

# Got Rum?®

FEBRUARY 2018

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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





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# Got Rum?®

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Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Cigar and Rum:	philip@gotrum.com
Angel's Share:	paul@gotrum.com
Rum Historian:	marco@gotrum.com
Rum in the News:	mike@gotrum.com
Cooking with Rum:	sue@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

If you would like to submit news or press releases, please forward them to:

**news@gotrum.com**

You can download the free electronic version (low-res) of this magazine, or purchase the high resolution printed version at:

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FRONT COVER: Rums 'N Roses

INSIDE SPREAD: Rose, Rum and Rocks

## FROM THE EDITOR

### The Unlimited World of Rum

Many rum critics point to the lack of regulation in the rum industry (aging, congener level, nomenclature, etc.) as one of its downfalls and weaknesses but, at the same time, this flexibility is used by most (and abused by some) to create a plethora of products that appeal to a very wide segment of the drinking population.

Gift-buying season can bring with it a sense of stress, especially when a rum drinker wants to buy a special gift for a Bourbon or Brandy drinker, for example. Those decisions are often relegated to the recommendations from liquor-store floor sales people who may be receiving incentives from the brands themselves. Why not, then, stay in the rum category and try to select a rum from within the ranks?

Here is a quick guide for selecting rums based on the recipient's choice of liquor:

- Bourbon: try an aged Agricole Rhum, the odds will be in your favor, since both Bourbon and Rhum Agricole have similar congener levels and, if you select a particularly well-aged rum, you'll be sure to score a hit.
- Un-Aged (White or Silver) Tequila: try a traditional Cachaça or a white (Blanc) Rhum Agricole.
- Aged Tequila: Aged American Craft rum or Jamaican Aged rum should do the trick (Appleton is the highest selling imported rum in Mexico for a reason).
- Vodka: Low congener rum from Puerto Rico, Cuba or USVI should make any vodka drinker feel right at home.
- Brandy: sweet, Spanish-style rums with Sherry or Port finishes will be great here.



The above list is not comprehensive by design. It is intended to be a starting point so that both the person buying the gift and the one receiving it can further explore the world of rum.

Even if regulations are not adopted globally, we can still bring order into the rum industry by understanding the differences between the styles and distillation methods. Let us all do our part by staying in our category and by teaching others about its full range.

Cheers,

A stylized 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](http://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!

## Spytail Black Ginger Rum

Spytail Black Ginger rum has been brought to the United States by the New York firm Biggar & Leith. For this product the company used a blend of Caribbean rums and transported them to a small family distillery located in Cognac, France. Claiming to use a 19th century French recipe the distillery oversees the aging, spicing and blending of this rum. The name and theme of the bottle are inspired by the French history of building and testing the first mechanical submarines. According to Biggar & Leith the "Spytail" submarine was tested in the Charente River that runs close to the distillery where the product is created. This made the name of the product and nautical theme of the bottle shape an easy choice for the company.

### Appearance

The glass bulb of the bottle is inspired by the early 19th century Bathysphere style one man submarine that was used for deep sea exploration. Lowered by a cable the occupant would look through a large porthole to view what secrets the ocean might reveal. All of the details about the rum are provided on the substantial neck label. The label notes that the product is a "blend of rum, natural ginger flavor, and caramel". The wide metal cap is secured to the bottle by a clear security strip. The color of the rum holds a dark mahogany color in the bottle and lightens to a cola color in the glass. Agitating the liquid creates a thin band, which thickens and slowly spins off slow moving thick legs that creep slowly down the side of the glass.



### Nose

The initial nose provides an unsurprising strong note of ginger, followed and augmented by floral orange blossoms, dark vanilla bean, cloves, rounded out by cinnamon and caramel.

### Palate

The ginger of the rum lights up the tongue and envelops delivering a wave of secondary spices, the bitterness of cloves, cinnamon bark, cola, sweet vanilla balanced by a hint of black pepper meld together into a well balanced flavor profile. The bitterness of the cloves, ginger, with the addition of orange peel manifest and linger in a medium finish.

### Review

Blended to 42% ABV, this rum was a complete surprise. I admit I may be a bit jaded as I have tasted only a few “flavored” products that I think are worth having in my home bar. This one passes the test with a complex and enjoyable flavor profile. By design created for cocktail use I will have no problem using this and substituting the spirit in any cocktail that calls for a ginger liqueur. I look forward to experimenting with it and seeing what new cocktails I can create with this interesting rum.

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www.spytailrum.com

# THE ANGEL'S SHARE

by Paul Senft

## Deadhead Dark Chocolate Rum

Recently the Deadhead Rum Company began rolling out its new Dark Chocolate rum. This five year old rum is distilled and aged in the southern Mexican state of Chiapas, located close to the country of Guatemala. To create the product the company uses locally sourced dark roasted cacao to infuse with the spirit which is then blended to 35 % ABV.

### Appearance

The bottle of rum comes encased in a plastic shell shaped like a shrunken monkey head tsanta (Shrunken head) that was created by artist and sculptor Rodney "Odd Rodney" McLellan. The short neck of the bottle protrudes from the top sealed with a plastic cork. In the glass the rum has a medium amber color that when agitated creates a thin line that quickly beads up, drops fast moving legs and evaporates leaving a pebbling residue behind.







### **Nose**

The Aroma of the rum provides the expected smell of dark chocolate front and center. However flanking it, the spirits delivers a couple of surprises with notes of buttery vanilla, smoky caramel, rounded out by something that brings fresh baked waffle cones to mind.

### **Palate**

The dark chocolate rum envelops the tongue with a dense, chewy mouth feel. As the chocolate fades, other notes come into play adding flavors of smoky toffee, dark roasted coffee and a touch of butterscotch to punctuate the experience. As the rum fades the dark cacao flavor returns lending dryness to the long finish.

### **Review**

The dark chocolate flavor of this rum is one of the most natural chocolate flavors I have found in any rum product. Not overly sweet or artificial it made me want to experiment with it using allspice dram and certain fruit liqueurs (thinking strawberry, banana, and apple) just to see how well it pairs together. It will be fun to see what bartenders will create with this product. This rum's availability is limited in the United States, for more information about the product visit their website.



[www.deadheadrum.com](http://www.deadheadrum.com)

Would you like  
to see your rum  
reviewed here?

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

For more  
information, please  
send an email to:  
[margaret@gotrum.com](mailto:margaret@gotrum.com)



# COOKING WITH RUM

by Chef Susan Whitley



Hello, my name is Susan Whitley, I am passionate about great foods and beverages. I love finding recipes that incorporate my favorite ingredients and sharing the results with my friends and family.

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

Sue@gotrum.com

This is the month of LOVE and do I have a great dessert for you to make it extra sweet for your sweetheart! Enjoy! - Sue

## Sweet Lovers Chocolate Layered Rum Cake with Rum Cream Cheese Frosting

This recipe makes three 9-inch round molds.

### Ingredients:

- 1 C. Unsweetened Cocoa Powder
- 1 C. Water, boiling
- 2  $\frac{3}{4}$  C. All Purpose Flour, sifted
- 2 tsp. Baking Soda
- $\frac{1}{2}$  tsp. Salt
- $\frac{1}{2}$  tsp. Baking Powder
- 2 Sticks Unsalted Butter, room temperature, plus have a little extra for greasing pans
- 3 C. Sugar
- 4 Lrg. Eggs
- 1 C. Dark Rum
- $\frac{1}{2}$  tsp. Vanilla Extract

"How can you have any pudding if you don't  
eat your meat?"

— Roger Waters



**Directions:**

Preheat oven to 350°F. Butter and flour all three cake pans. In a medium size mixing bowl add cocoa powder and then gradually add the boiling water to cocoa while whisking until mixture is smooth. Set aside and allow mixture to cool completely. In a large mixing bowl, sift together the flour, baking soda, salt and baking powder. In a separate mixing bowl, cream together the butter and sugar with an electric mixer until fluffy and mixture turns a pale yellow, approximately 5 minutes. Add the eggs, one at a time, mixing to combine, then add the rum and vanilla. Beat until light and fluffy, about 5 minutes. Reduce speed to low and beat in the flour mixture and cocoa mixture, alternating between each one. Beat only until all is combined, do not overbeat. Divide batter into the three 9-inch buttered and greased pans. Bake for about 25-30 minutes or until cake tester comes out clean. Remove pans from oven and allow to cool for about 20 minutes. Then remove cakes from pans and allow to further cool on cooling racks, approximately 30-40 minutes.



## Rum and Cream Cheese Frosting

**Ingredients:**

- 4 C. Confectioners' Sugar
- 2- 8 oz. Cream Cheese, room temperature
- 1 Stick Unsalted Butter, room temperature
- 1 tsp. Pure Vanilla Extract
- 3 ½ Tbsp. Dark Rum

**Directions:**

Using an electric mixer, set on medium speed, cream together all ingredients in a medium sized mixing bowl until smooth and creamy, about 5 minutes.

Frost the layered cake: Place one 9-inch round cake on a platter. Using a spatula, spread about one cup of the frosting onto the cake. Place the second cake on top and spread the next cup of frosting. Repeat same process with the third cake. Using the same spatula, you can create swirls for decoration, add fresh fruits or sprinkles. Optional: make twice the amount of frosting to cover entire cake.

For those of you that just can't get enough rum, prior to adding the frosting on each layer of cake, take a teaspoon and use to pour small amounts of rum on the cake and allow cake to absorb the rum before spreading the frosting.

