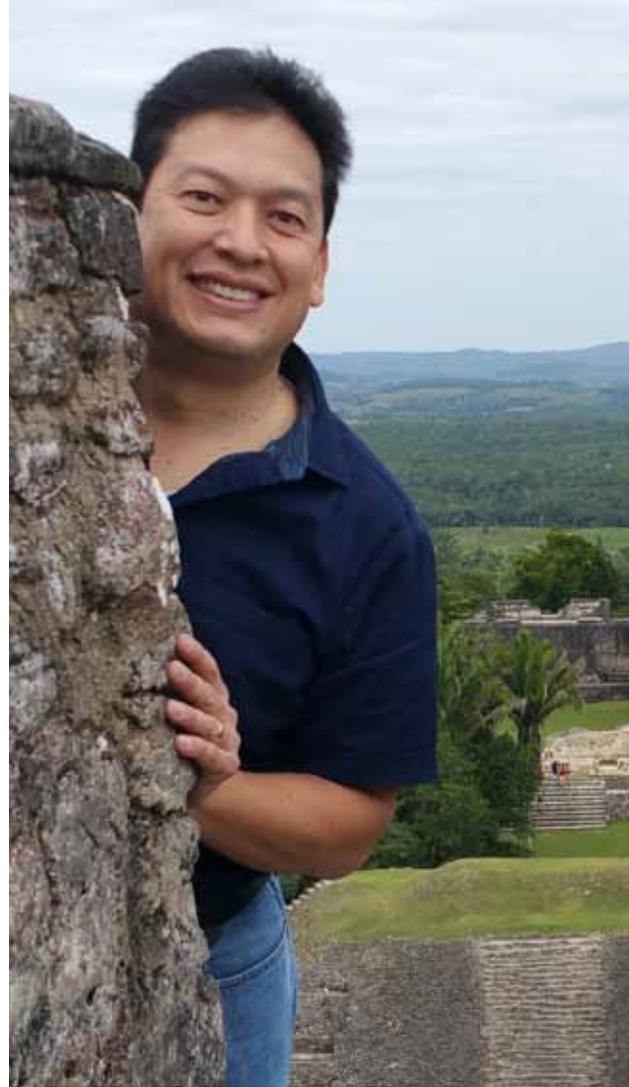
Crystal Clear, or is it?

This month's issue of "Got Rum?" is devoted to white rum, also known as *clear, crystal, silver, platinum, "see-through"* and other similar monikers. The irony of these names, however, is that they suggest a colorless liquid, which is only true for very high-proof and pure ethanol. Water, by itself, absorbs long wavelength colors but reflects the short wavelength ones, including blue. This is the reason why oceans appear to be blue and water, in large tanks, will also have a blueish tint to it.

When we use a spectrophotometer to compare high-proof rum (with an ABV above 94%) to typical bottle-proof rum (with an ABV of 40%), we can easily see how the water reduces the transparency of the alcohol, making it *less clear*. But the relationship between water and rum goes even deeper: high mineral underground or surface water is often used in the fermentation and distillation of rum, to dilute molasses and to cool down condensers. De-mineralized or de-ionized water is then used to proof down the alcohol to the desired strength.

Using the incorrect type of water, with the incorrect type of alcohol can lead to cloudiness, precipitations and/or incorrect pH and conductivity in the final product.

Treated water, devoid of chlorine, is also subject to contamination from algae and other micro-organisms. To avoid these problems, some distillers



add alcohol to the water storage tanks reserved for proofing, to keep the water from going bad, thus highlighting another dimension of the ethanol-water complex relationship.

Even if you prefer drinking aged rums over their un-aged counterparts, knowing these facts should help you appreciate all the effort and thinking that goes into creating the cornerstone of the rum industry.

Cheers,

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

Luis Ayala, *Editor and Publisher*

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

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

THE ANGEL'S SHARE

by Paul Senft



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

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

Savannah Spirits Silver Rum

Savannah Spirits is part of an endeavor that will be launched during 2018. Located in Savannah, Georgia the Distillery will share space with a chop house that serves steaks and seafood. To get their rum launched and in the market place the Savannah Spirits Company collaborated with a distillery in Charleston, South Carolina.

Appearance

This 80 proof rum comes in a tall 750ml bottle with the label providing the minimum information required by law. The bottle's plastic cork is secured to the bottle with wax. The liquid is clear in the bottle and glass and agitating the liquid creates a thin line that quickly thickens and drops fast moving legs.

Nose

The aroma of the rum provides notes of vanilla, molasses and a touch of butterscotch before the raw alcohol vapors take over and dominate the profile.

Palate

Sipping the rum reveals notes of vanilla, salt, charcoal, raw coconut, butterscotch and a bit of ethyl-alcohol rounding it out at the finish.



Review

When reviewing un-aged rums my expectations are heavily managed and I not only look for what the distillery has created, but how it can be used. I was surprised by some of the mineral notes I discovered in the flavor profile and thought this product would be useful in basic rum cocktails.

They noted on their website that their distillery will be online sometime in 2018. I will be curious to see how their product changes with the new location, still and water source.



savannahspiritsblog.com

THE ANGEL'S SHARE

by Paul Senft

Rum Dog Rum

Produced in North Charleston, South Carolina the product is created from Florida Blackstrap molasses. During the distillation process the product is distilled and filtered twice before bottling. Beyond these facts very little is shared about the product.

Appearance

The squat 750 ml bottle is sealed with a wood capped plastic cork. The security stripe lists the named Edmonstone and Macmillan, LLC. The label provides some details about the rum and cockily expounds on this rums superiority to other rums in this category. The rum is predictably clear in the bottle and glass. Swirling the liquid creates a thin band, which drops fast moving legs and evaporates quickly leaving behind tiny beads.

Nose

The aroma of the rum delivers a faint hint of vanilla, ripe apple and a touch of pencil lead.

Palate

The flavor of the rum is surprising as it delivers a swirl of sweet vanilla, pears, apples, astringent alcohol and charcoal. The rum has an abrupt finish that leaves a residue on the teeth and tongue.

Review

As noted, the rum delivers a few unexpected pops of flavor, but is otherwise in line with a good bit of the other American craft rums I have experienced. Fairly priced the rum does well in any classic/Prohibition era cocktails.



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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

Spirited Chipped Beef

Ingredients:

- 1 Tbsp. Browned Flour*
- 1 C. Milk
- 1 C. Heavy Cream
- 1 ¼ Tbsp. Worcestershire Sauce
- 1 tsp. Kitchen Bouquet
- 3 Hard-boiled Eggs, chopped
- ¼ lb. Chipped Beef, shredded
- ½ lb. Mushrooms
- 4 Tbsp. Salted Butter
- 1 Large Diced Pimento
- ½ C. White Rum- heavy congener
- Salt and Pepper to taste



*"A happy New Year to all the world!
Hallo here! Whoop! Hallo!"*

— Ebenezer Scrooge in Charles Dickens,
'A Christmas Carol' (1843)

Directions:

Make a paste of browned flour with $\frac{1}{4}$ cup of milk and add to pan with 2 teaspoons of olive oil. Gradually add $\frac{3}{4}$ cup milk, 2 Tbsp of melted butter and cream. Add Worcestershire sauce and kitchen bouquet. Add chipped beef. Cook until thick, stirring frequently as to avoid lumping. In a separate pan, saute mushrooms in the rest of the butter and cook for about 7 minutes. Add the mushrooms to the creamed beef. Add pimento, hard-boiled eggs salt and pepper. Cook for about 6 minutes and add the white rum. Serve immediately on toast, highly recommend on 7 grain bread. Serves 4-6.

*Preparation for browned flour: Place a metal skillet over flame on stove top. Add a cup of flour and stir constantly, scraping the flour away from the bottom and sides to avoid scorching or sticking. When all the flour is an even tan color, it is ready for use.

New Years Rum Twists

Ingredients:

- 1 C. Powdered Sugar
- 1 C. Butter, softened
- 3 Hard-boiled Egg Yolks, mashed to a paste
- Grated Rind of $\frac{1}{2}$ Lemon
- Grated Rind of $\frac{1}{2}$ Lime
- 3 Tbsp. Dark Rum
- 2 Tbsp. White Rum
- 2 $\frac{3}{4}$ C. Sifted Flour

Directions:

Cream butter and sugar. Add the rind of the lemon and lime, rums and egg yolks. Add flour. Set dough in the freezer in a covered bowl, about 20 minutes. Break off small pieces of dough, about a teaspoonful. Roll between palms of hands until dough looks like a pencil and then fold once and twist. Place each piece about an inch apart on a greased cookie sheet. Brush with the white of the raw egg mixed with a tablespoon of water and slightly beaten. Sprinkle with a mix of sugar and cinnamon (1/4 cup of cinnamon for every cup of sugar). Bake at 350°F until cookies are done, about 12-14 minutes. Remove from pan at once and cool.



