

# Got Rum?®

MAY 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 - MOTHER'S DAY  
RUM UNIVERSITY**



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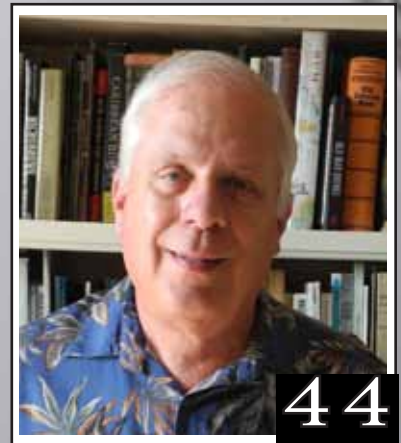
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# Got Rum?®

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FRONT COVER: Rum Queen of Hearts

INSIDE SPREAD: As The Rum Pours

## FROM THE EDITOR

### In May

I enjoy the “growing months,” May in particular, because they offer the promise of the future, while still holding on to remnants of the past. Nature seems to be cautiously optimistic, but also suggesting the work yet to be done, a feeling that was captured elegantly by Welsh writer William Henry Davies in his “In May” poem, an excerpt of which follows:

*“Yes, I will spend the livelong day  
with Nature in this month of May;  
and sit beneath the trees, and share  
my bread with birds whose homes are  
there;  
while cows lie down to eat, and sheep  
stand to their necks in grass so deep;  
while birds do sing with all their might,  
as though they felt the earth in flight.”*

May is also like a rum that’s only been barreled for a few months: it shows the promise of what maturation could do, while still holding on to its youthful freshness and roughness, reminding us of what it is like to be new and vibrant. Distillers are tasked with conjuring up the creatures that will inhabit their spirited landscapes while Cellar Masters design the worlds that will define how those creatures will grow and evolve into specimens worthy of their existence.

For many distilleries, May is not a particularly enjoyable month to visit, since guests may not be able to witness the sugarcane harvest, crushing or the fermentation/distillation of the collected juices. But May is nonetheless a good



month to observe the planning and maintenance needed for the rum world to exist harmoniously and effectively.

Regardless of where you live, I hope that you’ll find something inspiring in nature this month, something to remind you of the magical world that is at the foundation of the sugar and rum industries.

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](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!

## Koloa Kaua'i Coffee Rum

Koloa Coffee rum, is distilled from cane sugar harvested from the island of Kaua'i using a 1210 gallon copper still. The creation of the rum is done in collaboration with the Kaua'i Coffee Company and is blended to 34 % ABV. This is part of the company's flavored line which includes Spiced and Coconut products.

### Appearance

The rum is as dark as a black cup of coffee in the bottle and glass. The bottle has very little in the way of information. Swirling the liquid creates a thick ring that spins off fast moving equally thick legs. If you look closely you can spot bits of coffee beans in the liquid.

### Nose

It is no surprise that deep notes of Arabica coffee rise from the glass as I pour the rum. As the aromas settled, I discovered subtle notes of milk chocolate, and dark roasted beans.

### Palate

As expected front and center is the coffee flavor of the spirit immediately tamed with sweet vanilla and hazelnut flavors, dark cocoa as well as milk chocolate also swirl in the profile. As the rum begins to fade there is a light

note of mango before the coffee flavor returns leading to a bittersweet finish.

### Review

As I enjoy a couple of cups of coffee every morning this rum is particularly enjoyable. The sweetness was a bit off putting at first, but as I savored the taste experience, I found I wanted nothing more than to blend it with some vanilla ice cream to create a tasty Mocha shake.

Available across the United States Koloa Rum is far and away the most successful Hawaiian rum on the mainland.



www.koloarum.com

# THE ANGEL'S SHARE

by Paul Senft

## Maggie's Farm Queen's Share Bourbon Barrel Aged Rum

Maggie's Farm rums are created at Allegheny Distilling, founded in the Fall of 2013 in Pittsburgh, Pennsylvania. They ferment Turbinado sugar to create their wine before distilling it in a Spanish made Copper Pot Still.

The Queen's Share is created from redistilled tail cuts pulled from production of their regular products and in this case aged in used Four Roses American Oak Bourbon barrels. The rum is bottled unblended at 58% abv.

### Appearance

The rum has a light copper with citrine hue to it. The label provides the basic information about the product and the company. When I swirled the liquid it formed a thick band and spun off equally thick legs that quickly descended down the glass.

### Nose

When I nosed the glass I discovered a cacophony of aromas. Buttery vanilla, dried orange and lemon peels, minerals and charred oak.

### Palate

The first sip of the rum surprised me with citrus forward notes of dried orange peel and fresh lemon zest. Charred oak flavors followed,

introducing minerals notes of graphite and resin. The vanilla drifts in at the end before the ethyl-alcohol takes over and creates a bitter finish.

### Review

Like the unaged version I did not have much in the way of expectations when I sampled this product. It had a few surprises, but the flat mineral bitter finish sort of killed the experience for me.

Sold in 375 mL bottles, its price comes in a bit steep as you can find other craft offerings from this distillery in 750 mL bottles within the same price range.







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

Would you like  
to see your rum  
reviewed here?

We don't charge  
fees to review  
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even have to  
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for???

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

Mother's day will soon be here, why not start planning to start her day the right way, even before she gets out of bed? This Rum-Soaked French Toast recipe is a sure way to show her how special she is. Just remember that you don't have to wait for mother's day to pamper her!

## Rum-Soaked Texas French Toast

The idea behind this French toast is to soak as much rum into each slice of toast as possible; creating a golden, crispy crust and a soggy rummy interior. The bread should be fully saturated by the time you fry it.

### Ingredients

6 slices Texas Toast  
4 Eggs  
½ Cup Whole Milk, separated  
2 oz. Cinnamon

"Dip a slice of bread in batter. That's September: yellow, gold, soft and sticky. Fry the bread. Now you have October: chewier, drier, streaked with browns. The day in question fell somewhere in the middle of the french toast process."

— Tom Robbins



# Breakfast In Bed for Mom!

- 4 Tablespoons Dark Rum, separated
- 2 Tablespoons Butter
- 4 Eggs
- Whipped Cream and Confectioner's Sugar optional

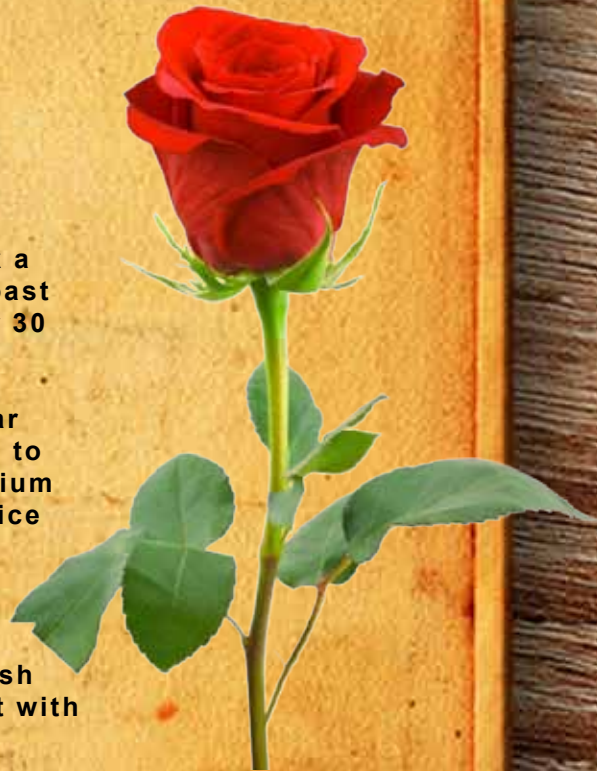
### Directions

Beat the four eggs in a bowl. Add  $\frac{1}{4}$  cup of milk, cinnamon and three tablespoons of dark rum. Soak a piece of the Texas toast in the mixture. Allow the toast to soak for 2-3 minutes, then turn the toast over for 30 seconds. Allow the bread to soak completely.

Over medium heat, melt  $\frac{1}{2}$  tablespoon of butter. Sear one side for a minute, then the other, then continue to cook, flipping as needed until both sides are a medium golden brown. Repeat the same process for each slice of toast.

Place slices of toast on a plate, pour the additional tablespoon of rum over the slices of toast, sprinkle confectioner's sugar, add whipped cream and garnish with fresh berries. Serve Rum-soaked French Toast with warm maple syrup.