Remove the vanilla bean from the cream mixture and pour cream mixture into the rum sauce and bring to a boil over medium heat, stirring constantly. Once it comes to a boil remove from heat and add 2 tablespoons of rum and allow mixture to cool for about 20 minutes. In a medium-sized mixing bowl, whisk together the egg yolks, remaining sugar and salt. Add about half a cup of the warm cream to egg yolk mixture and whisk. Add this back to the cream, whisking constantly. Gradually add the rest and whisk until combined. Place a 9 x 13-inch glass baking dish on a baking sheet and set aside. Using a fine-mesh wire strainer, strain mixture into a pitcher or large measuring cup and divide it among 4 heat-proof 6 to 8 ounce custard cups. Sprinkle the top of each with a small amount of coarse sea salt. Set the cups in the baking dish and fill dish halfway with hot water. Bake for an hour, or until set. Remove from oven, set the baking dish to a wire rack and let cool. Once cooled, transfer the custard cups to refrigerator and chill for about 6 hours before serving.



⊖ *Sal in genere*

## THE RUM UNIVERSITY LABORATORY

www.RumUniversity.com

⊖ *Acetum mineralis*

+⊖ *Acidum Vitrioli*

+⊖ *Ac. concentratum, d. dilutum*

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

▽ *Aqua fortis*

+⊖ *Acidum Salis ⊖ a n. dephlogisticatum*

▽ *Aqua Regis*

+⊖ *Acidum fluoris mineralis*

+⊖ *Acidum Arsenici*

+v. *Acidum Vegetabile*

+⊖ *Acidum tartari*

+⊖ *Acidum Sacchari*

⊖ *Acetum*

+a. *Acidum animale*

+⊖ *Acidum urinae; phosphori*

+⊖ *Acidum formicarum*

⊖ *Acidum aereum; atmosphaericum*

⊖ *Sal alcalinus*

⊖ p. *Sal alc. purus (Cautisticus)*

⊖ v. *Alcali fixum vegetabile*

⊖ m. *Alcali fixum minerale*

⊖ *Alcali volatile*

▽ *Terra*

▽ *Lapis*

⋮ *Arena*

⋮ *Calx, p. pura (ustulata)*

⋮ *Calx vitriolata (Jelenites, gipsum)*

⋮ *Terra ponderosa*

⋮ *Magnesia*

# making your own Chocolate Covered Coffee Beans

## Ingredients

- 2/3 Cup Semisweet Chocolate Chips
- 1-1/2 Teaspoons Shortening
- 1/2 Cup Coffee Beans
- 1 Tbsp High Esters Jamaican Rum
- Baking cocoa, optional

## Directions

In a microwave, melt chocolate chips and shortening; stir until smooth. Add Jamaican Rum and stir. Dip coffee beans in chocolate; allow excess to drip off. Place on waxed paper; let stand for 10-15 minutes.

Roll in cocoa if desired; let stand until set. Store in an airtight container. Yield: 1 cup.

Source: Taste of Home





### Did you know that...

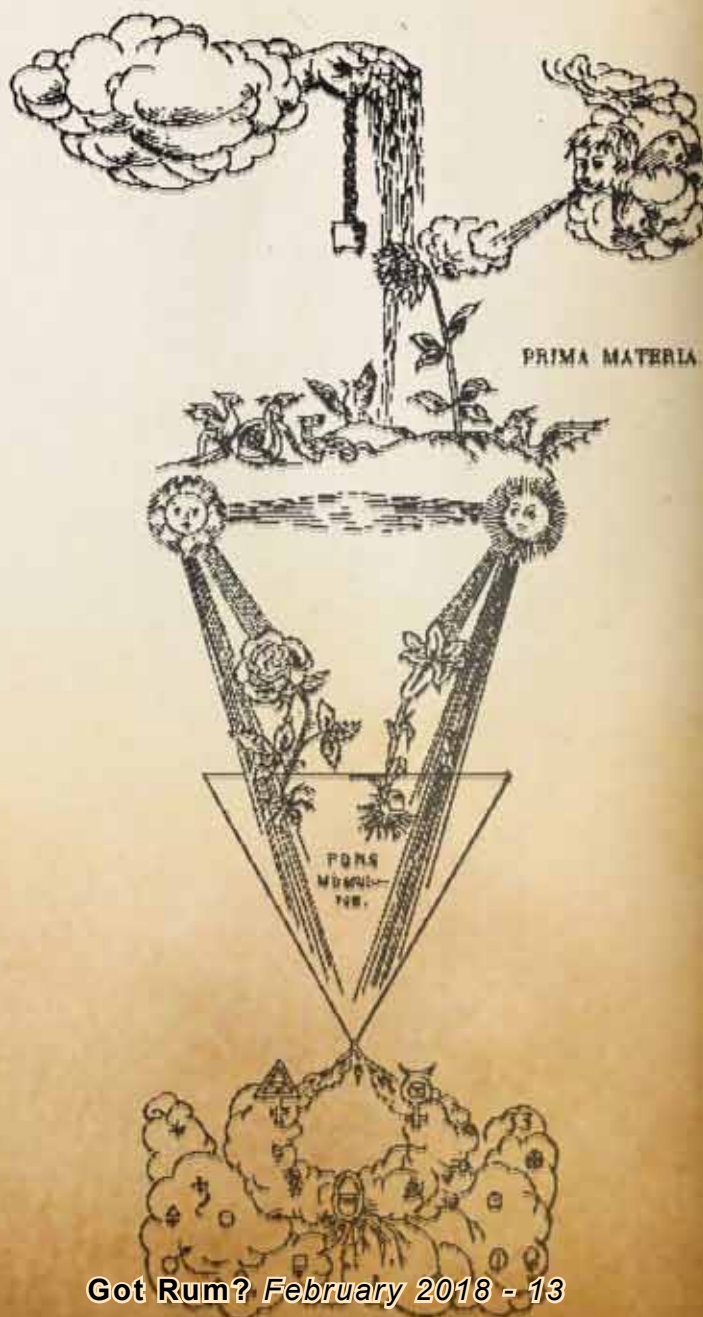
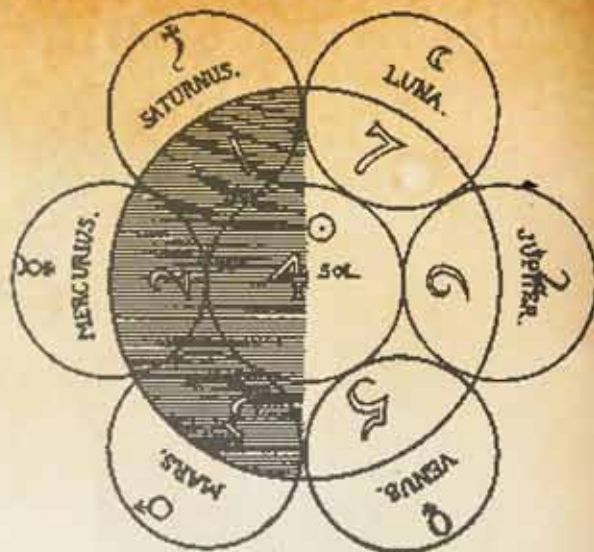
We may think of the 1650s as a time of puritanical austerity, with the banning of holly wreaths and the closing of theatres. But it was during these years of austerity that coffee and chocolate first went on sale in Britain!

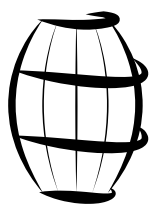
The first cup of coffee appears to have been served in 1650, at the Angel Inn in Oxford, where an enterprising Jewish merchant began the long tradition of seeing students through their exams.

The first cup of hot chocolate, however, came seven years later, when in 1657 an advertisement informed the public that they could enjoy "an excellent West Indian drink called chocolate" at a house in Queen's Head Alley, Bishopsgate.

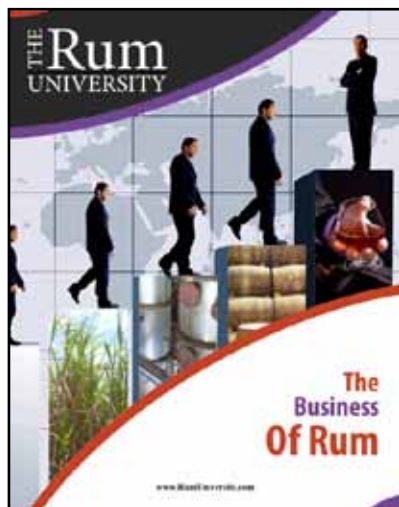
Coffee was also widely promoted as a 'cure-all'. A 1660 advertisement by James Gough, who sold coffee in Oxford, stated that coffee had so many advantages that "*it would be too tedious to nominate everything it is good for*".

Chocolate, on the other hand, was promoted by various treatises, advertisements and poems, such as *In Praise of Chocolate* by James Wadsworth (who wrote under the compelling pseudonym Don Diego de Vadesforte). A "lick of chocolate", Wadsworth claimed, not only helped women to get pregnant but, nine months later, eased the pains and length of childbirth!





