

OCTOBER 2018 FROM THE GRASS TO YOUR GLASS, SINCE 2001!





CONTENTS OCTOBER 2018 5 FROM THE EDITOR THE ANGEL'S SHARE - RUM REVIEWS 6-9 **COOKING WITH RUM** 10-11 12-13 RUM UNIVERSITY LABORATORY 14-17 THE MUSE OF MIXOLOGY 18-19 THE RUM UNIVERSITY LIBRARY 20-25 SPOOKY COCKTAILS 30-33 THE RUM BIOGRAPHY 34-37 THE RUM HISTORIAN 38-41 **RUM IN THE NEWS** 44-53 **EXCLUSIVE INTERVIEW** 54 AROUND THE RUM WORLD CIGAR AND RUM PAIRING 56-59 Got Rum? October 2018 - 3



Got Rum?®

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Hutto, Texas 78634 - U.S.A.

Tel/Fax +1 (855) RUM-TIPS © 2018 by Rum Runner Press, Inc. All rights reserved.

October 2018

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

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

news@gotrum.com

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

WWW.GOTRUM.COM



The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.





FRONT COVER: Spooky Flaming Drink
INSIDE SPREAD: Partying Pumpkins

FROM THE EDITOR

OMG it is OND!

OND, a popular acronym derived from the names of the months in the fourth quarter of the year (also known as Q4), is both the source of great joy and of high stress in the spirits industry. Great joy because OND represents the largest volume (highest profit) quarter of the calendar year, but also high stress because of the increased logistics involved in making sure there is enough inventory along the distribution chain to guarantee as many sales as possible.

While consumers are thinking about Halloween, Thanksgiving, New Year or other traditional year-end celebrations, distillers and brand owners are bottling their rums, taking orders from importers and distributors, some of them hoping that the OND push will finally make 2018 a profitable year.

Most new distilleries and brands that are just now launching into operation are also finding out that they've "missed the window" for 2018 OND sales, since distributors and retailers are busy scheduling their purchases based on their existing portfolios, and that it will be 2019 Q1 or Q2 before they are ready to contemplate adding new brands.

Successfully launching a new rum —as a distiller or private label- requires knowing all these things ahead of time, and being prepared (with enough cash reserves) to survive Q1-Q3 every year, hoping that Q4 will be there to save the day. This, in some ways, is similar to farmers planting sugarcane or other crops: they must either rely entirely on



nature to provide the needed water, or must be ready to irrigate the fields themselves until the rain season takes over those duties.

Lastly, OND also means there are only 90 days left for us to fulfill our New Year's resolutions for 2018, which can be a truly OMG moment for some!

Cheers,

Vivi

Luis Ayala, Editor and Publisher

Linked in

http://www.linkedin.com/in/rumconsultant

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

THE ANGEL'S SHARE

by Paul Senft



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

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

Sugar Skull Tribal Rum

In August I found myself walking through my local liquor store looking for something to review for the October issue. Seeing a multi color sugar skull in the rum section was the last thing I expected to find. The shop owner tells me "hey, that's Master P's rum, let me know what you think". If Kenny Chesney can do it, why not Master P? Intrigued I went home and started looking for information about the rum.

The musician, Master P is the primary backer of the rum and has collaborated with basketball teams and NASCAR to promote the rum line. The rums in the blends are sourced from multiple distilleries across the Caribbean. The rums in the blend are created using fermented molasses and come from column still distilleries with flavors added when it is blended to 40% ABV. So far the Sugar Skull line has released five different expressions with Taliera, Inc. handling sales, marketing and distribution.

Appearance

The 750 mL flask shaped bottle has a huge multi-color sugar skull on the front with details on the back. The rum is filtered clear. When I swirled the liquid, a thin line formed around the glass that beaded up quickly, thickened and dropped fast moving legs.

Nose

The aroma of the rum provided light fruit notes, sweet vanilla and a subtle chemical twang.



The rum provides a swirl of vanilla, soft berry notes that are flattened slightly by baking cocoa with the alcohol notes taking over and dominating the palate with a bittersweet finish.

Review

In the press information and on the back of the bottle the company states the rum has "slight essence of cocoa and vanilla". The vanilla is the strongest flavor in the rum, with the cocoa and fruit notes almost an afterthought. It is a no-brainer that this rum is engineered to be used in cocktails and the website offers plenty of island inspired cocktail recipes. For example, the Tribal Silver is recommended for a Piña Colada. The Sugar Rum line has four other flavors: Mystic Vanilla, Native Coconut, Hellfire Cinnamon and Wildberry.

When reviewing flavored rums, the main question I ask is "Did the company achieve their goal?" The answer in this case is a sold yes. If you want a flavored rum with simple nuances that augment the flavor profile of a cocktail, this might be just the spirit you are looking for.



THE ANGEL'S SHARE

by Paul Senft

Trader Vic's 151

In 1934 Victor Bergeron inspired by the success of Donn Beach and his Don the Beachcomber restaurant converted his restaurant Hinky Dinks into Trader Vic's. From this humble beginning he overtime created a globe spanning franchise that still exists to this day. Part of this Trader Vic's franchise was creating products, souvenirs, as well as a rum and syrup product line.

Trader Vic's 151 Proof Rum were created to be used in the restaurant and for consumer sales. This rum is sourced from Puerto Rico and bottled in Minnesota for distribution in the states.

Appearance

The rum has a caramel color that lightens to a pale straw in the glass. Agitating the liquid creates a razor thin line that spins off fast moving equally thin legs.

Nose

Anytime I am dealing with a high proof rum, I pour the rum in the glass and let it breathe for a bit (5-10 minutes). After the initial rush of vapors has evaporated I smell the rum and am almost always pleasantly surprised to find something other than alcohol to smell. In this case the smell of caramel, tropical fruit and light minerals waft from the glass.

Palate

Like with the aroma, I always advise tiny sips when dealing with higher

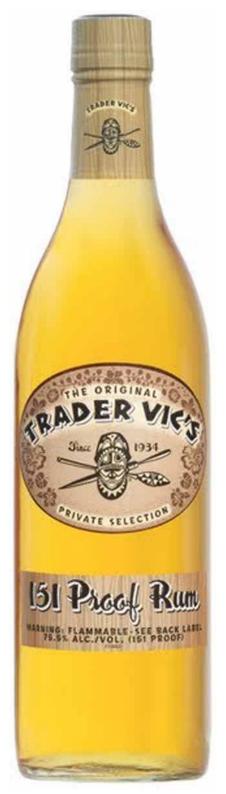
proof spirits. The sip delivers a rush of caramel, vanilla, and that same blend of fruit from the aroma which is a combination of cherry, wild berry and mango. As the flavors fade a charcoal note comes into play and lingers in the finish.

Review

This rum was created to be a 151 proof rum for cocktails and certain Flambé menu dishes. Actually, having something beyond a one note flavor profile was a pleasant surprise.

The applications for this kind of rum are limited, but can be interesting when used sparingly in the right cocktails like as a float in a Mai Tai. As the Trader Vic's spirit line expands distribution it is currently available in several states across the U.S. as well as online.





Would you like to see your rum reviewed here?

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

For more information, please send an email to:

margaret@gotrum.com

www.tradervicsrum.com

COOKING WITH RUM

by Chef Susan Whitley



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

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

Sue@gotrum.com

Here is an excellent dish to serve your halloween party guests, it is delicious and creepy at the same time. Cheers!

Spooky "Intestines" Stuffed with Chorizo and Caramelized Onions

Ingredients:

- 1 Tbsp. Olive Oil
- 1 Tbsp. Butter, unsalted
- 2 C. White Onion, thinly sliced
- 1 lb. Mexican Chorizo, casing removed
- 1 Lrg. Russet potato, peeled, and cut into 1/4-inch pieces (about 11/2 cups)
- 2 cups (about 8 oz.) Shredded Monterrey Jack Cheese

"I would like, if I may, to take you on a strange journey."