⊖ *Sal in genere*

THE RUM UNIVERSITY LABORATORY

www.RumUniversity.com

⊖ *m. Acidum minerale*

⊕⊖ *Acidum Vitrioli*

⊕⊖ *c. concentratum, d. dilutum*

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

∇ *Aqua fortis*

⊕⊖ *Acidum Salis ⊕⊖ a / dephlogisticatum*

∇ *Aqua Regis*

⊕∇ *Acidum fluoris mineralis*

⊕∇ *Acidum Arsenici*

⊕∇ *Acidum Vegetabile*

⊕∇ *Acidum tartari*

⊕⊖ *Acidum Sacchari*

⊕ *Acetum*

⊕ *a. Acidum animale*

⊕⊖ *Acidum urinae; phosphori*

⊕∇ *Acidum formicarum*

⊕ *Acidum aereum; atmosphaericum*

⊕ *Sal alcalinus*

⊕ *p. Sal alc. purus (Causticus)*

⊕∇ *v. Alkali fixum vegetabile*

⊕∇ *m. Alkali fixum minerale*

⊕∇ *Alkali volatile*

∇ *Terra*

∇ *Lapis*

∇ *Arena*

∇ *Calx, p. pura (ustulata)*

∇⊖ *Calx vitriolata (Selenites, gipsum)*

∇ *Terra ponderosa*

∇ *Magnesia*

making your own

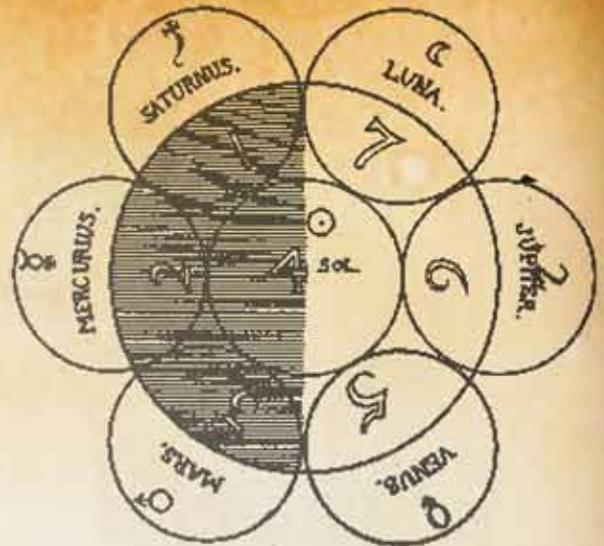
Rum Krupnik

Ingredients:

- 2 Cups Sugar
- 2 tablespoons of Cold Water
- 4 Cups Boiling Water
- 1 Small Cinnamon Stick
- 10 Peppercorns
- 20 Allspice Berries
- 1/4 Vanilla Bean, Sliced and Scraped
- 1/4 Nutmeg, Grated
- 2 Cloves
- 1 Orange without rind
- 1 1/3 Cups Honey
- 2 Cups Low-Congener Unaged Rum at 40% ABV

Directions:

1. Heat sugar in 2 Tbs of water until it dissolves, then stir in the boiling water.
2. Add vanilla bean, nutmeg, cloves, cinnamon stick, peppercorns, and allspice berries.
3. Bring to a boil, cover and simmer for 5 minutes.
4. Strain the caramel mixture and return to the pan.
5. Stir in honey and orange rind and heat, stirring, until the honey has completely dissolved.

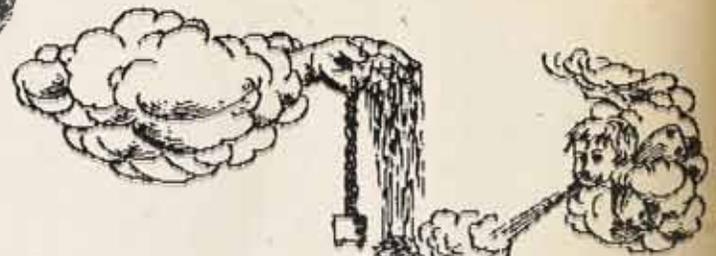


6. Bring to a boil.
7. Remove the pan from the heat, allow to cool down and gradually stir in the rum.
8. Serve hot or cold.

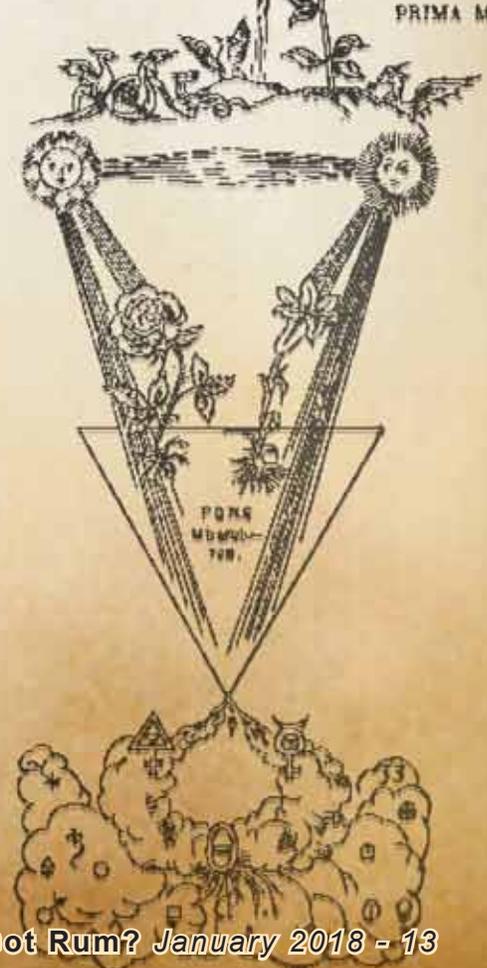
Did you know that...

Krupnik (Polish), *Krupnik* (Belarusian) or *Krupnikas* (Lithuanian) is a traditional sweet alcoholic drink traditionally made with vodka and honey. It is popular in Poland, Belarus and Lithuania. Honey is the main ingredient used to add sweetness, but as many as 50 different herbs can also be used. There are many versions and some recipes have been passed down through generations. *Krupnik* originated in the territories of present-day Belarus, which were at the time part of the larger Polish-Lithuanian Commonwealth. *Krupnik* is sometimes heated before being served.

Legend has it that the recipe was created by the Benedictine monks at a monastery in Niaśviż (then known as Nieśwież) which was founded by Mikołaj Krzysztof "Sierotka" Radziwiłł. Known in Poland and Lithuania (including present-day Belarus) at least since the 16th century, it soon became popular among the szlachta of the Polish-Lithuanian Commonwealth.

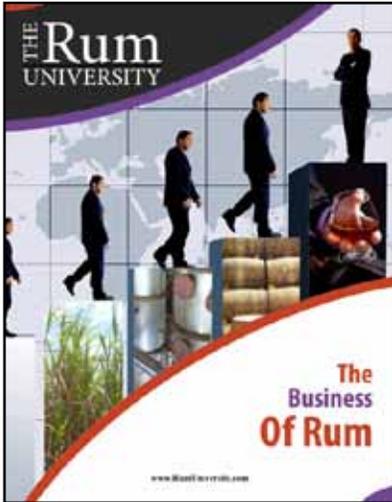


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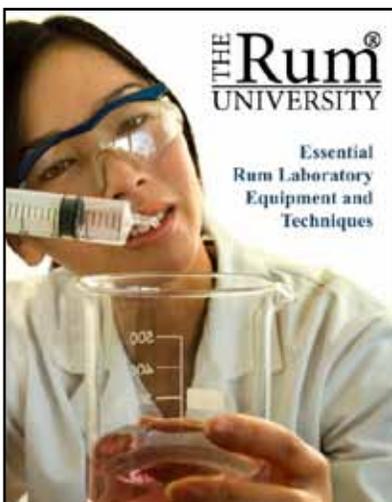
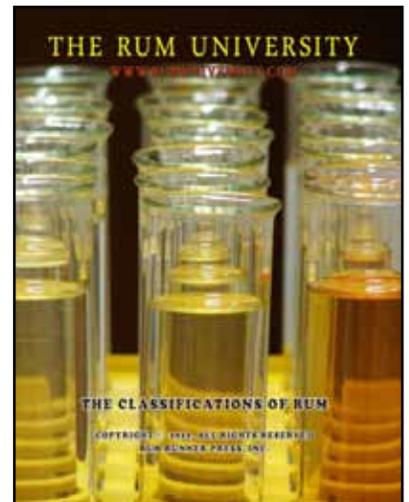
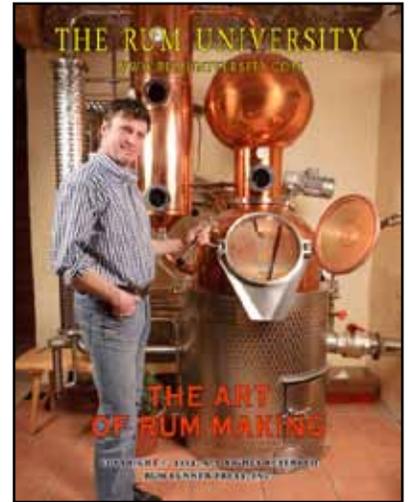
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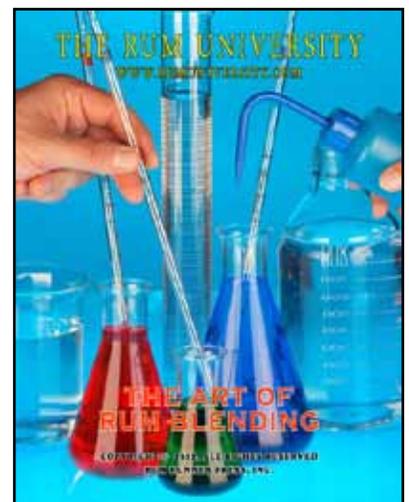
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A testimonial from one of our recent graduates:

"I've been a long-time reader of 'Got Rum?' and just recently attended your Rum University class in Louisville, Kentucky. We've been in the rum business for quite a while so I was a bit concerned exactly how much value I might benefit from taking the course. The class was 5-days long and the entire spectrum of the rum industry was covered – including areas I thought I fully understood.

