

# Got Rum?

SEPTEMBER 2018

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM -  
MUSE OF MIXOLOGY - RUM HISTORIAN -  
RUM IN THE NEWS - EXCLUSIVE INTERVIEW -  
COCKTAIL GARNISHES - RUM UNIVERSITY**



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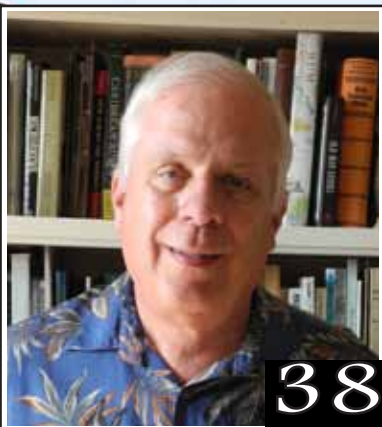




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# Got Rum?®

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FRONT COVER: Elegant Cocktail Garnish

INSIDE SPREAD: Oceanfront Mojito



# FROM THE EDITOR

## Garnishers and Garnishes

Garnishes, like ornaments, are important tools to capture our attention, to draw us towards objects that, undecorated, would probably not attract us initially. They are also good tools to inspire our imaginations, to make us have thoughts or to experience feelings that would otherwise not be present.

Sugarcane growers and alcohol distillers are not garnishers per-se, since they are actually *transforming* the raw materials they have into something completely different. One could argue, however, that anything that happens after rum has been distilled (and aged, if applicable), is a form of *garnish*, since it is designed to attract the attention of the potential consumer. The first example of this is the packaging, where names, bottle shapes, labels and caps/corks play not only a pragmatic role, but also a decorative one.

Many of my mixologist friends tell me that the cocktail components (aside from the distilled spirits) are not garnishes, but rather additional ingredients, just like the alcohol. The combination of all the ingredients -they add- produces something new, often better than the sum of the individual parts. But just like a rum without its packaging, a cocktail also needs to attract the attention of consumers, and what better way to do so than through the use of attractive glassware and garnishes.

However, as Cris Dehlavi wisely points out in this month's article (pages



14-17), it is easy for a garnish to cross the line and actually *tarnish* the drink (do you really want cheese or a sausage in your drink?).

So next time you look at a bottle of rum or at a mixed drink, stop for a moment to recognize, analyze and -hopefully- appreciate its use of garnishes!

Cheers,

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

Luis Ayala, *Editor and Publisher*



<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!

## Plantation Xaymaca Extra Dry

Xaymaca- when the Spanish arrived in Jamaica in the 1500's it was what the native Taino/Arawak tribes called their home island which translated to mean "the land of wood and water". I thought it was an interesting choice for a name and with an "Extra Dry" tag on it makes me curious to see if Pierre Ferrand, owners of the Plantation rum line, are going to create a Xaymaca line of products. When the company purchased the West Indies Rum distillery they gained a percentage of the Long Pond Distillery so the possibility of a new Plantation Jamaican product line is an interesting idea. Speculation aside, what we have with this product is an interesting blend of 100% pot still rums from the Clarendon and Long Pond rum distilleries that are aged in used bourbon barrels. This blend of rums is comprised of two different rums from each distillery, which is then blended and aged another year in used Cognac casks. From Clarendon, the rums are aged for one to three years; of the Long Pond components, one is aged for a year and the second is aged up to 8 years. I had heard there was an older Long Pond component to the blend but there is no mention of it on the label or website. If this is indeed true, I will be curious to see if the omission from future bottlings affects the flavor profile. The rums are blended and bottled at 43% ABV and will be part of the core Plantation line along with Three Star, OFTD, and Stiggins' Fancy Pineapple.

### Appearance

One of the things I have enjoyed about the most recent Plantation rum releases is the amount of information loaded on the labels. In the bottle, the liquid holds a dark copper color and lightens to golden amber in the glass. Swirling the liquid creates a ring that thickens quickly dropping fast moving legs. As the ring continues to thicken a second wave of slower moving legs descend before pebbling and evaporating. Nose



After pouring the rum I had to take a good bit of time to let it settle in the glass. The aroma had an interesting intricacy that slowly revealed itself as I evaluated the spirit. The tropical fruit notes that drifted from the glass provided hints of roasted pineapple, cooked green apples, toasted bananas, with a hint of apricots before being buried by the pungent alcohol. Herbaceous vanilla and sharp vegetable notes drift and dominate briefly before deeper aromas emerge of smoked leather, charred oak, black tea, and baking spices.

### **Palate**

Sipping the rum delivers a swirl of flavors on a slightly oily foundation that drifts to dry oak notes fairly quickly. The strength of the alcohol initially buries the flavor profile and it takes some time and coxing to discover the hidden components that make up this spirit. Herbal vanilla, the tropical fruit notes from the aroma, along with a touch of cherry wood creates the high notes while baking spices, and sea salt form the midline. The foundation of the rum is comprised of the roasted flavor notes and funky vegetable notes. As the rum begins to fade, a sugary sweet pear note emerges and mingles with the charred oak before fading in a long dry finish.

### **Review**

Evaluating this rum neat was an interesting exploration as you really have to be patient with the strength of the alcohol while discovering the tasting notes. Due to this, I would not recommend it for sipping. By design the rum was created to be used in a wide range of cocktails and I can see it getting used across the cocktail spectrum anytime a Jamaican rum is in the recipe. As part of the evaluation process, I tried it out in a simple daiquiri and was happy with the outcome. Other cocktails that had a balanced fruit base also did well. Fairly priced, I can see this rum taking its place as part of the Plantation rum portfolio.



www.plantationrum.com

# THE ANGEL'S SHARE

by Paul Senft

## Foursquare Rum Distillery Exceptional Cask Dominus

Historic Barbados Foursquare Rum Distillery has released three rums to the United States market during 2018. We reviewed Premise earlier this year and now I present to you the seventh expression in the Exceptional Cask Series: Dominus. This rum is created from fermented molasses using a pot still and a traditional twin column still. The rum was then aged for three years in used Bourbon barrels and then transferred to ex-Cognac casks and aged for an additional 7 years. The rum was then blended to 56% abv and bottled for distribution.

### Appearance

In the bottle and glass the rum holds a chestnut color with subtle ruby highlights. Agitating the liquid creates a medium band that slowly forms legs and beads up on the glass. The label on the bottle provides the basic details of the rum sharing the definition of Dominus to be "Master of the House".

### Nose

The aroma of the rum delivers a lovely bouquet of fragrant vanilla bean, muscadine grape, caramel, mocha, banana flambé, and dried apricots.

### Palate

The initial sip is a swirl of tropical fruits and spices held together by caramelized vanilla. Additional sips have the vanilla, spices and lightly charred oak notes form the foundation as the fruit notes form the mid and high notes. The fruit notes manifest in the form of cooked bananas,

plums, dried apricot, and raisins with just a hint of dried orange peel and lemon zest for good measure, while spice notes of cinnamon, allspice and cacao drift in and out of the profile. As the rum begins to fade, the oak notes along with a brandy-esque flavor linger in a long finish.

### Review

As the finish of the rum is still lingering on my palate I found that I enjoyed the complexity of the flavor profile. For me this rum is clearly a sipper though I am sure I know a few bartenders who could work some real magic with it in a cocktail. For me, Foursquare rums have evolved to the point where they are in a class of their own compared to other rums from the island of Barbados, if not the rum world.

It will be interesting to see how the other companies in Barbados and beyond rise up and compete with Richard Seale's creations. Such competition is great for us, the rum consumers; because at the end of the day competition stimulates creativity and helps elevate the entire rum category. When I started my rum journey Foursquare produced a small line of rums and now has the expansive Doorly's line, R.L. Seale, Foursquare Spiced, Old Brigand, and Exceptional Casks Series that covers the entire spectrum for folks who enjoy their products. All I can say is I am very curious to experience their next creation. Cheers!





@foursquare.rumdistillery

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# COOKING WITH RUM

by Chef Susan Whitley



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

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

Sue@gotrum.com

Here are a couple of rum-inspired recipes that are sure to make you the star of your next gathering. Cheers!

## Spirited Filet Mignon

### Ingredients:

- |   |   |
|---|---|
| 6 Tbsp. Butter                            | ½ C. Scallions, minced                  |
| 8 Slices of Filet Mignon, beat until thin | 2 Tomatoes, peeled and diced            |
| Salt and Pepper to taste                  | 6 Drops Kitchen Bouquet                 |
| 2 C. Chopped Parsley                      | 8 oz. El Dorado 12 Year Old Rum, warmed |
| ½ C. Canned Broiled Mushrooms             | 2 C. Heavy Cream, warmed                |

"Never eat pasta  
expecting it to taste like steak."