**Upcoming 5-Day Rum Course: February 19-23 2018, Kentucky, USA**



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

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

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

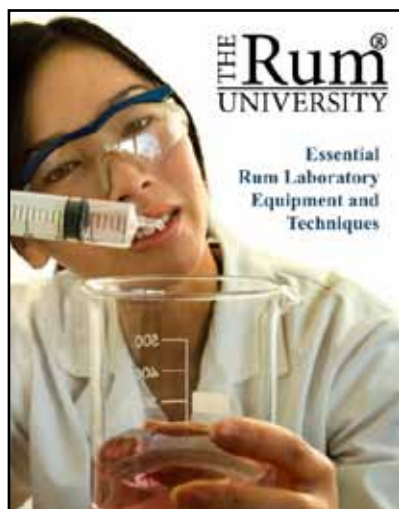
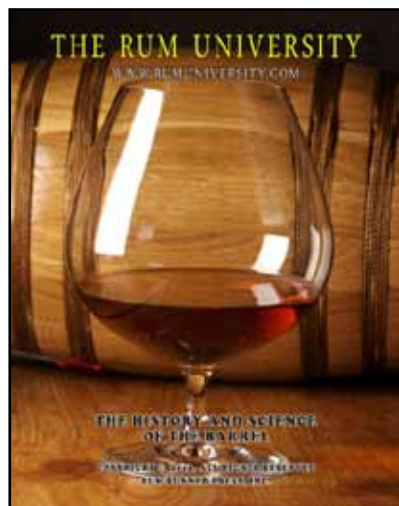
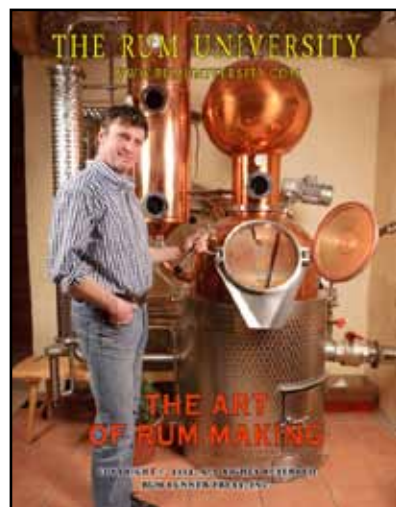
**Day 2: The Classifications of Rum.** We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

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

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

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

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



## REGISTRATION

Online at [www.moonshineuniversity.com](http://www.moonshineuniversity.com)

Via Telephone at +1 502-301-8126

**USD \$5,495. It includes:**

- All class related materials
- Breakfast, lunch and refreshments daily
- Networking Dinner/Reception
- Transportation between The Brown Hotel and Moonshine University



**Got Rum? February 2018 - 14**





### 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:**

**[www.rumuniversity.com](http://www.rumuniversity.com)**

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



# THE MUSE OF MIXOLOGY

by Cris Dehlavi




My name is Cris Dehlavi and I am a native of Arizona, but have lived in Columbus, Ohio for the past 13 years with my daughter, Desi. I have been running the bar program at "M", of the Cameron Mitchell Restaurant group since 2005. I am currently the President of Columbus USBG as well as a consultant for bars and restaurants nationally.

In 2013, I attended the rigorous B.A.R. 5 Day Spirits Certification and have been recognized as one of the top mixologists in the U.S.A. I am one of the senior managers of the prestigious apprentice program at Tales of the Cocktail and work as a mentor to many bartenders around Ohio.

My contribution to Got Rum ? magazine will include everything from reviews of national cocktail events, articles on mixology, garnish trends, recipes and techniques, to interviews with some of the leading bartenders in the industry.





## For the Love of Rum

For many, Valentine's Day is the day to shower your sweetie with flowers, chocolates, expensive dinners, and of course a fancy Hallmark card. These are all great, and in my opinion, a bit cliché, so how about this year you surprise your Valentine with a hand crafted cocktail? It is a really personal way to show your love and something that you can enjoy together.

I have included a couple of my own concoctions below as well as the classic "Between the Sheets", because that name to me sure seems perfect for this Holiday!

All the recipes below are written for two :)

### Between The Sheets

2 oz. White Rum

2 oz. VS Cognac

1 oz. Pierre Ferrand Dry Curaçao

1 oz. Fresh Lemon juice

Shake well with ice and strain into TWO martini glasses, rimmed with raw sugar. Garnish with a lemon or orange twist and enjoy!









### Chocolate Coffee Manhattan

4 oz. Don Pancho 8 Year Rum  
2 oz. Chocolate and Coffee infused Dolin Rouge Vermouth  
4 dashes Scrappy's Chocolate Bitters

Stir all ingredients with ice until cold, strain into TWO coupe glasses. Pair this with a piece of dark chocolate or a rich chocolate dessert.

Vermouth infusion:

In a 750ml bottle of Dolin Rouge, add 20 coffee beans and 2 squares of at least 70% dark chocolate, broken up. Allow to sit for 24 hours, and then fine strain out the chocolate and beans.

### Sweet Cherry Pie

3 oz. Appleton Estate Rum  
1 oz. Cherry Heering Liqueur  
2 oz.  $\frac{1}{2}$  and  $\frac{1}{2}$  Cream  
3 dashes Angostura Bitters

Combine all ingredients in a shaker with ice and shake well. Strain into TWO martini glasses or coupes, and garnish with Luxardo cherries.

# THE RUM UNIVERSITY LIBRARY

[www.RumUniversity.com](http://www.RumUniversity.com)



## THE Rum<sup>®</sup> UNIVERSITY

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

[www.RumBook.com](http://www.RumBook.com)



## Date Night In

(Amazon Review) Rekindle the romance at home with a weekly date night, one on one, over an absolutely delicious meal for two.

Sweethearts, spouses, and parents Ashley and Gabe Rodriguez found themselves deep into marriage and child-rearing when they realized they were missing the connection of their early relationship, and needed to prioritize each other. They instituted a weekly date night at home to sauté, roast, mix, dice, and spend time reconnecting over delicious meals like:

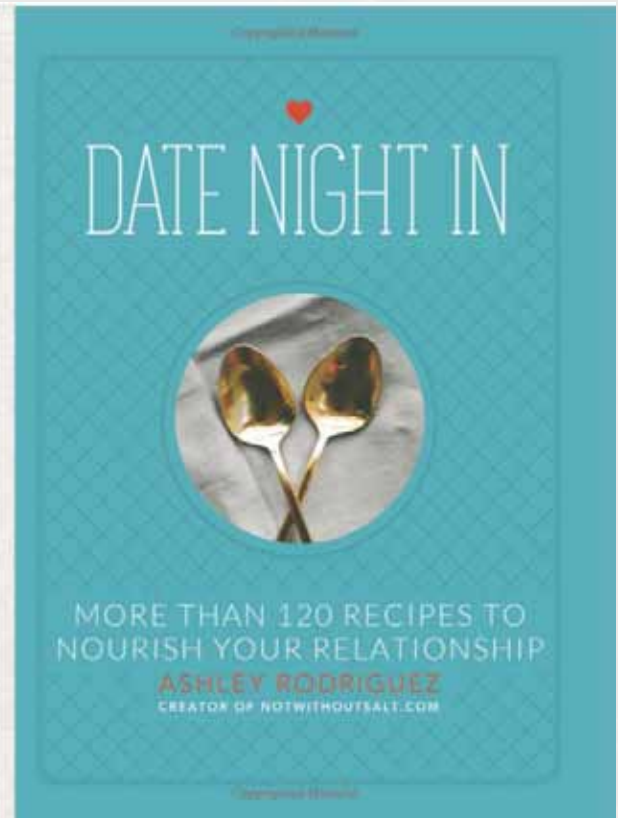
- Crostini with Ricotta, Prosciutto, and Peas
- Tomato and Fennel Gazpacho with Dungeness Crab
- Fennel-Crusted Lamb Chops
- Dulce de Leche and Nectarine Creamsicles

Simply carving out time to talk, cook, and eat together can be the relationship-booster you need to keep the spark alive. Just don't forget the cocktail (try a Rhubarb Sour or a Grapefruit 75). Make date night an integral part of your week and woo your partner all over again with food, drink, and sparkling conversation. Packed with tantalizing and delicious recipes, *Date Night In* is a must-have cookbook for any couple who wants to spice things up with special seasonal meals at home around a table for two.

### About the Author

Ashley Rodriguez is a Seattle-based food consultant, cooking instructor, food photographer, author of *Date Night In*, wife, and mother of three. As the creator of [notwithoutsalt.com](http://notwithoutsalt.com) Ashley blogs about life as told through food. Her blog has earned accolades from [Saveur.com](http://Saveur.com) (Best Food Blog 2013), [Babble.com](http://Babble.com), [Brides.com](http://Brides.com), [BonAppetit.com](http://BonAppetit.com), [Glamour.com](http://Glamour.com), [Food52.com](http://Food52.com), [MarthaStewart.com](http://MarthaStewart.com), [RealSimple.com](http://RealSimple.com), [TheKitchn.com](http://TheKitchn.com), and the [TimesOnline.com](http://TimesOnline.com), and for her writing and original photography. Ashley's work has also been featured in several publications such as *AllRecipes*, *Edible Seattle*, *Food and Wine*, *Glamour*, *Martha Stewart Living*, the *New York Times*, and *Sunset*. Before she began writing, Ashley worked in several professional kitchens including Wolfgang Puck's Spago in Beverly Hills. Now, Ashley teaches in and around Seattle, and in her new storefront, the Not Without Salt Shop.

