

# Got Rum?™

FEBRUARY 2013

FROM THE GRASS TO YOUR GLASS!





# Got Rum?

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ON THE COVER: Nothing like a spiced Hot Rum  
Toddy to eradicate the winter cold.

## FROM THE EDITOR

### Kaleidoscopic Rum

**W**ell, we managed to survive one more “end-of-the-world” prophecy, one more holiday season of shopping and festivities and, in many places around the world, one more winter season. All around the world there are presidents being elected, re-elected, falling ill or are recovering miraculously. All the while, rum inside oak barrels continues to age patiently, silently witnessing weather changes, shrinking and expanding days and oblivious to the conditions being suffered by their human masters.

In the past, I’ve written that drinking a fine rum is like picking up a kaleidoscope: you have a general idea of what you will experience, but the manner in which it manifests is as unpredictable as the shape of a snowflake. Let’s take the aroma: if you’ve been grilling food, your sense of smell may not allow you to pick up the subtle, tannic notes or the hints of toasted almonds from the cellulose in the oak staves. If, on the other hand, you’ve been drinking red wine while eating maple-glazed turkey breast slices, your palate may not allow you to detect the aldehydes and esters (primarily fruity and floral aromas) in your rum. Your experience of the rum in the previous scenarios may differ significantly from one you could have enjoyed when tasting the rum on an empty stomach, first thing in the morning (yes, some of us do call this “work”!).

It is almost as if each of the angels guarding the barrels in the warehouses used the barrels as organoleptic kaleidoscopes and, even after blended and bottled, some of that magic endures as we sip the fine nectar from our snifters. It is for this reason that I really, really enjoy aged



rum! Sure, I find mojitos made with white rum refreshing and light, but my heart is not in mixology, where flavorful ingredients are skillfully mixed with my rum to produce something grandiose. No, my heart is in drinks that pack in their own succulent array of aromas, flavors, complexities and kaleidoscopic properties.

I want to take this opportunity, my first one of 2013, to thank all those who still believe in the importance of traditional aging, in oak barrels, over long periods of time. It is only through your rums that our industry will reach its full potential.

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.





**O**n January 1, 2013, we unveiled the new and improved “Got Rum?” website. We are thankful to our readers and clients for suggesting all the changes we are implementing, they are all aimed at making your “Got Rum?” experience a more enjoyable one.

Many of our readers asked (some even politely demanded!) that we offer new content more frequently than once-a-month. Others told us how it is important for them to be able to share articles they like on Facebook. We listened attentively to all requests and evaluated what was practical and justifiable given our overall corporate priorities.

Here is a list of the enhancements available on the new website:

- 1** A diversity of **Banner Advertising Options** reserved exclusively for the rum industry.
- 2** A **Facebook-Friendly Interface** to “Like” individual articles, reviews or stories, without leaving “Got Rum?”.
- 3** **Ability to Post Comments** and/or questions on an article-by-article bases.
- 4** **RSS Feeds:** you will no longer need to wait for an entire month before getting the rum information you want. You will be able to sign up for only the RSS feeds you want (Book Reviews and Rum Labs, for example) and will be notified immediately when new content is posted in those sections.
- 5** **Improved Subscription Service.** You can sign up for weekly updates. That’s right: four times a month you will get a

digest of everything happening in the rum world. This is a perfect source of fresh rum news. All current “Got Rum?” subscribers will automatically be registered for the weekly update notification. New users can register from the main page.

- 6** **New Rum Event Calendar.** You can now find out what is scheduled to happen in the industry month-by-month. Learn about rum events worldwide, even submit your own event.
- 7** **Enhanced Site Search.** You will be able to search for articles by subject, keywords and even by author.
- 8** **Picture Galleries and Much More!**

To summarize, “Got Rum?” is not going away. All of our current columns will continue but you will be able to have access to the new content faster, no longer will you have to wait until the beginning of each month. You will also continue to have access to the “Got Rum?” archives, both in electronic and in printed format.

We are pleased to be able to implement all of the suggestions from our fans and colleagues. Our goal remains the same: to continue educating rum consumers and assisting the rum industry worldwide.