— Anthony T. Hincks



### Directions:

Heat butter in a chafing dish. Once butter begins to foam, add the meat which has been seasoned to taste with the salt and pepper. Cook for about a minute and turn meat. Add parsley, mushrooms, scallions, tomato and Kitchen bouquet. Stir and heat for about 3-4 minutes. Pour warmed rum over meat and light with a match. While flaming, pour the warmed heavy cream slowly into the flames. Turn meat, stir and serve immediately spooning gravy on top of the meat on each plate. Serves 4.



## Rum Cheesecake

### Crust:

1 ½ C. Graham cracker Crumbs  
1/3 C. Butter, melted  
1/3 C. Sugar

### Directions:

Preheat oven to 350°F. Mix all ingredients together and press evenly across bottom of a 10 inch springform pan. Bake for 8 to 10 minutes; cool and fill.

### Filling:

¾ lb. Cream Cheese  
¾ lb. Dry Cottage Cheese  
¼ Cup Flour  
4 Eggs  
1 c. Sugar  
½ C. Light Cream  
1/8 tsp. Salt  
Juice and rind of 1 Lemon  
3 Tbsp. Dark Rum



### Directions:

Beat cheeses together until creamy. Add flour to cheeses. In a separate bowl, beat eggs and sugar until light and add cream, salt, lemon juice, rind and rum and mix well. Add mixture gradually to cheese mixture and beat until smooth. Pour into graham cracker pie crust. Bake at 350°F for 45 minutes. Turn heat off. Leave cake in oven for additional 45 minutes with the door open. Place cake in refrigerator to chill before serving.



⊖ *m. Acidum minerale*

⊕⊖ *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*

⊕⊖ *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 (Jelenites, gipsum)*

⊖ *Terra ponderosa*

⊖ *Magnesia*

making your own

# Paper from Sugarcane Bagasse

## Ingredients/Tools

- Paper scraps
- Bagasse
- Blender
- Large plastic tub
- Dryer lint
- Liquid starch
- Window screening
- Wood frame or deckle
- Tacks
- Felt or flannel
- Sponge
- Baking sheets
- Newspaper
- Clothesline

## Directions

For this project you will need to find a source for bagasse. Look for a market that presses their own sugarcane in a mechanical presser and ask for the leftover bagasse.

Stretch a piece of window screen material over a wooden frame and tack it in place.





The screen should be flat and tight, with no warping. You can use an old wooden picture frame or a store-bought deckle. This is your mold.

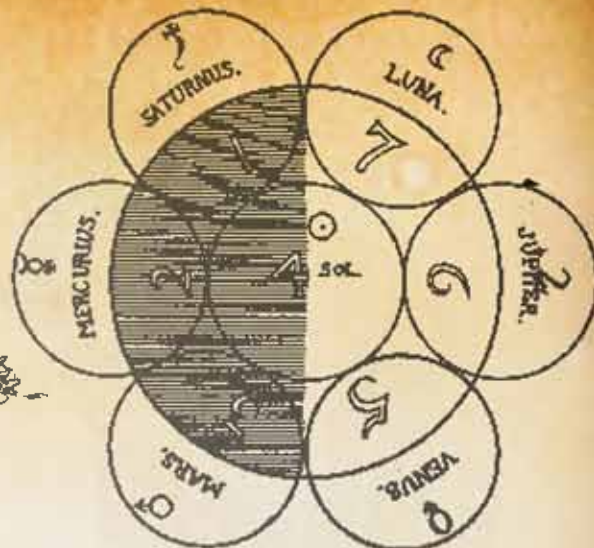
Place your mold into the tub (you can also use a large sink) and fill with water so that the water covers the mold. Hold the mold under the water with one hand while you pour the pulp onto the mold with the other hand. Swish the mold around in the water until the pulp forms an even layer on top of the mold.

Lift the mold slowly out of the water. Let the water drain off the paper and mold and place it on a flat surface. Place the felt fabric over the mold, hold it in place and gently turn the mold and felt upside down and place it on a flat surface. The felt should now be on the bottom, with the mold on top.

Use a sponge to press as much water as you can out of the paper by pressing the sponge against the screen. Rub the sponge back and forth over the screen, wringing out the water when it becomes saturated. Ease the mold off the paper. The paper should remain on the felt. Gently but firmly press down on the paper with the sponge.

Cover the paper sheet with another piece of felt and transfer the paper and felt to a baking sheet. Place another baking sheet on top. Place the whole thing into a sink or empty tub and press down hard to remove more water. Remove the baking sheets and felt. Gently pick up the paper and lay it on newspaper, or hang it on a clothesline to dry. It takes one to three days to fully air dry, depending on the humidity. You can also dry the paper by running a blow-dryer, set to a low heat, over it until it is dry.

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





# 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.






## Cocktail Garnishes.... too much or too little?

The Wikipedia description of a garnish is that they are “*decorative ornaments that add character or style to a mixed drink*”. But did you know that a garnish can also be FUNCTIONAL?

I have always said that cocktails should be 3 things: They should TASTE delicious, (obviously!), LOOK delicious, and SMELL delicious. These can all be achieved through the garnish. A garnish on your drink doesn't have to just be an umbrella and a flower, it can also be practical and useful, like a twist of citrus.

When I started bartending 20 years ago it was quite common for the bartender to cut lemon twists during their lunch shift to be used later that night. It was a small piece of lemon peel (which by the dinner shift was dried out) that was simply dropped into the drink as a visual aid. As the craft cocktail movement progressed, bartenders realized that placing the peel in the martini did nothing except add a pop of yellow color.





All citrus peels (lemon, lime, orange and grapefruit) have oil in them and when expressed over a drink they release a wonderfully aromatic scent over the top. This can vastly change the way the drink both smells and tastes. That oil is also flammable (yes, flammable!) so if you spray it over a flame it will ignite and the scent then becomes smokey! Don't worry, it's just a tiny flame but it can certainly change the overall flavor of the cocktail. Another great example of an effective garnish is the use of fresh herbs. All herbs have an aromatic oil in them, and if you place a beautiful sprig of mint or thyme in your hand and lightly "clap" your hands, the smell will unleash tenfold. Be careful though--- you don't want to bruise or crush it as most herbs are very delicate and require finesse. Garnishing a drink with a fresh basil leaf or rosemary twig will not only add color and aesthetic to your cocktail but as you bring the glass to your nose you will be amazed at the fragrance from the essential oils.

Now as for elaborate garnishes, I believe that there are certain drinks that not only call for it but need it. I am not referring to the recent Bloody Mary trend where bartenders are adding hamburgers, sausages, celery, olives, pickles and cheese. That, in my opinion, is overkill and really unnecessary. However, a classic Tiki drink often has more than just a slice of orange and it plays along with the overall





theme. Tiki cocktails are meant to transport you and the whimsical garnish has a lot to do with it. I remember the first time I went into a real Tiki bar. It was February in Ohio, in the dead of winter. There was a foot of snow on the ground, the outside temperature was below 20 degrees, and the last thing I felt like drinking was a cold and tropical drink. (I had my heart set on hot chocolate). I walked into the bar and immediately felt like I was in the South Pacific on a hot summer day. There were palm trees, hammocks, Tiki statues and Polynesian music. In that moment I completely forgot I was in a winter coat and snow boots. I ordered a drink and it came in a red and orange volcano bowl garnished with pineapple fronds, fresh orchids, lime wheels AND an umbrella. The drink itself was delicious but the presentation was something to behold. I sat and enjoyed that cocktail as much as I ever had enjoyed one before, and totally forgot about the gloom of winter outside.

Have fun with your garnish game when making cocktails. When applicable I always steer towards the functional aspect of a garnish but I also love the option of adding new and unique things to change the overall look of a drink.

Cris



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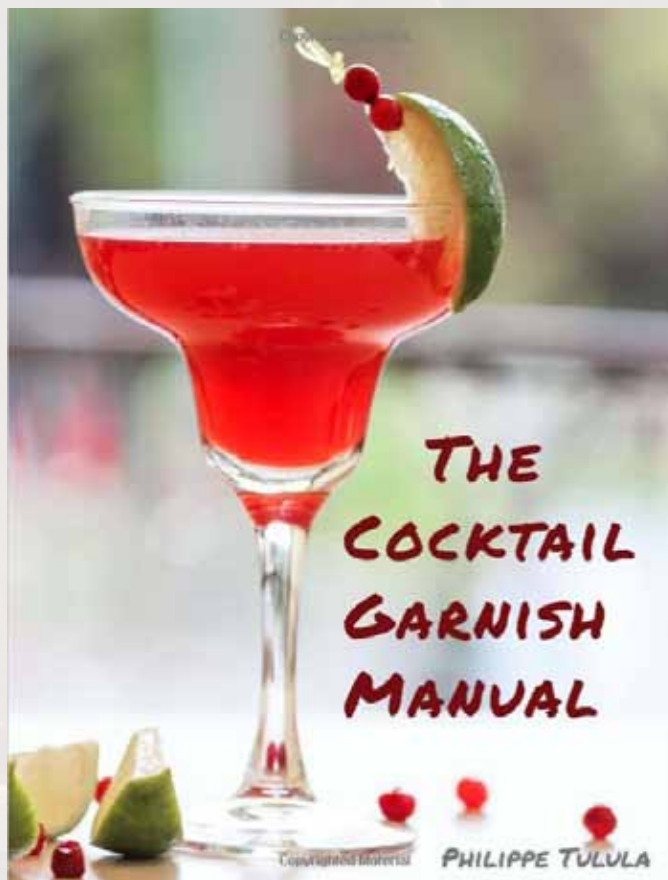
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## The Cocktail Garnish Manual

(From the Publisher) The cocktail world has been experiencing a renaissance in the last few years. Creativity, techniques and ingredient quality have steadily been improving. But the visual part of the drink is still lagging behind, and garnishes are the next frontier in this renaissance.