ISBN-13: 978-0762452460



# *Rum Cocktails* for *Lovers*







## RUM APHRODISIACS

**A**phrodisiacs are foods thought to increase sexual drive or to enhance reproductive ability. Many centuries ago, philosophers attributed aphrodisiac properties to any food that represented “seed” or “semen,” such as eggs, bulbs and grains. Later foods were considered to have aphrodisiac properties if they had any resemblance to genitalia. Modern science looks at the composition of foods and believes that those with a high concentration of Zinc are beneficial to the libido, as Zinc controls progesterone levels. Here is a list of foods commonly thought to have aphrodisiac properties:

Almond, Aniseed, Arugula, Asafetida, Asparagus, Avocado, Bananas, Basil, Broccoli Rabe, Chocolate, Carrots, Coffee, Coriander, Fennel, Figs, Garlic, Ginger, Honey, Liquorice, Mustard, Nutmeg, Oysters, Pine Nuts, Pineapple, Raspberries, Strawberries, Truffles, Vanilla and Wine.









### THE SUPERIOR LOVE POTION

50 ml White Rum  
12.5 ml Crème de Cacao  
1 Scoop Strawberry Ice Cream (or sorbet)  
5 ml Parfait Amour Liqueur  
25 ml Lime Juice  
25 ml Champagne

Shake all of the ingredients together until the ice cream/sorbet dissolves. Pour the champagne into a flute and then single strain the gelato mix on top. Garnish with a single Maraschino cherry and grated dark chocolate.

### SAINT VALENTINE

1 1/2 oz white rum  
1/2 oz Fonseca Bin 27 Ruby Port  
1/2 oz orange curacao or Grand Marnier  
1/2 oz fresh-squeezed lime juice

Pour the ingredients into a cocktail shaker with ice. Shake well. Strain into a chilled cocktail glass.

### HAPPILY EVER AFTER

1 3/4 oz Rhum J.M. Blanc  
3/4 oz Cynar  
3/4oz Cherry Heering  
1/4 oz Averna  
2 Dash Rhubarb Bitters  
1 Dash Whiskey Barrel Bitters

Combine all ingredients except bitters into an ice filled cocktail shaker.

Shake and strain into a crushed ice filled cocktail glass. Drop bitters into the glass and stir.

Recipe Courtesy: Rhum J.M. Blanc

### CUPID'S KISS

1 oz. Cruzan Raspberry Rum  
1 oz. Canadian Club Whisky  
Cranberry Juice

Fill highball glass with ice. Add rum and whisky, fill with juice and stir.









# RUM CENTRAL



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**T**he 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: Aeneas Coffey**

Aeneas Coffey earns his place in these pages due to his “Coffey Still,” an invention so significant that it made him be recognized as “the Henry Ford of distillation.”

Aeneas Coffey is believed to have been born in Calais, France, in or around 1780. His mother was a Miss Ryan, a daughter of the Captain Ryan who died of wounds received during the arrest of Lord Edward Fitzgerald. At that time, Calais was a favourite place of residence for people with moderate or small pensions, which may account for the residence of the Ryans there. Coffey was raised in France and it is not known exactly when he moved to Ireland.

The most accurate historical data about Aeneas Coffey was meticulously compiled by researcher J. J. Kerr for the Old Dublin Society, his findings were published December 1946-Feb 1947. Much of what follows comes directly from Mr. Kerr's document.

The art of distillation was for centuries purely empiric. Distillers found by trial-and-error methods that by making the wash in a certain way from certain materials, and distilling according to certain methods, they obtained a product that suited their requirements, even though they might not have been able to give scientific reasons for the steps taken. They were satisfied to know that they knew the way to make a good product. Ireland generally, and Dublin in particular, built up a reputation for good whiskey due to the experience of our distillers. Up to the year 1832 all distillers used the pot still, and it is interesting to note that today the pot-still is the only still used in Dublin.

Aeneas Coffey, having become an “Inspector General of Excise,” was apparently regarded as well-versed in his profession, for he was called on from time to time to give evidence on matters connected with distilling. Thus, in 1821, he and two other Inspectors made a report to the Board of Excise concerning some experiments made at Thompson's distillery at Carrickfergus, about the proper degree of attenuation of the wash (their recommendations were accepted by the Board in 1824). In the same year an important report was made, signed by James Taylor, Daniel Logie, and Aeneas Coffey, describing



some trials carried out at the same distillery with an invention of Thomas Pottinger to enable the distiller to examine the strength of the distillate without having access to the spirit safe. The invention did not appear to answer its purpose, and Coffey set himself to devise another apparatus “of a different and simpler description,” which was in due course reported on. This is the first instance we have, of Aeneas Coffey’s inventive spirit.

In 1822 Aeneas Coffey gave evidence before a Parliamentary Commission of Inquiry into the Revenue arising in Ireland, and in the same year we find him giving evidence of the conditions under which distilling is carried on. On 15th April of the same year he makes a report concerning the boycott of Irish distilleries by the English rectifiers, and upholds the cause of the distillers. In October, 1823, he gave evidence regarding the duty on malt.

The next trace of him is an entry in the Dublin Directory of 1828—Aeneas Coffey & Co., Distillery Office and Stores, 27 South King Street. Apparently he had now retired from the Civil Service. His salary as Inspector General was only £300. Incidental allowances brought this up to £679. Researcher Kerr notes that the Treasury Officials were always protesting against the system of allowances. It is an old trick of Governments when they wanted to (apparently) minimize expenditure.

There is no entry in the Directory for the years 1829-1833, but in 1834 we find Aeneas Coffey & Co., Dock Distillery, Grand Canal Street. The distillery does not seem to have proved successful. In the 1837 Directory “Aeneas Coffey, patent still manufacturer” has an address in Barrow Street; in 1838 the same entry occurs, but in 1839 it is changed to “Aeneas Coffey, esq., junior.” The distillery premises, after lying idle for some time, were sold in 1840 to the Dublin & Kingstown Railway Company, who removed the distillery apparatus, and fitted up the buildings as workshops; they were used for this purpose until 1925.

In 1830 Aeneas patented a cooling apparatus for wort which didn’t have much impact, but in the same year he took out a patent for a distilling apparatus that would be continuous in action (unlike the pot stills used at the time). Curiously enough, he did not seem to realise how great an invention he had discovered, and surely he never even dreamed that his still would be used far more for purposes outside the production of alcohol.

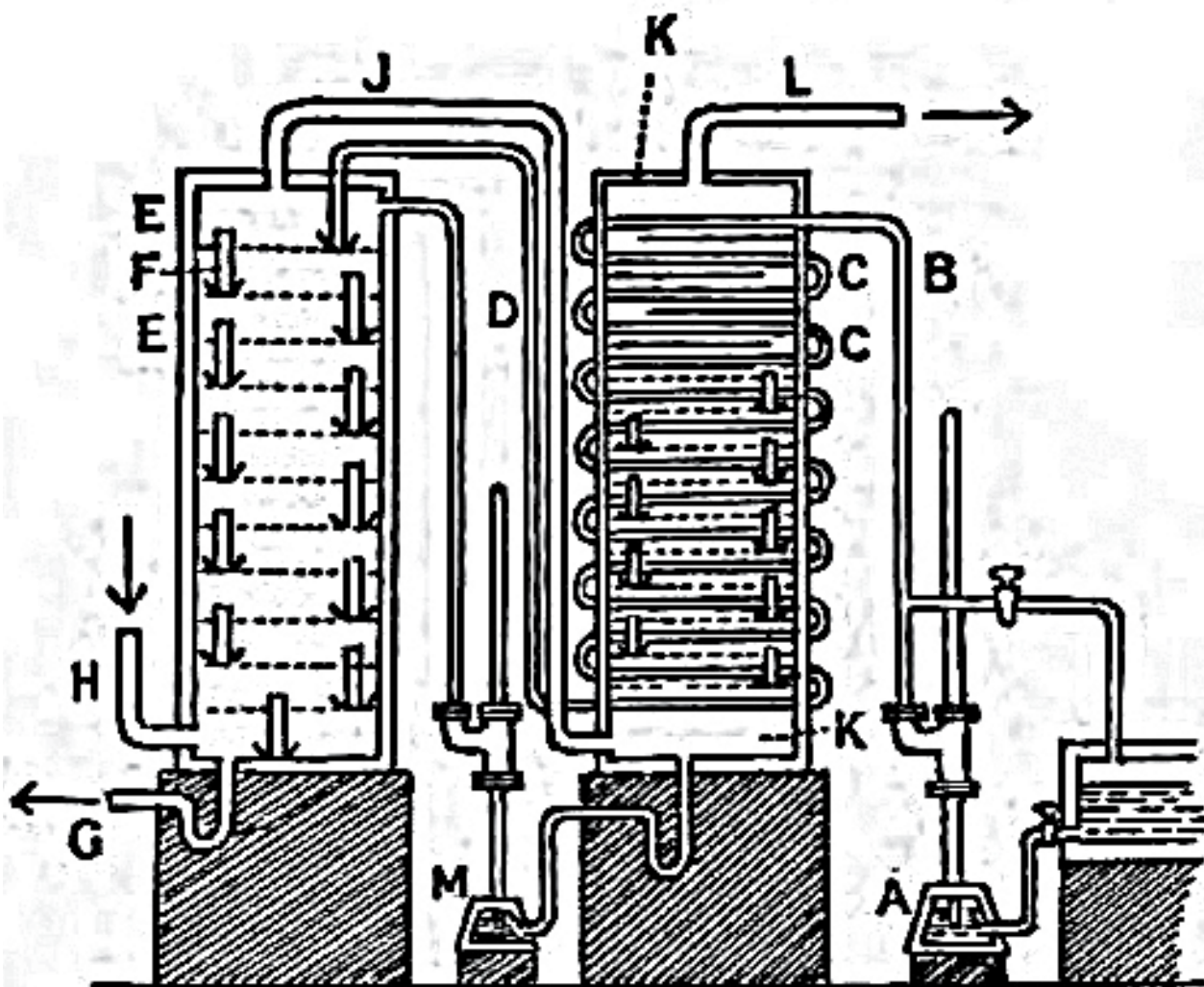
Lord Kelvin -another great Irish scientist- laid down the principle of the “degradation of energy,” viz., that energy tends to become degraded into heat. One of the greatest tasks in manufacturing industry is to prevent this loss. In cooling the wort of the pot-still the heat is wasted. Coffey reversed the lay-out so that the wash acted as the cooler for the spirit, and the heat of the spirit helped to warm the wash. In other words, there was an *exchange* of heat instead of a *loss* of heat.