I want to let your readers know that I got ideas, tips, and information worth to the full course value on each and every day of the class. I couldn't believe how much I still have to learn. Anyway, I started implementing those ideas the day I got back!"

Mr. Paul W. Case, Jr. Partner, Kolani Distillers LLC., Hawai'i

Learn more about The Rum University at:

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

A close-up photograph of a person's hand holding a small, realistic globe of the Earth. The globe shows the Americas and surrounding oceans. The background is a soft-focus green, suggesting a natural, outdoor setting. The text 'RUM and the Environment' is overlaid on the left side of the image.

RUM

and

the

Environment



Attention Rum Distillers, Brand Owners and Ambassadors:

Submit information regarding your rum company's or brand's efforts towards making this world a better place to live. Selected stories will be featured in upcoming issues of "Got Rum?". Ideas include, but are not limited to:

- Using recycled paper for labels, and/or cardboard boxes
- Use of solar energy
- Capturing rain water
- Avoiding the use of plastic straws
- Planting trees, etc.

Send information to: news@gotrum.com



Got Rum?™

"Always do sober what you said you'd do drunk. That will teach you to keep your mouth shut"

Ernest Hemingway

**We Are The Framework
For Your Success**



www.RumUniversity.com

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

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The Art of Fermentation

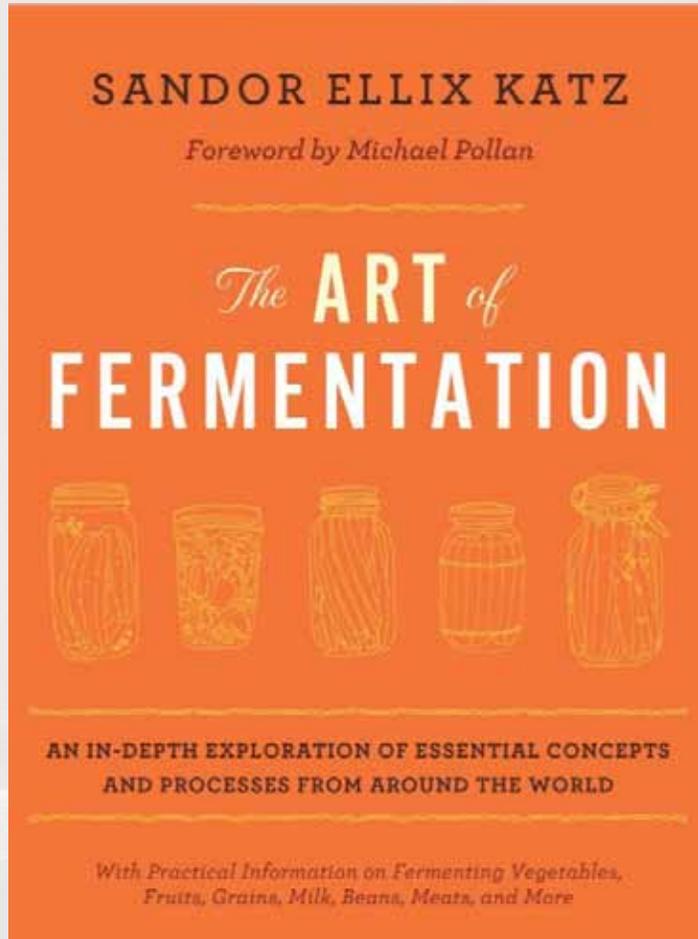
(Amazon Review) Winner of the 2013 James Beard Foundation Book Award for Reference and Scholarship, and a New York Times bestseller, *The Art of Fermentation* is the most comprehensive guide to do-it-yourself home fermentation ever published. Sandor Katz presents the concepts and processes behind fermentation in ways that are simple enough to guide a reader through their first experience making sauerkraut or yogurt, and in-depth enough to provide greater understanding and insight for experienced practitioners.

While Katz expertly contextualizes fermentation in terms of biological and cultural evolution, health and nutrition, and even economics, this is primarily a compendium of practical information—how the processes work; parameters for safety; techniques for effective preservation; troubleshooting; and more.

With two-color illustrations and extended resources, this book provides essential wisdom for cooks, homesteaders, farmers, gleaners, foragers, and food lovers of any kind who want to develop a deeper understanding and appreciation for arguably the oldest form of food preservation, and part of the roots of culture itself.

Readers will find detailed information on fermenting vegetables; sugars into alcohol (meads, wines, and ciders); sour tonic beverages; milk; grains and starchy tubers; beers (and other grain-based alcoholic beverages); beans; seeds; nuts; fish; meat; and eggs, as well as growing mold cultures, using fermentation in agriculture, art, and energy production, and considerations for commercial enterprises. Sandor Katz has introduced what will undoubtedly remain a classic in food literature, and is the first—and only—of its kind.

ISBN-13: 978-1603582865





A close-up photograph of a clear glass filled with white rum and several ice cubes. The glass is partially filled with the clear liquid, and the ice cubes are melting slightly. The background is a soft, out-of-focus gradient of light blue and white. The text is overlaid on the upper portion of the image.

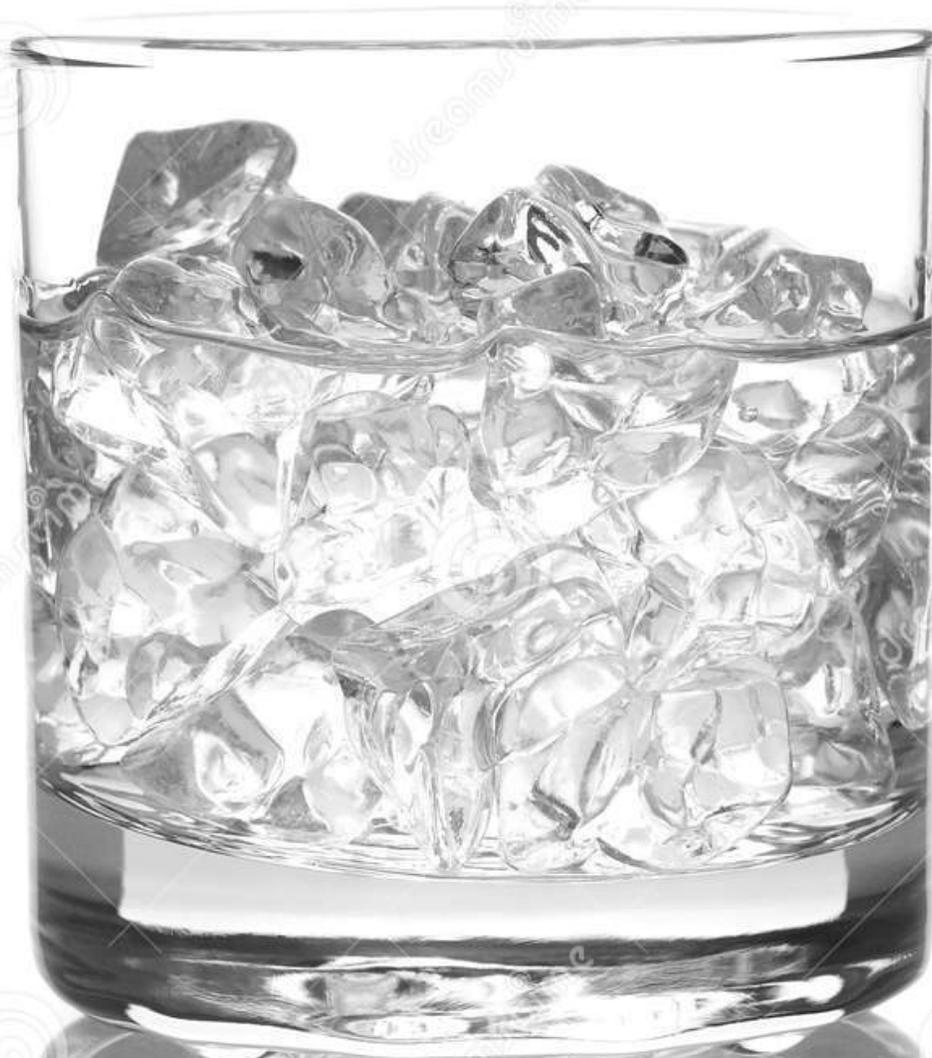
enter the world of

White Rum

by Luis Ayala

White Rum

White, clear, silver, crystal, see-through rum. There are many names by which the un-aged distillate of the sugarcane can go, depending on its locale. There are also many different ways for the distiller to arrive at its composition.



Aged spirits aficionados may struggle to appreciate the un-aged counterparts of their beloved distillates, but that does not mean these alcohols are without merit, as they represent the foundation upon which their products are built. Take, for example, Bourbon: a nice, rich, leathery and oaky Bourbon will taste nothing like the grain moonshine it is made from, but those who understand how the moonshine will acidify, esterify and act as an oak extracting agent within the cask will be able to judge and select the moonshine based on its transformative potential.