This book is the first fully dedicated to cocktail garnishes. It builds progressively from simple techniques to advanced ones. So, whether you are a beginner or a professional, you will find useful techniques and tips to create beautiful garnishes.



The book covers all types of garnishes (over 220 different in total): all varieties of fruit (citrus, berries, cherries, apples, etc), multi-fruit garnishes, rims, fire, ice, chocolate and sugar work (inspired by the pastry world), even modernist techniques. Each garnish includes step-by-step instructions generously illustrated with pictures of the steps.

ISBN-13: 978-0692507001

Paperback: 132 pages

Publisher: World Cocktails Publishing  
(February 25, 2016)







A glass of orange cocktail with a sugared rim and a blue skewer with a yellow garnish. The background is a blurred red and gold bokeh.

# The Art of the cocktail Garnish

Part I



An elegant arrangement where the shape of the Martini glass is echoed by the pineapple wedge. Green ribbons add a sense of organic and dynamic movement, while the orchid blossom anchors the stem. A colorful and inviting juxtaposition of shapes, colors and textures.



## Part I: Introduction to Cocktail Garnishes

by Margaret Ayala

Cocktail garnishes are accessories or decorations that are added to mixed drinks to enhance their appeal, resulting in a more pleasant experience for the consumer. They do for drinks what clothing accessories (jewelry, purses and hats, for example) do for people: they can be purely ornamental or they can have pragmatic roles too. Take a hat, for example, it can be purely decorative, or it can protect the person from excessive sun (it can also cover-up a bad hair!).


### Organic vs. Artificial

**Organic garnishes** are those that will decompose in the trash or in the landfill, leaving nothing behind but nutrients for future generations of plants and/or critters. Examples of organic garnishes include: plant materials such as leaves, flowers, branches, fruits, seeds, nuts, roots and other similar items. Also included are spices or condiments such as salt, sugar, pepper, coffee (beans or ground), chocolate, candies, tobacco, animal protein (bacon, ham, chicken, shrimp, etc) and most paper/cellulose products.

**Artificial garnishes** are those made from synthetic or non-biodegradable material, or from material that will take a very long time to decay. Examples of artificial garnishes include: plastic implements such as swords, straws and stirrers.



A striking visual composition, contrasting shapes and textures, resulting in a thought-provoking experience.



### Organic Edible vs. Organic Inedible

Safety First! If you decide to go the edible route of organic *and* edible garnishes, make sure that all your ingredients are edible by themselves and also that they do not pose risks when combined with alcohol. The best example is caffeine: by itself (in coffee, for example) it is fine, but it is a *stimulant*. Alcohol by itself is also fine, but it is a *relaxant*. Problems can occur when you combine a stimulant and a relaxant; some people may have severe reactions. Search the internet for “Four Loco” to learn more about this.

Many restaurants and bars are adopting the “eat local” philosophy, which is great. Just make sure that if you buy locally-grown mushrooms or herbs that you are 100% confident of their taxonomy and potential side effects.

Pairing: just like with food + wine or rum + chocolate pairings, some of the best gastronomic experiences are the result of consumers combining different products on their plates and in their mouths. The best garnishes will make a drink look awesome, but their aromas and taste (if edible) will also combine perfectly with the cocktail, enhancing the consumer’s organoleptic experience.



### Forms, Shapes and Colors

One way to look at cocktail garnishes is to think of the serving glass as a flower vase. How then, would you make a flower arrangement using this vase? Thinking this way will force you to look at the dimensions of the glass, as well as, its shape and color. You can get a lot of inspiration from *Ikebana*, the Japanese flower-arrangement art.

You can also think of the serving glass as a person's head, and you are trying to find the perfect hat for that person.

### Environment Impact

Last, but not least, let's discuss the environment. Countless plastic straws are discarded daily by members of the hospitality industry, inundating landfills and making their way into our oceans, where they pose a threat to aquatic life. Every time you use a non-degradable garnish you are creating one more piece of trash that will affect our planet. I applaud the many bars around the world that are already banning straws, but the fight does not end there, we must transform our way of thinking about what we really need in order to sell our drinks. Remember, there is a very short distance between *garnishing* and *tarnishing*!

Margaret E. Ayala

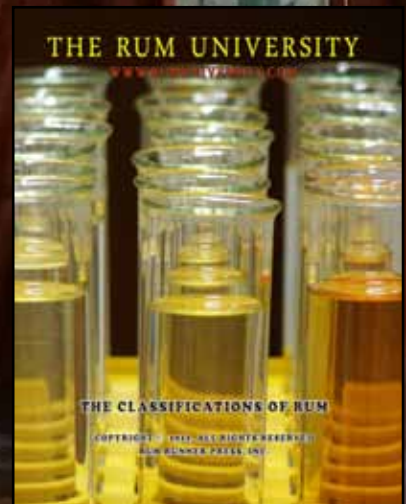
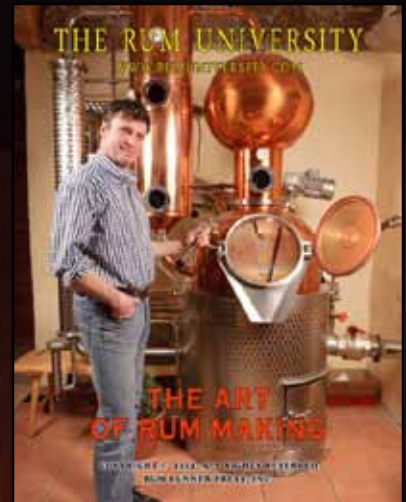
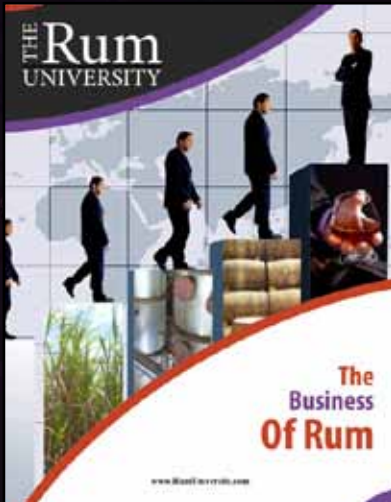
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### Garnish Challenge

Are you proud of your garnishes? Do you want the world to see them? Email us a photo for a chance to be published in an up-coming issue. Professional and amateur categories. Mail to: [info@gotrum.com](mailto:info@gotrum.com)



**5-Day Rum Course: February 4th-8th 2019, Kentucky, USA**



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[moonshineuniversity.com/product/5dr\\_020419/](http://moonshineuniversity.com/product/5dr_020419/)