Luis & Margaret Ayala, Publishers

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6 Rum Events Calendar

NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
November							
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Top Headlines

A listing of our most recent stories, including news, reviews, interviews and more.  
[The History and Science of the Barrel Lesson - 1: The Art of Cooperage](#)

FEATURES



**Clément Créole Shrub Liqueur D'Orange**  
This rum liqueur is a great addition to Rhum Clément's portfolio. [more >](#)

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## **From the Grass to your Glass!**

Rum and Cocktail Reviews

### **Don Julio Daiquiri**

*Published: Wed, 16 Jan 2013 12:45:00 GMT*

This cocktail uses Dictador 12 Year Old Ultra Premium Reserve Rum from Colombia.

[Read Entire Article](http://www.gotrum.com/articles/don-julio-daiquiri/): <http://www.gotrum.com/articles/don-julio-daiquiri/>

### **Dictador 12 Year Old Rum**

*Published: Tue, 15 Jan 2013 10:16:00 GMT*

This rum is produced by Destileria Colombiana located in Cartagena de Indias, Colombia. The distillery was established in 1913 by Don Julio Arango y Parra.

[Read Entire Article](http://www.gotrum.com/articles/dictador-12-year-old-rum/): <http://www.gotrum.com/articles/dictador-12-year-old-rum/>

### **Outer Banks Rum Cakes**

*Published: Tue, 08 Jan 2013 09:00:00 GMT*

With almost 300 years of rum-running history along North Carolina's coast, this 1 lb. Outer Banks Rum Cake glistens with Carolina pecans and sugar crunch topping. Made with premium rum and just a hint of orange.

[Read Entire Article](http://www.gotrum.com/articles/outer-banks-rum-cakes/): <http://www.gotrum.com/articles/outer-banks-rum-cakes/>

### **Sea Island Java Rum**

*Published: Mon, 07 Jan 2013 10:00:00 GMT*

Sea Island Java Rum is handcrafted using sugarcane from South Carolina, Florida and Louisiana. Then it is infused with coffee and spices to create a spiced rum.

[Read Entire Article](http://www.gotrum.com/articles/sea-island-java-rum/): <http://www.gotrum.com/articles/sea-island-java-rum/>

## Rum Events

### Rum In Rome Fest

*Published: Thu, 06 Dec 2012 15:00:00 GMT*

The First National Rum Festival held in Rome, Italy on November 3rd-4th of 2012. Organizer of the event was Leonardo Pinto.

[Read Entire Article](http://www.gotrum.com/articles/rum-in-rome/): <http://www.gotrum.com/articles/rum-in-rome/>

## Editorials

### Caribbean Pairing

*Published: Wed, 09 Jan 2013 11:00:00 GMT*

The Pairing: Cigar- Vitola Distinguidos from the Cuaba family from Cuba. Rums- DonQ Gold Rum produced by the Serrallés family, located in Ponce, Puerto Rico and Ophimus 25 Years Old Rum produced by Oliver & Oliver from the Dominican Republic.

[Read Entire Article](http://www.gotrum.com/articles/caribbean-pairing/): <http://www.gotrum.com/articles/caribbean-pairing/>



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## EXCLUSIVE INTERVIEW



We are happy to bring you this interview with Mr. Olli Hietalahti, CEO of One Eyed Spirits, as part of our continuous effort to educate consumers and trade members about the industry.

Celebrity-endorsed spirits can be tricky, as often their only claim to fame is the name associated with the product. In “Ron de Jeremy” we find an authentically-aged rum inside the bottle, capable of surviving close scrutiny, formulated to be equally pleasing neat or in a cocktail.

We feel this is a winning combination and wish the producers great success.

*-Publishers*

**Q: You are probably tired of talking about it, but could you share with our readers how the idea of “Ron de Jeremy” was born?**

A: Actually I still like to tell the story. After all it changed my professional life. As you know most good ideas are born in a bar. Several years back when I was still working at advertising I was sitting in a bar in Amsterdam with my good friend and colleague Jouko Laune. There was a rum poster on the wall, you know, a nice picture of a bottle with a caption “Ron de...”. We can’t remember which brand it was, but it made us realize that ron is the Spanish word for rum. Then the idea came to us simultaneously. Ron means rum! Ron Jeremy! There are many Rons but only one is larger than life. There was a lot of laughter that night! There and then we developed the brand and Jouko did the first sketches of the bottle layout. Naturally on the bar receipt.