Bon Appetite Mom! \_\_\_\_\_



⊖ *Acidum mineralis*  
⊕ *Acidum Vitrioli*  
⊕ *c. concentratum, d. dilutum*  
⊕ *Acidum Nitri, Ⓞ a n. phlogisticatum*  
∇ *Aqua fortis*  
⊕ *Acidum Salis Ⓞ a s. dephlogisticatum*  
∇ *Aqua Regis*  
⊕ *Acidum fluoris mineralis*  
⊕ *Acidum Arsenici*  
⊕ *v. Acidum Vegetabile*  
⊕ *Acidum tartari*  
⊕ *Acidum Sacchari*  
⊕ *Acetum*  
⊕ *a. Acidum animale*  
⊕ *Acidum urinae; phosphori*  
⊕ *Acidum formicarum*  
⊕ *Acidum aereum; atmosphaericum*  
⊕ *Sal alcalinus*  
⊕ *p. Sal alc. purus (Causticus)*  
⊕ *v. Alkali fixum vegetabile*  
⊕ *m. Alkali fixum minerale*  
⊕ *Alkali volatile*  
∇ *Terra*  
∇ *Lapis*  
∴ *Arena*  
∇ *Calx, p. pura (ustulata)*  
∇ *Calx vitriolata (Selenites, gipsum)*  
∇ *Terra ponderosa*  
∇ *Magnesia*

making your own  
**Blackberry  
Basil Rum  
Liqueur**

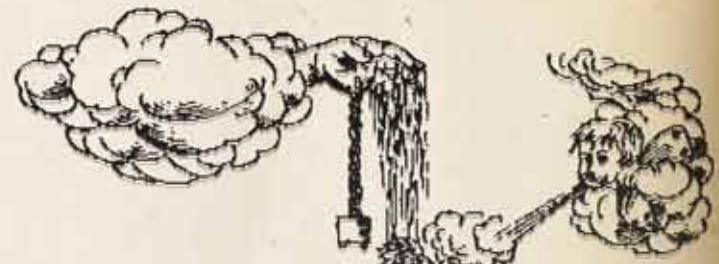
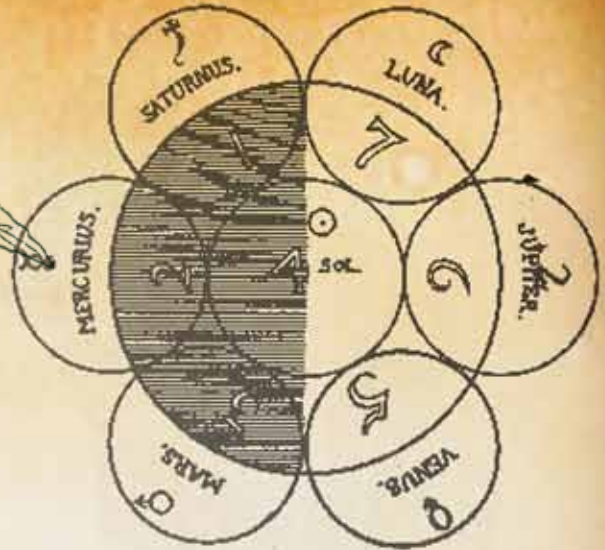
Ingredients

- 4 cups blackberries
- zest of one lemon
- one large handful of basil
- 3 Cups Light Rum

Directions

Place berries in a large jar and slightly crush with a fork. Add remaining ingredients and tightly secure the lid. Allow to sit for three months in a cool, dark place, shaking occasionally.

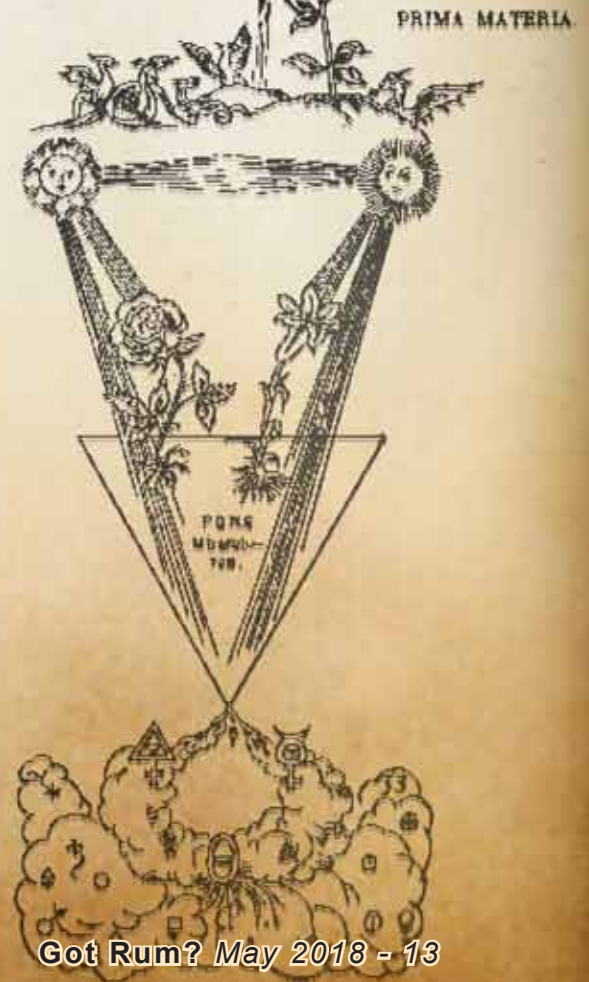
At the end of three months, strain your liqueur through a jelly bag. (Find unbleached jelly bags here.) Squeeze to get all the juice out of the blackberries. Add 1 cup of sugar syrup (1 cup sugar heated with 1 cup water, then cooled). Stir to combine. Allow this mixture to mellow 4-6 weeks before drinking.



**Did you know that...**

- Basil, also known as Saint Joseph's Wort, is an herb belonging to the mint family.
- Basil is well known for its use in Italian cuisine. It is one of the primary ingredients in pesto sauce. Basil is also commonly included in Indonesian, Thai, and Vietnamese cuisine.
- Basil is used in traditional Tamil and Ayurvedic medicine, which is a form of traditional medicine popular on the Indian subcontinent.
- There are a number of types of basil, which differ in taste and smell. Sweet basil (the most commercially available basil used in Italian food) has a strong clove scent because of its high concentration of the chemical agent eugenol. Alternatively, lime and lemon basil have a strong citrus scent due to their high concentration of limonene.
- Antibacterial properties: Lab studies have demonstrated that basil has antibacterial properties; this may be because of the volatile oils it contains, which include estragole, linalool, cineole, eugenol, sabinene, myrcene, and limonene.

Source: [www.medicalnewstoday.com](http://www.medicalnewstoday.com)



# Mother's Day

In the United States, children of all ages (including those well into adulthood!) formally celebrate their mothers, usually in more tangible ways than during any other time of the year.

England was one of the first countries to set aside a day to recognize mothers. In the eighteenth century when many people worked as household servants for the rich, "Mothering Sunday" was reserved for them to return home to be with their mothers. Though this custom stopped when the Industrial Revolution altered the working and living patterns of the people, one Sunday for Mothers was established as a holiday in the twentieth century.

The idea of celebrating Mother's Day in the US was first conceptualized by Julia Ward Howe (famous lyricist of "The Battle Hymn of the Republic"). In 1870, Julia Ward Howe wrote the "Mother's Day Proclamation". Distressed over what she saw as the unnecessary deaths of young men during the Civil War, Howe called upon mothers to come together and protest the senselessness of "sons killing the sons of other Mothers", and to unite and celebrate an international Mother's Day that would celebrate both peace and motherhood. She originally proposed converting July 4th into Mother's Day as a way to dedicate the nation's anniversary to peace. By 1873, eighteen North American cities observed the new Mother's Day holiday. However, Howe was the principal financier of these celebrations, and as she stopped contributing, many cities and states ceased observing the holiday. The idea for a day set aside to honor Mother's lost momentum until the early 1900s when Anna Jarvis again began campaigning for the creation of an official Mother's Day in remembrance of her mother and in honor of peace.

Anna Jarvis was the daughter of Anna Reeves Jarvis, and it is said that she swore at her mother's gravesite that she would dedicate a day to honor mothers, both living and deceased. Anna's mother had provided strength and support as the family made their home in West Virginia and Philadelphia, Pennsylvania where her father served as a minister. As a girl, Anna had helped her mother take care of her garden, mostly filled with white carnations, her mother's favorite flower.

When Mrs. Jarvis died on May 5, 1905, Anna was determined to honor her. She asked the minister at her church in West Virginia to give a sermon in her mother's memory. On the same Sunday in Philadelphia, their minister honored Mrs. Jarvis and all mothers with a special Mother's Day service. Anna Jarvis began writing to congressmen, asking them to set aside a day to honor mothers. In 1910, the governor of West Virginia proclaimed the second Sunday in May as Mother's Day and in 1914 the bill passed in Congress. President Woodrow Wilson signed the bill, declaring the second Sunday in May as Mother's Day - forever establishing Mother's Day as an official holiday in the U.S.





### **Austria, Germany and Switzerland**

In Austria, Germany and Switzerland, Mother's Day, aka Muttertag, is observed on the second Sunday in May (same as the US and several other countries around the world). During the First World War, Switzerland became one of the first European countries to introduce Mother's Day, with their first celebration in 1917. Germany's first Muttertag took place in 1922, and Austria's first celebration was in 1926. For all three countries, Mother's Day is a celebration of love and gratitude.

### **Canada**

Canada was one of the first nations to pick up the US version of Mother's Day, making it a national holiday in 1909. The customs largely reflect those of its southern neighbor, although in Canada there seems to be an added emphasis on doing chores for the Mother and cooking her supper.