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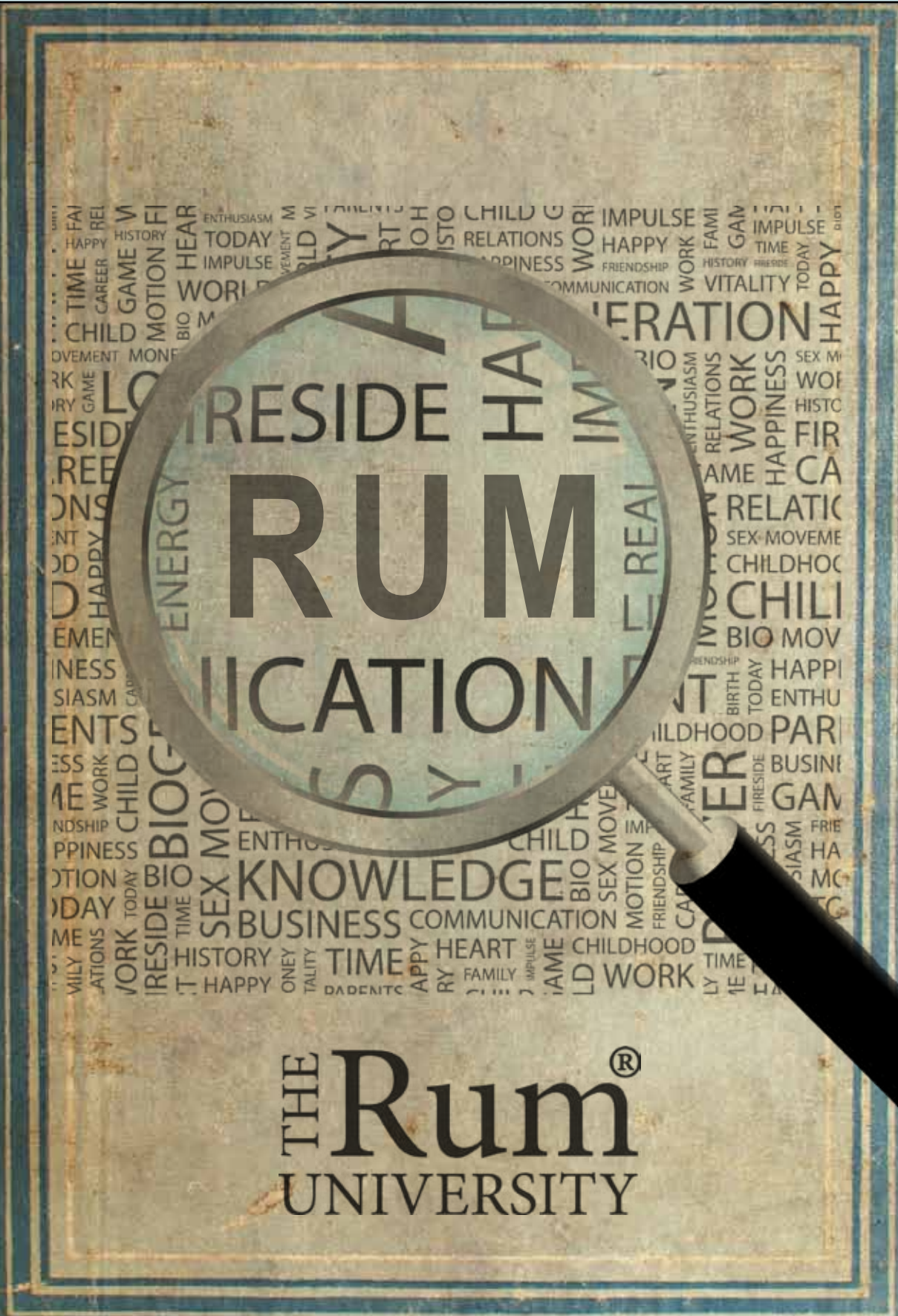
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- High Congener (Including High Esters), Low Congener or Blends
- Aged in American or French Oak Barrels
- Aged in Rye Whiskey, Bourbon, Tequila, Red or White Wine Barrels
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**T**he rum industry owes 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: Christian Ehrenfried Weigel**

Christian Ehrenfried Weigel was a German scientist, specialized in chemistry and botany. He was born on May 24th, 1748 in Stralsund, Germany.

In 1771 he graduated as a chemist and botanist from the University of Greifswald, having studied under Johann Christian Erxleben (Christian's Doctoral advisor) in Göttingen. In 1774 he started teaching chemistry, pharmacy, botany and mineralogy at the same university. He became the personal physician of the Swedish royal house two years later. Among other accomplishments, Weigel developed a cooling heat exchanger (Gegenstromkühler), which was later improved upon by Justus von Liebig and then became to be known as the Liebig condenser (Liebigkühler), which vastly improved the cooling of volatile vapors, enhancing greatly the efficiency of distillation operations.



#### **The Liebig Condenser**

The condenser known as the Liebig type, a most basic circulating fluid-cooled design, was invented by several investigators working independently; however, the earliest laboratory condenser was invented in 1771 by Dr. Weigel. Weigel's condenser consisted of two coaxial tin tubes, which were joined at their lower ends and open at their upper ends. Cold water entered, via an inlet, the lower end of this jacket and spilled out of the jacket's open upper end. A glass tube carrying vapors from a distillation flask passed through the inner tin tube, not in contact with the cooling water. Weigel subsequently replaced the inner tin tube with a glass tube, and he devised a clamp to hold the condenser. In 1791, the German chemist Johann Friedrich August Götting (1753–1809), who was a former student of Weigel, sealed both ends of Weigel's condenser.

Alcohol  
Vapor In

Warm  
Water  
Out

Cold  
Water In

Condensed  
(liquid)  
Alcohol Out



The German chemist Justus Liebig (1803–1873) eliminated the inner wall of Weigel's condenser, placing, in direct contact with the jacket's cooling water, the glass tube carrying vapors from the distillation flask. He also replaced, with glass, the outer metal wall of Weigel's condenser and he used rubber hoses, instead of metal tubes, to convey water to and from the condenser.

The design popularized by von Liebig thus consisted of an inner, straight tube surrounded by an outer straight tube, with the outer tube having ports for fluid inflow and outflow, and with the two tubes sealed in some fashion at the ends (eventually, by a blown glass ring seal). Its simplicity made it convenient to construct and inexpensive to manufacture, the higher heat capacity of the circulating water (vs. air) allowed for maintaining near to constant temperature in the condenser, and so the Liebig type proved to be the more efficient condenser—capable of condensing liquid from a much greater flow of incoming vapor—and therefore replaced retorts and air condensers.[citation needed] An added benefit of the simplicity of the straight inner tube design of this condenser type is that it can be “packed” with materials that increase the surface area (and so the number of theoretical plates of the distillation column, see section below), e.g., plastic, ceramic, and metal beads, rings, wool, etc.

Dr. Weigel also achieved notoriety in the field of botany: the honeysuckle genus *Weigela* is named after him.

In 1792, Dr. Weigel was elected a foreign member of the Royal Swedish Academy of Sciences (*Kungliga Vetenskapsakademien*), an independent, non-governmental scientific organisation which takes special responsibility for the natural sciences and mathematics, but endeavours to promote the exchange of ideas between various disciplines. Every year the academy awards the Nobel Prizes in Physics and in Chemistry, the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel, the Crafoord Prize, the Sjöberg Prize and several other prizes.

Dr. Weigel was ennobled in 1806 and carried a “von” in his name from then on. He died on August 8th, 1831 in Greifswald.

#### Did you know that...

- ... distilling alcohol is relatively straightforward, what makes it expensive are the costs involved in heating the fermented wash and then cooling down the condensed alcohol vapors.
- ... water used to condense alcohol must be cooled down before it can be used again as a coolant. Efficient distilleries use this hot water to pre-heat fermented wash going into the stills, reducing heating needs and speeding up the distillation process.
- Improper cooling of condensers results in alcohol vapor losses and can lead to explosions!



# THE RUM HISTORIAN

by Marco Pierini



**M**y name is Marco Pierini, I was born in 1954 in a little town in Tuscany (Italy) where I still live. I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been History. Through History I have always tried to know the world. Life brought me to work in tourism, event organization and vocational training. Then I discovered rum. With Francesco Rufini, I founded La Casa del Rum (The House of Rum), that runs a beach bar and selects Premium Rums in Italy, [www.lacasadelrum.it](http://www.lacasadelrum.it)

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

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

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

## THE ORIGINS OF ALCOHOLIC DISTILLATION IN THE WEST

### 8. FROM APOTHECARY TO TAVERN

As we have seen in the previous articles, as far as we know, large-scale commercial distillation of alcohol, that is, the practice of distilling wine to produce *aqua vitae*, *water of life*, in sufficient quantities for regular sale and consumption began in Modena, Italy at the beginning of the 13th century. The distillation of wine became common throughout Europe after this.

In the Nordic countries, where grapevines would not grow and wine had to be imported and was therefore expensive, someone began to distil alcohol from grains. In Gaelic this was known as *uisgebeatha*, meaning the water of life, later to become whisky.

Let's read our Forbes again: "It seems that the *apothecaries* were the first to produce alcohol on a large scale. ... That they were the principal tradesmen in alcohol is clear from early police regulations such as those of the Town of Nurnberg of the





thirteenth and fourteenth century, in which 'gebrannter wein, bernewin, brandwin, etc.', that is, brandy, is specified as their special product. There is no doubt that brandy was not an expensive drink used by the higher classes only before 1500 as some authors have claimed. It was consumed by all classes and its spread can be read from the regulations cropping up from time to time, for instance in Frankfurt, where we find regulations of 1361, 1391, 1433, 1456, 1487, etc. which intend to cope with the spread of drunkenness and unruly behavior of intoxicated burghers.' ... Gradually the preparation of alcohol passes from the hands of the apothecary to those of specialists like the vintner or the 'water burner' (Wasserbrenner), the distiller..."