 The Criminologist, The Rocky Horror Picture Show. 1 1/2 (17.3-oz) pkgs. Puff pastry (3 sheets), thawed
2 Lrg. Eggs, beaten
1 (12-oz) bag Frozen Cranberries
3 Tbsp. Honey
1 Tbsp. Lemon Juice
1 tsp. Ground Cumin
1 tsp. Chili Powder
1/2 C. Dark or Spiced Rum
1/4 C. Brown Sugar
1 Tbsp. Chipotle, minced (optional)

Directions:

1 1/2 tsp. Salt

- 1. Preheat oven to 350°F. Heat oil and butter in a large skillet over medium; add onions, and cook, stirring occasionally, until caramelized, about 20 minutes. Transfer to a bowl.
- 2. In a separate skillet, add chorizo and increase heat to medium-high. Cook, stirring to crumble, until natural oils release from the chorizo, about 2 minutes. Add potatoes and cook, stirring occasionally, until tender, about 10 minutes.
- 3. Take the caramelized onions and stir into the chorizo mix. Remove from heat and let cool to room temperature. Fold in shredded cheese.
- 4. Unfold thawed puff pastry and cut along the folds (in 3 equal pieces). Align the short ends of the pastry and brush short edges with egg wash; press to seal. Repeat the same process with the remaining sheets.
- 5. Take about a 1/3 of the chorizo filling and place onto each long sheet, leaving a 1/2-inch border. Brush border with egg wash and fold together over filling, crimping to adhere with your fingers. Repeat with remaining filling and sheets.
- 6. Line a large rimmed baking sheet with parchment paper. Coil the pastry logs into an intestine-like formation, seam-side down, curling in and around itself. Brush top with egg wash. Bake at 350°F until golden brown and firm to the touch, about 25 minutes. Let sit for about 10 minutes before serving.
- 7. While the pastry is baking in the oven, combine cranberries, honey, lemon juice, cumin and chili in a medium-size saucepan. Cook over medium-high heat until cranberries burst, about 7 minutes. Transfer to a blender and add the rum, brown sugar, chipotle and salt. Blend until smooth. Serve with puff pastry.

Source and photo: www.myrecipes.com

THE RUM UNIVERSITY LABORATORY

www.RumUniversity.com

+ A acidum Vitrioli

+ Acconcentratum, d.dilutum

+Oacidum Nitri, Obanphlogistkalum

V Aqua fortis

+O acidum Salis Oto | dephlogificatum

R Aqua Regis

Acidum fluoris mineralis

odo acidum arfenici

+v. acidum Vegetabile

+ Acidum tartari

+ acidum Sacchart

A acetum

+a. acidum animale

+ acidum urince phosphori

15 Acidum Formicarum

A acidum aereum; almosphæricum

Osal alcalinus

Op. Sal alc. purus (Causticus)

Ov. Alcali fixum vegetabile

Om Alcali fixum minerale

A alcali volalile

7 Jerra

₩ Lapis

: arena

* Calx, p. pura (uflulata)

YA Calz vitriolata (Jelénites, gipfum)

V Jerra ponderoja
Got Rum? October 2018 - 12

making your own

Pumpkin Wine

Ingredients:

8 cups pumpkin

1 pound raisins (I used golden)

1 – 4 inch cinnamon stick

1 inch fresh ginger root

1 whole nutmeg

1 gallon water, boiling

5 cups sugar

1 teaspoon yeast nutrient

3 teaspoon acid blend*

1 package wine yeast

Directions

Wash, trim, peel and chop (or grind) the pumpkin. Place in primary fermentor. Add <mark>raisins, spices and boiling water. Let sit</mark> overnight. Add all other ingredients except yeast. Stir well to dissolve sugar. Specific gravity should be between 1.090 and 1.095. Sprinkle yeast over the mixture and stir. Stir daily for three to five days, until specific gravity is 1.040.

The mix will get nice and bubbly, and should have a pleasant, mildly yeasty smell. At the end of this first ferment, the pumpkin will have turned to mush and the raisins will be plump. Strain the must and squeeze out as much juice as you can.



Siphon into secondary fermentor, make up to volume with water and attach airlock.

For a dry wine, rack in three weeks, and every three months for one year. Bottle.

For a sweet wine, rack at three weeks. Add 1/2 cup sugar dissolved in 1 cup wine. Stir gently, and place back into secondary fermentor. Repeat process every six weeks until fermentation does not restart with the addition of sugar. Rack every three months until one year old. Bottle and let age for at least a year for best flavor.

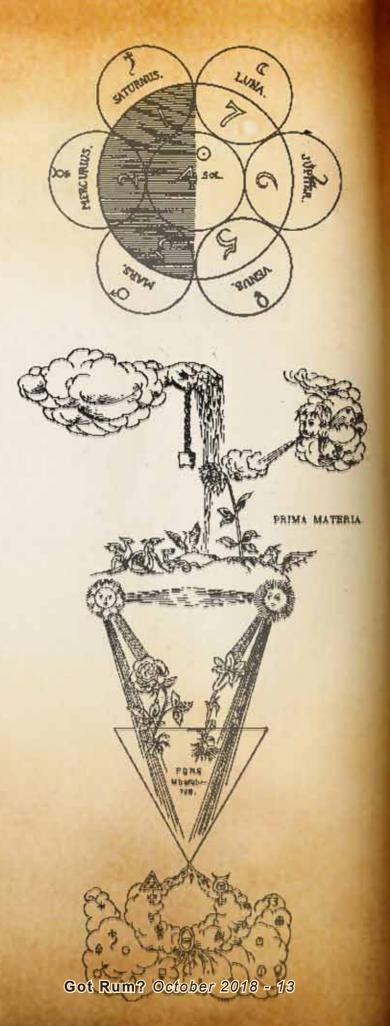
You may, if you have the equipment and if your local laws allow you to, distill the wine into a liquor, which will give you even more serving and usage options.

Notes

Pumpkins are low acid, so you need to add extra acid to make a more potable wine.

Acid blends: If you are new to winemaking, these items may not be familiar to you. The Winemaking home page explains acid blend, acidity, wine yeast and yeast nutrients. According to them, an acid Blend is a blend of acids that are important to wines. These include tartaric, malic and citric acids. While there are many different formulations of acid blends, the recipes on this site calling for acid blend assume a blend of 50% tartaric, 30% malic and 20% citric.

Original Recipe by: Laurie Neverman



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.



REDRUM

1 oz Wray and Nephew Overproof Rum 1 oz Appleton Estate Signature Blend Rum 1 oz Red Wine Rhubarb Syrup

.5 oz Fresh Lime Juice

Combine all ingredients in a mixing tin with ice, and shake well. Strain into a coupe glass. Garnish with a plastic spider for extra scary effects.

Red wine rhubarb syrup
2 cups Merlot
1 cup White Sugar
1 cup Water
1 cup Fresh Rhubarb, chopped

Combine all ingredients in a sauce pan and cook over medium heat, stirring to dissolve sugar. Allow to simmer and reduce for 10 minutes. Remove from heat, cool, and refrigerate.

SCOFFLAW

(This is my twist on a classic bourbon cocktail, but a perfect Halloween cocktail given what a "scofflaw" is)
2 oz Mt Gay Black Barrel Rum
1 oz Dolin Sweet Vermouth
.5 oz Homemade Grenadine
.25 oz Fresh lime juice

Combine all ingredients in a mixing tin with ice, and shake well. Strain into a coupe or martini glass. Garnish is traditionally a cherry but in this case a gummy eyeball works too!

Homemade Grenadine
3 cups POM Pomegranate Juice
2 cups White Sugar
1 cup Water
Peel of one Orange

Combine all ingredients in a sauce pan and cook over medium heat, stirring to dissolve sugar. Allow to simmer and reduce for 10 minutes. Remove from heat, cool, and refrigerate.