### **Ethiopia**

Mother's Day in Ethiopia is celebrated with a three-day festival called Antrosht, which takes place at the end of Fall. Not only is it a celebration to honor mothers, but also a time to celebrate the end of the rainy season. It is a time for singing and dancing and an amazing three-day feast where a traditional hash meal is prepared, with all members of the family bringing the various ingredients.

### **France**

Mother's Day in France is called Fete des Meres. It takes place in late May or early June, depending on when Pentecost takes place. Fete des Meres became an official celebration in 1950, although Napoleon was the first to declare it a holiday. Much like other countries of the world, the French celebrate their mothers with a relaxing day of food and gifts and spending time with family.

### **India**

Mother's Day in India is celebrated during the second week of May. Here, the day is spent thanking mum for everything she has

done over the year; be it cook you dinner, loan you money, wash your clothes or help you with your homework. In this part of the world, large family meals are protocol and mum is ordered to relax and steer clear of the kitchen!

### **Mexico**

'Dia de las Madres' (Mother's Day to most) is celebrated in Mexico on the second Sunday of May. This colourful celebration is one of the most popular traditions hosted by the country and is enjoyed both at work and at school. It's tradition for children to visit their mothers on the eve of Mother's Day and gift her with handmade presents, cards and flowers.

### **Pakistan**

Mother's Day in Pakistan is a huge celebration and one that is taken extremely seriously! There are even TV shows dedicated to this date, with many celebrations taking place across the country. For any one who has sadly lost their Mother, this day is used to pray for their loved ones. Nicknamed 'Yaum ul-umm' all mothers are bestowed with gifts, and both celebrations and feasts are customary.

### **Peru**

Mother's Day in Peru, much like other countries in the world, is celebrated with flowers and gifts and takes place on the second Sunday in May. A particularly unique aspect of Peruvian Mother's Day celebrations is that thousands of people gather at cemeteries on Mother's Day to celebrate all of the mothers who have passed away.

### **Sweden**

The Swedish rejoice Mother's Day on the last Sunday of May. Many children sell small plastic flowers as gifts to mark this special occasion. The money raised is used to send mothers with young children on a small trip! Other traditions include breakfast in bed, a dinner at her favourite restaurant and beautiful bouquets of flowers.



## Taiwan

Mother's Day is of huge importance in Taiwan as it falls on the same date as the Buddha's birthday – the second Sunday in May. It is said to be a unified celebration and religious observance. Mother's Day is therefore seen as an extremely holy celebration as it coincides with the 'washing of the Buddha' – meaning there are an abundance of carnivals, fetes and parties to attend, all of which are lavish and widespread.

## Yugoslavia

Possibly one of the most unusual ways to celebrate Mothering Sunday – in Yugoslavia children creep into their parent's bedroom first thing in the morning, and tie her up! In order to be released, it's compulsorily for the Mother of the family to present her children with gifts as soon as she wakes up. This harmless fun, which is celebrated in December, guarantees to put a smile on every one's faces!

### Sources:

[www.serenataflowers.com](http://www.serenataflowers.com)  
[www.globalcitizen.org](http://www.globalcitizen.org)  
[www.fromyouflowers.com](http://www.fromyouflowers.com)



# Gift Ideas for Mom

by Margaret Ayala



Best  
Mom  
Ever



As if finding the perfect gift for mom was not already hard enough, things get complicated even more when mom is a rum lover!

Thankfully there are gifts out there designed precisely for this situation. Turn the page and let me share with you 7 such finds.

Happy Mother's Day!  
Margaret Ayala



5



6



7



**Shopping for rum-loving mom is easy, all you need is an internet connection and a credit card! :-)**

1. [www.amazon.com/Woods-Vermont-Rum-Maple-Syrup/dp/B00W0LDBDU](http://www.amazon.com/Woods-Vermont-Rum-Maple-Syrup/dp/B00W0LDBDU)
2. [www.cafepress.co.uk/+rum\\_gone\\_\\_earring\\_charm,541199120](http://www.cafepress.co.uk/+rum_gone__earring_charm,541199120)
3. [www.shoptiques.com/products/bete\\_noire-rum-necklace](http://www.shoptiques.com/products/bete_noire-rum-necklace)
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6. [www.rumtherapy.com/store/#/!](http://www.rumtherapy.com/store/#/!/)  
[Its-5-OClock-Somewhere-Ornament/p/73597203](http://www.rumtherapy.com/store/#/!/)
7. [www.amazon.com/Portable-Trapezoid-Cosmetic-Multi-Functional-Toiletry/dp/B079GPWT4N](http://www.amazon.com/Portable-Trapezoid-Cosmetic-Multi-Functional-Toiletry/dp/B079GPWT4N)

# 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.



## Rum Sour

The history behind the classic “sour” dates back to the 1700’s, and to most people that relates to whiskey. But does it work with rum? ABSOLUTELY! One of my very favorite things to do with rum is to substitute it in to classic cocktails in place of the traditional base spirit. Lately I have been playing with different styles of rums in classic sours and the results are magnificent.

The first recorded, written down sour recipe was in Jerry Thomas’s 1862 book *The Bon Vivant’s Companion, The Bartender’s Guide*. The actual recipe, however, was being used for at least a century prior. Some people consider the sour a scaled down version of a punch, which required “one spirit, two sweet, three strong, and four weak”. This can also be described as spirit, sugar, citrus, and water (to dissolve the sugar).

Back in the days of sea travel, sailors suffered from scurvy, and food and water would easily spoil over months on a ship. Early “mixology” had a gent by the name of Vice Admiral Edward Vernon concocting a mixture of limes and lemons with spirits to serve to his sailors as something not only tasty, but medicinal. This was originally made with rum and was the beginning of what is now known as a “Navy Grog”.

At some point egg white was also added to the sour, not to change the flavor necessarily, but to add texture and “froth” and certainly made it more visually appealing. You can find egg white in a variety of sour cocktails, not only the traditional whiskey sour, but also in Peru’s Pisco Sour and in the classic Ramos Gin Fizz from New Orleans. I for one LOVE what the egg white does to these iconic recipes.....and it also allows you to use bitters not only for the visual design but also adds to the aroma. If you have not had the pleasure of enjoying a drink with egg white, don’t be afraid! It is a lovely addition and once you try it you may not go back to having a sour without it.

I recently made a rum sour for my dear friend and surrogate brother Chad, who had never had one! Needless to say he loved it and is hooked - but it sparked the conversation of WHICH RUM? Rum is such a vast and intricate category that my answer is truly whichever one you want, based on the flavor profile you are in the mood for. The fun thing about the rum category is that you can literally make 3 rum sours with 3 different styles of rum and they all taste completely different. No offense to bourbon (and I dearly love bourbon) but 3 bourbon sours are going to taste very similar. Yes, there will be different nuances based on the proof of the bourbon and the various years of aging, but nothing as distinct as 3 styles of rum.

I have included 3 rum sour recipes below, with 3 contrasting rums. They can be made with or without the egg white but I encourage you to make and enjoy these cocktails as they are written. And please, try them with your favorite rum, or rhum!

### **BLACKSTRAP SOUR**

(this one is rich and complex with flavors of molasses syrup)

2 oz Cruzan Blackstrap rum  
1 oz Agave nectar  
1 oz Fresh lemon juice  
1 egg white

Build all ingredients in a shaker tin with ice and shake hard. (Really hard, for the count of 20. You should start to elevate your heart a bit and then you know you’ve shaken hard enough).

Strain into a coupe or martini glass, and then put a few drops of Angostura bitters around the top of the drink. Use a toothpick to move the drops around and make a design--- have fun with it!

### **PINEAPPLE SOUR**

(my favorite, because I love this rum and am obsessed with all things pineapple)

2 oz Plantation Pineapple Rum  
1 oz Simple syrup  
1 oz Fresh lemon juice  
1 egg white

Build all ingredients in a shaker tin with ice and shake hard (same way as above)  
Strain into a coupe or martini glass. Do the same thing with the bitters but this time try Fee Brother’s Old Fashioned Bitters instead of Angostura. They have more of a cinnamon flavor and pair nicely with the pineapple.





## RHUM SOUR

(the funkiness of the rum is wonderful in this)

2 oz Rhum JM Gold

1 oz Simple syrup

1 oz Fresh lemon juice

(egg white is optional , so this one I am going to do without it)

2 dashes of Angostura bitters

Build all ingredients in a shaker tin, and shake well (not the crazy hard shake this time).

Strain into a rocks glass and add fresh ice. Garnish with an orange slice, and enjoy!!