Aging

Some countries require rum distillers to age their spirits for a number of year (from 1 to 3) before they can bottle and sell that distillate as rum. Producers in countries that require aging do, for example, sell the un-aged alcohol as “aguardiente” while using the name “rum” for the aged product that meets the country’s legal requirements. In few cases, if the producer wants to sell a product labelled as “white rum”, they may have to start with an aged rum and then filter it through activated charcoal to remove any traces of color or flavor obtained from the time spent in the barrels.

Congeners

We also find white rum, or un-aged sugarcane distillate, as the backbone of many of today’s popular spiced or flavored rum brands. In the case of these brands, the alcohol is selected based on its neutral flavor, so that it does not interfere with the spices or flavoring agents the blenders want to incorporate to achieve the profile of the final product.

Just like moonshine and grain neutral alcohol are both made from grains, yet they are very different in taste, so too can sugarcane alcohols cover the entire range from the insipid to the full-bodied. An example of the neutral end of the spectrum is the aforementioned base found in the leading white or spiced rums sold worldwide; the opposite end of the spectrum would be akin to an un-aged cachaça from Brazil. The world of white rum exists within these two, well-defined, extremes.

Distillation

The difference between the extremes is achieved by determining the congener level desired in the final product. A low congener level means a high level of rectification, while a high congener level is -as you would expect- the opposite. Achieving high or low congener levels is determined by the distillation equipment used and by the manner in which it is used. For example, some people assume that pot stills can only produce heavy alcohols high in congeners, but pot stills can have columns with plates, either above or beside the pots. Pot stills can also be used to re-distill the same alcohol multiple times, achieving higher purity (lower congener) levels with each run and heads/tails separation. By the same token, some people believe that continuous distillation columns can only produce light alcohols, low in congeners, but knowing which column and plate to draw the distillate from allows the operator to obtain the desired congener level.



Alcohol Strength (Proof)

Another misconception among many consumers is that the alcohol strength in the bottle corresponds to the strength at which the distillate was produced. I've often heard things like *"don't use vodka for that recipe, use overproof alcohol instead, because it is at a higher proof so it is purer"*. The reality is that both products may have been distilled to the same strength at the beginning, but the vodka was diluted down to bottle strength (usually 40% ABV) while the other one remained at near-distillation strength.

Raw Material Used

By definition, all rum must be produced from fermented and distilled sugarcane or its co-products. But having sugarcane as their common source does not mean they are all the same:

- **Cane Juice:** the freshly-pressed juice from the cane is very aromatic, floral, sugary and herbal. This juice, however, is an excellent platform for many bacterial organisms and having the undesired yeast can result in off flavors and aromas. Using freshly-pressed juice for high-congener rums makes a lot of sense, but using it for low-congener ones does not, since most of the aforementioned flavors would be lost during the rectification process. Also, the juice has a low concentration of sugar dissolved in a lot of water, which means the potential alcohol by volume of the fermented wash will be lower. This in turn means that more volume of fermented wash needs to be distilled to obtain the same amount of alcohol as if we used a base with a higher sugar content.
- **High Test (HT) Molasses:** some people believe that all molasses are "leftovers" from sugar production, and thus tend to group all molasses as being the same. The reality, however, is that HT Molasses is nothing more than concentrated cane juice, with much of the water evaporated through heating. This rich syrup has all the original sugars from the juice, with less of the water and is pasteurized (as a result of heating to evaporate the juice). The color is golden to amber and the taste and aroma are very inviting. This is an excellent base for both low and high congener rums and, for distillers, it is an efficient fermentation medium, due to the high yield of alcohol that can be obtained when compared to the fresh cane juice.
- **Molasses (Grades A-D and Blackstrap):** as HT Molasses are boiled more and more, sugar crystals form and are removed to be sold as granulated sugar. The remaining molasses are then labeled as ranging from grade A (lowest amount of sugar removed) to Blackstrap (most sugar removed and darkest color due to the longer heating/caramelization time). The closest to Grade A, the better the alcohol can be, for both high and low-congeners. Blackstrap (and molasses close to it), however, is best for producing low-congener, well-rectified or neutral alcohol.

The rum industry owes its present success to many people who -through their vision, wisdom, ingenuity and/or dedication- were able to innovate or improve existing processes. In this new series we will explore these individuals, to honor their memories and to hopefully inspire a new generation of game-changers.

Featured Biography: Jean Baptiste Labat

Jean Baptiste Labat was born and also died in Paris. He entered the order of the Dominicans at the age of twenty. He was ordained at the completion of his philosophical and theological studies. Besides preaching, he taught philosophy and mathematics to secular students at Nancy. Abandoning this work, he devoted himself to missionary activity and for many years preached in the various churches of France.

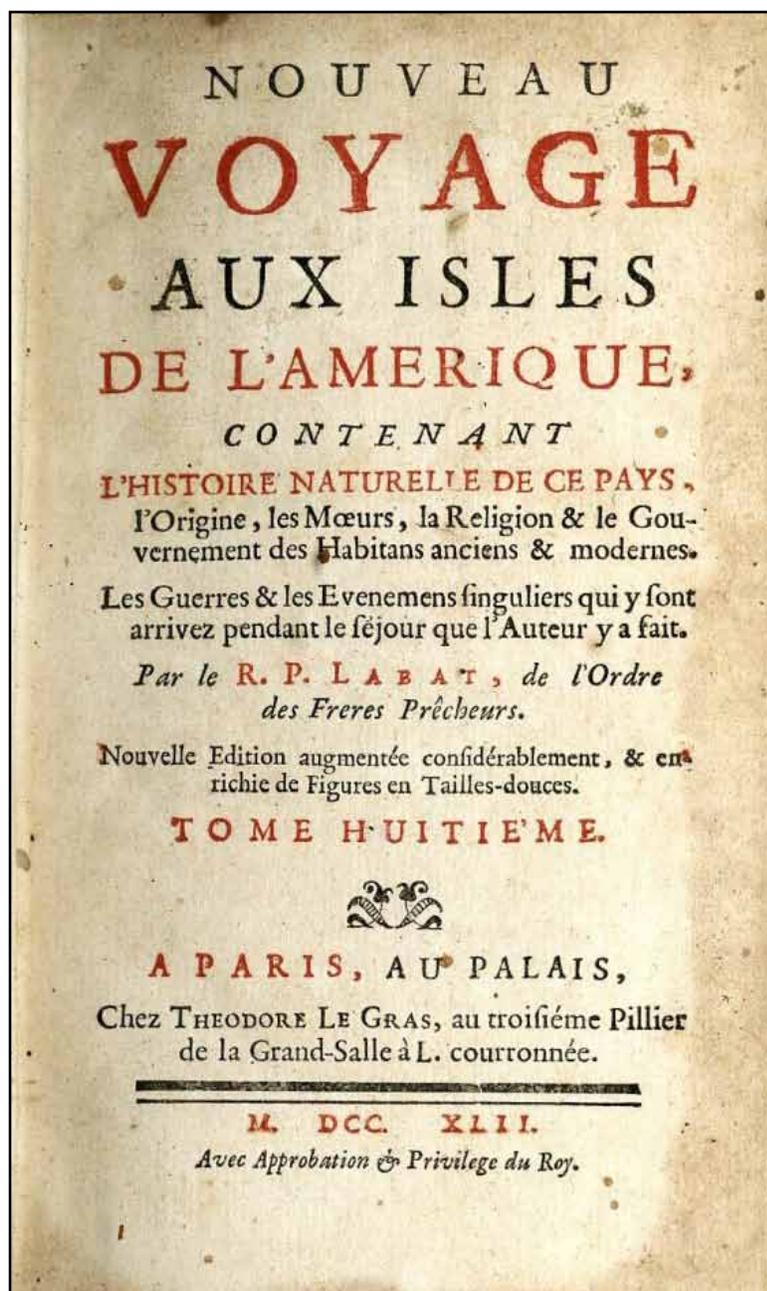
In 1693, determined to devote himself to foreign missionary work, he requested and received permission from the general of his order to travel to the West Indies, then under French domination. On 29 January 1694, he landed in Martinique. He was

entrusted with the parish of Macouba (Macumba), where he labored for two years and added many new buildings, including the church.

In 1696 he travelled to Guadeloupe, and was appointed procurator-general of all the Dominican convents in the Antilles (*Procureur syndic des îles d'Amérique*) upon his return to Martinique.

The French government appointed him as an engineer due to his scientific knowledge and, in this capacity, he visited the French, Dutch, and English Antilles from Grenada to Hispaniola. Labat encountered many aspects of Caribbean society, including slavery. In his account for the year 1698, Labat included





his impressions regarding the slaves of Martinique: "The dance is their favourite passion. I don't think that there is a people on the face of the earth who are more attached to it than they. When the Master will not allow them to dance on the Estate, they will travel three and four leagues, as soon as they knock off work at the sugar-works on Saturday, and betake themselves to some place where they know that there will be a dance."

Labat was no simple observer or opponent to slavery, however. As proprietor of the estate of Fonds-Saint-Jacques (in the north, alongside a river of the same name) and founder of the parish of François, both on Martinique, Labat applied himself to modernizing and developing the sugar industry on this island, and owned -and brutalized- his own slaves. Fonds-Saint-Jacques was for a long time regarded as a model to be copied. On Martinique, Labat's memory has survived in the vocabulary: La Tour du père Labat ("windmill"); les chaudières Père Labat (the Père Labat boilers"), or the standard of distillation known as type Père Labat.