**Q: That is fascinating. One of the things that I find special about Ron de Jeremy, is that when people first hear about the rum, they don’t really expect it to be anything special, but when they try it, they all agree is quite fantastic. Why was it important to you to have a world class rum inside the bottle?**

A: When we were developing the idea many people said it doesn’t matter what you put in the bottle, it’s going to sell thanks to Ron Jeremy. We never bought that. Sure it might sell one bottle, but we wanted people to come back for more. Our aim was to create smiles with the brand and satisfaction with the rum. We are grateful and humbled that Don Pancho agreed to create the rum. As one blog nicely said: “It’s all Ron Jeremy outside and Don Pancho inside.” That’s exactly the way we like it.

**Q: I have noticed you have also won accolades in competitions. Can you tell us more about them?**

A: Yes, 2012 was good for us also in that respect. For Reserva we got Gold at the International Rum Conference in Madrid and SIP Awards and Silver at Rum Masters. Spiced scored Platinum and Best of Class at SIP Awards.

**Q: Which countries is Ron de Jeremy currently available in?**

A: 2012 was absolutely manic for us. We started the year with few markets and closed with 20 countries. Currently we are available in the USA (Florida, California, Massachusetts, New York and Tennessee), Canada, Australia, New Zealand, UK, Germany, Holland, Belgium, Switzerland, Spain, Italy, Denmark, Sweden, Norway, Finland, Czech Republic, Slovakia, Cyprus and St Barth. There are a lot of discussions going and a lot of interest from new markets. We expect to be in 25





countries soon. But there are still places to go. The key for us is to find importers and distributors who truly dig and understand the brand.

**Q: I heard that you have a very ambitious plan for expanding the market while at the same time offering consumers a once-in-a-lifetime opportunity. Can you tell us more about this plan?**

A: Yes. Ron Jeremy is a global icon of popular culture so there naturally is demand from all over the world. We're expanding to satisfy that demand. As we are a small independent company this requires additional funding. We have many, many times met people who've said "hey, what a cool idea, I wish there was a way for me to be part of it." Now with the rise of new funding vehicles namely crowd funding there is. So instead of talking to deep pocket angel investors or VC's we are offering the chance of being part of something cool to just anybody. With only € 1 000 you can now own part of a growing spirits company and become a true business partner with the legend.

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

A: It has been quite a ride and we're grateful for all the support we've received. We hope we have managed to make people smile more and -through the appeal of Ron Jeremy- hopefully introduced a few people to great rums.

Thank you again for taking the time to grant us this interview, we wish you and your entire team great success.

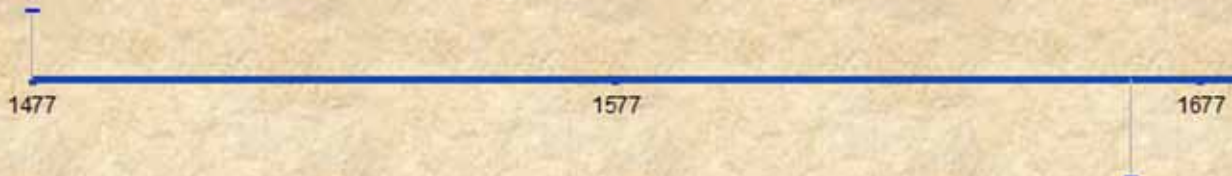
Thanks Luis! All the best to you and Margaret. Cheers!

# RUM IN HISTORY



## February Through The Years

1477 - Christopher Columbus visits England, but fails to obtain the financial support needed for his venture in quest for a new route to the Indies.



1655 - England imports less than 88 tons of sugar, a figure that will grow to 10,000 tons by the end of the century as tea consumption, encouraged by cheap sugar, increases in popularity.





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

1800 - Selective breeding experiments begin to increase the  
sugar content of sugar beets, currently at six percent.

1979 - St. Lucia, St. Vincent and the Grenadines gain their  
independence from Britain.

1777

1877

1977

1974 - Grenada gains its independence from Britain.



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# PAIRING TOBACCO & RUM



By Philip Ili Barake, Cigar Sommelier



## Caribbean Pairing

I know that in my country, Chile, we have the exact opposite climate than in the United States. For example, if it is summer in Chile, then the USA is in its winter season. So I was inspired by these opposites to choose my next pairing from the Caribbean, whose warm climate is very similar to that of South America. The cigar comes from the Cuaba brand from Cuba and it will be paired up with two rums: first with one from DonQ of Puerto Rico and second with a rum made by Oliver & Oliver of the Dominican Republic. The sequence of these pairings will be quite interesting.