# THE RUM UNIVERSITY LIBRARY

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

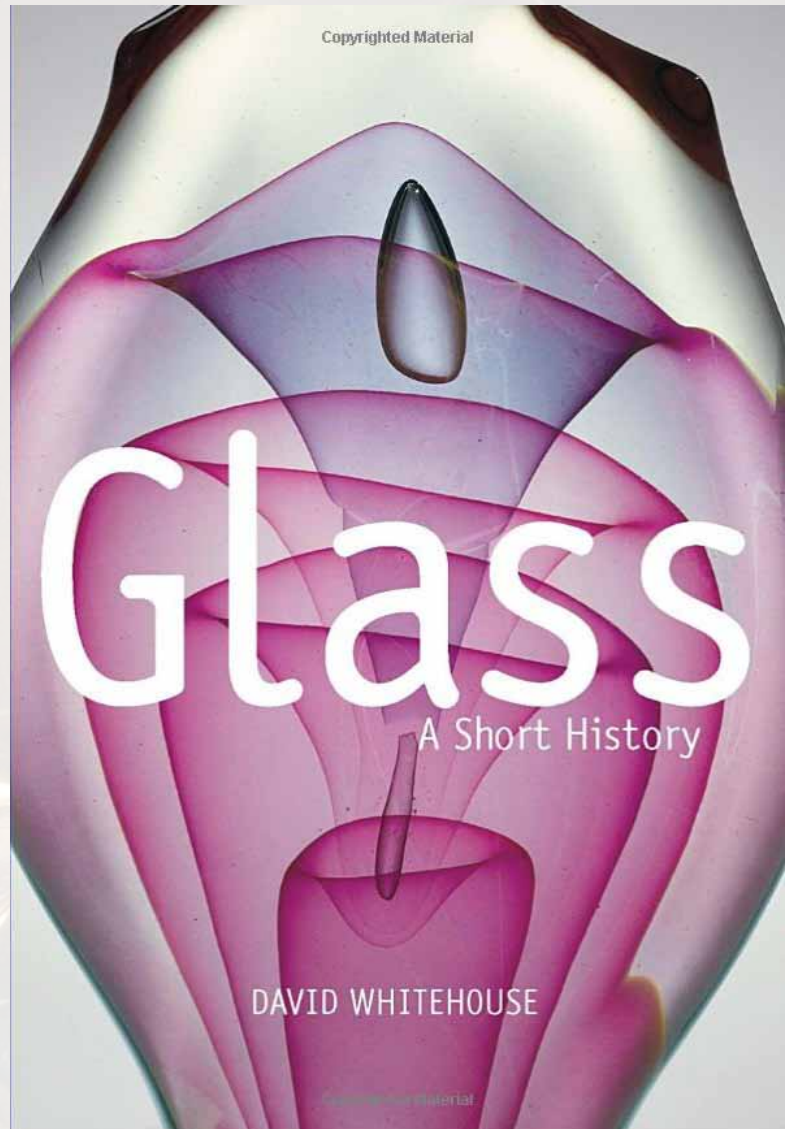
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## Glass: A Short History

(From the Publisher) Illustrated with 120 superb pieces, *Glass: A Short History* brings to life a centuries-old craft that has served many purposes, styles, and cultures. Until the first century BC, glass was made only in Western Asia, Egypt, and the Mediterranean regions; its manufacture then spread to China and other areas. The peoples of the Roman Empire included the most versatile glassmakers in the ancient world, leading to both widely available low-cost glassware and stunning luxury glass. During the Middle Ages, Islamic glassworkers decorated their fine cut glass with gilding and brilliant enamel. In the 15th century, the focus of luxury glassmaking shifted to Venice. Glassmaking in Europe was transformed again in the 17th century, when thick-walled objects with cut and engraved ornament were in great demand.

By the nineteenth century, glassmaking was well established in America, where, as in Europe, industrial processes were developed to supply the rapidly expanding population with glassware for daily use. Within the past 50 years glass has gained acceptance as a medium for artistic expression, and the Studio Glass Movement, born in the United States, has inspired artists all over the world to explore its unique properties. *Glass* tells this sweeping story from ancient times to the present in an accessible text with gorgeous examples.

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# Rum and Glassware

## Part II

by Luis Ayala

In last month's issue, we started exploring the history of glassware in an attempt to -in the last installment of this series- answer the question of "*Which rum glass is better for me to enjoy drinking my favorite rum?*".

Some of the first questions that comes to mind when looking at the long and complex history of glass is "why bother?" Why should entire industries (towns in many cases) be devoted solely to the production of glass? Why is it worth the effort?

Here are a couple of answers to these questions:

### 1- Humans are genetically programmed to be attracted to shiny objects

A 2014 article from the Journal of Consumer Psychology explored the reaction of children (ostensibly exempt from the effects of neuro marketing) and adults to shiny and dull objects. A review of their findings led the researchers to conclude that an instinct to seek or appreciate water may play a key role in our fondness for glossy or shiny objects.

### 2- Humans also like to be in control (i.e. seeing what we eat and drink)

A key aspect of survival is being able to obtain what we want or need to ingest. Seeing our food and beverages calms that desire and allows us to focus then on secondary aspects of the gastronomical experience.

Let's explore the above points in more detail.

The earliest forms of beverage vessels were primarily shells, skulls and/or made from dried animal organs. As you can imagine, these vessels would not let the person using them know (visually) what was in them. Furthermore, it is very possible the vessels themselves imparted unattractive aromas and flavors to the liquids they contained. Later on, wood and metal workers also produced drinking vessels using the same tools and resources they had to build ships and weapons and, while these new cups and mugs were mostly devoid of the off-putting smells found in their predecessors, they still hid and obscured their contents.

As we saw in Part I, glassblowing techniques were developed in the first century. This allowed for glass to be produced in a variety of shapes and with a consistency not possible before (glass could be blown into reusable



molds). The glassware produced, however, was not transparent. Rather it was a result of deliberate or accidental presence of impurities that affected both its color and refractive index. As early as the 13th century, the Venetian island of Murano had become the center for glassmaking, but the glasses they produced were not clear until the invention of *Cristallo* glass, which made from crushed quartz crystals found alongside river beds. *Cristallo* provided, at last, a drinking vessel that not only had transparency, but that also enhanced the visual appearance of its contents, due to the way in which it reflected light, adding sparkles and rainbows to the drinking or dining experience.

As beautiful and mesmerizing as *Cristallo* glassware was, it had an equally negative aspect, which was its price and fragility! Few families could afford to own a single piece, much less a complete set needed to entertain a large group of guests, so the experience of dining alongside *Cristallo* masterpieces was relegated to royals and aristocrats for quite some time.

Enter George Ravenscroft, an English glassmaker born in 1633, who was commissioned by the Worshipful Company of Glass Sellers to experiment with native raw materials for glass manufacture, because the members, dissatisfied with the quality of the glassware available, hoped to make England independent of foreign (Italian) sources for both raw materials and finished glass. In 1674 Ravenscroft obtained a seven-year patent for a glass with the desirable quality of a resemblance to rock crystal; this glass was made from a formula including transparent black flint (a hard mineral of the quartz family), which he called "flint crystalline." Finding that his pieces tended to lose transparency within several months after manufacture, a defect known as "crizzling," he added lead, usually in the form of red lead, producing a heavier, denser glass with darker colour and a greatly increased refractive power, distinguished by the resonant ring produced when hollow glassware was flicked with the thumb and forefinger. To distinguish this product from the flawed earlier products, Ravenscroft marked pieces made by the later method with a small glass seal impressed with the raven's head borne on his family coat of arms.

Ravenscroft's breakthrough paved the way for the mass production of clear, attractive, shimmering, affordable and durable glassware that could -and would- find its way into many dining tables, where they would delight diners with their mesmerizing ability to reflect light coming in through the windows or from the candles set atop the tables themselves.

We've now discussed our instinctive attraction to shiny/shimmering objects, as well as our innate desire to see what we drink or eat. We've also discussed the evolution of drinking utensils, resulting in materials and shapes that are both transparent and shimmering. What could be next? Stay tuned!

Cheers!

Luis Ayala

Sources:

- Taking a shine to it: How the preference for glossy stems from an innate need for water
- Encyclopedia Britannica









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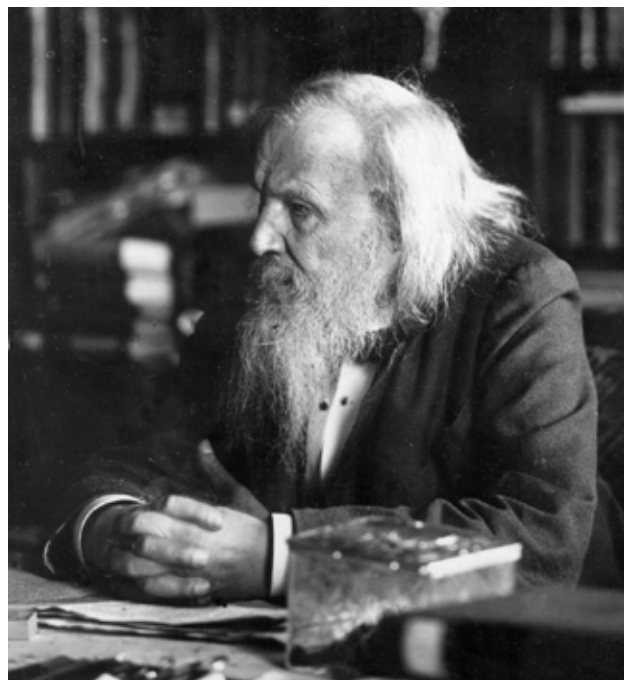
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**T**he rum industry owes its present success to many people who, through their vision, wisdom, ingenuity and/or dedication were able to innovate or improve existing processes. In this new series we will explore these individuals, to honor their memories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

### **Featured Biography: Dmitri Mendeleev**

Dmitri Mendeleev, Russian in full Dmitry Ivanovich Mendeleev, (born January 27 (February 8, New Style), 1834, Tobolsk, Siberia, Russian Empire—died January 20 (February 2), 1907, St. Petersburg, Russia), Russian chemist who developed the periodic classification of the elements. Mendeleev found that, when all the known chemical elements were arranged in order of increasing atomic weight, the resulting table displayed a recurring pattern, or periodicity, of properties within groups of elements. In his version of the periodic table of 1871, he left gaps in places where he believed unknown elements would find their place. He even predicted the likely properties of three of the potential elements. The subsequent proof of many of his predictions within his lifetime brought fame to Mendeleev as the founder of the periodic law.