As engineer in Guadeloupe, he took an active part in its defense when the British attacked the island in 1704. Labat fired several cannon with his own hand. He was also appointed Vice-Préfet Apostolique in the same year.

In 1706, Labat was sent to Europe as deputy of his order. He spent several years in Italy and attended a meeting of the order at Bologna, and presenting to the general a report of his work. Labat prepared to return to America, but was denied permission and detained in Rome for several years. He traveled to Paris in 1716. He lived in the convent on Rue Saint-Honore until his death. During these years, Labat commenced a long contemplated history of the West Indies. The work was finally published in six volumes at Paris, in 1722, with copious illustrations made by himself (*Nouveau Voyage aux isles Françaises de l'Amérique*, Paris, 1722).

Legacy

On Martinique, Labat devised new methods for the manufacture of sugar, which remained in use for a long time.

Labat had a wide reputation as a mathematician and won recognition both as a naturalist and as a scientist. He assisted the botanist Charles Plumier in his work, while Plumier was in the West Indies. He embodied in the history his scientific observations and wrote comprehensively and accurately of the soil, trees, plants, fruits and herbs of the islands. He also explained the manufactures then in existence and pointed out means for the development of commercial relations.

His books that deal with America, "best-sellers" during their time, are *Nouveau voyage aux îles de l'Amerique* (6 vols., Paris, 1722; 2d ed., 8 vols., 1742; Dutch translation, 4 vols., Amsterdam, 1725; German, 6 vols., Nuremberg, 1783-'7); and *Voyage du Chevalier Demarchais en Guinee, îles voisines, et a Cayenne, fait en 1725, 1726, et 1727* (4 vols., Paris, 1730).

He published similar works on other countries, drawing information from the notes of other missionaries. His two works on Africa have become well known: *Nouvelle relation de l'Afrique occidentale* (Paris, 1728) and *Relation historique de l'Ethiopie occidentale* (Congo, Angola, Matamba, after the Italian of Father Cavazzi, Cap. (Paris, 1732).

The genus of the tropical fruit tree family Sapotaceae *Labatia*, first described in 1788, was named after Labat. It was maintained as a distinct entity until the 1930s when it was submerged in the genus *Pouteria*. In 1972, it was proposed that a new genus called *Neolabatia* be recognized, containing six species formerly known as *Labatia*, but this classification is disputed.

THE MEMOIRS OF PÈRE LABAT

1693–1705

Translated and Abridged by

JOHN EADEN

With an Introduction by

Philip Gosse



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1970

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. 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.

All this I try to cover in this column, in my FB Profile: www.facebook/marco.pierini.3 and in my new Blog: www.therumhistorian.com

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

AMERICAN RUM 27: DEMON RUM

We have arrived at the end of my history of rum in early America. But before leaving this fascinating subject, I want to spend one last article on the historic battle cry of the temperance activists: "Demon Rum".

To be clear, it was not within the scope of my research to study temperance movements and Prohibition. There is a vast bibliography on the subject, which I have only merely touched upon. All I can say here is that temperance movements saw an alliance of medical science with puritanism, along with two constants of American history: the need to have an enemy, and the desire to impose good by force. They started out preaching temperance, that is, drinking in moderation, but soon became teetotalers, attacking all alcoholic beverages alike, whether distilled or fermented. But the focus of their propaganda was always rum, or rather, the notorious "Demon Rum".



Scene from "Deacon Giles": demons in the distillery & dispensing damnation, from Building the Nation: Events in the History of the United States from the Revolution to the Beginning of the War between the States, by Charles Carleton Coffin (1882)

Why rum? That is, why did temperance movements hold it against rum in particular? Americans were by this time drinking less and less rum and more and more whiskey, while beer was the fastest-growing fermented beverage. In the 19th century rum consumption continued to drop, until, by the end of the century, rum was drunk only as a traditional remedy for colds, fevers and other illnesses. So why did the temperance movements attack "Demon Rum" rather than whiskey or beer?

Thomas Sovereign in his *"The American Temperance Spelling Book"* (1839) defines rum as "A spirit distilled from cane juice or molasses" but tellingly adds: "a general term used to denote all kinds of intoxicating drink." Throughout my research, I have largely relied on a few

works and, among them, on Ian Williams's book: *"Rum. A Social and Sociable History"* (2005). About "Demon Rum", Williams writes: "But it was much more than that. In cartoons, rum loomed as the alien other, invariably with a bottle neatly labeled 'Rum', which was convenient for cartoonists short of space. They could have used 'Gin', but most Americans didn't and hadn't, whereas rum was foreign and had a history. It represented Catholics, subhuman Irish, and similar non-native breeds. At the time when most Americans were drinking whiskey, it was rum that was evoked most frequently. It was more patriotic than attacking whiskey overtly.

The monosyllabic power of its name, which made it a favorite with poets and writers, certainly contributed to all this.

As the author of “*An Eulogium on Rum*”, published in Boston in 1837, unabashedly declares:

ARISE! Ye pimpled, tippling race arise!

*From every town and village tavern
come!*

*Show your red noses, and o'erflowing
eyes,*

*And help you poet chant the praise of
Rum!*

*The cordial drop, the morning dram, I
sing,*

*The mid-day toddy, and the evening
sling.*

*Hail, mighty Rum! and by this general
name*

*I call each species – Whiskey, Gin or
Brandy;*

*[The kinds are various but effect the
same;*

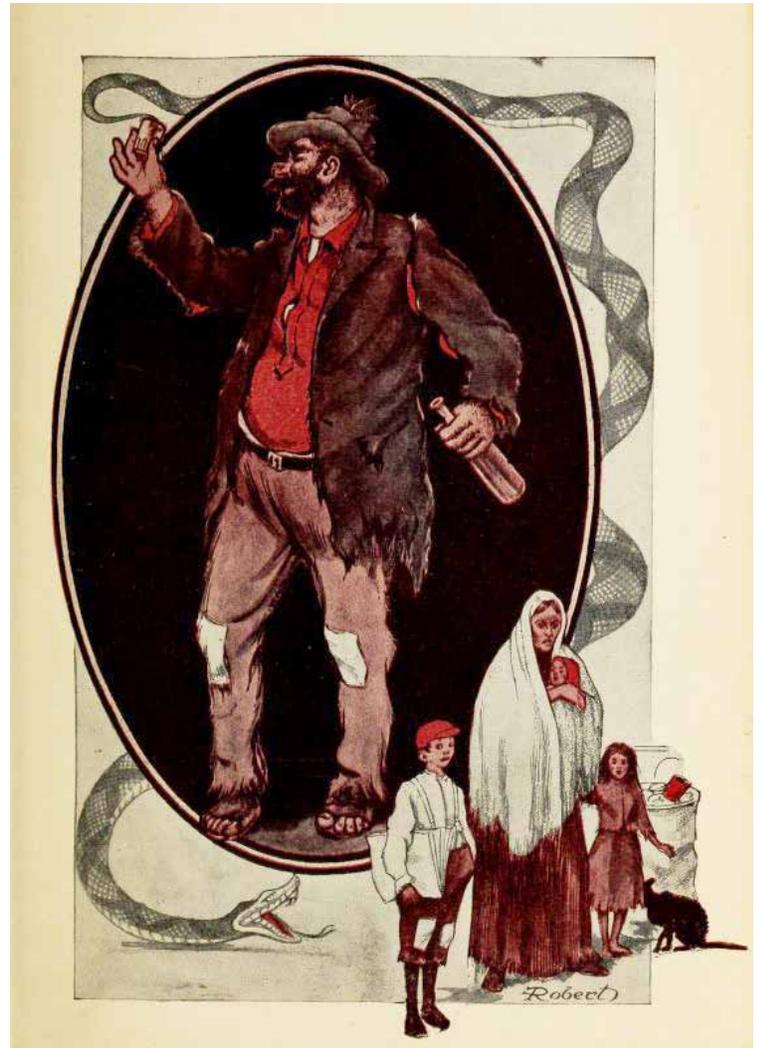
*And so I choose a name that's short
and handy;*

For reader, know, it takes a deal of time

*To make a crooked word lie smoot in
rhyme].*

In a huge number of books, pamphlets, cartoons, newspapers, etc. all through the century the word rum was used as a synonym for alcohol, drunkenness and vice. And to drink rum was considered a habit characteristic of bad citizens, people like native Americans and immigrants, who did not match the traditional republican virtues and ought to be mistrusted.

The best-known phrases include the famous alliteration “Rum, Romanism and Rebellion”, pronounced during the 1884 presidential election campaign by a member of the Republican Party, Rev. Samuel D. Burchard, attacking the Democratic Party as a party of Vice, of Irish Catholic immigrants and of Southern



Secessionists: very un-American things all of them. And as late as during Prohibition, the line of ships loaded with alcoholic beverages anchored just outside of American territorial waters waiting for the bootleggers was called Rum Row. Finally, the bootleggers were usually called Rum Runners.

What a sad destiny for the once great American Rum: neglected by drinkers and reduced to maintaining the memory of past glory only in the invective of its enemies!

Sic transit gloria mundi!