ZOMBIE PUNCH

12 oz Don Pancho 8 year Rum
12 oz Bacardi Gold Rum
6 oz Hamilton 151 Demerara Rum
1 oz Pernod Absinthe
6 oz Velvet Falernum
6 oz Homemade Grenadine
.5 oz Angostura Bitters
48 oz Ruby Red Grapefruit Juice
6 oz Spiced Simple Syrup

Combine all ingredients in a large punch bowl, over a large cube of ice, and stir well. Don't let all of these ingredients scare you, it is quite simple and once they are all mixed, there is nothing left to do but sit back and enjoy it.

* * * * * * *

Spiced simple syrup

3 cups white sugar
3 cups water
2 cinnamon sticks
Combine all ingredients in a sauce pan and cook over medium heat, stirring to dissolve sugar, for 10 minutes. Remove from heat, cool, and refrigerate.

Large ice cube

To make your large cube-- freeze water in a round or square Tupperware style container 24 hours prior to serving the punch (make sure it is the right size to fit in your punch bowl)

When you are ready to serve, simply run lukewarm water over the plastic container and your large cube will easily come out.
* You can freeze anything you want in the water as well, whether that be chunks of fruit or creepy Halloween items like gummy worms, spiders, or fingers. This will keep your punch cold without diluting it, and adds to aesthetic and visual too.

Cris



THE RUM UNIVERSITY LIBRARY www.RumUniversity.com

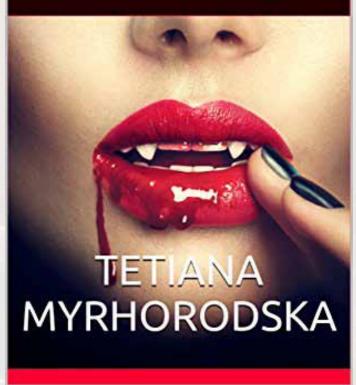


Halloween Cocktails - Adults Only (Kindle Version)

Are you hosting a Halloween party and are at a loss when it comes to cocktails? Fear no more, this book by Tetiana Myrhorodska has 40 recipes to choose from!

- Alien Brain Hemorrhage
- · Aperol Spritz Punch
- · Apple Bourbon & Pumpkin Sangria
- Black Apple Martini
- Black Cauldron
- Black Devil Martini
- Black Magic Cocktail
- Black Sun
- Black Velvet
- Blood Beetroot Cocktails
- Blood Orange Blackberry Rum Punch
- · Bloody Brain Shooter
- Bloody Devil
- · Blueberry Rickety Eyeball Punch
- Boozy Pumpkin White Hot Chocolate
- Caramel Apple Punch
- · Chartreuse Smash
- · Color-changing Halloween Cocktail
- Deviled Margarita
- El Diablo
- Halloween Pumpkin Punch
- Haunting Halloween Cocktail
- Italian Fruit Punch
- Jack-o'-Lantern Halloween Cocktail
- Liquid Vampire
- Lychee Martini
- Mexican Pumpkin Punch
- Nutty Pumpkin Cocktail
- · Pumpkin Martini
- Pumpkin Mojitos
- · Pumpkin Spiked Horchata
- · Spiritful Hot Chocolate
- · The Blood and Sand
- The Last Word
- The Secret to a Perfect Bloody Mary Mix
- Touch of Evil Martini

Halloween cocktails adults only



- · Transformation Cocktail
- Vampire Punch
- · Witch's Brew
- Witch's Potion
- Zombie Cocktail
- Zombie Slime Shooters

ASIN: B01M4HQON4



SPOOKY Cocktails









Halloween Party Ice-Breakers

Black Deviltini

8 oz. Dark Rum2 oz. Dry Vermouth4 Black Olives

Grab 4 martini glasses and fill them with ice and soda water to chill. Fill a large shaker with ice and fill with the dark rum and vermouth and shake. Dump out the martini glasses and strain the contents of the shaker into the glasses. Drop in a black olive. This makes 4 Black Deviltinis.

Recipe from: http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html

Casket Cooler

1 1/2 oz. RedRum

2 oz. 7-Up

Mix the RedRum and 7-Up over ice in a tumbler

Add a splash of cranberry juice. Garnish with a lemon wedge.

It's Just an Illusion

4 oz. Midori

4 oz. Yellow Galliano

4 oz. Malibu Coconut Rum

4 oz. Gin

4 oz. White Rum

4 oz. Vodka

8 oz. Pineapple Juice

Shake all ingredients together and then strain into glasses with ice.

Recipe from: http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html

Serpentine Fire

Created by Anthony DeMaria, Bar + Bistro at the Arts Factory, Las Vegas

1 ½ oz. Deadhead 6 Year Aged Rum

1 oz. Lime

1 oz. Demerara

2 dashes Rhubarb Bitters

Bar spoon of Ghost Pepper Essence

1 oz. Egg Whites

½ Bar Spoon Bing Cherry Juice

Hard Shake & Strain

Zombie

4 oz. Apricot Brandy

4 oz. Light Rum

4 oz. Dark Rum

4 oz. Lemon Juice

4 oz. Lime Juice

4 oz. 151 Rum

A few dashes of Grenadine

2 oz. Orange Juice

Shake all ingredients except the orange juice and 151 and then strain into a pitcher with ice. Pour into four ice filled glasses and top them all with orange juice allowing enough room for the 151 rum. Slowly add the 151 rum so that it sits in the top. Garnish with a cherry and orange slice. This makes 4 Zombies.

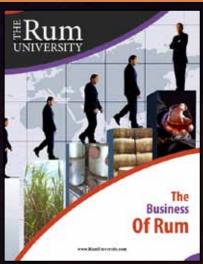
Recipe from: http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html



In Association With



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









Register now and receive 5 nights at the Brown Hotel included with your tuition. Check-in date: 2/03/19, check-out date: 2/08/19.

moonshineuniversity.com/product/5dr_020419/









The International Leaders in Rum Training and Consulting

www.RumUniversity.com



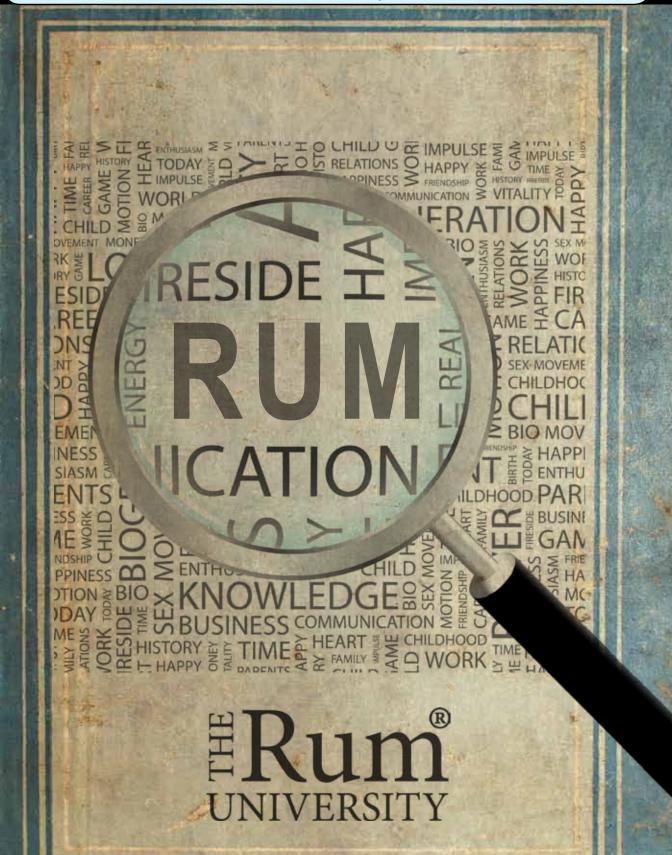


Got Rum? October 2018 - 28



THE RUM BIOGRAPHY

www.RumUniversity.com



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: Charles Cagniard de la Tour

Charles Cagniard de la Tour was born in Paris, France, on March 31, 1777. He studied at the École Polytechnique and the École du Génie Géographe. He was later auditor to the Council of State, director of special projects for the city of Paris, and a member of the board of directors of the Société d'Encouragement. His honors included membership in the Legion of Honor and knighthood of the Order of St. Michel.