Forbes also writes: "Towards the end of the fourteenth century or the beginning of the fifteenth the manufacture of spirit from corn was discovered, which meant a cheaper product in those countries where wine had to be imported such as the Low Countries, England and Northern Germany. At the same time the use of sweetened alcoholic beverages

spread again from Italy, where we find recipes as early as VILLANOVA [1240-1311]. These 'liqueurs' and the secret of their manufacture were brought to Paris by Italian distillers in 1332. In general liqueurs consist of alcohol, sugar or syrup and some flavouring matter. ... The most beloved liqueur which the Italian brought to France was '*rosoglio*', a liqueur with the smell of roses. From France the habit of drinking liqueurs spread, and though the amount consumed grew it remained rather a luxury. ... In the wake of the liqueurs, brandy and aquavit came to France. The art of the distillers of Modena travelled along the same road as their product to Germany, where wine spirit came into vogue in the mining industry. At the end of the fourteenth century strong spirits were drunk all over Europe ..."

Moreover, we know that at the court of the Popes in Avignon, writers addressed the question of preserving the health with the water of life in the early decades of the 14th century, and that in 1330 Pope John 22nd had an alembic made to produce it. We know of the existence of a true professional corporation of distillers (*ayga*



ardenterius) in Provence as early as 1411.

As we know, there were two basic types, right from the start: water of life simple (*aqua vitae simplex*) made of distilled wine alone, practically nearly pure alcohol; and water of life composite (*aqua vitae composite*), in which plants, roots and medicinal herbs of all kinds were added to the distillate. As well as their curative properties, these also often added flavour.

One of the most unusual of the many types of liquor produced, at least in terms of today's tastes, was *Aurum potabile* (which, more or less, we may translate as drinkable gold), a great success among the wealthiest. It was made from an infusion of gold bars or foil (or even just gold filings) in wine and then distilling it. Distillation had to be repeated to extract all the (supposed) medicinal virtues of gold and transfer them to the resulting liquor, which was universally viewed as a very powerful drug. People were convinced that drinking it regularly had numerous beneficial effects, including preservation

of the body against the corruption of time. And of course its high price made it available exclusively to the upper classes.

People had been drinking fermented beverages, above all wine and beer, for thousands of years for their flavour and nutritional value, but above all for the effect that the alcohol contained in them has on our minds, alcoholic intoxication. Conviviality, relaxation, joy, forgetting their daily troubles... people sought this and more in alcohol, which is why it has found such an important place in the culture and everyday lives of so many peoples.

In the early 14th century, though it was now widely available and consumed in fairly large quantities, *aqua vitae* was still taken primarily as a medicine, not for the effect of the alcohol it contained. But both doctors and patients soon realised that *aqua vitae* (or rather, the various different types of *aqua vitae* that were becoming available)

was much stronger than wine and beer and could produce the same effects more rapidly and effectively.

We don't know, and perhaps will never know, exactly when, where and how *aqua vitae* stopped being a medicine and became a drink enjoyed for pleasure, but the overall picture is clear.

Where did it happen? On the basis of what we have seen so far, we may say that consumption of *aqua vitae* for pleasure probably became widespread in Italy first, then in Germany and France, before spreading to the rest of Europe.

When? It's impossible to date this event precisely, as it was a process rather than a sudden change, but we may say that *aqua vitae* came out of the pharmacist's laboratory and onto the innkeeper's table at some point in the 14th century, following the success of Taddeo Alderotti's works and after *aqua vitae* from Modena became common.





Lastly, *how* did the custom of drinking aqua vitae for pleasure, along with or in place of the traditional beer and wine, originate? The merit lies with the doctors and their prescriptions: Alderotti and other physicians of his age prescribed aqua vitae not only for rubbing onto painful or diseased body parts, but above all for drinking. Physicians not only prescribed it to treat a number of illnesses, but, fascinated by its virtues, recommended drinking it regularly, every day, even when healthy, not to cure but to prevent illness, stay healthy and – *dulcis in fundo* – ward off old age. Drinking aqua vitae became a habit for many well-intentioned patients, and we may well imagine they quite enjoyed it. In Tuscany, an anonymous fourteenth-century author wrote a treatise entitled *Ars operativa medica* in which we may read of aqua vitae: “And its goodness acts not only on the body, but on the soul: it causes us to forget our sadness and anxiety, makes us merry and refreshes the intellect when we dedicate ourselves to the study of difficult and subtle matters, gives courage, helps to lessen the effects of pain and fatigue, and has many more properties of this type.” And here we are coming very close to consumption for pure pleasure.

Lastly, fear made a significant contribution

to the spread of the practice of drinking aqua vitae, or rather, liquor and spirits. The Black Plague made its appearance in 1348: one of the greatest pestilences in European history, the disease killed about a third of the continent's population, and other lesser but still terrible epidemics continued to strike all over Europe in the centuries that followed. Physicians were practically powerless, and recommended the terrified population drink aqua vitae (which many of them called *aqua ardente*, that is, burning water) every day not only to treat but to prevent the Plague.

Franciscan friar Giovanni di Rupescissa wrote in his “*De consideratione quinta essentia*” around the year 1350: “A little good aqua ardente must be taken every morning, as much as may be contained in an eggshell; and as much may be contained in a walnut or hazelnut shell, four to six times a day, if desired. In this way, corrupt air cannot harm.”

And many people continued to drink it after the Black Death was gone. Of course, tavern keepers were only too happy to have these new products to serve to their customers.

Marco Pierini



# RUM IN THE NEWS

by Mike Kunetka

A photograph showing a stack of US dollar bills on the left, slightly out of focus. To the right, four white wooden blocks are arranged in a row, each with a black letter, spelling out the word 'NEWS'. The blocks are resting on a light-colored, textured surface.

## CANE & BEAN 1870

"Cacao Infused Rum Spirit Drink. Single Traditional Bajan Rum, aged for 5 years in ex-bourbon casks, then infused with unroasted, organic Peruvian Criollo Cacao." The label says it all! No added sugars, coloring or artificial flavors. Cane & Bean 1870 has been getting rave reviews for not being sickly sweet or full of artificial flavors and actually tasting like rum with a genuine and authentic cacao taste. Andrew Laird, the man behind Cane & Bean, was a chef at a Michelin three star restaurant and specialized in dessert development and became Level 2 Certified in Chocolate Tasting. He chose a single blended rum (column still rum with a small amount of pot still rum) from the Foursquare Distillery in Barbados. The rum has spent five years in ex-bourbon barrels and is then infused with organic Cacao from Theobroma Trees from a farming cooperative in Peru. The cacao is fermented for seven days in the Amazonian Highlands, sun dried, de-shelled (winnowed). It is then smashed into delicious crunchy nibs to infuse into the rum. I am told that the 1870 does not refer to the year 1870, but to the fact that Barbados is 1870 miles from Peru. [www.caneandbean1870.co.uk](http://www.caneandbean1870.co.uk)

## VIRAGO SPIRITS

Brothers Brad, Barton and Barry have longed to start a family business and Brad's longtime love affair with homebrewing steered them to open Virago Spirits, joining what will be almost sixty distilleries in Virginia by the end of the year. A 11,000 square-foot public tasting room on Rhoadmiller Street in Richmond will open soon, but production began back in May. Their first release will be Four Port Rum, a blend of the following: 8 year old pot and column distilled rums from Barbados, 4 year old pot still rum from Jamaica, 5 – 8 year old column still rum from Nicaragua and 6 year old column still rum from Panama. Hence, the name, Four Ports. The

Richmond Times Gazette reported that a rum fermented and distilled from scratch at Virago's production facility in Richmond is on the horizon, but Haneberg says he and his brothers wanted to offer something a little different by starting off with a blended product. "Most rums are coming from a single distillery," he says. "With spirits you have to master fermentation, distilling, aging and blending, and by blending we're able to kind of show off that portion of the art." For their in-house products, the brothers have purchased a 150-year-old gas fired still previously used by Hardy Cognac in Cognac, France. The 2,500-liter, Charentais-style alembic still allows the Hanebergs to craft spirits with more intricate and prominent flavor profiles. "Our distillation process is intentionally laborious and requires significant patience, skill and attention to detail, with a single distillation lasting upwards of 13 hours," says Barry. "Just as direct-fire heating adds layers of depth and complexity of flavor, slow distillation maximizes our ability to separate alcohols and retain flavor."

## SAINT LUCIA

Admiral G. Rodney was a brilliant naval strategist, an inveterate gambler and an unscrupulous collector of the spoils of war. He will forever be remembered as the Admiral who broke the French line at the Battle of the Saints thus ensuring British domination of the Caribbean. The Admiral Rodney series of award winning rums celebrates this famous naval battle and toasts the courage and valor of British sailors who "broke the line" and vanquished the French fleet. The first three offerings in the Admiral Rodney Series will be HMS Princessa, HMS Royal Oak and HMS Formidable.