The wash enters at one end of the still where it also acts as a cooling agent and gathers heat in the process, until it meets the steam which gradually brings it to boiling point, and loses all its spirit. The spirit is carried over and is rectified and cooled by the incoming wash.

The advantages of the Coffey still are:

1. A highly rectified (about 90 per cent. alcohol) and practically pure, though flavourless, spirit is produced in one continuous operation as against two, three, and sometimes four operations in a pot-still.
2. Saving in fuel, as the latent heat of the vapour is used to heat the incoming wash.
3. Saving of time, and, of course, “time is money.”
4. Rectification is part of the process. In pot-still distillation this can only be effected by repeated distillations, filterings, etc.
5. Valuable by-products are recovered in the process.





The still would have been more or less of a failure had it not been for the commercial acuteness of the Scottish distillers. They produced a mixture of pot-still whiskey blended with patent-still spirit, which they put on the market as blended Scotch whiskey. Between good advertising and the effeminate palates of the English, which were not robust enough to appreciate really good whiskey like the Irish, this type of whiskey captured the English market and still holds it to an undeserved extent.

Aeneas Coffey had one son who was also Aeneas. He went to manage a patent-still distillery in South Africa. He married there and his wife died there without issue. The distillery was taken over by the Government at the outbreak of the Boer War. Coffey Junr. returned to England and settled in the town of Richmond in Surrey, where he died.

You may say after hearing all this that the still was only a modified success. That is so, as far as producing whiskey is concerned, but with the rise of large-scale modern industrial chemistry in this century, Coffey's still has become very important, and wherever fractional distillation is part of an industrial process, there you will have some modification of his patent-still. The manufacture of industrial alcohol, the distillation of petroleum products, even the distillation of liquid air into its constituents, owe much to the genius of this almost forgotten citizen of Dublin.

# THE RUM HISTORIAN

by Marco Pierini



**M**y 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](http://www.lacasadelrum.it)

And finally I have returned back to my initial passion: History, but now it is the History of Rum. Because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors; it has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions.

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

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

## THE ORIGINS OF ALCOHOLIC DISTILLATION IN THE WEST

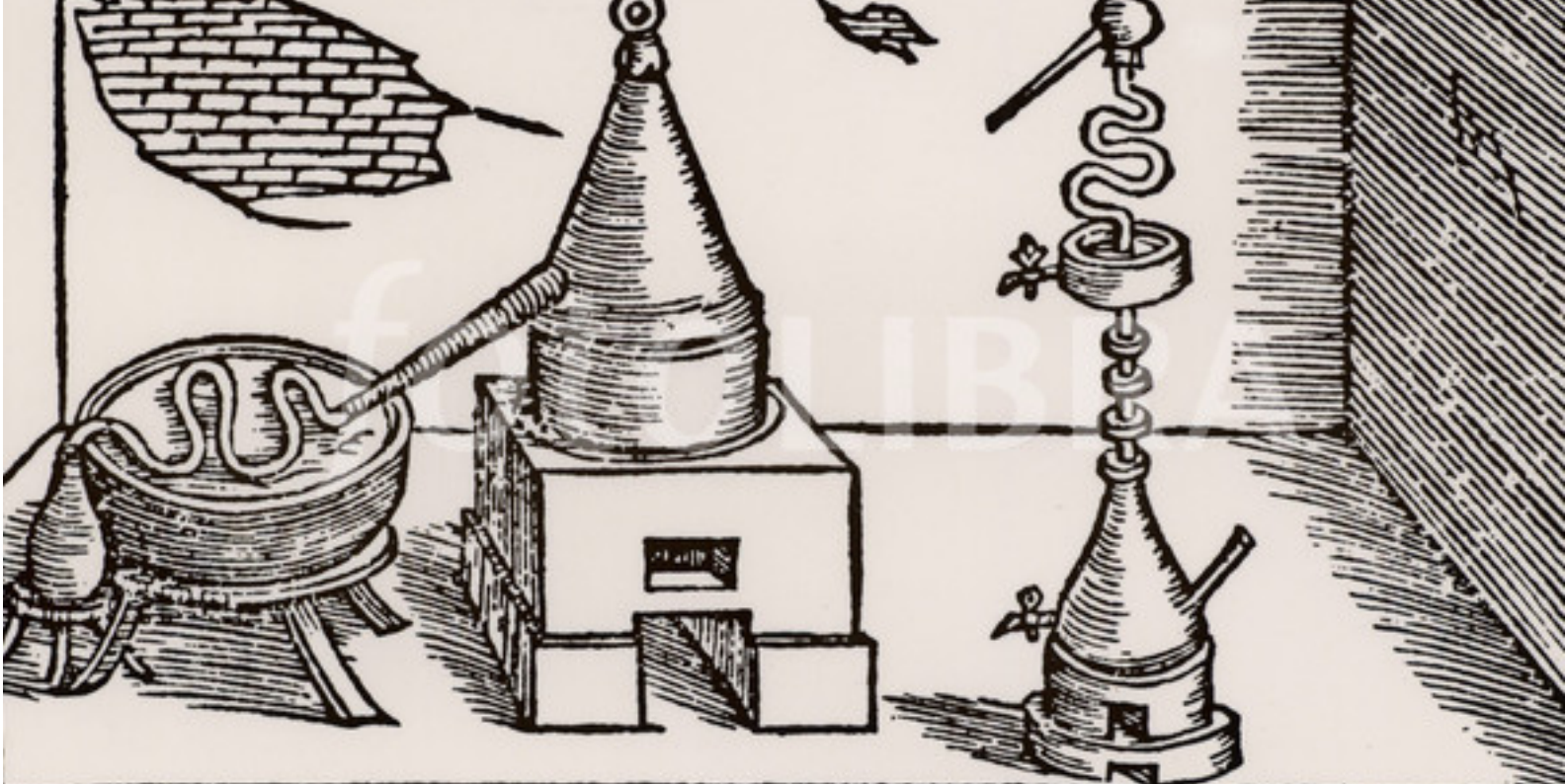
### 1. A NEW QUEST

The readers of "GOT RUM?" may remember that in the past I published a series of articles titled *"The Origins of Rum: A Quest."* At the end of my research I reached the conclusion that, as far as I knew, the Origins of Rum in the West were to be found in Brazil in the first half of the XVII century (see the last article of that series in *GOT RUM?* August 2015).

When studying the origins of rum, I had to deal with the origin of alcoholic distillation in general and this issue fascinated me. So, after concluding my research on American Rum, I decided to take up a new Quest, this time about the Origins of Alcoholic Distillation in the West.

"Distillation is an art and even an ancient one. It is strange to find that the history





Distillation of alcohol. From Vannoccio Biringuccio's "*De la Pirotechnia*," Venice 1540

of this oldest and still most important method of producing chemically pure substances has never been written. ... a proper history of the art from its origin up to the present time was lacking."

With these words R. J. Forbes begins his "**Short History of the Art of Distillation**", written in Amsterdam in 1944 and published in 1948. A valuable book, available today only thanks to the American Distilling Institute that has republished it. The subject of Forbes' book is distillation in general (perfumes, metals, dyes, etc...), not only alcoholic distillation, which is what interests us. In any case, Forbes is necessarily our starting point. It is an interesting, learned book, brimming with information, but not easy to read. Besides, it is inevitably dated, since the sources available at the time were scanty. In particular, hardly any of the many Arabic works on the subject were accessible. Yet, this is the only organic text on the history of distillation the general public has at their disposal, which means that if you visit Amazon.com and digit "history of distillation", only this title will come up.

This does not mean that no new texts have been written on the subject since 1944. The world is full of Universities and research bodies and undoubtedly there are many other studies and academic papers on alcoholic distillation. But they have remained largely confined to comparatively limited circles (scientific journals, academic conferences and such like) without reaching the large public of aficionados. Then, naturally, there are plenty of texts written to enhance the marketing of this or that company, this or that product. They are easy to find, but usually rough-and-ready and unreliable. Anyway, as far as I know, no one else, after Forbes, has published an organic history of alcoholic distillation.