Charles Cagniard had interests and proficiency in numerous fields of study, resulting in many and varied contributions to humanity.

His earliest efforts produced results in 1809, in the field of mechanics, in the form of a new heat engine. Between 1809 and 1815 he also produced a new hydraulic engine, a new air pump, a waterwheel mounted horizontally and turned by the current of a river, a portable military mill, and a heat-driven winch. Cagniard kept improving these designs until 1819; he added a curved-cylinder pump to the list in 1820.



There are no known portraits of Charles Cagniard de la Tour. Some internet sites incorrectly have published a portrait of Charles Edward Louis Philip Casimir Stuart (Charles Edward, the Young Pretender) as that of Charles Cagniard, which is unfortunate.

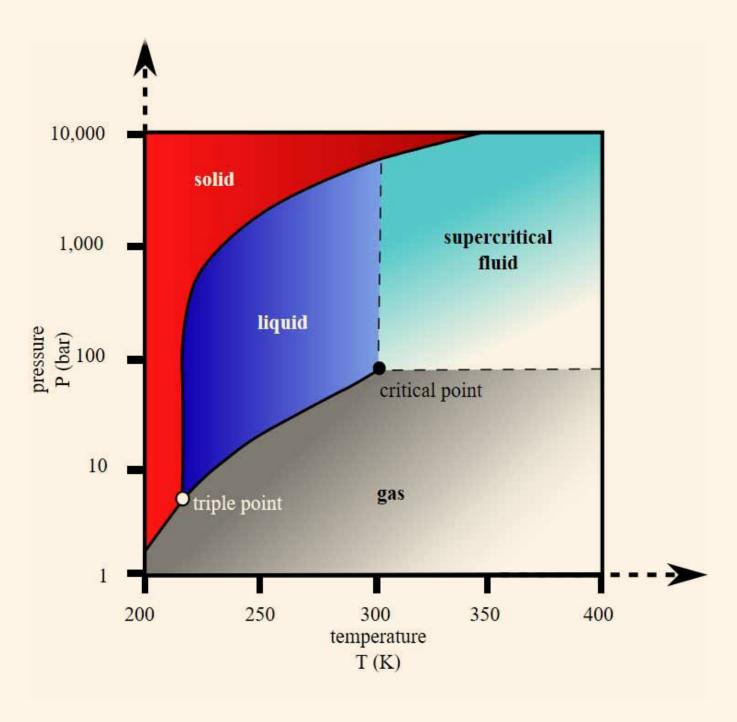
Between 1820 and 1823 Cagniard began his research in physics, starting with the discovery of the existence of a critical state in the vaporization of liquids. Cagniard had set out to answer the question of "what happens when you boil a liquid in a sealed environment?" He approached this challenge by placing liquid ethanol and a ball bearing inside a sealed steel cannon and proceeded to heat the cannon from the outside. As the ethanol began to boil, the ball bearing could be heard moving around the inside of the cannon, but above a certain temperature he could no longer hear the movement of the bearing or of the boiling of the ethanol. In doing so, he had discovered the critical point of ethanol.

He was also the construction chief of the Crouzoles aqueduct in the Puy-de-Dôme. Between 1824 and 1827, after the invention of his now-famous siren,

Supercritical Fluids

Cagniard's groundbreaking observations led to the understanding of the critical point of fluids: a combination of temperature and pressure beyond which the liquid and vapor phases do not exist. Supercritical fluids can act like liquids, dissolving materials, but can also act like gasses, effusing through solids.

Shown below is the pressure-temperature phase diagram for Carbon dioxide.





A depiction of Charles Cagniard de la Tour's famous experiment that led to the revolutionary discovery of critical points and supercritical fluids.

Illustration courtesy of The Royal Society of Chemistry

Cagniard began research in acoustics and the mechanism of voice production and devoted much effort to this field from then on. Between 1828 and 1831 new interests appeared: studies on the crystallization and the effect of acids on carbon; studies on phosphorus; and studies on silica and its crystallization and the hardening of mortar. Between 1832 and 1835 Cagniard worked on adapting the principle of the Archimedean screw to the function of an air pump and then began research on alcoholic fermentation; this work reached its culmination between 1836 and 1838.

Cagniard's studies on alcoholic fermentation have unquestionably remained the most valuable of his works. Begun as early as 1835, they led him, toward the end of 1836, to see that there was certainly a living substance in brewer's yeast. Schwann came to the same conclusion at the same time, but the vocal criticism from Justus von Liebig (a contemporary German chemist, considered as one of the founders of organic chemistry) forced this point of view into the background for twenty years until 1857, when Pasteur publicized his -now famous- findings.

Reporting on research done with the finest microscopes available then, Cagniard wrote that "Ferments... are composed of very simple organized microscopic bodies... brewer's yeast is a mass of small globulous bodies capable of reproducing themselves... it is very probably through some effect of their growth that they release carbon dioxide and... convert [a sugary solution] into a spirituous liquor."

Did you know that...

- ... Sirens/Alarms based on Cagniard's designs have been used around the world to warn populations about storms, bombing raids even to indicate the end of labor shifts or school periods.
- ... Carbon dioxide and water are the most common supercritical fluids in the industry, being used as a solvent (decaffeination, removing Trichloroanisole from corks, extracting antioxidants from foods, etc.) and for power generation, respectively.
- ... The quality of fermented beverages has improved drastically following the discovery of the microorganisms responsible for their production and contamination.



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

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

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

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

THE ORIGINS OF ALCOHOLIC DISTILLATION IN THE WEST

9. THE BUSINESS OF DISTILLING

This article concludes my research on the origin of alcoholic distillation in the West.

Before closing, I would like to briefly sum up the outcomes of the research.

As far as we know, the origin of alcoholic distillation in the West can be found in Salerno (Italy) around 1150. There we can trace the earliest instructions for the distilling of alcohol from wine, that they called water of life or also burning water.

In the next century, water of life spread among a relatively wide public, who used it as a drug. Towards 1280, the decisive technical innovations had been achieved, in particular the introduction of 'canale serpentinum', the coil, and of water cooling. The quantities produced and consummated were already significant.

Later, commercial production of water of life on a large scale happened first in Northern Italy maybe at the beginning of the 1300s.



Medieval apothecary.

During the 1300s, the production and consumption of water of life reached Germany, France and other places, and it is in that century that the change from drinking water of life as a remedy, to drinking it for pleasure, took place.

What is now left to shed light on is the last step on the road of water of life: when its production as a drink enjoyed for pleasure became a veritable business of distilling.

We will find out with the decisive help of a virtually forgotten book: the "Libreto de Aqua Ardente", which means "Booklet of Burning Water", written by the famed physician Michele Savonarola (grandfather of the more famous and ill-fated Friar Girolamo) in Ferrara, Italy between 1444 and 1450.

As far as I know, it is the first treatise entirely dedicated to water of life, even though he called it burning water. Few decades later, however, partly thanks to the invention of the printing press, works dedicated to water of life and to alcoholic distillation sprang up everywhere, especially in Italy and in Germany, and its production and consumption spread throughout Europe.

Savonarola describes a pot still, sealed with lute and a coil to cool the vapors with plenty

of water: "For this reason, those who produce burning water in large quantity seek places with running water". He even warns against the use of lead because it is harmful to health.