#### **Early life and education**

Mendeleev was born in the small Siberian town of Tobolsk as the last of 14 surviving children (or 13, depending on the source) of Ivan Pavlovich Mendeleev, a teacher at the local gymnasium, and Mariya Dmitriyevna Kornileva. Dmitri's father became blind in the year of Dmitri's birth and died in 1847. To support the family, his mother turned to operating a small glass factory owned by her family in a nearby town. The factory burned down in December 1848, and Dmitri's mother took him to St. Petersburg, where he enrolled in the Main Pedagogical Institute. His mother died soon after, and Mendeleev graduated in 1855. He got his first teaching position at Simferopol in Crimea. He stayed there only two months and, after a short time at the lyceum of Odessa, decided to go back to St. Petersburg to continue his education. He received a master's degree in 1856 and began to conduct research in organic chemistry. Financed by a government fellowship, he went to study abroad for two years at the University of Heidelberg. Instead of working closely with the prominent chemists of the university, including Robert Bunsen, Emil Erlenmeyer, and August Kekulé, he set up a laboratory in his own apartment. In September 1860 he attended the International Chemistry Congress in Karlsruhe, convened to discuss such crucial issues as atomic weights, chemical symbols, and chemical formulas. There he met and established contacts with many of Europe's leading chemists. In later years

Mendeleev would especially remember a paper circulated by the Italian chemist Stanislao Cannizzaro that clarified the notion of atomic weights.

In 1861 Mendeleev returned to St. Petersburg, where he obtained a professorship at the Technological Institute in 1864. After the defense of his doctoral dissertation in 1865 he was appointed professor of chemical technology at the University of St. Petersburg (now St. Petersburg State University). He became professor of general chemistry in 1867 and continued to teach there until 1890.

### Formulation of the periodic law

As he began to teach inorganic chemistry, Mendeleev could not find a textbook that met his needs. Since he had already published a textbook on organic chemistry in 1861 that had been awarded the prestigious Demidov Prize, he set out to write another one. The result was *Osnovy khimii* (1868–71; *The Principles of Chemistry*), which became a classic, running through many editions and many translations. When Mendeleev began to compose the chapter on the halogen elements (chlorine and its analogs) at the end of the first volume, he compared the properties of this group of elements to those of the group of alkali metals such as sodium. Within these two groups of dissimilar elements, he discovered similarities in the progression of atomic weights, and he wondered if other groups of elements exhibited similar properties. After studying the alkaline earths, Mendeleev established that the order of atomic weights could be used not only to arrange the elements within each group but also to arrange the groups themselves. Thus, in his effort to make sense of the extensive knowledge that already existed of the chemical and physical properties of the chemical elements and their compounds, Mendeleev discovered the periodic law.

His newly formulated law was announced before the Russian Chemical Society in March 1869 with the statement “elements arranged according to the value of their atomic weights present a clear periodicity of properties.” Mendeleev’s law allowed him to build up a systematic table of all the 70 elements then known. He had such faith in the validity of the periodic law that he proposed changes to the generally accepted values for the atomic weight of a few elements and predicted the locations within the table of unknown elements together with their properties. At first the periodic system did not raise interest among chemists. However, with the discovery of the predicted elements, notably gallium in 1875, scandium in 1879, and germanium in 1886, it began to win wide acceptance. Gradually the periodic law and table became the framework for a great part of chemical theory. By the time Mendeleev died in 1907, he enjoyed international recognition and had received distinctions and awards from many countries.

— 70 —

по нь ней, мѣй нахетса, уже ясно выражается приближность им ставляемого мною начала ко всей совокупности элементовъ, пай которыхъ известны съ достоверностію. На этотъ разъ я и желалъ преимущественно найти общую систему элементовъ. Вотъ этого опыта:

			Ti=50	Zr=90	?=180.
			V=51	Nb=94	Ta=182.
			Cr=52	Mo=96	W=186.
			Mn=55	Rh=104,4	Pt=197,4
			Fe=56	Os=104,4	Ir=198.
			Ni=Co=59	Pt=106,4	Os=199.
H=1			Cu=63,4	Ag=108	Hg=200.
	Be=9,4	Mg=24	Zn=65,2	Cd=112	
	B=11	Al=27,4	?=68	Ur=116	Au=197,7
	C=12	Si=28	?=70	Su=118	
	N=14	P=31	As=75	Sb=122	Bi=210
	O=16	S=32	Se=79,4	Te=128,7	
	F=19	Cl=35,5	Br=80	I=127	
Li=7	Na=23	K=39	Rb=85,4	Cs=133	Tl=204
		Ca=40	Sr=87,6	Ba=137	Pb=207.
		?=45	Ce=92		
		?Er=56	La=94		
		?Yt=60	Di=95		
		Th=75,4	Th=118,7		

а потому приходится въ разныхъ рядахъ мѣй различіе величинъ разностей, чего мѣй въ главныхъ частяхъ предельной таблицы. Но изъ этого предположить при составленіи системы очень много различныхъ членовъ. То и другое мало выгодно. Мѣй нахетса критика, наобозре естественнаго состава кубической системы (предельнаго есть элементарна), но влечетъ для ея образованія не только въ надлежитъ результаты. Слѣдующіе двѣ системы могутъ показывать то разнообразіе составовъ, какое возможно при допущеніи основнаго начала, выставляемаго въ этой статьѣ.

Li	Na	K	Cu	Rb	Ag	Cs	—	Tl
7	23	39	65,4	85,4	108	133	—	204
Be	Mg	Ca	Zn	Sr	Cd	Ba	—	Pb
9,4	24	40	65,2	87,6	112	137	—	207
B	Al	—	—	—	—	—	—	Bi
11	27,4	—	—	—	—	—	—	210
C	Si	—	—	—	—	—	—	—
12	28	—	—	—	—	—	—	—
N	P	—	—	—	—	—	—	—
14	31	—	—	—	—	—	—	—
O	S	—	—	—	—	—	—	—
16	32	—	—	—	—	—	—	—
F	Cl	—	—	—	—	—	—	—
19	35,5	—	—	—	—	—	—	—

The original periodic table from Dmitri Mendeleev's *Osnovy khimii* (1869; *The Principles of Chemistry*)



Dmitri Mendeleev

### **Other scientific achievements**

Since Mendeleev is best known today as the discoverer of the periodic law, his chemical career is often viewed as a long process of maturation of his main discovery. Indeed, in the three decades following his discovery, Mendeleev himself offered many recollections suggesting that there had been a remarkable continuity in his career, from his early dissertations on isomorphism and specific volumes (for graduation and his master's degree), which involved the study of the relations between various properties of chemical substances, to the periodic law itself. In this account, Mendeleev mentioned the Karlsruhe congress as the major event that led him to the discovery of the relations between atomic weights and chemical properties.

### **Did you know that...**

Mastery of fermentation, distillation, aging, proofing and filtration require a deep knowledge of chemistry and of the reactions between chemical elements. No one in the history of humanity has done more for the overall understanding of chemistry as Mendeleev did, with his introduction of the periodic table, which is now a staple in every chemistry book and classroom in the world.

Source: Encyclopedia Britannica

# 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.lacasadelum.it](http://www.lacasadelum.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

### 4. THE MEDICAL SCHOOL OF SALERNO

In the South of Italy, on the Tyrrhenian sea, lay the ancient city of Salerno. In the Early Middle Ages, the city was an important political and commercial center and a crossroads of influences between all Europe and the Mediterranean Sea.

According to a legend, a Greek pilgrim named Pontus had stopped in the city of Salerno and found shelter for the night under the arches of the ancient aqueduct. There was a thunderstorm and another Italian wanderer, named Salernus, happened in the same place. He was hurt and the Greek, at first suspicious, approached to look closely at the dressings that the Italian applied to his wound. Meanwhile, two other travelers, the Jew Helinus and the Arab Abdela, had come. They also showed interest in the wound and at the end they discovered that all four were doctors. Together they founded the *Schola Medica Salernitana*, Medical School



A miniature depicting the Schola Medica Salernitana from a copy of Avicenna's *Canons*.

of Salerno, the oldest medical school in the West where their knowledge could be collected and disseminated.