Well, so this is our starting point, the awareness that about this theme – the Origins of Alcoholic Distillation in the West – very little is known and we are, so to speak, sailing in the open sea. We have to search ourselves for little-known sources and documents and reflect on the historical context, in the hope of reaching valuable conclusions, with little help from secondary literature. It was the same with the Quest into the Origins of

Rum. It is laborious and errors cannot be ruled out, but it is also thrilling, true historical research.

But before continuing, it is a good idea to clarify the purpose and the scope of this New Quest.

Since I began my studies into the origins of rum, I have learned that at the beginning, maybe in the XI century, alcohol was produced by distilling wine, which makes sense, as wine was by far the most popular alcoholic drink. Distillation was a complex procedure, difficult and costly, done by pharmacists and alchemists. After great effort, toil and expenditure, they managed to obtain small quantities of a strange, colorless, burning liquid that today we call alcohol, but to which they gave the Medieval Latin name "*Aqua*", that is "water". Later, fascinated by this prodigious liquid, someone called it "*Aqua Vitae*", "Water of life", and the name stuck.

For a long time alcohol was used only as a medicinal drug, or in scientific and alchemic experiments. According to some scholars the shift of alcohol from a drug to a common beverage for pleasure consumption occurred only in the first half of the XVII century. When, two years ago, I wrote my book "*American Rum*" I put the date backward to XVI century Holland.

But historic research is a work in progress and now I think that in the West, commercial production of alcohol on a large scale was, almost certainly, an Italian invention and it happened as early as the XIV century. I hope I will be able to explain and support this conclusion in the next articles.

For the sake of clarity I will repeat it: commercial production of alcohol on a large scale in the West. Yet again, as was the case with rum, we are not looking for attempts which were not followed through, or experiments,



Ancient Pot Still, Lambich Museum,  
Malegno - Italy

even intriguing ones, which remained isolated. We are not interested here in the discoveries of some individual apothecary, doctor, alchemist, monk, craftsman etc. which died with them or with their close disciples, without yielding long-lasting fruit. We want to find out when, where and how selling and consuming Spirit Drinks became an ordinary thing.

We want to discover the moment, the place and perhaps even the people that gifted to us the decisive passage of alcohol from an apothecary's laboratory to the tables of a tavern, paving the way which leads to us.

This is all for now, see you again next month.

#### POST SCRIPTUM

I wrote "almost certainly" for a reason. We shall return to it at the end.

Marco Pierini



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A close-up photograph of a person's hand holding a small, realistic-looking globe of the Earth. The hand is positioned on the right side of the frame, with fingers gently cupping the globe. The globe shows the Americas, with North and South America visible in brown and green, surrounded by blue oceans and white clouds. The background is a soft-focus green, suggesting a lush, natural environment. The text 'RUM and the Environment' is overlaid on the left side of the image in a large, black, serif font.

# RUM and the Environment





**Attention Rum Distillers, Brand Owners and Ambassadors:**

Submit information regarding your company'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
- Using solar energy
- Capturing rain water
- Avoiding the use of plastic straws
- Planting trees, etc.

Send information to: [news@gotrum.com](mailto:news@gotrum.com)

# RUM IN THE NEWS

by Mike Kunetka



## KOLOA

Hawaii's award-winning Koloa Rum Company has announced the launch of its first-ever Kauai Reserve Three-Year Aged Hawaiian Rum. Artfully crafted in single-batches at its Kalaheo distillery, Kauai Reserve is made from the finest Hawaii sugar cane and fresh island water that was slowly filtered through volcanic strata before reaching vast underground aquifers. Kauai Reserve is carefully aged for a minimum of three years in select American white oak barrels and contains no added sugar, color or other ingredients. "We are thrilled to be launching our newest rum at the dawn of the new year," said Koloa Rum Company President and CEO Bob Gunter. "Kauai Reserve pours elegantly from the bottle, with a warm golden hue and a bouquet of mellow oak, orange peel and toasted vanilla. It's remarkably smooth with rich, complex flavors that linger long after the last sip." Each of Kauai Reserve's 12-barrel batches yields approximately 3,500 bottles that are carefully filled, inspected and numbered to meet the exacting standards for quality and taste that Koloa Rum Company is renown. According to Gunter, the release of Kauai Reserve is the culmination of more than five years of intensive research and experimentation by Koloa Rum's distillery team as the protocols necessary for the proper aging of rum in Hawaii's tropical environment is not found in manuals, but rather learned-by-doing. "Kauai Reserve is perfect to warm winter's chill and is best enjoyed

neat or on the rocks," he added. Kauai Reserve Three-Year Aged Hawaiian Rum will be sold in California and other West Coast markets in February. In Hawaii, it is now being sold at the Koloa Rum Tasting Room and Company Store at Kilohana Plantation on Kauai and select retail outlets. Kauai Reserve retail price starts at \$49.99 per 750ml bottle. Established in 2009, Koloa Rum Company produces artisanal, single-batch Hawaiian rum and ready-to-drink cocktails at its distillery in Kalaheo, Kauai and operates the island's first and only distilled spirits Tasting Room and Company Store. The company's award-winning portfolio includes its premium Kauai White, Gold, Dark, Spice, Coconut and Coffee rums. Products are available for purchase online, at select retailers nationwide, as well as in Australia, Canada, France and Japan.

## FOURSQUARE RUM DISTILLERY

Richard Seale has announced three new releases from his Exceptional Cask Series. The first is 2005, a blend of both artisanal pot and twin column distilled rums from 2005 that have been aged in ex-bourbon casks for twelve years. 2005 is bottled at 59% ABV. Next there is Premise, again a blend of both artisanal pot and twin column distilled rums, this time aged for ten years in ex-bourbon and ex-sherry casks. Premise is bottled at 46% ABV. Finally, there is Dominus, bottled at 56%. This blend of pot still and column still rums has been aged for three years in ex-bourbon casks,



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](mailto:Mike@gotrum.com). Mike Kunetka is a land-locked rum enthusiast, he is based in Colorado, USA.

followed by seven years in ex-cognac casks.

### **JOY SPENCE APPLETON ESTATE RUM EXPERIENCE**

The Jamaican News reported that Appleton hopes to quadruple the number of Appleton visitors this year with the opening of its Joy Spence Appleton Estate Rum Experience. The new Experience, which is named for the company's master blender is expected to serve as a gateway to the rising tourism boom on the island's Southern Coast. "This investment will provide additional entrepreneurial opportunities for Jamaicans living in Siloah and neighbouring communities," declared J Wray & Nephew Limited's chairman Clement "Jimmy" Lawrence. "The team at J Wray & Nephew Limited and our principals, Campari Group, are excited about the new opportunities that this project represents for the South Coast of Jamaica. The new Rum Experience can accommodate over 200,000 visitors per year, which augurs positively for the tourism product in the region. "The Joy Spence Appleton Estate Rum Experience will take visitors on a journey through the history of rum where they will "feel and taste the essence of Appleton whilst learning about the complexity and sophistication of rum" said Lawrence. J Wray and Nephew Limited and its parent company, Campari Group, has invested US\$7.2M in the upgrade of the Joy Spence Appleton Estate Rum Experience. "This is another demonstration of the Campari Group's commitment to the Appleton Estate brand and by extension

Brand Jamaica," stated Lawrence. "JS -AERE is truly a world class tourist attraction nestled right here in the heart of Jamaica," Lawrence continued. The upgrade includes the renovation of the existing property and surrounding landscape, and the addition of modern tasting rooms to support education about rums.

### **YOLO RUM TEAMS UP WITH MEXCOR**

Yolo Rum is delighted to announce a new distribution partnership with Mexcor International Wine and Spirits in Florida. The distributor will carry the three Yolo Rum signature lines, Yolo Rum Gold, Yolo Rum Silver and Yolo Rum Clear. Looking to expand its footprint in Florida and other states in 2018, Yolo Rum execs see the new partnership as a crucial next step. "We eagerly anticipate an amazing future with Mexcor," said Yolo Rum founder Philip Guerin. "We believe Yolo Rum is the best rum in the world, we support our brand with the positivity, vigor and pride it demands, and Mexcor brings the same passion and commitment to their endeavor. It's a perfect partnership." Since its founding in 1989, Mexcor International has grown, expanding operations on a near-annual basis. They carry over one hundred of the finest spirit brands from all over the world, and today the Company has a substantial national sales network extending to 46 states including Texas, California and Florida. Yolo Rum is the ideal synthesis of ancient crafts and modern tastes. At the heart of the operation is master distiller Francisco "Don Pancho" Fernandez. Born in Cuba

# RUM IN THE NEWS (continued)

by Mike Kunetka



and operating out of the Republic of Panama, Don Pancho is the world's most-respected and honored ronero (that's "rum blender," for the layman). The recipient of hundreds of awards, Don Pancho starts with rare sugar cane strains found only in Central America and the Caribbean and utilizes a complex, five-stage series of fermenting and distilling. Don Pancho then goes to work, dictating how and how long the rum is stored before choosing the blends he crafts into dark or light spirits. Aging in charred American white oak barrels does the rest.

## REAL McCoy RUM

The Real McCoy recently announced that Constellation Brands acquired a minority stake in the copper pot distilled, American bourbon barrel aged rum. Constellation will also handle distribution for the brand throughout the United States, and provide assistance with marketing and operations. The Real McCoy will continue to be managed by CEO, Bailey Pryor, and all distribution partners outside the United States will remain the same. "We are excited about working with Constellation Brands because they clearly understand the marketplace and know how to build brands from the ground up, while maintaining product integrity," said Bailey Pryor, a six time Emmy award-winning documentary producer who was inspired to start The Real McCoy rum while producing a film about rum runner Bill McCoy for PBS.