First, I begin by describing all the parties involved in this month's pairing. The cigar I have chosen is the Vitola Distinguidos from the Cuaba family, with a ring gauge of 52, 162 mm in length and with a medium to heavy body. This cigar has been in my collection since 2009 under ideal conditions, which is sure to make this a very pleasant smoke. The shape of Cuaba cigars is very peculiar, giving them characteristics very much like those of a Doble Figurado cigar, a tobacco that was

manufactured and consumed a lot during the second half of the nineteenth century. This cigar will give me about an hour's worth of pleasure and tranquility.

So, what will I have to drink for the next hour as I smoke my cigar? Right now, as I prepare for the pairing, it is 4:00pm and it's about 30° C (86°F). As I am smoking the first third of the cigar, I notice that it has a somewhat refreshing feeling and so it occurs to me that the best way to enjoy these moments is to pair it with some DonQ Gold Rum served in an ice-filled glass with sparkling mineral water so as to not alter the taste of the rum. I know that my recommendation of adding this sparkling water can seem a bit exaggerated, but the truth is that the properties and characteristics of the rum do change when mixed with different types of water.

DonQ is produced by the Serrallés family, located in Ponce, Puerto Rico, and they have a long family history of being in the sugarcane industry, making this region a landmark for all rum connoisseurs. Serrallés has been producing excellent rums for about 150 years, and so in this pairing we will begin by using their DonQ Gold. You may tell me that this rum is not the best rum to use because of its young age, especially when pairing it with such a fine cigar (with blends of ½ to 5 years in American oak barrels). I would absolutely agree with you, however, I only need this rum for the first third of the cigar to complement the high temperatures, and so I will drink the rum exactly as I had recommended earlier so as to maintain the refreshing feeling.

And so in the case of the Dominican Republic, I shall leave the very last phase of the pairing (the last 2 thirds) to a rum produced by Oliver & Oliver called Opthimus 25 Years Old. This rum





has very distinct periods of maturation and then it is blended with the oldest rum resulting in a very controlled Solera blend, but at the same time giving it its artisan character. So, in this final pairing I will be sipping this rum neat, in a snifter, with no ice or water. This is the best way to finish the last two thirds of the cigar.

Back to the beginning: as I light up my cigar, in this case the Doble Figurado, I need to exercise caution so as not to burn the cap of the cigar (as I did in December's pairing with the Chubby Especial by Zino Platinum). In this case, I will cut just a little on the side of the mouthpiece so as to get an even burn; some of you may have your own techniques you prefer.

Now that the cigar is lit I start to detect earthy notes along with the taste of coffee beans and I also notice the draw of the cigar has been excellent since the beginning. As I start to blend the rum with the cigar it does exactly what I had anticipated, it is notably refreshing with soft hints of vanilla, a characteristic of light rums that have been well distilled and filtered.

Something that did occur that I was not anticipating was that I found myself drinking more due to the enjoyment I was getting from the ambient temperature and the refreshing feeling. The cigar, on the other hand, displayed very smooth notes making the initial pairing not a bad start after all.

Towards the end of the first third of the cigar, I give it a "refill", which means to add a shot of rum to the glass, since the ice is melting, diluting the rum. The "refill" causes notes of vanilla and saffron to reappear.

In the next two-thirds of the cigar I move on to the Opthimus 25 Year Old Rum which highlights and enhances notes of caramel, vanilla, powdered cocoa, lactic notes of fatty chocolate and subtle notes of cinnamon accompanied by a change in heat and warmth in the mouth (of course, because I consumed it with no ice). The more I continued to smoke; I kept on discovering that the body of the cigar was demonstrating its true strength. With its aggressive notes and well-marked tobacco, they began to blend with the rum's notes bringing forth notes of dried figs, raisins (in part from the rum), black tea and toasted coffee beans (from the cigar). These last notes lingered through the last third of the cigar, along with strong smoked coffee and burnt caramel, a very pleasant finish.

This pairing reminded me that one can join the Caribbean, taking advantage of the best from each country, and you will always be pleasantly surprised. I hope you will all be able to repeat this pairing when the weather is more conducive for you and summertime comes around.

Days before I write about my pairings, I post photos on my Twitter account about the pairings I will be making for the upcoming month. I would love to hear your ideas, comments and/or concerns. You can find me on Twitter at @Cigarili.

Happy New Year!

Philip Ili Barake  
Cigar Sommelier  
Philip@GotRum.com



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