We do not have reliable information about the beginnings of the School. The nearby great Benedictine Abbey of Montecassino must have given its contribution: Arabic medical treatises, both those that were translations of Greek texts and those that were originally written in Arabic, had accumulated in its library, where they were

translated into Latin. This book knowledge was supplemented and enriched by Arabic and Jewish medical practice, known from contacts with nearby Arab Sicily and North Africa. As a result, the medical practitioners of Salerno were unrivalled in the medieval Western Mediterranean for medical treatments. What we know for sure is that in the X century the School was already famous and from all parts of Europe sick people flocked to Salerno to be cured, and doctors to learn.

The “School” was based on a synthesis of Greek, Latin, Arab and Jewish culture and medical tradition. The approach was based on the practice and culture of prevention rather than cure, thus opening the way for the empirical method in medicine. Moreover, an important contribution to the School of Salerno was made by women as female practitioners, and among them, Trotula de Ruggiero was the most renowned. For the first time a woman ascends to the honors of the chair, and gives instructions to women in labor. She is credited with having written several books on gynaecology and cosmetics.

In the middle of XII century, the School was at its apogee and provided a notable contribution to the formulation of a medical curriculum for medieval universities all over Europe. In Salerno there appeared also the new art of surgery which was elevated to the dignity of a true science by Ruggiero di Fugaldo. He wrote the first treatise on rational surgery that spread throughout Europe.

In 1231, the authority of the School was sanctioned by Emperor Federico II who established that the activity of a doctor could only be carried out by doctors holding a diploma issued by the Medical School of Salerno.

The most famous work of the School was the *Regimen Sanitatis*, a Latin poem of rational, dietetic, and hygienic precepts, many of them still valid today. For instance:

*“Si tibi deficient medici, medici tibi fiant  
haec tria: mens laeta, requies, moderata  
diaeta”*

(If you lack doctors, let these three things be your doctors: a cheerful disposition, quiet, a frugal diet)



Constantine the African lecturing to the school of Salerno

And in Salerno in the XII century perhaps starts the journey of alcohol in the West, that journey which goes all the way to the present and to us. In fact, as far as we know, the earliest instructions for the distilling of alcohol from wine appear in a short introduction to the study of medicine written around 1150 by a not well-known “Master of Salerno” or maybe a “Salernus” in a manuscript of the so-called “*Mappae Clavicula*”. The *Mappae Clavicula* (more or less “The Little Key of the Map”, but



the title and its meaning are uncertain) is a medieval Latin text which contains recipes describing crafts techniques about metals, glass, mosaics, and dyes and tints for materials. The core was probably originally compiled around AD 600, perhaps in Alexandria in Egypt. The number of recipes was expanded over the course of the centuries, and some medieval copies have deletions as well as additions, so it is better thought of as a family of texts with a largely common core, not a single text. It was one of the few scientific treatises available in the Early Middle Ages in Latin Europe. Only the twelfth century and later versions contain the recipe for the preparation of alcohol in the form of a cryptogram. There exist slightly different versions of the cryptogram in different manuscripts, here is one of them:

*“De commistione puri et fortissimi XKNK cum III QBSUF TBMKT cocta in ejus necocii vasis fit aqua, quae accensam flammam incombustam servat”*

That, more or less, means:

“A mixture of pure and very strong XKNK with III QBSUF TBMKT cooked in the usual vessel make a water, which will flame up when set on fire but leave the material unburnt”

The three nonsense words are simple word puzzles with a mistake. They are formed by substituting for the proper letter - in Latin - the one which follows it in the alphabet: XKNK = VINI (wines); QBSUF = PARTE (part); and TBMKT = SALIS (salt). The 'n' in the word XKNK is probably a mistake of the amanuenses, it should have been an 'o'.

It is interesting to notice how, in this first description of wine distillation, the name given to the new substance thus produced, which we call alcohol, is *aqua*, that is, water. We'll get back to this.

Therefore, we can subscribe to the statements of our Forbes “... alcohol was discovered about 1100 and the evidence points to Italy, where the school of Salerno was then the most important

chemical centre. The reason of the late discovery of alcohol was of course partly due to inefficient cooling and the unnecessary long pre-heating period but certainly also to the fact that even the strongest distillate which the early stills could separate in one distillation still contained so much water that it would not burn.

The secret of the success after 1100 was not only the rectification of the distillate or the recovery of this distillate in several fractions, but mainly the addition of such substances as salt, tartar (potassium carbonate), etc. which absorbed part of the water and made the rest ready to distill. Now this enabled them to make alcoholic distillates which burn quite readily because they contain less than 35% of water, and to obtain even absolute alcohol after several rectifications.”

As we have seen in the previous articles, alcohol might already have been discovered, by distilling wine, by Arabic and Alexandrine alchemists, but they had been isolated experiences, confined to the alchemists' laboratories, often kept secret. In Salerno, on the other hand, the new substance was used in medicine and, although slowly and in narrow circles, it started to be known and used increasingly often.

Later on, in the course of the XIII century, with the general booming of economy and culture, the Arabic books becoming more common, and with deep changes in the political situation of Southern Italy, the scientific influence of the Medical School of Salerno decreased. The cultural leadership of Latin Europe passed to the new Universities, among them those of the rich, thriving cities of Northern Italy, the “*Comuni*”. And there, first of all in Bologna, alcohol, would make the leap towards fame and success.

As we'll endeavor to tell you in the next articles.

Marco Pierini

A close-up photograph of a person's hand holding a small, realistic globe of the Earth. The hand is positioned on the right side of the frame, with fingers gently cradling the globe. The globe shows the Americas, with North and South America visible in shades of green and brown, surrounded by blue oceans and white clouds. The background is a soft, out-of-focus green, suggesting a natural, outdoor setting with sunlight filtering through leaves.

**RUM**

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the

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# RUM IN THE NEWS

by Mike Kunetka

A stack of newspapers is on the left, and four white dice are arranged in a row to the right, spelling out the word 'NEWS' in large, bold, black letters. The background is a light-colored, textured surface.

## TWO NEW RUM BOOKS

Much to my wife's dismay, Amazon delivered two new rum books last month. The first was *The Bartender's Guide to Rum*, published by Love Food, an imprint of Parragon Books, Ltd. Hardcover, 6-1/2 x 8 inches, 192 pages. As the name suggests, this is a cocktail book, with recipes for 86 different drinks. It starts with four pages of rum history, two pages on rum production, two pages on rum types and four pages on glassware, mixology equipment and techniques. The remaining pages are divided into six chapters: Classic Concoctions – Rum Cocktails Perfected and Enjoyed Over the Years; Simple Notes – Straightforward Drinks that Still Hit the Right Spot; Ingenious Mixes – Combinations That Could Just be the Next Big Thing; Mysterious Blends – Dramatic Results for Fearless Thrill Seekers; Island Paradise – Luscious Flavors, Sunny Mixes and Vacation Vibes; and Creative Coolers – Ice-Cold Coolers, Perfect for Warmer Weather.

The second book was *The Spirit of Rum* by Giovanna Moldenhauer, with striking photographs by Fabio Petroni. Hardcover, 6-1/2 x 10 inches, 142 pages, published by the Italian firm, White Star Publishers. This book starts with eight pages on the history and Etymology of rum, followed by six pages on production. The majority of the book is a tour, "Around the World in 41 Rums." The authors described their selection of these 41 rums as follows: "The choices that led us to select 41 different types of rum, were based firstly on geographical criteria and therefore on the production methods that permit the Master Distillers and Blenders to turn to the raw materials, in many cases indigenous, into high quality products." Each two-page spread has a classy photograph on the rum bottle against a black background on the left side and a detailed description (country, production techniques, history and tasting notes) on the right side. The chapters are: Caribbean Rhum

Agricole; Rums from the Americas and Exotic Rums. I found it interesting that the Rum of the Americas Chapter included Doorly's, Gosling's, Plantation, Worthy Park, Admiral Rodney, Santiago de Cuba and Angostura among its twenty-five rums. I enjoyed the choices in the Exotic Rum Chapter, which included Ryoma Rhum from Japan, Savanna Rum from Reunion, Vanilla Dzama from Madagascar and Arcane and Saint Aubin from Mauritius. The book closes with fifteen interesting cocktails, using rums mentioned in the book.