"With Constellation's investment and strategic counsel, we look forward to fully achieving our vision of expanding The Real McCoy's reach throughout the United States," said Master Distiller, Richard Seale. All senior executive positions in the company remain the same with CMO, Jennifer Pryor, COO, John Esposito and CFO, Walter Brunner remaining in their roles. Vice Presidents Mac Jones, Abbi Miller and Linda Lofstrom also remain in place with greater focus on key account management and expansion into new states. "This doesn't change who we are or how we go to market. The collaboration with Constellation allows us to reach new consumers, expand distribution and grow brand awareness, all while maintaining the integrity of what The Real McCoy is all about," said COO, John Esposito. "We look forward to working with Bailey, Jennifer, Richard, John and The Real McCoy team," said Constellation Brands' Executive Vice President and Chief Operating Officer Bill Newlands. "The spirits category represents a significant growth opportunity for Constellation, and continued investments in artisan brands like The Real McCoy are part of our overall Total Beverage Alcohol strategy."

## CANE LAND DISTILLING

Baton Rouge-based Cane Land Distilling Company hosted a launch party last month for its seasonal batch of rum. Their Signature Rhum Agricole is produced once a year during the sugarcane



harvest season. Alma plantation has cultivated sugarcane for centuries and selects the perfect fields of sugarcane to make into Rhum. The sugarcane is harvested at the optimal time, washed, and pressed into juice in small batches. This fresh juice is transported to Cane Land daily within 24 hours of harvesting, where it is fermented, distilled, and bottled. Cane Land's Rhum Agricole is a true expression of south Louisiana's delta soil, which makes for an earthy and complex profile that is perfectly unique.

### **CARIBBEAN RUM AWARDS**

The first-ever Caribbean Rum Awards was held in Saint Lucia this weekend, and the winners have been selected. The awards, curated by Caribbean Journal and a team of nine judges, covered six categories, including white rum, white rum agricole, best rum, best rum agricole, spiced rum and gold rum, all judged in a blind tasting held at The Landings resort. Guyana's El Dorado 12 took home the crown as the Best Rum, while Martinique's Rhum JM VO took home the top honors for Best Rhum Agricole. Barbados' Doorly's Macaw won best white rum, while Florida's Siesta Key won for best spiced rum and St. Lucia's own Bounty Premium Gold won the award for best gold rum. "It was an incredibly competitive field of 32 rums for this first annual Caribbean Rum Awards," said Alexander Britell, editor and publisher of Caribbean Journal.

"The rums were a remarkably diverse portfolio, and just about every category was neck and neck. We can't wait for next year's field." The Caribbean Rum Awards were produced in partnership with the Saint Lucia Tourism Authority as part of the Saint Lucia Food and Rum Festival headlined by world-renowned chef Marcus Samuelsson. Special

thanks to the international judges, who included St Barth's Christopher Davis, the Bahamas' Toby Tyler, the United States' Steven Shaw and Martinique's Guy Ferdinand.

The full list of winners and medalists are below:

#### **White Rum**

- Best White Rum: Doorly's Macaw (Barbados)
- Double Gold: Bounty Premium White Rum (Saint Lucia)
- Gold: Brugal Special Extra Dry (Dominican Republic)

#### **Best Rum**

- Best Rum: El Dorado 12 (Guyana)
- Double Gold: 1931 by St Lucia Distillers (Saint Lucia)
- Gold: Chairman's Reserve The Forgotten Casks (Saint Lucia)

#### **Best White Rhum Agricole**

- Best: Rhum Neisson Bio 52.5 (Martinique)
- Double Gold: Rhum Dillon Ti' Fle' Ble' (Martinique)
- Gold: Rhum Clement Canne Bleue (Martinique)

#### **Best Rhum Agricole**

- Best: Rhum JM VO
- Double Gold: Rhum Depaz XO
- Gold: Rhum Clement 10 Ans

#### **Best Spiced Rum**

- Best: Siesta Key Spiced Rum (Florida)
- Double Gold: Chairman's Reserve Spiced Rum (Saint Lucia)
- Gold: Clifton Estate Rum (Nevis)

#### **Best Gold Rum**

- Best: Bounty Premium Gold (Saint Lucia)
- Double Gold: Island Company Rum (Trinidad)
- Gold: Siesta Key Gold (Florida).

# EXCLUSIVE INTERVIEW

by Margaret Ayala



L to R: Stephan De Vos, Trevor Bruns, Leon Bruns and Caretus Mzaka

It is always great to find out that a new distillery has opened up, but even better when I learn that it is producing rum. Not only am I excited about this being a rum distillery in South Africa, but also because it is owned and operated by brothers (two brothers and a brother in-law)! I wish them all the best and that they all have fun with this fantastic elixir of our beloved Sweet Grass!

Margaret Ayala, Publisher



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

Hi Margaret! Thanks for this opportunity! My name is Trevor Bruns. I am a founding member of Whistler African Style rum and spend most of my time on the marketing side. I guess you could call me the marketing director. Uhm, oh yes, Whistler is located on a farm in the Free State province of South Africa.

**Q: I understand your company consist of you and your two brothers. What inspired you all to build a rum distillery and why? What are each of your roles in the business?**

We consider ourselves very different from most people. Rum is similar when





compared to other spirits. If you think of whiskey, for instance, a picture of an old guy, sitting on a leather couch, smoking a cigar comes to mind. If you think of gin, thoughts of someone sitting on a porch, watching the sun set comes to mind. In both these cases, the world happens to that person.

Rum is different. Rum is all about adventure, fun, making friends and being colorful. Rum people, in other words, don't sit and wait on the world like gin or whiskey people. Rum people happen to the world! Rum people whistle their own tune!

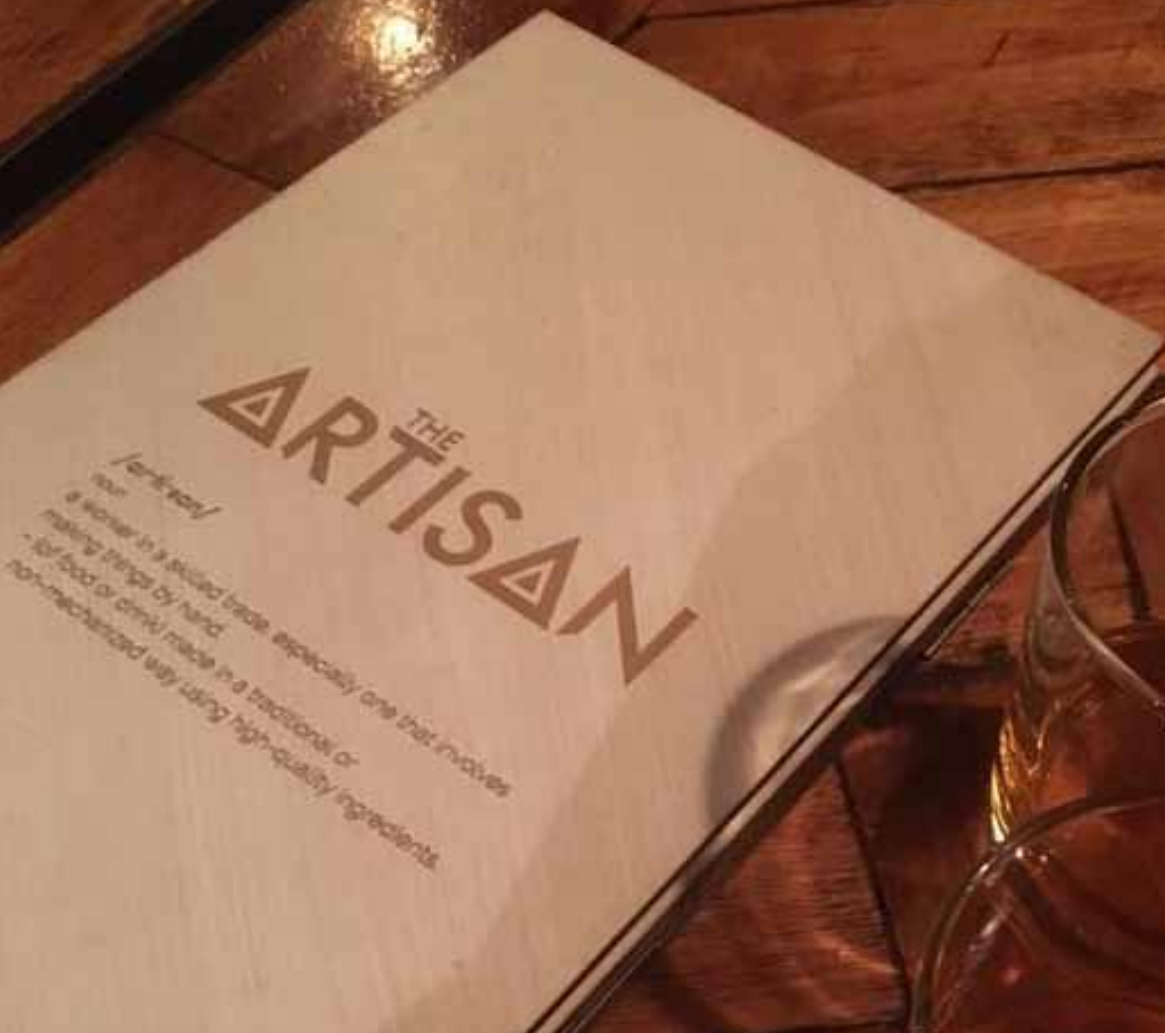
Well, back in 2015, my brother, brother-in-law and I were looking for opportunities that could save us from our ordinary jobs and preferably compliment who we are as people. Making rum is certainly not mundane and it really suits our personalities very well! By far the best decision the three of us have ever made.