HMS Princessa was originally a Spanish vessel captured by the British in 1780 at the battle of Cape St. Vincent. Captained by Charles Knatchbull with Rear Admiral Francis Samuel Drake aboard, this 70 gun ship of the line was



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.

one of the first ships to engage the French in the Battle of the Saints. Fighting valiantly, the *Princessa* engaged the enemy throughout the battle and inspired us to create this rum which embodies power and integrity. Admiral Rodney *Princessa* contains rum aged exclusively in American white oak bourbon casks. All the rums have been aged between 5 and 9 years before being blended together by our Master blender. HMS *Royal Oak* was in the vanguard of ships to engage the French in the famous Battle of the Saints. Captained by Thomas Burnett, the *Royal Oak* maneuvered skillfully and brought to bear all of her 74 guns on the enemy for the duration of the battle. With 8 men lost and 20 wounded, the *Royal Oak* played an integral role in the first skirmishes of the battle and encouraged us to create a rum of rarity, intensity, and boldness. Admiral Rodney *Royal Oak* contains Saint Lucia Distillers original blend of Coffey still rums aged in American white oak bourbon casks aged 7 to 12 years.

HMS *Formidable* was Admiral Rodney's flagship in the famous Battle of the Saints. *Formidable* was in the center of the British fleet and took advantage of a sudden change of wind to "break the line" and sail into the French fleet unleashing her 98 guns on Admiral de Grasse's ships. Fighting with gusto and courage, *Formidable's* gallantry has inspired an exceptional rum that celebrates valor, honor, and service. Admiral Rodney *Formidable* contains rums aged in American white oak bourbon casks. The base distillates have been aged for a minimum of 9 to 12 years in tropical heat which significantly speeds the maturation.

### **APPLETON**

Our friends in Canada will soon have an opportunity to purchase a limited release of a 15 year old Appleton. The special offering should be available shortly in Liquormarts throughout Canada. It is bottled at 43% in an attractive, new bottle. Richard Carelton Hacker of the Robb Report recently wrote about a new 30 Year Rum coming from Appleton. He writes that it is only the second time in its 269-year history, Appleton Estate, the oldest continuously producing rum distillery in Jamaica, is about to introduce a limited edition 30 year old rum that even

surpasses the depth and flavor of its original 30 Year Old expression, which debuted in 2008. If you consider the tropical aging process in Jamaica, you can imagine how much of a barrel the angles would take in 30 years. And to make things more challenging, Jamaican rums can only designate the youngest rums on the label; this newest 30 Year Old includes rums over 50 years old. In his article, Hacker notes Joy Spence, Appleton's Master Blender, was able to achieve the taste profile she desired by using Appleton's traditional mix of both copper pot and column stills and a unique Jamaican version of the ancient solera system (although the distillery doesn't call it that). "We undertake a decanting or refilling process on our rums every three years," says Spence. "We select a batch of rums of the same age and marque [denoting a specific distillation]. Each barrel is first checked, and, if they pass the quality test, they are dumped [emptied into a vat] and then refilled to 'brim full' with rums from similarly-aged distillations. Refilling the barrels to 'brim full' capacity with rums from the same distillation date slows the rate of evaporation but does not affect the aging process any other way. It also ensures that we can age our rums for longer periods of time without losing so much strength that the product can no longer be called rum." Starting out fifty years ago as 26 barrels, evaporation has taken its toll; by 2011 only 13 casks remained. Spence composed the final 50-plus-year-old blend from these casks, then married them together for another year prior to bottling. Scheduled to be released in October 2018, only 4,000 bottles of Appleton Estate 30 Year Old have been produced, with just 900 bottles for the United States. The new 30 Year will be bottled at 86 proof.

### **RHUM JM**

Rhum JM is known for their special vintage rums. Taking it one step farther, their latest offering is Multimillesime, a term that is most commonly found in the world of cognac, the multi-vintage, typically a trilogy of vintages. In this case, it is a combination of JM vintages: 2002, 2007 and 2009. Multimillesime will be bottled at 42.3%.

# RUM IN THE NEWS (continued)

by Mike Kunetka

A stack of US dollar bills is visible on the left side of the image. To its right, four white wooden blocks are arranged in a row, each with a black letter on its top face, spelling out the word "NEWS". The blocks are resting on a light-colored, textured surface.

## DIPLOMATICO

E. & J. Gallo Winery (Gallo) announced today that it will be the exclusive U.S. importer for luxury rum brand Diplomático, a super-premium rum recognized and awarded around the world for its superior taste, quality, and mixability, and garnering numerous 90-plus point scores. Produced by Destilerías Unidas S.A., Diplomático is recognized as one of the finest rums in the world. The Diplomático Distillery sits at the foot of the Andes Mountains and has been producing top-quality spirits since 1959. Today the team of award-winning Maestros Roneros (master rum makers) combine traditional methods with modern technology to produce a range of distinctive rums, including Diplomático's flagship rum, Reserva Exclusiva. This sophisticated sipping rum has become a benchmark for rum lovers and connoisseurs around the world, receiving the highest honor of a Double Gold Medal at the San Francisco World Spirits Competition in 2016. "We are excited to become the U.S. partner for Diplomático, and look forward to adding their ultra-premium rums to our growing luxury spirits portfolio," said Bill Roberts, Vice President and General Manager for Gallo Spirits. He added, "Diplomático has built an incredible following among the leading mixologists and thought-leading bars and restaurants, and we look forward to continuing that direction as more and more Americans are introduced to luxury rum." "As a family business, we are honored to partner with the Gallo family. We appreciate their long-term view to building brands, and their commitment to continue growing Diplomático's popularity in the U.S.," said José Rafael Ballesteros Meléndez, Diplomático Rum's President. As part of the agreement, Gallo will import three different portfolios of Diplomático Rum in the U.S.: The Tradition Range (\$26.99 to \$42.99) which includes the iconic Reserva Exclusiva; the Distillery Collection (\$79.99); and the Prestige Range (\$129.99 to \$269.99). Diplomático joins

Gallo's growing U.S. luxury spirits portfolio, which also includes Jura, Dalmore, Argonaut Brandy, and Germain-Robin. Terms of the agreement were not disclosed. Diplomático Rum, a family-owned brand, is a luxury rum from Venezuela inspired by the character of Don Juancho Nieto Melendez. Don Juancho had a strong desire to explore the sources and processes responsible for the alluring flavors of traditional beverages, collecting an array of exotic rums along the way. To honor his dedication, his adventurous spirit, and his passion for rum, his portrait is illustrated on the Diplomático label. Located at the foot of the Andes Mountains, the Diplomático Distillery (producing top-quality spirits since 1959) combines traditional methods with modern technology to produce the finest of rums. The production area boasts great conditions for sugar cane and rum production, including fertile lands, abundant water and a tropical climate. The product range consists of the Tradition Range: Planas (aged up to 6 years), Mantuano (aged up to 8 years) and Reserva Exclusiva (aged up to 12 years), the Prestige Line: Single Vintage and Ambassador, both aged 12 years and finished in Spanish sherry casks for one and two years respectively, and a Special Edition: The Distillery Collection featuring a Single Batch Kettle rum and a Single Barbet Column rum. Diplomático is distributed in over 70 countries and is the leader of the super-premium category in several European markets, including France, Germany and the Czech Republic. In North America, Diplomático is a front-runner in the premium-and-above rum segment, which has seen steady growth as rum premiumization has steadily risen in recent years.

## RUMS OF PUERTO RICO

Starting in September until December 2018, Rums of Puerto Rico is bringing to seven (7) cities in the US a glimpse of the Puerto Rico national rum festival "Taste of Rum". The event



will celebrate its 10th edition and there's no better way to share some of the experience, culture, music and rums though out the United States with this Pop-Up US Rum Tour. The tour offers rum-lovers and newcomers a chance to taste a wide variety of Puerto Rican rums such as Bacardi, Don Q, Caliche, Ron del Barrilito and more. One can try all rums either neat, on the rocks or feature rum cocktails elaborated by each venue's mixologists. For attendees looking to geek out, Rums of Puerto Rico Brand Ambassador, Ramon Diaz will be offering Aged Rums Tasting Seminar in each city. Certainly, great music will be provided by Puerto Rico's own DJ DNGR GRDN.