He goes on to deal with different types of wine suitable for making water of life, among which a local wine called marçemino. In order to produce good water of life, he writes, we need new wines, good and strong, therefore expensive. On the contrary, he laments that, unfortunately, all too often, in order to make more profit, many wine producers distil poor wines, wines gone bad or watered down, and consequently produce low quality burning water, heedless of the damage it will cause to the health of the consumers. Savonarola then goes on to describe the technical complexity necessary to make good water of life and concludes sadly "This should be the complex operation to produce burning water. And yet, think and reflect on how the water which is sold in the square to poor, miserable people is made instead."

Savonarola writes that, among the many virtues of water of life, the following too can be found: "It restores wine gone bad and makes it get back to its original taste and color"; in this way, he adds, many deceitful wine sellers have enriched themselves.



Sometimes, some people drink too much of it. Savonarola recommends moderation, but it is not clear what the right quantity is, possibly one "onza" a day, whereas the poor – he writes – often get drunk, and are sick. Moreover, many mix it with wine and drink it regularly. In any case, excessive consumption does great damage not only to the body, but to the mind too, to the point that it may drive men to madness.

It is my intention to get back to this crucial book in the future. Even from these few quotes, though, it seems clear that Savonarola's *Libreto* clearly describes a large scale production and widespread consumption not for reasons of health, but for pleasure, as early as the first half of the 1400s. There were already different levels of quality and also unfair commercial practices and adulteration. A production which was not any more in the hands of physicians and apothecaries, but of real entrepreneurs — a veritable BUSINESS OF DISTILLING.

Let us leave Italy now. While in Germany and elsewhere the distillation of grain increased, in France, perhaps as early as the 1400s, but for sure a little later, the distillation of wine and the commercial production of brandy became widespread.

According to Professor Smith in his seminal "Caribbean Rum", in France, in 1514 Louis XII permitted the vinegar manufacturers' guild do distill spirits and, in 1537, Francis I encouraged the same among French wholesale grocers. By the midsixteenth century, French distillers organized themselves into a separate guild, and distilled wine (brandy) soon became a beverage of more general use." While "The commercial expansion of distilling began in England a century later when Charles I granted the Worshipful Company of Distillers a distilling monopoly for a 21-mile radius around London and Westminster."

Moreover, in 1533, *liquori* made by Florentine pastry cooks were served at the wedding of Caterina de' Medici to the future king Henry II, after which the habit of drinking "liqueurs" grew rapidly in Paris and then in the whole of France.

Discovering that a real business of distilling already existed in Europe, in particular in France, before America was discovered made me reconsider my favorite subject, the origins of rum.

A new, intriguing question came to my mind. Let us think carefully, given that:

- 1. The abundance of wine, the fact that it deteriorated easily and the existence of poor quality wine put at the disposal of French distillers a plentiful, low-cost raw material far earlier than the colonization of America and the mass production of sugar and its by-products took place.. Therefore, the development of commercial distilling didn't need to wait for sugar, as many scholars claim. Quite the opposite, I would say that it was precisely the technical progress made and the consumer habits developed in Europe (plus the need of escapism of the settlers) that led to the invention, production and mass consumption of the new spirit, rum.
- 2. We know that the first clear evidence of rum production in the West can be found in Brazil at the beginning of the 1600s. However, it is common knowledge in the rum world that the cradle of rum was the English colony of Barbados towards 1650. There, it is claimed, rum grew up and started its successful march to conquer the world.



Medieval tavern.

- 3. During the first half of the 1600s, the French colonized the Antilles at the same time as the English.
- 4. The French had been fermenting wine for millennia, and distilling it for a couple of centuries, before the distillation of grain became common in England. Moreover, like all Mediterranean countries, they knew sugarcane well and, although it is an almost forgotten story, they tried to colonize Brazil since the beginning of the 1500s.

Having said that, the question that came to my mind is very simple:

Did the French settlers in the Antilles really have to wait for the English settlers in Barbados before they tried their hand at fermenting and distilling the by-products of sugarcane?

I have tried to give an answer to this question through a new search. See you again in the next issue!

Marco Pierini



POST SCRIPTUM

At the very beginning of this research, in the first article published in February, I wrote: I think that in the West, commercial production of alcohol on a large scale was, almost certainly, an Italian invention and it happened as early as the 1300s. I wrote "almost certainly" for a reason. At the time I based my conviction mainly on the seminal book by R.J. Forbes "Short History of the Art of Distillation". Forbes often quotes as fundamental sources texts that I am not able to read directly either because they are written in languages I cannot read, like German, or because often they are extremely difficult to find. So, I had to trust Forbes and few other authors, without being able to verify the texts directly. Then, throughout my studies I discovered the works of the Franciscan alchemists, of Alderotti, Savonarola and many others, written mostly in Italian, Latin and French, and relatively easy to get hold of. Works, therefore, which I have read and verified with my own eyes. Therefore, now I can remove that "almost certainly".

RUM IN THE NEWS

by Mike Kunetka

NEWS

SAINT JAMES

The production of vintage rhums at Saint James dates back to 1885 when the first ever vintage rhum was created. Now, a hundred and thirty years later, Master Distiller Marc Sassier has created L'Essentiel, a special blend of three iconic, vintage rhums. Vintage 1998 has an interesting structure with the typical notes of a very old rhum. Vintage 2000 was a particularly fruity rhum. Vinatge 2003 brings woody noted to the blend. All three rhums were aged in small bourbon barrels for 12 years. The barrels were never modified with "ullage", the common practice of topping up casks with eau-de-vie to compensate the natural evaporation (Angels Share). Rather than the typical tall, square bottles that Saint James is famous for, this special rhum is bottles at 43% in an attractive short square bottle. www.saintjames-rum.com

ISLAND RUM COMPANY

Island Company Rum, the award-winning, premium blonde rum of the Caribbean, expands its reach throughout the East Coast. Partnering with Breakthru Beverage Group for distribution throughout Florida, Horizon Beverage for Massachusetts and Rhode Island, and Wolfpack Wine & Spirits in New York and New Jersey. Island Company Rum® was created when the founder of Island Company, Spencer Antle, wanted to create a premium rum that would fill a void in the rum market place; a rum that would appeal to women and men alike. The resulting ultra-premium rum is incredibly smooth to be mixed with as little or as much as desired. Simply the Smoothest®, Island Company Rum is an endlessly mixable rum. "I wanted to make a rum that women could drink straight and that appealed to the sailors and mariners I know throughout the Caribbean. There's virtually no burn and it almost vanishes when you mix it into any tropical cocktail" says Antle. www.islandcompanyrum.com

PLANTATION XAYMACA SPECIAL DRY RUM

Maison Ferrand has released more information on their Xaymaca Special dry Rum. Plantation wanted to revive the quintessential Jamaicanstyle, 100% pot still rums of the 19th century with an expression of intense flavors that reveal the traditional, legendary "Rum Funk": aromas and flavors of black banana and flambéed pineapple, locally called "Hogo," an Anglicization of the French term "Haut Goût" (high taste). "With Xaymaca Special Dry, I wanted to dive into the iconic culture that is unique to Jamaican rum. I wanted to work with these complex flavors of overripe exotic fruits with an almost "animal intensity". We can still find certain white rums with this famous "rum funk". I think, however, that this great terroir expresses itself perfectly in an aged rum. That is why we are launching Xaymaca Special Dry, which is a tribute to this ancestral culture of rum" explains Alexandre Gabriel, Master Blender and creator of Plantation Rum. Plantation now owns a third of the mythical Long Pond and Clarendon Jamaican distilleries. Thanks to these exceptional production tools, Alexandre Gabriel made his dream of blending a 100% pot still Jamaican rum a reality. "The access to these two emblematic distilleries with their retort stills, which look like ancient pachyderms, is the realization of dream. It allowed me to dive into this ancestral tradition and create a rum that I had wanted for a long time." From the Clarendon Distillery, Gabriel chose the EMB and MLC marks and from the Long Pond Distillery, he chose the VRW STC^E marks. The rums were first aged for one to three years in the Caribbean in ex-Bourbon casks and then an additional year in ex-Cognac casks. Xaymaca is bottled at 43% ABV. www.plantationrum.com