Considering our individual backgrounds, our roles in the business certainly indicate how badly we wanted to change our career trajectories. My brother has a finance background and now runs our distillery. My brother-in-law and I both have engineering backgrounds and now prefer to work in sales and marketing. It's interesting how things turn out once you whistle your own tune, instead of letting the world happen to you.

**Q: Where did the inspiration come from for naming your products Whistler?**

It stems from our own longing to whistle our own tune. The three of us were all caught up in worlds that did not really align with our respective wants and needs. As I suggested previously, we wanted to work for ourselves in positions that aligned with who we are as individuals.

**Q: What have been some of the**







### **challenges you faced prior to opening up your distillery?**

I guess there were three main difficulties. The first was securing funding for Whistler. The second was satisfying our objective of designing and building the entire facility in Africa. And the third was getting our families onboard for this venture.

South Africa is a little behind the times when it comes to small batch spirits. Gin has seen some success, but rum is very new to the SA market. A lot of people did not understand what we were thinking when we started constructing our distillery. This was certainly true when we were sourcing funding for Whistler. Thankfully, our investors could see how passionate we were about this project. Some detailed market analysis naturally also helped.

Most of the new distillers in SA source their equipment from China, Europe or USA. These distillers do not realize that there is significant distilling expertise in Africa, especially South Africa. We wanted to have the entire facility designed and built in Africa. After a surprisingly short search we found an engineer who had years of experience in designing distillation plants. Through this engineer

it wasn't difficult to find artisans capable of building the distillery. I'm sure the pictures will illustrate how amazing the workmanships was from these truly brilliant South African experts.

All three of us are very devoted to our families. Naturally it was very important for us to get them excited about Whistler. It helped that we were excited and constantly talking about rum. Over time our entire family were as excited about the project as we were. Now it is common to find one of the wives helping out at the taste room. It really just adds to all the fun we are having!

One funny story was how my mom came around to accepting that her two sons will become rum producers, instead of respected professionals. When we started the research into Whistler, she would often remark that she had difficulty accepting this. Her biggest concern being that she cannot, in good conscience, pray for the success of an alcohol business. One day, when we were about halfway through the construction of Whistler, she came to us with a big smile on her face. She said that she had finally figured out how to pray for us at her weekly bible study. She said that, instead of praying for a successful alcohol



business, she would from then on pray that a lot of people drink a little bit of Whistler every now and again. Well, that is exactly what we are hoping for!

**Q: What challenges are you currently facing and do you foresee ever overcoming them?**

The main challenge is educating the local market. As I mentioned, rum is a relatively new product to the South African market. Very few people have had a chance to sample rum that were not mass made. This means that the general assumption in our market is that rum can only be consumed with a mixer. This isn't true. A well-produced rum is as enjoyable neat or on the rocks as any other brown spirit. This is why our first marketing campaign is #ReThinkRum. We want our local consumers to reconsider their views on rum and how it can or should be consumed.

The same challenge is present in our regulatory environment. South African regulators have not had experience in defining rum properly. For example, spicing a rum isn't allowed in South Africa. A spice rum has to be called an aperitif with the word "rum" completely removed from the bottle. We learnt this fact the hard way.

We've seen that we are already making inroads into these challenges. Our #ReThinkRum campaign combined with our taste room has certainly indicated that people are shifting their perspectives, slowly, but surely. Also, the regulators that we've had contact with suggested that the current law needs to change. This is a much slower process, but we are happy that the acknowledgement has at least been made.

**Q: Can you share with us the state of the sugarcane industry in Africa and**



**what that means to your operation now and in the years to come?**

South Africa, Swaziland and Mozambique have very healthy sugar cane industries. In South Africa alone, there are 24 000 sugar cane farms. It really isn't difficult for us to find quality stock and we don't foresee this changing in the foreseeable future.

**Q: What rums are you currently producing?**

We currently sell Whistler African Style Dark Rum and Whistler African Style Spiced Rum (We have to call it Spice Infused. See question 5)

**Q: African Style rum? Can you tell us a little bit more about this?**

When we started this business, we attended a Rum University course in Louisville, KY. Our lecturer there, Luis Ayala, gave us an overview of the various rum styles around the world. It was clear to us from this lecture that the different rum styles around the world stem from the producer's advantages and disadvantages in their respective geographic location. Producers that have access to raw sugarcane have different rums to those who don't for example. Well, we decided that we could, by analyzing the South African landscape, define what an African Style rum should be. We have one disadvantage – it is difficult and expensive for us to source new American or French barrels. We have two advantages: one, we have access to both raw sugarcane and different types of molasses and two, we have access to barrels that were previously used in South Africa for wine, brandy or whiskey. With this in mind we defined African Style rum as having 5 main rules:

1. The rum must be produced in Africa
2. The rum must be produced in equipment designed and built in Africa
3. The rum must be produced by a born and bred African
4. Only locally sourced sugarcane or sugarcane byproducts can be used in the fermentation
5. The rum must be matured in barrels that previously held other African alcohol products.

**Q: Do you have plans to produce additional rums in the future?**

A: Yes, we originally planned to launch with three products. Our Dark rum, Spiced rum and a silver rum. In the end we decided to delay the release of our silver rum. We also have plans for a coconut rum, a solera rum and\ in the near future, rum with age statements.

**Q: Where are your rums currently available for purchase?**

We launched on 4 November 2017 so the roll out to the SA market is in its early stages. We are hoping that Whistler will be available throughout SA by the end of 2018. We already have a listing on TakeAlot.com, South Africa's version of Amazon. And we are in discussions with multiple companies for export to the USA and Europe in the very near future.

**Q: Do you offer tours of your distillery, as well as tastings?**

Absolutely! Currently our taste room is open every last Friday and Saturday of the month or by appointment. The distillery is two and a half hours drive from Johannesburg for those of your readers who might be traveling to South Africa in the near future.

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

Anyone is welcome to contact us through our website [www.whistlerrum.co.za](http://www.whistlerrum.co.za) or our Facebook page [www.facebook.com/whistlerrum](http://www.facebook.com/whistlerrum).

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

If your readers want to learn more about Whistler, please follow our Facebook page. We release regular videos of our brand, distillery and general activities, such as when Whistler will be available in the USA or Europe.

Cheers!

# CIGAR & RUM PAIRING

by Philip Ili Barake



**M**y 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).





## Apple Rumtini Cocktail

Before we get started, I'd like to clarify that this cocktail does not use any Vermouth, I gave it a "Martini-like" name only because of the glassware employed in its presentation.

I know that most of our readers are experiencing cold weather, due to the differences in climates between our hemispheres, but it was so hot at the time of this writing that I could not help myself. So, if the weather is cold where you are, please save the pairing for later in the year, when you can enjoy it outside on a sunny and warm/hot day.

The first thing is always to select the correct rum for the cocktail we have in mind. The recipe is super simple and easy to replicate. Regardless of the Martini glassware you have, you will use half the volume for each ingredient. In my case it was 2 oz. of Rum and 2 oz. of Apple Juice. You can use an apple juice like Ocean Spray or something similar. For the rum I selected Ron de Jeremy which, in addition to being well-balanced by itself, it also combined exceedingly well with the apple juice, highlighting fresh and tropical notes.

Got Rum?"





Photo credit: @Cigarili





Photo credit: @Cigarili

For this reason also I used a watermelon rind garnish, which complimented the overall aromas of the cocktail very well.

It is essential that we take care of the temperature of the serving glass. That is, the glass must be chilled ahead of serving. The ingredients are stirred (not shaken) in a tumbler filled with ice.

The cigar I chose was given to me by a friend from Puerto Rico, Mike Norat, during one of my last visits. I had saved it for a special occasion, like this one. It was a Robusto (54 x 127mm) from La Ley Cigars from Nicaragua which, despite having a very pronounced Nicaraguan style, had everything I wanted for this pairing.

Once I lit up the cigar, it had that unique Nicaraguan character I mentioned previously, but I could also tell it was comprised of a blend that gave it an interesting personality. It basically reminded me of both Nicaragua and Honduras, possibly it had leaves from other regions, but those two were the ones that stuck out the most.

The cocktail is very well-balanced, without coming across as “too tropical” (sweet). Depending on the rum you use, you can always increase the rum proportion to make it “rummier” just make sure it continues to be in balance.

Each person will have different preferences and opinions, but to me, the medium-to-high body (strength) from the cigar starts to come into balance with the cocktail, it is very enjoyable on a terrace, for a relaxing smoking session. The cocktail, for its part, is excellent, it can even be incorporated into a cocktail menu at a bar, but is also simple enough for most people to make at home, with easy to find ingredients.

I hope this pairing sounds attractive enough for you to try to replicate it. When you do, you'll be surprised at how easy it is and I'm sure it'll become a staple during your hot summer days.

Philip Ili Barake  
#GR CigarPairing

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