Marco Pierini

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RUM IN THE NEWS

by Mike Kunetka



RUM FESTIVALS

Looks like 2018 will bring us rum festivals galore. To help you make your travel plans, here are some festivals to consider:

THE BARBICAN RUM FESTIVAL

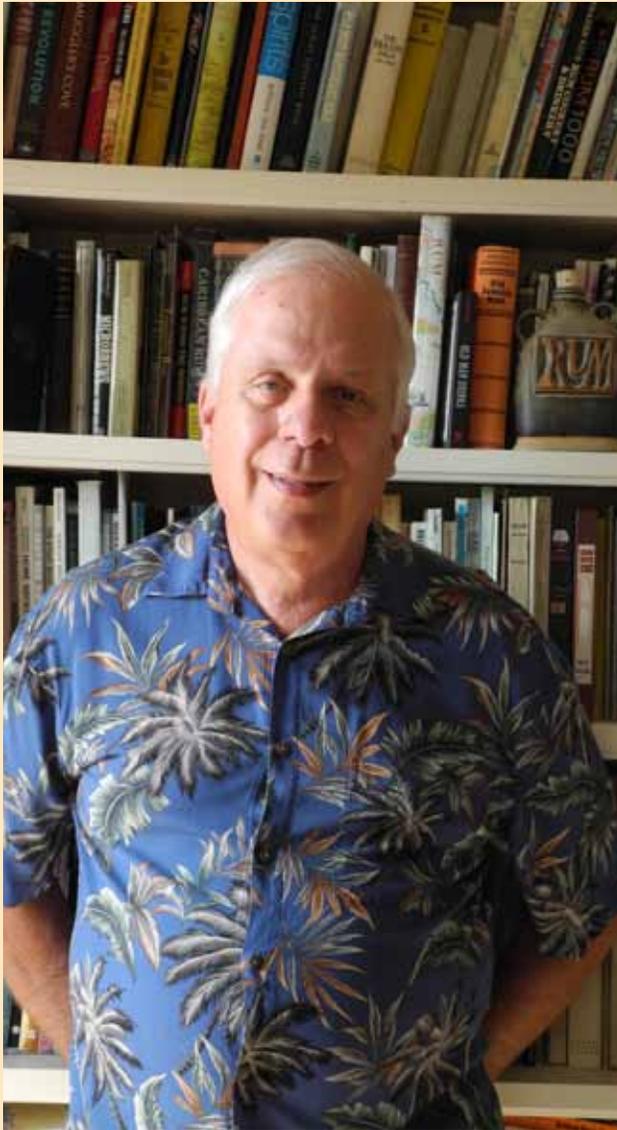
The first travelling Rum Festival tour is coming to The Barbican in York, England on Saturday, April 28th, with rum, cocktails, food and music from around the globe. Lucy Douglas, the founder of the festival said: "The growth in the rum market and evolution in the variety of flavors and styles has been phenomenal over the last couple of years. Having been to some amazing beer and gin festivals we decided to set up something for rum drinkers, somewhere fun where they could try new and exciting rums whilst listening to live music, eating great food and be surrounded by like-minded people. Throughout the event there will be live entertainment and dancing – including steel drums and salsa; sampling over 100 rums, the opportunity to talk to rum industry experts, tasty food to buy and above all lots of fun."

BRISTOL RUM & REGGAE FESTIVAL

If there's two things that go together hand in hand, it's rum and reggae. The Bristol Rum and Reggae Festival will be taking place on April 7th at Motion and is a must-attend for fans of both delicious rum-based concoctions and sun-drenched reggae sounds. Ticket holders will be given a rum atlas and complimentary rum punch on arrival before being able to explore a massive world of rum, with the club being transformed into a tropical paradise for the day. Rare and special craft rums from the West Indies, Cuba, South America and The United States will be on offer, giving people a chance to discover new varieties of the drink. And to accompany the rum consumption there will be a selection of reggae bands and DJs playing across multiple stages, transporting people from Bristol to Kingston.

NORWICH RUM FESTIVAL

The first Norwich Rum Festival took place



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.

at Open last May and following its success organizers have confirmed it will be coming back to the city. The travelling event will return in May 2018 to showcase over 100 different types of rum and offer a range of live entertainment, food and giveaways. Lucy Douglas, the organizer of many of these British festivals, said: "We knew rum was going to be big in 2017 and we'd heard Norwich knows how to party and the people of this fine city did not disappoint! "We loved it so much we're coming back and you're all invited to join the party!" Taking place at OPEN over May 18-19, the festival will be split into three sessions. Each guest will be gifted a Rum Festival glass and brochure. Drinks vouchers to taste the rums will be available.

CHESTER RUM FESTIVAL

Chester will sample the tastes, sounds and atmosphere of the Caribbean when the UK's first travelling Rum Festival visits the racecourse in spring 2018. The event will be held in The Pavilion Suite on Saturday, March 24. Organizers promise more than 100 different rums from around the globe combined with live entertainment, food and giveaways. Street food with a Caribbean theme will be available throughout the day. On arrival, guests will be greeted by a team member, known as a 'Rum'un' then handed their Rum Festival glass – a gift to take home – and a brochure full of information about the rums on offer, fun facts and suggested garnishes to complement the drinks. For more information on these British festivals, visit www.therumfestival.co.uk or email info@therumfestival.co.uk

SAINT LUCIA RUM FESTIVAL

Saint Lucia's 2018 Food & Rum Festival, being held from January 12th to 14th, is set to not only showcase the island's unique culinary and rum heritage, but will be the backdrop for the first annual Caribbean Rum Awards. The Rum Awards is being undertaken in collaboration with Caribbean Journal, which has, throughout 2017, been sampling rums from Caribbean and international suppliers and distillers. They have selected a shortlist to participate in the awards.

The Rum Awards consist of several components including rum displays and samplings throughout all of the festival events, a bartender's workshop where local bartenders will be educated about the serving and pairing of fine sipping rums, judging of the rums by a panel of experts including a few VIP judges, and a People's Choice Competition based on all the nominated rums.

"The first annual Caribbean Rum Awards is a celebration of the Caribbean's most famous spirit," said Alexander Britell, editor and

publisher of Caribbean Journal. "At its core, this is a way to show the public the sheer diversity and quality of rum, something that is essential to the Caribbean experience." Complementing the Caribbean Rum Awards, will be the Chairman's Reserve Spiced Cocktail Competition. The competition will feature the best Saint Lucian bartenders preparing their finest spiced rum cocktail over a first round of competition with the best of the best taking the stage at the Pigeon Island National Landmark on Sunday January 14 for the finale competition. Challenged with the task of making a drink from their mystery bar in only 20 minutes, the Chairman's Reserve Spiced Cocktail Competition will produce a winning drink which will become Saint Lucia's national cocktail. Details of the Saint Lucia Food and Rum Festival including schedule and pricing can be found at <http://www.stlucia.org/food-rum-festival/>

RUM LAB RUM FESTIVALS

The Rum Lab has announced the 2018 dates for the US Rum Festival Tour, with the intention to continue promoting the education and premiumisation of rum. The events will take place at the metropolitan cities of Chicago, San Francisco, Seattle and New York City. The goal is to feature more than 40 premium rum brand expressions from around the world, accommodate members of the beverage trade with intimate access to brand representatives, tastings, seminars and educational breakout sessions. World renown industry guest speakers already on tap for most of the cities, include:

- (1) Richard Seale – Fourth Generation Master Distiller, Foursquare Distillery, Barbados
- (2) Ian Burrell – Global Rum Ambassador, Celebrity Judge and producer of the UK Rum Fest.
- (3) Bailey Pryor – 5 times Emmy Award winning documentary film producer and CEO of The Real McCoy Rum.

The 1st event for 2018 will be the Chicago Rum Festival which will take place on April 14th at Logan Square Auditorium – Chicago, Illinois. Followed by the California Rum Festival, which will be on Sept 8th at SOMArts Cultural Center in San Francisco, CA, then the inaugural Seattle Rum Festival taking place in Seattle, Washington. Then to conclude the tour, the New York Rum Festival is scheduled to occur the weekend of Sept 29th, in New York City.

For more information on each event visit www.therumlab.com.

BARBADOS SUGAR & RUM SEASON 2018

Immerse yourself in this mesmerizing story and experience life in the birthplace of rum, through

RUM IN THE NEWS (continued)



the island's newest season - The Barbados Sugar and Rum Season. This exciting, educational, and experiential season offers an insight into Barbados' rich heritage, which resulted in the island becoming known as "the brightest jewel in the British crown" and the "richest spot of land of all the European colonies in the Caribbean". From rum distillery tours, to sugar and rum cooking classes, chocolate making classes, walking and bus tours, mixology shows, historic lectures, spa treatments, street and beach parties, an Open House Season, a big BBQ, as well as slave route, cane factory, windmill and rum shop tours, the Barbados Sugar and Rum Season is steeped in creativity, history and authenticity, and the perfect way to complete your memorable Barbados experience. Here is a sampling of some of the events.

FOURSQUARE COPPER STILL RUM TASTING TOURS

Visit the most modern and computerized distillery in the western hemisphere, to learn about rum, while simultaneously introducing your taste buds to experiencing the fine flavor and quality of their internationally awarded rums. This enhanced guided tour will include a comprehensive commentary on the history of R.L. Seale & Company's rum making process, and the sampling of a wide array of rums.