BACARDI GINGER RUM

Bacardi has expanded its flavored rum category in the UK with the introduction of Bacardi Ginger. Described as having a "sweet and spicy taste",

These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send an email to Mike@gotrum.com. Mike Kunetka is a land-locked rum enthusiast, he is based in Colorado, USA.

the expression is recommended served with cola or lemonade. Sarah Doyle, VP marketing for Bacardí rum in Europe, said there are particular opportunities in the golden rum segment, which is growing faster than white, dark or spiced rums." We know that spirits drinkers are looking to experiment with new and interesting flavors and we have introduced Bacardí Ginger as a response to this demand" she said. www.bacardilimited.com

RUMFEST

This year's RumFest will be held on October 20th and 21st at the ILEC Conference Center at the Ibis Hotel in London. The festival was founded by Global Rum Ambassador Ian Burrell in 2007, who was keen to promote rum as a drink. There will be tastings, seminars and master classes. Speakers include Luca Gargano from Velier, Richard Seale of Four Square, Miguel Riascos of La Hechicera, Alexandre Gabriel of Maison Ferrand, Jeff 'Beachbum' Berry of Latitude 29, Bailey Pryor of Real McCoy and Ian Burrell himself. http://rumfest.co.uk

WICKED DOLPHIN

Once again, Wicked Dolphin Has been named top Craft Rum Distillery in the US by USA Today. "It's a great privilege for us to have been nominated and a great honor to win this title." said, JoAnn Elardo, President of Wicked Dolphin Distillery. "A Big Thank you to all that took the time to vote for Wicked Dolphin. We are very proud of our Craft Distillery and hope if you are in Cape Coral, FL you come on in and take the Free tour and taste our award-winning Rum. Wicked Dolphin has garnered attention, winning awards nationally and internationally since its start in 2012. They produce several rums -Silver, Spiced, Coconut, Crystal, Gold and soon to be out Wicked Dolphin Barrel in Bond, a 6 year old Special Reserve. Wicked Dolphin is also the producer of RumShine, a truly premium Florida Shine. www.WickedDolphin.com

WEST INDIES RUM & SPIRITS PRODUCERS ASSOCIATION

WIRSPA, representative association for regional rum producers, is launching an

initiative to promote responsible consumption of alcoholic beverages. A public statement issued by the grouping strongly condemns alcohol abuse and notes that "as a group of responsible producers of alcoholic products, we have a duty to lend our support to efforts that address these issues and are committed to doing so as an industry and in collaboration with other producers of alcoholic beverages." According to Komal Samaroo, Chairman of WIRSPA and of Demerara Distillers Limited, "We believe, and current regulatory advice maintains, that responsible drinking remains a valued and enjoyable part of life in a modern society. Notwithstanding, we cannot ignore the negative impact on our societies caused by the excessive consumption of alcohol." The Statement acknowledges the impact of inappropriate consumption, on both individuals and society, of a range of alcoholic beverages. He added "while we as individual producers are active at the national level in supporting efforts to reduce harmful drinking, as a group we intend to intensify these efforts starting in 2018. In this regard we have established a task force to look at a range of issues including labelling, advertising and promotion, and online marketing, incorporating international best practice." According to Samaroo, the association and its members within each producing country are beginning to engage government and non-state stakeholders to determine how the industry can best contribute in practical ways, to the implementation of policies and actions to mitigate the impact of harmful consumption. In making this commitment, he said "we recognize that the success of such efforts will be contingent on full participation of all producers of alcoholic beverages, and particularly of those entities involved in the retailing of such beverages and operators who interface directly with the consumer." The association says further that it will work to improve self-regulation through its code of practice for responsible advertising and marketing of spirit drinks and providing information to consumers; and will encourage and support actions to reduce driving under the influence of alcohol and drinking by underage and vulnerable persons. www.wirspa.com

RUM IN THE NEWS (continued)

by Mike Kunetka

NEWS

NUKA DARK RUM

Silver Screen Bottling Company and Bethesda Softworks®, a ZeniMax® Media company, have partnered to launch Nuka Dark Rum, a new spirit from the iconic Fallout video game franchise that will be sold exclusively online. Nuka Dark Rum sells for \$79.99 and is available for presale at http://www.NukaDarkRum.com. The bottles will begin shipping on November 14th, timed to the launch of Fallout® 76, which is the latest installment in the Fallout series. The Nuka Dark Rum brand is a reference to Nuka-Cola, a line of fictional soft drinks in Bethesda's immensely popular Fallout series, a massive open-world role-playing video game series set in a postapocalyptic world. In the game, Nuka-Cola drinks are consumable beverages that have real-time status effects on the player. Nuka Dark Rum shares the same look as bottles of the fictional Nuka-Cola, which are shaped like a rocket ship with four fins. They also feature a circular label similar to the label on Nuka-Cola packaging. Expertly blended, Nuka Dark Rum is a classic tropical rum distilled with exacting standards. Soft on the pallet, the dark rum exhibits flavors of molasses and vanilla with a distinct note of coconut on the nose. Under license by Bethesda Softworks, Nuka Dark Rum is the latest release by Silver Screen Bottling Company as part of a new extensive licensed entertainment spirits line. Silver Screen previously announced a James T. Kirk Straight Bourbon and Ten-Forward Vodka through a partnership with CBS Consumer Products. www.silverscreenbottling. com

NOEL FAMILY DISTILLERY

The Noel Family Distillery is coming to the historic district of Donaldsonville, Louisiana, the first of its kind in the small city, as well as Ascension Parish. Opening early next year, they will produce high-grade rhum agricole. The spirits will be made with sugarcane cultivated

by local farmers and provided in partnership with Cora Texas sugar mill in White Castle. The distillery co-founders, master distiller Frank "Chip" Noel and his daughter, Natalie, are Donaldsonville natives whose family has been involved in the cane farming business for generations. Noel Family Distillery will be located along the riverbank in Donaldsonville in a 4,000-square-foot building built in the 1890s, which was once home to the LP&L, Louisiana Power & Light utility company. Construction is set to begin in the next few weeks and is scheduled to wrap up by the end of the year. The distillery has been about two years in the making, Natalie Noel says. Her father, a longtime pilot who has spent time traveling and flying guests to the Caribbean, fell in love with rhum agricole and thought, with his family and hometown roots in sugarcane, why aren't we making this back home? "What we have here is an opportunity to take one of our most precious agricultural resources, sugarcane, and create a couple different versions of rhum agricole, which has seen huge surge in popularity," Natalie Noel says. The Noel family and local officials say they expect the new distillery to attract visitors and tourists to Donaldsonville, while bringing some needed economic prosperity back to the small historic area. "We're doing our best to involve local farmers and the community, which plays into why we chose Donaldsonville," Noel says. "We're looking to revitalize the area." https:// www.noeldistillery.com/

NEW NORFOLK DISTILLERY

Tasmania's first boutique rum distillery is in the pipeline, with a \$3 million development proposed for the former mental asylum at Willow Court. Concept plans for the New Norfolk Distillery were sent to the Derwent Valley Council by Justin Derksen and his family, who propose to buy, restore and develop the state's historically significant site. Mr. Derksen said rum was experiencing a resurgence in the