## DENIZEN RUM

Hotaling & Co., premium craft spirits importer and distiller, formerly known as Anchor Distilling Company, announced its investment in Denizen Rum, the award-winning line of blended Caribbean rums first introduced in 2010. Hotaling & Co. will play an active role alongside Nicholas Pelis, Denizen's founder, on day-to-day brand management, distribution, and future line extensions. "My goal, when creating Denizen, was to bring back the rich and full flavors of old-world rums. To Free the Flavor," says Nicholas Pelis. "Becoming partners with Hotaling & Co. and aligning Denizen with their liquid-led portfolio of premium artisanal spirits, gives us the ability to expand our distribution and improve upon our marketing capabilities." "As indicated by recent news from Hotaling & Co. – the new company name, the new executive team structure – we will continue to invest in and position our company for long-term growth," says Dennis Carr, Hotaling & Co.'s president and CEO. "We see a lot of potential in the premium rum category, which is experiencing growth in large part due to the movement towards mixology and classic cocktails. This strategic partnership allows us to invest deeper into the category and execute our vision to expand our portfolio

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.

of owned spirits.” Denizen currently offers two expressions that have been blended in collaboration with famed Amsterdam-based rum blender E&A Scheer. The Aged White is comprised of 60% Angostura / Trinidad Distillers 5 Year Aged Column Distilled Trinidad Rum, 20% Angostura / Trinidad Distillers 3 Year Aged Column Distilled Trinidad Rum and 20% Hampden Estates Distillery 3 Year Aged High Ester Jamaican Pot Distilled Rum. The Merchant’s reserve is made up of 60% Worthy Park Estates & New Yarmouth 8 Year Jamaican Pot Distilled Rum, 20% Hampden Estates & Clarendon 8 Year High Ester Jamaican Pot Distilled Rum and 20% Sucrierie-Distillerie Le Galion Martinique 8 Year High Ester Molasses Pot Distilled Rhum Grande Arome.

### **EMPEROR RUM**

Emperor Rum has added two new expressions to its portfolio, including an aged white rum and a super-premium limited-edition bottling. The new variants, called Emperor Lily White and Emperor Private Collection, were unveiled at Rhum Fest in Paris last month. Emperor Lily White is bottled at 42% abv and is a blend of rums aged up to 12 years. It is charcoal-filtered and described as “elegant, rich and surprisingly intense” for a white rum. The Private Collection is also bottled at 42% abv and was first matured for two to five years in French and American oak barrels. The liquid was then finished in Château Pape Clément oak casks to deliver a “rich rum” with “warm, spicy notes”. Only 15,000 bottles have been created. Christophe Aulner, executive chairman of the Lookout Group, said: “We have put a lot of time and effort into each step of the production and maturation of Emperor, using selected casks and techniques that push the boundaries of the category.” Emperor will be supporting the growth of its rum range with a social media outreach program this year, which will aim to educate consumers about the brand and encourage online interaction through new visual assets.

### **DOS RON**

Dos Ron, premium barrel-aged rum aged 8 or 16 years, is now available for purchase at

select retail locations throughout the state of Michigan. Dos Ron is crafted and hand distilled from his father’s authentic Cuban family recipe by Carlos Morfa, Master Blender and Don Colina Family Patriarch. From 2014 – 2016, Dos Ron won six gold medals and two silver medals at the International Spirits Awards and has since emerged as one of the top luxury spirit brands in Europe. Today, these award-winning authentic rums have arrived in the United States for all to enjoy responsibly. “Growing up watching my father take such pride in his craft, it’s such an honor to be able to bring my family’s recipes to the United States,” said Carlos Morfa, Master Blender and Don Colina Family Patriarch. “I dedicate this rum to my father, and to your excellent taste.” Dos Ron is imported from the Dominican Republic by Rhino Global Enterprises.

### **RELICARIO RUM**

Relicario hopes to encourage neat rum serves with its new gift pack. The gift pack includes a bottle of Relicario Supreme, as well as a single glass for neat tasting. Relicario Supreme is a blend of rums distilled from molasses and aged for 10-15 years in ex-Bourbon barrels. Relicario’s parent company Beveland Distillers has rapidly increased its rum offering in recent months. In February, the group introduced Ron Jungla, a brandy barrel-finished Caribbean rum, to its portfolio. It is made from premium Caribbean rum that has been matured for a second time in Bodegas Suau brandy barrels in Majorca. Bottled at 40% abv, Ron Jungla is said to have an aroma of dried grape, plum, toasted cocoa, and distilled cane sugar molasses, with a “balance of acidity and sweetness” on the palate. Last year, Beveland introduced Marama, a Spiced Fijian Rum. Produced from a sugar cane production process in the Fiji islands, it is distilled in continuous distillation columns, before being mixed with water originating from the volcanic substrates, which has been purified in reverse osmosis system. It is aged in American oak barrels, and the resulting rum is created by blending a selection aged between three and five years. During the production process extracts from exotic plants and fruits

# RUM IN THE NEWS (continued)

by Mike KUNETKA



The image shows a stack of newspapers on the left, slightly out of focus. In the foreground, four white dice are arranged in a row, spelling out the word 'NEWS' in large, bold, black letters. The dice are resting on a light-colored, textured surface, possibly a tablecloth or paper.

native to the island are added, to impart notes of spice, vanilla and citrus. On the nose, the liquid is “slightly sweet with notes of vanilla, coconut and walnuts”, with spicy citrus and ginger on the palate and “a feeling of warmth and zest in the throat” on the finish.

## RON BARCELO

Ron Barcelo markets itself as the only Dominican rum distilled from the juice of freshly cut, estate-grown sugar cane rather than molasses. In fact, instead of coming from distant suppliers, the sugar cane used to make Ron Barceló is sourced from company-owned fields directly adjacent to the distillery. Their latest premium bottling is Imperial Onyx, a rich blend of rums aged for 10 years in ex-bourbon casks with a “heavy char” grade (other premium rums are aged in casks containing a “medium-light char” grade). It is then filtered through onyx stones, which give Barceló Imperial Onyx the mysticism that characterizes this exceptionally unique rum.

## HAVANA CLUB

The joint venture Havana Club International (HCI) recently announced that it expects to sell 4.5 million cases of nine-liter bottles by the end of this year. An interview issued by the Cuban business weekly, ‘Options,’ points out that such figure constitutes the sustained annual growth of sales of this luxury product, which is in high demand in the domestic and foreign market. The general director of HCI, French Christian Barré, added that the most important thing is the growth in values. He said that such indicator keeps him in permanent vision of development, because they are more interested in increasing value and making it superior to the physical volume in boxes.

He explained that in the first days of the year Cuban market registered a very positive situation in sales, with double-digit growth, on a par with the rise of foreign tourism in the country, when

Havana Club benefits a lot with this upward trend. He commented that in the most recent years they carried out an important work at the level of the commercial network by the sellers of his company in the different provinces. He stressed that they also work in exports and take advantage of current trends in the main international markets of Premium rum consumers that are getting better quality. He insisted that they maintain effort in the distribution of the Havana Club 7 Years, which has a very strong growth, especially in the value, without forgetting the rise of Havana Club 3 Year Old Rum. The current sales of the company Havana Club have a dynamic growth mainly in Germany, Cuba and France, although the Cuban market turns out the highest increase, in which has a special welcome the spirited Selection of Teachers. This demand is achieved when Cuba registers record numbers in the arrival of travelers, an indicator that closed last year with 4,700,000 visitors. According to Barré, other important recipients of Havana Club’s products are the United Kingdom, Spain and Italy, as well as Canada, Mexico and Russia, while HCI reinforces its presence in China and Japan, while exploring other new destinations such as, Thailand, Vietnam and Singapore. He illustrated that events such as the Havana Club Grand Prix International contributes to accentuate the credibility of Cuban cocktail bars internationally and pointed out that consumers are now more selective. In relation to his company’s investments in the island, the executive expressed that they will continue to rise in line with the additional income generated by sales. He corroborated that HCI boozes, a joint venture created in 1993, are present in markets of 125 nations, as a result of the union between the Cuba Ron Corporation and the French group Pernod Ricard.

## RHUM FEST 2018 GOLD MEDAL WINNERS

The Gold Medal Winners at last month’s RHUM FEST 2018 included Rum Manutea Tahiti - 50 ° and Toucan Rum - 50 ° in the Agricultural rum

or pure juice, white, 50 ° and more category; HSE Black Sheriff Rum, Saint James XO Rum and Homemade Rum The Mauny XO in the Agricultural rum or pure juice, old, 3 to 6 years old category; Rum Savanna Lontan 57 in the Molasses, cane honey or blend, white category; Ferroni Tasty overproof rum 74 ° in the Molasses, cane honey, or blend, amber, gold category; Rum Rum Fiji Transcontinental Rum 2014 in the Molasses, cane honey, or blend, aged 3 to 6 years category; Appleton estate Joy and India Company - Venezuela CADC for the Molasses, cane honey, or blend, aged 7 and up category; Rum Ferroni Jamaica 2010 and Raw Depaz 2000 for the Raw cask rum or single cask category; Novo Fogo - Barrel Aged for the cachaça category; and NPK – Melon and Maca - Spiced Pedro-Jimenes for the Rum Spirits, Spicy, Spiced, Spiced category.