MIXOLOGY ROADSHOW

Hit the road with some of Barbados' and the world's best mixologists, as they pair mouth-watering cocktails with mouth-watering canapes at various locations around the island. This is an amazing opportunity to learn how to make unique cocktails with an innovative Bajan twist and high quality technical precision. These globally acclaimed Barbadian mixologists will take you on an unforgettable journey with flare and passion.

SUGAR AND RUM COOKING CLASSES

Are you looking for a real hands-on experience? Then, learn to cook indigenous Barbadian meals

using sugar and rum with Executive Chef, Peter Edey. Sessions will be interactive, educational and lots of fun while learning the history of local foods, why Bajans cook the way they do and about the unique way in which they season their food. With sugar and rum infused into the recipe of the day, this is a fantastic experiential event where you will certainly have a memorable experience!

LOUISIANA SPIRITS

Louisiana Spirits has "broken ground" on a US\$6 million distillery expansion for Bayou Rum, which will allow the distillery to "ramp up" its production. The expansion includes a barrel library, an event space and an outdoor entertainment venue to its visitor center. The barrel library will be able to house thousands of batches of new creations from master blender Reiniel Vicente Diaz and master distiller Jeff Murphy. It will also feature a tasting area, where visitors will be able to sample Bayou rums and learn more from the team behind the range. The event space can hold up to 300 people and comes complete with a stage and dance floor. "In 2016, the Bayou Rum distillery hosted more than 35,000 guests. This expansion will allow us to better cater to new and returning visitors and offers an indoor and outdoor area for events that locals can enjoy," said Joe Reese, Bayou Rum's managing director, who has been leading the undertaking. "While the barrel library certainly enriches the visitor experience, the benefit for our production team is more room for current batches and for future innovations we've got in the pipeline." Speaking to The Spirits Business last month, Murphy said: "Our growth has been faster than we've imagined so we're kinda maxed out on our barrel space. We're waiting on our new barrel warehouse, which is in the process of being built right now. "Hopefully before that's finished we're going to start with new warehousing, and then the final phase will be more production area for Reinel and myself. More distillation, more blending, so that we can ramp up production even higher." In October 2015, Stoli Group US moved into the rum category with the signing of an exclusive multi-year distribution deal with

Louisiana Spirits, producer of Bayou Rum. The Bayou rum range, which is craft distilled from locally grown sugarcane in Lacassine, Louisiana, currently consists of four expressions – Bayou Silver, Bayou Spiced, Bayou Select aged rum, and Bayou Satsuma Rum Liqueur. The expansion is scheduled to be finished in December 2018.

ANGOSTURA

Continuing its commitment to the development of young people in the Laventille community and environs through education, Angostura Limited has embarked on another project designed to improve vocabulary and literacy skills in several primary schools in the area. The first school to receive assistance under the Library Enhancement Project was St. Barb's Primary school on Upper Laventille Road, Port of Spain. Collaborating with Educate Inspire Encourage (EIE), a local company that specializes in providing library services, work began in April at the school to refurbish the existing library space, making it more attractive to young readers. The walls and shelves were painted in bright colours, attractive posters and decals affixed and the space laid out in a more 'user-friendly' design. Outdated books and resource materials were archived, and current texts were digitally catalogued, using software specifically designed for library management. Training of teachers and students on how to use the software will commence in the new school term, with ongoing support to be provided by EIE. According to the school's Principal, Ms. Ann Peters, "we recognize the dire need for a fully functioning library, that will serve the needs of the student population, thus enhancing their vocabulary and literacy skills, which will in no doubt auger a positive change in the pupils' performance and thus allow them to reach their full potential."

CAPTAIN MORGAN IN AFRICA

The Daily Nation, a leading newspaper in Nairobi, Kenya, reports that East African Breweries Limited (EABL) has started making Captain Morgan Gold at its Ruaraka brewery in Nairobi as it seeks to tap into the growing market of spirits drinkers. The regional brewer, which has until now been importing the rum produced by its parent firm Diageo, is now producing the premium spirit in a 250ml bottle. Fred Otieno, Kenya Breweries Limited head of innovation, says they will by June start producing the 750ml bottle. The regional brewer has in the past years seen sales of its beers such as Guinness, Pilsner and Tusker dip while its spirits continue growing by double digits. "The fact that it is locally produced, using local inputs, means that it will have a slightly different taste than

the original," Mr. Otieno told the Business Daily in an interview. "We are seeing a lot of our consumers shifting to mainstream and premium spirits brands. By locally producing a brand such as Captain Morgan, our customers get to enjoy a renowned drink at an accessible price." The recipe used in production of the Captain Morgan variant will next year be adopted for local production in EABL's regional markets as well as in Diageo's subsidiaries in West Africa, Mr Otieno added. The EABL has stepped up its innovation to help grow sales, occasioning the launch of brands such as Kenya Cane Coconut and Tusker Cider. Other like Kenya Cane Citrus and a Dublin-based beer called Hop House are in the pipeline. The NSE-listed brewer recorded a six per cent net profit growth to Sh8.5 billion in the year ended June, helped by cost-cutting and marginal sales growth.

RUM JOURNAL RUM AWARDS

It began in 2012 with an idea: to lift up rum. The aim was to celebrate the glory of rum, to honor the greatest rums just as wines and spirits and so many other categories are honored. The Rum Journal's Rum Awards is now in its sixth year, having grown into one of the world's most important and influential measures in the rum category. And every year, the judging by the Rum Journal special panel of judges gets more difficult, as rum continues to grow both in diversity and quality. The most striking advancement of late has been the rum world's renewed focus on the art of barrel aging, from special finishes to long-term aging. This year's final judging, performed at the terrific Casa de Montecristo by Prime Cigar in Miami, was the product of a year's worth of tasting and research that ultimately evaluated more than 200 rums from the Caribbean and around the world. This year's Rum of the Year was Angostura No. 1. The latest expression of Angostura No. 1 is the result of aging Trinidadian rum for 10 years in American oak casks and then another six in French oak casks that formerly held cognac. Runners Up included Papa's Pilar Sherry Finish (Gold Medal) (Florida), Facundo Exquisito, Puerto Rico (Silver Medal), and St Lucia Distillers 1931 (Bronze Medal). Rhum Agricole of the Year was La Favorite Privilege 1999 Cuvee Andre Dormoy. Best New Rum was Papa's Pilar Sherry Finish. Best New Rhum Agricole was Rhum Neisson Collection Armada Millesime 1991. Best White Rum was John Watling's Pale Rum, Bahamas. Best White Rhum Agricole was A1710 La Perle Rare B69-56. Best Gold Rum was Island Company. Best Spiced Rum was Siesta Key. Rum Company of the Year was Habitation Saint Etienne, Martinique.

EXCLUSIVE INTERVIEW

by Margaret Ayala



Mr. Edgar Sanchez Wilke, Founder. Costa Rican Rum Company

It gives me great pleasure to share this interview with all our readers. Luis and I have always enjoyed visiting Costa Rica, we are extremely proud of the way they protect nature, proving that tourism can be adventurous and responsible at the same time. The Costa Rican Rum Company embodies these beliefs and we wish them much success!



Margaret Ayala, Publisher

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

Edgar Sanchez Wilke, Founder. Costa Rican Rum Company. San José, Costa Rica

Q: Even though the Jaguar brand is new, your team is far from being new to the rum industry. Can you tell us about your previous experience(s) and how it has prepared you to launch your new brand?

Our team has professionals with a solid background in spirits, specifically marketing and distribution, having developed small niche brands across Europe and Asia.... this experience provides valuable input into helping us



craft a better product more suitable to the discerning tastes of the premium and ultra-premium segments. Also, they bring to the table the knowledge of where to sell, whom to sell to and how to promote our product, cutting our learning curve by many years.

Q: What is the spirit of Jaguar Rum, the concept/inspiration?

Oh wow!! Where to begin?!?!?! OK let see... For example, our inspiration, the Jaguar, a noble yet fierce predator, the largest feline in the Americas. It played a hugely important role in Pre-Columbian Mesoamerica. In the ecosystem, as well as in religion and the beliefs of the civilizations that inhabited the Isthmus. It was deemed a spirit companion to shamans, protecting them from evil spirits

and could also cross between worlds: that of the living and that of the gods. Here is part of it: our rum wants to protect you from bad spirits (sic) and bad rum!

In Costa Rica, it's also one of our most protected species, representative of our rich biodiversity, found throughout the country and of course Mesoamerica! But in our case, we have a very strong connection to the Jaguar though our involvement with the "Centro de Rescate Las Pumas" of which CRRC is a sponsor. This is a wildlife rescue center started by the Hagenauer family and run through its foundation and its key attraction is its felines. Our favorite is "Rafa" (short for Rafael), a Jaguar rescued many years ago and the oldest at the center. That is Rafa on our labels. We help look after Rafa and



RON
JAGUAR
C.R.



his buddies by being actively involved. Which we want to put out the word to readers out there. If you come to CR, go visit the “Centro de Rescate Las Pumas”. So, there you have it. Our inspiration comes from this gorgeous animal: powerful, mystic and noble.

Q: Can you tell us about the label designs? Is it true you have incorporated traditional visual elements from Costa Rica?

Oh yes, we have! Those of you whom have visited CR will no doubt be able to identify those elements in our design: a volcano, the ox cart wheel, a sloth, a still, cane sugar....

When faced with the process of creative design, we gave free reign to the design team and we were surprised with what they came up with! We feel it....

Q: Can you describe the current rums in your portfolio?