The Pop-Up US Rum Tour events; will take place on the following dates, venues and cities:

Sept 7th - Pagan Idol - San Francisco, CA  
Sept 28th - Maman & Mimi - New York City, NY  
Oct 11th - Ronero - Chicago, IL  
Nov 9th - Cafe Citron - Washington, DC  
Nov 16th - Trader Vic's - Atlanta, GA  
Dec 6th - The Townsend - Austin, TX  
Dec 8th - The Ruins - Dallas, TX

The goal of the Pop-Up US Rum Tour is to promote; the amazing rum brands produced in Puerto Rico, Puerto Rico's official rum festival "Taste of Rum" that will take place in March 2019 and the island as a destination. Rum production and tourism are fundamental revenues for the island. "As champagne is to France, Rum is to Puerto Rico. Which means that rum-making in the island is serious business, governed by strict quality control guidelines and regulations, when it comes to rum, Puerto Rico is the land that sets the bar, we are THE RUM STANDARD. "- Mentions, Alexandra Salgado, Rums of Puerto Rico, Director. In Puerto Rico all rums must adhere to strict standards by law: they must be aged at least 1 year, gold rums must be aged at least 2 years, and premium rums no less than 6 years. Additional quality standards include the requirement of using only the best molasses; aging in white oak barrels; and the production of rum by a continuous distillation process only (not a still). All these requirements add to the flavor and quality of the final product. "Hurricane Maria was a challenge, but our Island is recovering and open for business. We want you to join our Pop-Up US Rum Tour so you can try our great rums and then, in March 2019 visit Puerto Rico for our famous rum festival "Taste of Rum". - Said, Federico Hernandez - Partner at The Rum Lab. Rums of Puerto Rico, a division of the Puerto Rico Industrial Development Company (PRIDCO), was created

in 1948 to promote the sugar cane industry and portrait the excellence in craftsmanship and dedication of all the rums manufactured in Puerto Rico. The Rums of Puerto Rico Program provides marketing incentives, which are used by the brands to advertise and promote events as part of co-branding campaigns. Learn more at [www.rumcapital.com](http://www.rumcapital.com).

## CHALONG BAY

Blending vision and passion, Chalong Bay's dream is to create truly original handcrafted rum using sustainable production that binds the traditional French art of distillation with the rich sugarcane heritage of Thailand. Using a traditional copper still imported from France and a centuries-old distillation process, Chalong Bay's innovative craftsmanship has produced an award-winning rum of incredible character, originality and smoothness, giving full expression to the 100% natural Thai sugarcane contained within. In their quest for authenticity they ventured to the original source of sugarcane throughout the world, South East Asia and in particular Thailand, due to its exceptional richness of over 200 different varieties. After rigorous research they selected only indigenous single variety best-in-crop sugarcane, grown without chemical fertilizers, in partnership with local farmers who still harvest their crop by hand, preserving the pure essence of natural sugarcane. These traditional methods of growing and harvesting sugarcane allow us to produce 100% natural first press cane juice that's ready to be distilled. This organic liquid treasure is rich in character and what lends our award-winning natural rum that distinctively extra smooth tropical taste with its expressive aroma of natural purity. Their website states "We are passionate about purity and go to extreme lengths to guarantee that our rum offers you the purest expression of 100% natural Thai sugarcane. Whilst respecting the tradition of rum making we use a novel approach that involves innovative craftsmanship, sustainable production and local enterprise. We love what we do, and in partnership with local farmers continually aim to refine our craft to produce truly remarkable tasting rum that's appreciated as much for its taste as its values. Our craft is as pure as our rum Chalong, which means 'celebration' in Thai, captures the real essence of Chalong Bay, which celebrates the authentic traditions of rum making as well as the rich mix of heritage, culture and people that are involved in producing our award-winning natural rum."

A close-up photograph of a person's hand holding a small, realistic-looking globe of the Earth. The hand is positioned on the right side of the frame, with the thumb and fingers gently cradling the globe. The globe shows the Americas, with North and South America visible in brown and green, surrounded by blue oceans and white clouds. The background is a soft, out-of-focus green, suggesting a lush forest or garden. The lighting is bright and natural, highlighting the texture of the skin and the details of the globe.

# RUM and the Environment





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

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

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

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

# EXCLUSIVE INTERVIEW

by Margaret Ayala



Karen Hoskin, co-founder, co-owner, and CEO of Montanya Distillers, Crested Butte, Colorado.

The spirits industry has been dominated by males for quite a long time, so I tend to get super excited when I run into a woman who is every bit as good -if not better- than her male counterparts. It gives me great pleasure to share this exclusive interview with Ms. Karen Hufnagel, owner of Montanya Distillers. When she is not busy distilling, she is either protecting the environment or working on her books! Cheers!

Margaret Ayala, Publisher



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

Karen Hoskin, co-founder, co-owner, and CEO of Montanya Distillers, Crested Butte, Colorado.

**Q: How did you first get started in the spirits industry? What was the inspiration behind Montanya Distillers?**

I began my career as a bartender and bar manager back in 1984. I worked my way through college and graduate school tending bar and managing bars and restaurants. In 2008, I opened my own craft distillery, rum bar and eventually a restaurant, which is now celebrating its 10th anniversary.

**Q: You have been working very hard to make your operation environmentally**





**friendly. Which obstacles were the hardest to overcome and how did you do it? Has this been a rewarding process? What message do you have for distillers that are NOT taking any steps towards reducing their environmental footprint?**

My greatest hurdle has been keeping our environmental commitments from being unraveled by my 23 staff members when our growth becomes hard to manage. When we are in coping mode and running around, environmental commitments can feel hard to attend to. For example, we recycle all of our plastic film through a partnership with the company Trex, but when everyone is flying to fill orders and keep customers happy, I occasionally find plastic film in the trash. I may be the only craft distillery owner who rifles through the trash can to remove recyclables. We are trying so hard to reduce and eventually eliminate solid waste from our distillery, but on some days, it is just brutally hard to keep everyone on the same page. This year, we put all of the expectations in our policy manual and made them a part of performance evaluation. That has helped so much! I highly recommend that

any distillery wanting to improve their environmental commitment make a step by step plan, put it into policy incrementally, then evaluate it regularly. The worst kind of sustainability is the kind that proves it isn't sustainable on a busy day.

**Q: What rums do you currently have in your portfolio?**

**Montanya Platino** is a barrel aged rum, distilled from American Sugar Cane. The Platino is aged for one year in an American White Oak barrel that previously held Laws Colorado Whiskey and then aged our Montanya Oro rum. The Platino is then filtered through a coconut husk charcoal filter to remove color but leave behind most of the natural flavor. Unlike many light rums, the Platino has the smoothness contributed by barrel aging in addition to the complex flavors of an aged rum, while it is free of the cloying sweetness of added sweeteners and flavorings. The Platino does receive a tiny touch of Colorado Rocky Mountain honey at bottling time, which brings out the natural flavors of the barrel and the rum itself.

**Montanya Oro** is also a barrel aged rum, aged for one year in an American White Oak barrel that previously held Laws Colorado Whiskey for two-five years. The Oro goes into the barrel when it is wet and fresh from the whiskey, so it is more full-bodied and picks up more flavor from the oak. The Oro also receives a tiny touch of Colorado Rocky Mountain honey at bottling time, but is never filtered to remove color. The natural color of the barrel remains, along with a slight bit of color from the caramelized honey. Unlike many dark aged rums, the Oro never receives molasses caramel or artificial colorings/flavorings. The flavors in the Oro emerge naturally from the sugar cane and barrel aging process.

**Montanya Exclusiva**, our limited release only available in Colorado as of October 2015, is barrel aged for a total of three years - two and a half years in an American White Oak barrel that previously aged Colorado whiskey. The rum is then transferred for an additional 6 months to a French Oak barrel that previously aged Sutcliffe Vineyards Cabernet Sauvignon and Port. This three year aged rum is wonderfully unique, with a dry, tannin finish that is very rare in aged rums. The smoothness from being longer aged at altitude and proofed with mountain spring water from a well under our facility makes it a connoisseur's sipper.

**Montanya Aniversaria**, our limited 10th Anniversary release, is only available in Colorado at our Tasting Room (325 bottles total in first release) as of April 2018. This rum is barrel aged for four years - three and a half years in an American White Oak barrel that previously aged Laws Colorado Bourbon. The rum is then transferred for an additional four months to a French Oak barrel that previously aged Sutcliffe Vineyards Cabernet Sauvignon and Port. The final finishing barrel for the last several months previously held Peach Street Bourbon in American White Oak. This four year aged rum is wonderfully unique and smooth, with a slightly sweeter finish than the Exclusiva, with fruity notes - tart cherry and peach. The flavor profile is extremely complex and long lasting.

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

44 U.S. states, 7 countries, Drizly, 1000corks.com, and 800Spirits.com and many more online locations

**Q: Do you offer tours of your distillery?**

Yes, we offer daily tours, free rum tastings, and a full rum bar with artisan cocktails, farm-fresh appetizers and small plates. We are open seven days a week. We also host







live music on many evenings during the ski and summer seasons. In addition, we have a gift/bottle shop. We are kid friendly and handicap accessible. We do not take reservations, but try our best to seat guests within ten minutes of their arrival. You're welcome anytime! If you want to take a tour with a distiller while rum is being made, give us a call or send us an email before your visit. We have two outdoor patios at our tasting room. In the winter, we seat customers in the tasting room on two floors where it is warm and cozy from the stills!