Australian boutique spirits market. "There are 35 distilleries in Tasmania, producing scotch, whisky, vodka and gin. Some of them produce rum on the side but none of them are rum focused," Mr. Derksen said. The development would occur in four stages, where the Allonnah, Occupational Therapy and Carlton buildings would first be restored, and a distillery, bar, function area and bond store eventually built. "We are keen to see the buildings repurposed and revitalized. It is not just upsetting for us but for Tasmanians in general that Willow Court didn't get the national heritage listing that it so desperately sought, but if these buildings aren't used and preserved, we are going to lose our heritage forever," he said. "In Allonnah, or the A-ward, which housed the high risk female patients, there is a courtyard surrounding the internal part of that building where we propose to build the distillery and outdoor entertaining area ... in the occupational therapy building we are looking to revitalize with a function room, kitchen and tasting area." The proposal hangs on a decision by council but Mr Derksen said the family hoped to start producing rum within the next 12 months, and receive visitors at the updated Willow Court in 2020. Under Australian law rum needs to be in barrels for two years, and then bottled for a further two years and three months before it will be correctly classified as rum. www.newnorfolkdistillery.com/

MOUNT GAY

Mount Gay Rum will launch the first edition of the Master Blender Collection with XO The Peat Smoke Expression, a unique and unconventional limited blend crafted by Mount Gay's Master Blender, Allen Smith. He has carefully selected and combined column and pot still rums, matured for 8 to 15 years in American oak barrels. The blend is then finished in peated whisky casks from the Isle of Islay, Scotland, for an additional 6 months resulting in a complex array of salty and smoky notes. "It is with great pride that we introduce you to the first edition of our Master Blender Collection: XO The Peat Smoke Expression. For this limited edition, I have worked to capture the perfect balance of elegant rum overtones and mellow, peated whisky undertones. This one-of-a-kind blend is sure to please the most discerning of palates with its unconventional character, freshness and aromatic complexity." Allen Smith This edition is bottled at cask strength, 57% abv, to reveal its true intensity, www.mountgayrum.com

ANGOSTURA

The House of Angostura® is thrilled to announce the newest addition to its awardwinning Cask Collection, No. 1 Oloroso Sherry, which will arrive this month. Only 16,200 bottles will be made available in select markets worldwide. This is the third edition from Angostura's Cask Collection, a range of limited releases that are entirely dedicated to rums matured in different types of casks. The Cask Collection celebrates the House of Angostura's® rich heritage and artistry in blending some of the world's finest rums, and is a testament to Don Carlos Siegert, son of the brand's founder, whose dream it was to make the "smoothest blend in the new world. "Angostura® Cask Collection No.1 Oloroso Sherry is a masterwork, a one-of-a-kind rum that reaches the highest achievement in the rum world, an exquisite roundness and smoothness without sacrificing personality," says Angostura's Chief Executive Officer, Genevieve Jodhan. Bottled at 40% and the first rum that Angostura® has matured in sherry casks, Angostura® Cask Collection No. 1 Oloroso Sherry has been created with a fusion of techniques learned from the Old World and perfected in the New World. This silky smooth, complex rum is a beautiful amber with superb clarity. Warm, rounded aromas and a delicate nose of cocoa, molasses, oak and sweet prune inform the well-rounded blend, which offers flavors of woodiness, roasted nuts and hints of sherry, and a medium rounded and oaky finish. "The House of Angostura® has been experimenting with ageing rum in different types of casks and techniques for many years, but this is the first time we have used Oloroso Sherry Casks to mature one of our rums," says Angostura's Marketing Executive Natasha Mustapha Scott, "We wanted to explore the results of a rum aged in American oak with extended time in an Oloroso Sherry Cask, in this case the blend of aged rums was finished for nine more months. "This is the third rum in the Angostura® Cask Collection. Each limited edition introduced into the range offers the recipient a first-time experience, that cannot be replicated after the bottles have been sold. The predecessors of No. 1 Oloroso Sherry No. 1 First Fill Bourbon (2013) and No. 1 French Oak (2015) — both won the coveted Rum Journal Rum of the Year Award. No. 1 Oloroso Sherry will be available in Australia, France, Russia, UK and most European Union countries. www.//angostura.com

RUM and the Environment



EXCLUSIVE INTERVIEW

by Margaret Ayala



I am always happy to share success stories with our readers, showcasing rum distillers -large and small- from around the world. I am particularily proud, however, when those stories feature not only operational/commercial success, but also environmental respect.

The story of Lord Byron
Distillery should serve
as inspiration for craft
rum producers everywhere! True success
and responsibility are mutually dependent.

Margaret Ayala, Publisher



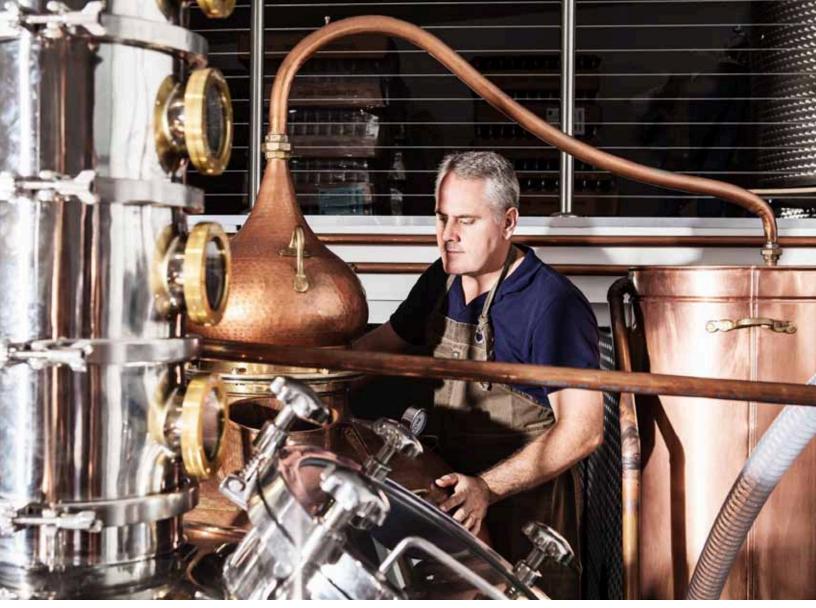
Q: Please state your full name, title, company name and company location.

My name is Brian Restall. My wife Helen and I founded Lord Byron Distillery which is located in Byron Bay, Australia.

Byron Bay is where the pacific breeze first meets the coast of Australia. Looking at a map of Australia you can find Byron Bay by looking for the most easterly point of Australia. We make aged and unaged rums, vodka and liquors.

Q: Can you tell us about the inspiration behind the name of your distillery?

Byron Bay is a place of great natural beauty, where the rainforest meets sweeping pristine beaches. It attracts people wanting to reconnect with nature and has a real



bohemian romance about the place. Byron Bay is named after Admiral Byron, who led the English Navy at the time when the English claimed Australia as their own. Admiral Byron was the grandfather of Lord Byron. Lord Byron decided that he would completely change the direction of his family's legacy and as a result of his confidence and also his ability he become one of England's greatest romantic period poets.