### **PANARUBES RUM**

While most drinkers associate Mexican spirits with agave plants, sugarcane is one of Mexico's top crops, and rum has been produced in pockets around the country. One such rum is making its way into the US market is Panarubes. Nestled in northern Oaxaca, near the border of Puebla, sit the majestic Sierra Mazateca Mountains. Sparsely inhabited predominantly by descendants of the Mazateco, this lush and cool tropical environment is ideal for growing coffee, fruit, and sugarcane. Remnants of the once-strong Mexican sugar industry, the sugarcane is used to make panela and is also commonly pressed, fermented, and distilled to make the aguardiente de caña (rum). Roughly 40 minutes east of Hautla de Jimenez is the distillery, or trapiche, of Jose Luis, the producer for Panarubes. Jose Luis' family has been making aguardiente for at least 3 generations, with his father and grandfather teaching him the trade at a very young age. For the past 35 years, he has been producing this rich, fragrant spirit as one of many means to provide for his family. In addition to fruit and four heirloom coffee varieties, Jose Luis grows four different types of sugar cane on his 14 hectares: Caña Dulce, Caña Morada/Negra, Caña Dura, and Caña Amarilla/Criolla. His aguardiente batches are made from predominantly Caña Criolla, but inevitably have a blend of different cane types. The cane is grown organically and harvested annually. One hectare provides enough cane to produce about 2,500 liters annually. When the cane is mature and ready for harvest it is cut and

cleaned in the field and often carried to the road by burro. The cane is then driven to the trapiche, crushed by a mechanical press and the pulp filtered out, leaving 100% pure cane juice. That juice is gravity-fed to one of two, 1,100-liter fermentation vats or tinas made out of pine wood. One of the most interesting things about Jose Luis' method is that he only distills half of a single fermentation vat every morning and refills it that afternoon. Because the liquid that was left in the tina was still actively fermenting, the new liquid is inoculated by the remaining tepache (must) and the fermentation in the tina never stops. As such, he maintains a rolling fermentation and only empties it every four months! No water, yeast or additives are put into the liquid with the exception mesquite. When Jose Luis begins a new fermentation batch, he boils two handfuls of mesquite bark in water and pitches the mixture into the fermentation vat, utilizing the enzymes released into the tincture to help the fermentation. These trees are often up to 40 years old and have extremely hard cores used for construction. The bark is added only when beginning the fermentation process and never removed. If no bark is immediately available, Jose Luis sometimes adds the skin from two pineapples in the same manner. The initial distilled spirit (heads) comes off the still at about 86% ABV and continues until the aguardiente is falling at around 19% ABV. Unlike mezcal, the heads are not discarded, as they are not high in methanol due to the lack of chlorophyll in the fermentation. Jose Luis never adds any water to his distillate to lower the proof, preferring to blend higher and lower proof aguardiente. Different communities in the area drink aguardiente at different grades. For example, in nearby Santa Cruz, they drink it at 41.4% ABV, while in San Jerónimo they drink it at 60% ABV. Panarubes Rum is distilled to proof at 54% ABV which is where we as a team felt it struck its balance of flavor and texture and was most true to the cane. Jose Luis is careful not to distill too quickly for a balanced smooth taste. His rate of distillation is approximately 35 liters every two hours. He can produce up to 85 liters of aguardiente daily. Panarubes might be one of the first commercial rums from Oaxaca to hit the U.S., but it likely won't be the last. The producers behind Mezcal Tosba are also working to bring their family's aguardiente to the states, and importers like Laika Spirits are looking to get into the game with rums from other Mexican states.

# 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).





## Black Dessert

About a year ago I attempted a pairing based on the classic cocktails White and Black Russian, but I named my versions White and Black Pirate, respectively. This time I am focusing on a variant of the one that turned out better, the Black Pirate, but using Zafra 21 from Panama as a foundation. Using this rum was a good change, but also my adherence to coffee liqueur instead of chocolate liqueur, although I did not abandon chocolate altogether.

In addition to these changes, which seemed logical to me, I also incorporated a dessert, from After Eight, which was a simple Bitter Chocolate Mousse with Mint.

As if all these modifications were not enough, I also increased the intensity of the cigar, in order for the tobacco to balance the pairing. I opted for a Partagas Serie D N°5 (110 mm X 50 ring), one of the strong yet small cigars from Habanos S.A. I have previously used the Serie D N°6, which is even smaller, but the Serie D N°5 I have is from a few years ago and is at its peak (cigars change while properly stored in a humidor, becoming smoother and Partagas, one of the strongest brands, becomes exquisite after 3 to 5 years).

I prepared the Black Pirate straight in the glass, using ice frappe, 1 ½ oz of each product. The goal was to use this blend to cleanse the palate from the mousse, so I did not want it too sweet.

Got Rum?



Photo credit: @Cigarili





Time to light up the cigar! Once the cigar was lit, I reached for the cocktail first, which was a wonderful rendition of a Black Pirate, with a long finish, not too sweet, very well-balanced. The cigar matched the cocktail perfectly, the two played along extremely nicely with each other, but I was still missing the dessert. The chocolate mousse was straightforward, prepared with chocolate from the famous brand "After Eight," with mild hints of mint and well-defined bitter chocolate notes; it was a mousse that relied on its texture and aftertaste to satisfy. Having said this, it is essential to respect the order in which the three are combined, letting the Black Pirate be the common thread between the cigar and the mousse.

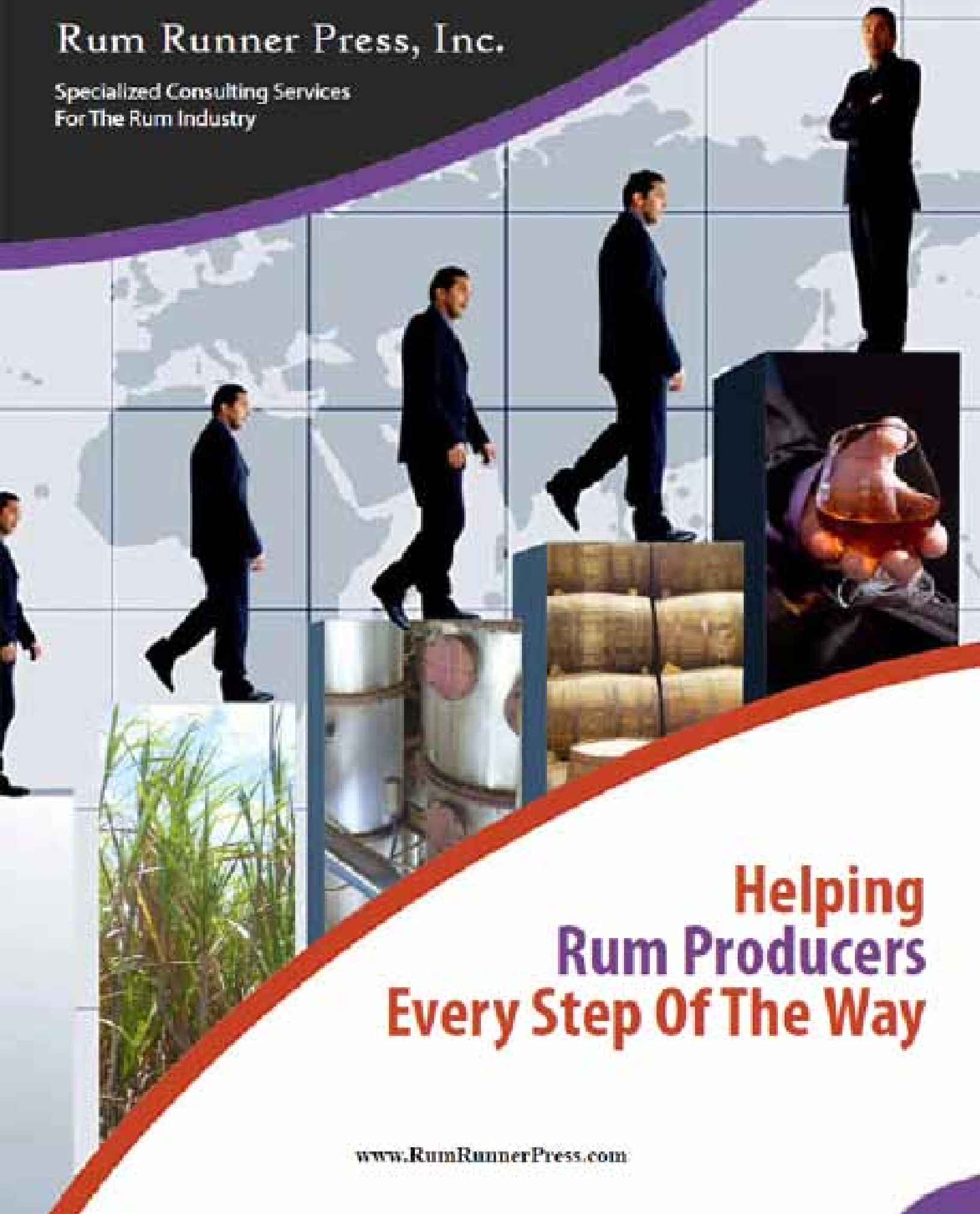
If you follow these simple steps, I am sure you will successfully replicate the pairing, even if you make small changes. Just remember that the cigar and the dessert do not combine directly with each other, they need the cocktail as a conduit.

This is another highly-recommended pairing, very easy to put together and to make substitutions if needed. I am sure that if you make it with these exact products or with similar ones, that you will want to repeat it over and over.

Philip Ili Barake  
#GR CigarPairing

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