**Q: Do you have any signature cocktails? Which is your personal favorite and why?**

Our most popular cocktail at my rum bar is The Maharaja. I created this one almost 20 years ago because my love of rum began on a beach in Goa, India. This cocktail is a tribute to all of the flavors of India, yet like nothing you have ever tasted before. My personal favorite is The Basil Paradisi.

Our Montanya Platino infused with Basil served with fresh grapefruit and lime, with a tiny touch of simple syrup. So light and refreshing.

**Q: There are not many women who own and/or operate rum distilleries. What advice do you have for women who may be intimidated by this industry and who are afraid to try?**

Join The Women's Distillery Guild! I founded this non-profit organization to help women in the industry step out of their lonely corners into collaboration, mentorship, and mutual support. Having a community and a network makes all the difference. We are developing so many cool programs to support women and their success in this industry.

**Q: Congratulations are in order for your recently-published second book on cocktails! Could you tell us a bit about this book, including the inspiration behind it?**

TRUE AMERICAN RUM

MADE BY HAND  
*in*  
CRESTED BUTTE  
COLORADO  
USA

*Really.*



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Thanks! So many people ask me for cocktail recipes, and they usually want photos too. I tried putting them on our website, but I never kept it up to date enough as new favorites were added to the menu at my bar. So I decided to create a book series so people always could have recipes at their fingertips all the time. I completely forgot to put hot cocktails in the first book, so people were a little salty about that. Where is The Hottanya? Where is the Rum Wassail? It was clear from the moment the first volume came out that a second volume was going to happen. We keep adding new rum expressions (the Exclusiva and the Aniversaria), so I needed to add recipes for those too. Hence a new volume. Maybe someday it will be a boxed set!

**Q: Where is your book currently available for purchase?**

You can buy the book online at [MontanyaRum.com](http://MontanyaRum.com) and then click on Shop. You can also buy it at our tasting room in Crested Butte, Colorado.

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

They can send an email to [info@montanyadistillers.com](mailto:info@montanyadistillers.com), or call our distillery at 970-799-3206. We are also active on Facebook and Instagram.

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

Hold on to your hats. Rum is so exciting right now. What a moment for our noble spirit. I hope we can all keep our geekiness and general fun-loving spirit as the rest of the world finally gets excited about this category that we have been loving for a long time. Just don't start breaking our tiki mugs!

**Margaret:** Again Karen, thank you so much for the opportunity to interview you. I wish you and your team much success.

Cheers!  
Margaret E. Ayala

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# 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).



## Rusty Hook

Continuing my quest to use rum-versions of classic cocktails, I searched for an adapted version of the Rusty Nail, but was not able to find one, despite my search efforts. I am confident one already exists out there, but for now this is my creation, one that I'm calling *Rusty Hook*.

The original, classic recipe may vary a bit, but it typically calls for Drambuie, in equal proportions as Scotch Whisky. Some recipes use a rusty nail and citrus peel as garnish. My version is as follows:

45 mL Drambuie  
60 mL Ron Brugal Extra Viejo  
Garnish: 4 Cloves and Orange Peel

I selected Ron Brugal Extra Viejo from among the rums I brought back from my last trip to Puerto Plata, Dominican Republic. I travelled there for the Dominican Rum Festival and, as you can imagine, the clear sponsor was Brugal.

For the cigar, I selected a Robusto (50 x 5) from the "Yellow Series" line from the Tatascan brand. These cigars are made from 100% Honduran tobacco, with a distinct strength and robustness, which I think would be a perfect match for the pairing. The cigar is wrapped in paper and is pre-cut in the "perilla," which is the part of the cigar that touches your lips when you smoke.

Got Rum?







Photo credit: @Cigarili





As I light up the cigar, as it is the case with all Honduran tobaccos, I perceive a dry earthiness that is very well-defined (at least for me) and that tends to be even stronger in fuller-bodied tobaccos. During the initial couple of minutes of smoking, this note reassures me that I made the right decision by selecting this cigar.

I must admit that, at the beginning, I used equal volumes of rum and Drambuie, like the original Whisky recipe, but the rum was not able to come across in the cocktail, so I had to adjust the volumes. The idea in a cocktail is to have a good balance, so I was able to increase the volume of rum to 2 ounces. The orange peel helps highlight the freshness. Even though the original Rusty Nail can be very sweet, which is the last thing in my mind when I think of cigar pairings, in the case of this rum pairing, the combination keeps you coming back for more.

The dryness from the Honduran tobacco, perceived by many smokers (including me), is a perfect counterpart for the sweet cocktail.

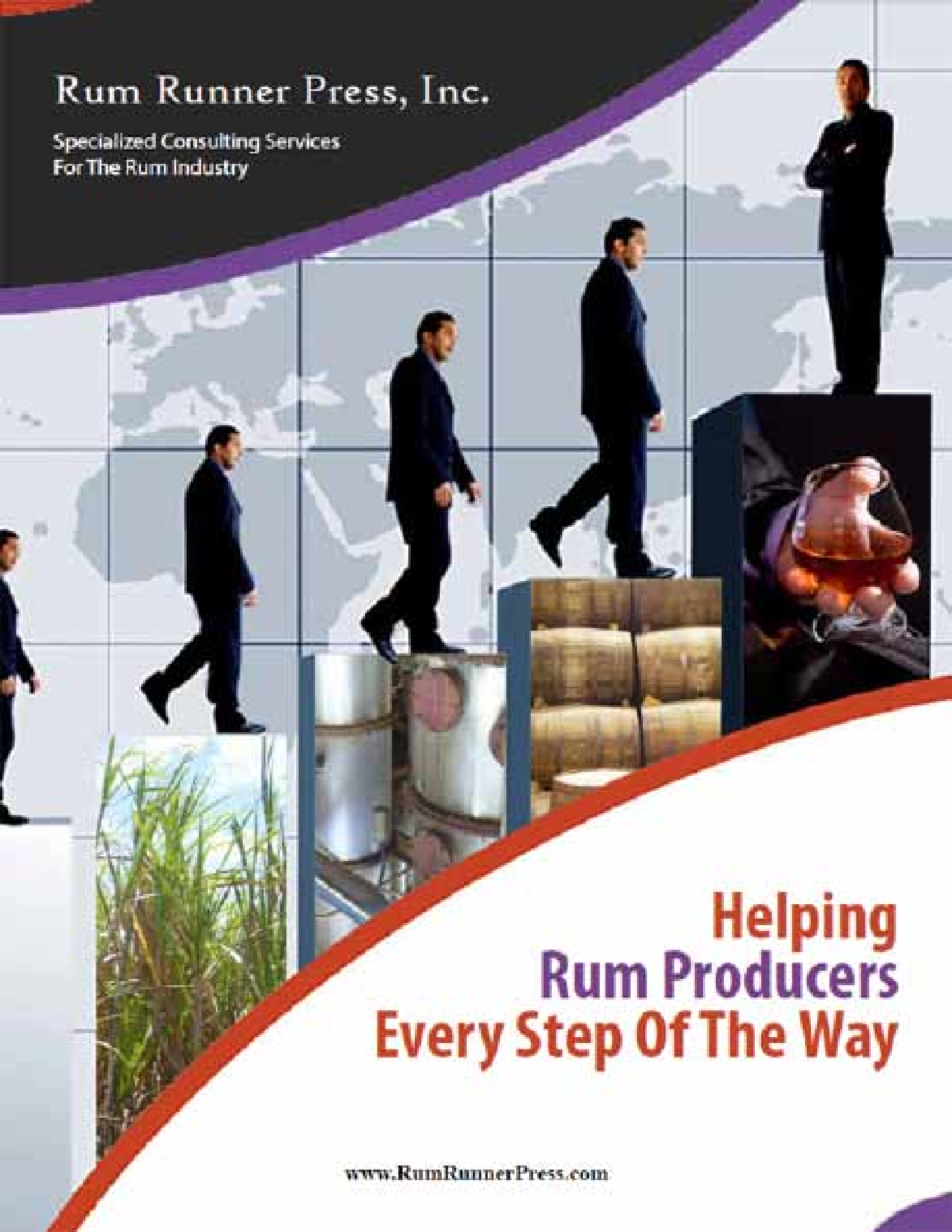
This cocktail is exceedingly easy to prepare, the ingredients are easy to find and can also be replaced (both the cigar and the rum). If you replace the cigar, select a medium-bodied one; if you replace the rum, select one that is not too sweet, since you'll get sweetness from the cocktail.

I hope everyone can try this pairing at home, it is marvelous!

Philip Ili Barake  
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