We currently have 3 rums in our portfolio and will probably launch a fourth version in 2018 (stay tuned for an industry first!)

Right now, we have the Ron Jaguar Edicion Cordillera, which is a blend of 10-year-old rums from the Mesoamerican area, which is the area between Mexico and Panama. As a young rum company, we do not have Costa Rican aged rums yet. Therefore, the Edicion Cordillera is a Mesoamerican blend made of molasses-based rum and aged in white oak barrels.

Deriving from that origin we also have a cask strength version of the Cordillera in 65% alc.vol. or 130 proof.

The third version is the Edicion Malacrianza. This is a white overproof rum with a notable presence of congeners which gives it a flavor profile, not so usual in the Latin-American area. It is made from 2 rum sources. One still is situated on the hot lowlands of the pacific side and the other still is situated in the Caribbean highlands. Both produce under completely different climatic conditions, which lead





to a smoother and lighter rum coming from the pacific coast and a heavier and “funkier” rum, coming from the humid and cooler highlands of Costa Rica’s Caribbean coast.

The name Malacrianza derives from another animal. This time it is the bull “Malacrianza” that is very famous in Costa Rica and was the most feared and powerful bull of them all. In the Jaguar context, it simply underlines the Overproof status of this white rum.

Q: Where will your rums be distributed in 2018?

Ron Jaguar will grow in Central Europe and hopefully start in California after this coming summer. In addition, we will be part of a rum tasting pack, focusing on duty free distribution that will get distribution in Asia, as well.

Q: In your experience, how different is it to promote/distribute a rum in the USA versus Europe? Which is better for a new brand that is just launching?

We decided to first start working in Europe and leave the U.S. as a second step, as we found a company that can represent us in many of the EU markets. If this opportunity would have been available in the US, we might have started working the US. Nevertheless, it seems a bit odd that the sipping rum segment or the premium rum segment is a bit stronger in the EU right now, but the rum market in the US tends to change into the same direction.

There is no big difference in the promotion or distribution between both areas, besides little local specialties on both sides of the Atlantic. The European market though is more vulnerable to fx-currency changes, as rum is mainly purchased in USD. On the other hand, our competitors face the same insecurity regarding fx-rates.

Q: Do you have any advice for potential brand owners who may be inspired by your story and want to develop their own brand some day?



Don’t despair! Rum is a wonderful spirit. It has so much tradition, character and also complexities. Sugar vs molasses? Pot or column still? You will find so much information and discourse out there that it may seem quite a challenge. Find out what you like and go from there. Above all, enjoy the ride.

Q: How can importers, distributors and consumers learn more about your company and your rums?

We will very soon launch the website with information and interesting media material about Ron Jaguar and its roots.

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

If you see a bottle, grab one! Look out for us during BCB New York and the California Rum Fest this coming 2018 if you are Stateside... or Prowein, BCB Berlin, all Rum Festivals and many other smaller venues in Europe. Drop us a line and we may meet up for a tasting!

Margaret: Again, Ron Jaguar Team, thank you so much for this interview and I wish you all much success in 2018 and the years to come.

Margaret Ayala, Publisher

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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).

Special Ice Tea Pairing

As I write this pairing, I'm well aware that my climate here in Chile is opposite from that experienced by the great majority of my readers in the Northern hemisphere. And even though I want to prepare a pairing with winter in mind, the temperature here is reaching 85° F and summer is only getting started, thanks global warming!

Thus I opted for a special ice tea, but "what makes it special?" you might be asking. Well, the tea was a Christmas gift I received from a friend and knowing that tea is among the world's most consumed beverages, the only thing I had to think about was which rum to use. I could not chose a white rum that was very aromatic or floral, neither could I chose an overproof that would be too aggressive; I had to find a combination that would be well-balanced, refreshing and, above all, that would go well with a cigar.

Among the potential rums I had unique rums that are easy to identify due to their congener level: one from Barbados, another one from Guyana and finally the one I chose from Trinidad, which was Angostura 1824. I won't talk about how or where it is made, suffice it to say that it had the characteristics or style I needed for my tests.

Got Rum?





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The first tea I selected was labeled “After Eight,” which I hope suits at least some of our readers. It is a blend of black tea and other herbs that make it very addictive and ideal for a pairing where one needs a high tannic note to accompany a cigar.

The cigar I selected was a Short Churchill from Romeo y Julieta from Cuba (50 x 124mm), a format I’ve used before and one of my favorites for its duration and balance.

We start by preparing the tea, without any sugar and taking care not to overheat the water, which would result in an over-extraction of tannins from the tea. We then let it steep for a little bit and then we pour it into a shaker filled with lots of ice and 2 ounces of rum, in our case Angostura 1824, which has a very characteristic finish. The mix of the tea and the rum comes across well-balanced and fresh, we then add two slices of lime, which helps increase the freshness, which is always desirable in an ice tea.

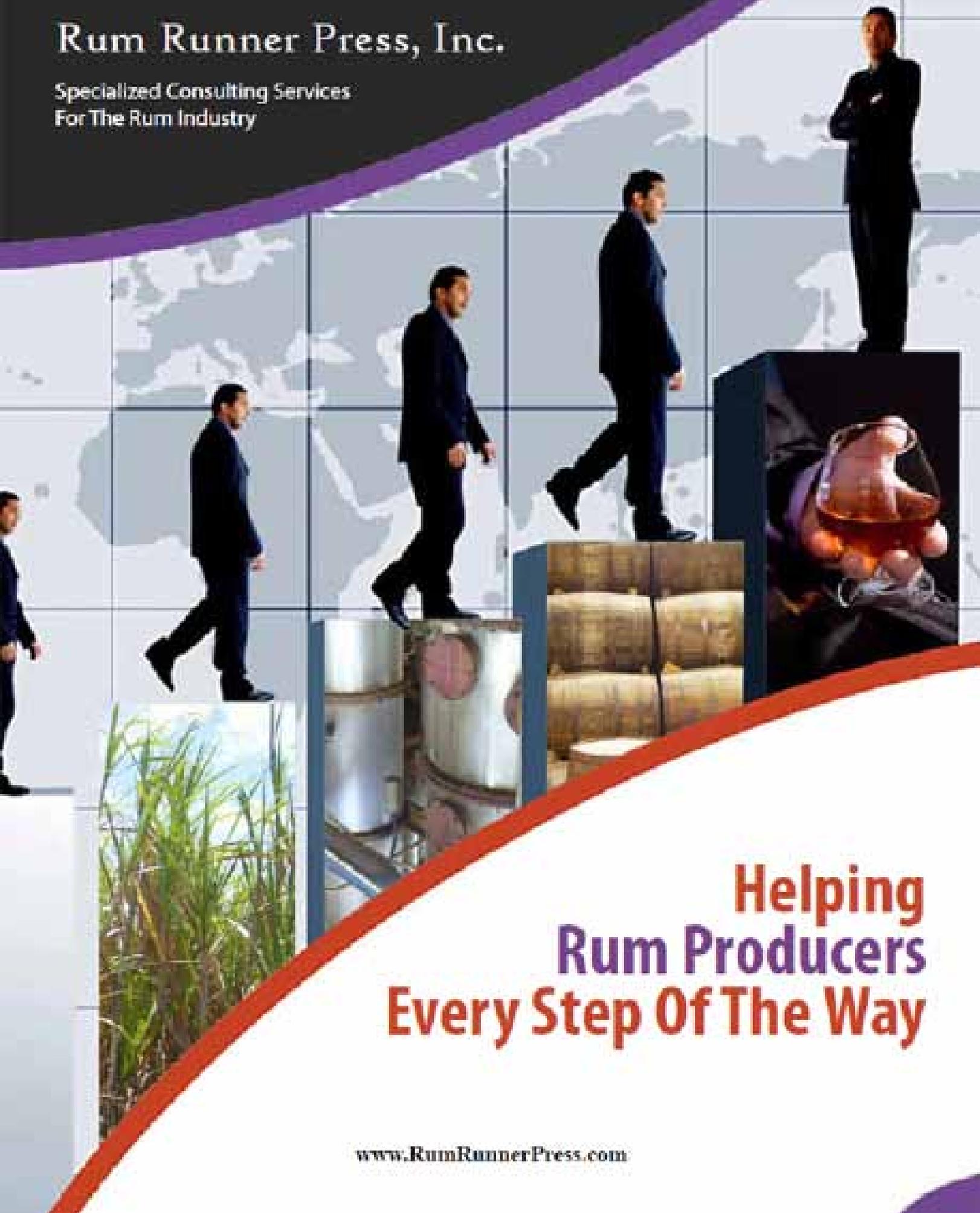
For the cigar, you want a large ring size and a strength no higher than medium, I mention this in case you need to use a different cigar from the one I selected. Just remember that if you replicate this pairing during the summer, you need to be prepared to consume a lot of ice tea!

The best thing about this pairing is that the freshness of the tea helps bring into balance the other flavors. It reminded me of the many pairings I used to do in Cuba, where I always needed to have a bottle of water also, due to the high temperature. The intensity of the cigar changes throughout the smoking session, but also the intensity of the tea, if you leave the tea bag steeping while you are smoking. So, by the time I prepared the second ice tea, the intensity had changed for the better. All in all, it took me 4 ice tea servings to finish the cigar. I highly recommend the pairing for those days when the weather is warm.

Philip Ili Barake
#GRCigarPairing

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