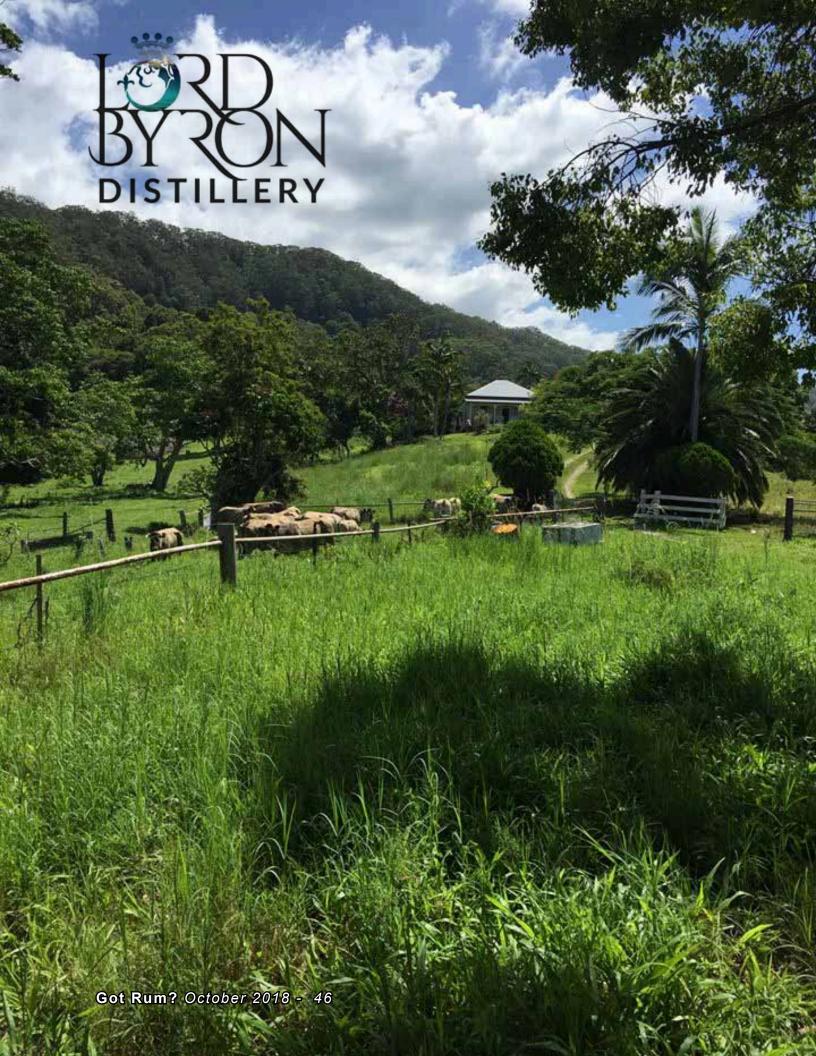
At school, I studied Lord Byron's poetry and was drawn to his love of life and his determination to follow his passions. Having the conviction to follow your dreams is so important. I have seen it time and time again that if people are doing things they love, they are more likely to be exceptional at it. When my family decided to commit to opening a new distillery it seemed like a logical name, given the

location and personal lessons I had learnt from the poetry of Lord Byron.

Q: Is your distillery family-owned and operated? And if so, what are each of their roles in the business?

Lord Byron is family owned. My brother, Kris is the head Distiller. My wife and I are the co-founders. We have a young family as well as run a distillery. It's a juggling act that is working now but as we continue to grow we will need to bring on staff to help. In fact we have just employed our first non-family member, one of Australia's leading female bartenders to run the cellar door, local market stall and also help with getting our product into local bars and restaurants.

Q: One of your mantras is that "people deserve to know where their drinks





come from and how they're made". Do you feel this is a new trend and are craft distillers, such as you, in a better position than large companies to deliver that knowledge?

Many years ago, we went out for dinner as a family and when the bill came it dawned on us that we had been worried about where the food had come from and how it was prepared but we didn't apply the same concern to our drinks. At that moment we realized that just like food, we should be vigilant about what we drink. We should care about what ingredients are in our drinks and understand how they are made because we are putting them into our bodies.

All Lord Byron Distillery drinks are made with no added artificial flavours, colours or preservatives. Everything is hand crafted on site from locally sourced ingredients. Our water comes from a spring on our local farm and the molasses comes from

the local farmer-owned, sugar milling cooperative.

I don't feel that what we are doing is a new trend. We're just respecting the local ingredients we have available to us and following artisanal methods of distilling to make a drink that we think is "naturally better". Sadly, the more I see of the existing industrial scale drinks industry the more I worry about what all consumers are putting into their bodies. All of our drink labels have a statement on it confirming "no artificial flavours, colours or preservatives have been added to our drinks". Have a look at your next bottle of spirits you sample and see if what you're drinking has the same statement on it.

Q: You are using two very different types of pot stills, a traditional allcopper Alembic still and also a rectifying stainless steel pot still. Can you tell us why you decided to purchase both types?



Lord Byron Distillery hand crafts rum, vodka and liquors from locally sourced molasses and spring water. Our stills are tailored to the drinks we make. All the fermented wash goes through the alembic copper pot stills first. For our rums, we rerun half of the collected first distillation product through the pot still and half through the column still. We then collect this for maturing. The alembic copper pot stills produces a fuller flavoured rum than our column still. Prior to maturing

we collect some of this for bottling as our unaged silver rum. To make vodka we triple distill and double filter.

Q: Where do you source your raw materials to produce your products?

All our drinks are made from molasses, water and yeast with no added artificial flavor, colours and preservatives.

We source the molasses from the local





farmer owned milling cooperative. This farmer cooperative has been awarded the international **Bonsucro** sustainability accreditation for its growing, harvesting and milling methods.

We source our water from our family owned farm. Our family owns a working cattle farm in the Byron hinterlands and the water we use is either collected roof water or from a natural spring that we have on the farm.

We are truly blessed with incredible locally sourced ingredients. We feel it is our responsibility to respect them by hand crafting them into the drinks that our customers enjoy.

Q: Most craft distillers in other countries have the benefit of dumping their spent wash down the drain, to let the municipal waste water treatment plant deal with it, but things are a bit different in Byron Bay, correct? Can you tell us about what you are able to do and not do at your distillery?

Byron Bay is a place where people come to so that they reconnect with nature. I have spent 15 years of my career in the renewable energy industry. When our family committed to starting a distillery we started researching and visiting distilleries and the one thing we couldn't get comfortable with was the treatment of waste. Luckily, both my wife and are engineers. I was confiding in my wife that the industry may not be for us because I couldn't reconcile my belief in sustainability with what I was seeing in the treatment of waste at many other distilleries. In true Helen style, she said to me "you're an engineer, fix it". It was the jolt I needed. We spent 2 years perfecting a zero waste, carbon neutral distilling process. We take our spent waste, balance



the pH and add further nutrients to make a saleable liquid fertilizer. We currently use this to help increase production on our farm and in time we will be sharing this with our customers too so that they can use it in their gardens at home.

Q: Most rum consumers in North America and in Europe are not familiar with Australian rum brands. Is this an obstacle or an opportunity for your distillery?

We have always loved rum and when we were younger we had the opportunity to travel extensively and live abroad for 8 years. Rum is such a diverse drink that reflects the region that it is made in. There are so many great rums that remind me of happy times spent with the people I love in exotic locations. Byron Bay is one of those places and I hope that people have a chance to drink our rum and taste the unique Spirit of Byron.

A great friend of mine who knows how much heart and soul our family puts into the distillery told me that the real Spirit of



Byron is doing the things you love with the people you love. This really rings true to us but I still think you can definitely taste the region in our drinks.

Q: Can you tell us a bit about your products?

Lord Byron Distillery makes a Silver Rhum sold at 40% and 63% alc. This is a molasses based unaged rum. In Australia we needed to call it Rhum and not Rum because to call it rum it needs to be aged in wood for at least two years.

We called it Rhum so as to not fall foul of this historical law. Our Rhums have been double distilled, once in the alembic copper pot still and once in the column still.

Our stills have electric heating rods inside the stills and we find that during the first distillation there is localized caramelization around the heating rods giving our drinks a unique and natural vanilla/caramelized toffee flavor within the spirit. The alembic copper pot still also provides a beautiful purity because of its shape. Our 40% silver rhum is good to mix with soft drinks and sodas whereas as our 63% silver rhum is very popular for cocktails.

Lord Byron Distillery also makes a pure cane vodka by distilling one more time through the column still. This purifies the spirit further and after a double filtration process the vanilla and caramelized toffee flavours entice the taste buds in a lovely clean pure drink. Interestingly too, because we start off a molasses base the mouthfeel is viscous and bartenders are really enjoying using the pure cane vodka in espresso martinis.

The vanilla and caramelized toffee flavours along with the viscous mouthfeel greatly compliment the creaminess and bitterness of the coffee.

Lastly, we have also imported an aged rum to give our customers a sneak peek at what we are trying to achieve. We call the aged rum, the promise, because we hope it's the promise of things to come. This is a lovely sipping rum and makes a damn fine rum old fashioned.

Q: Where can consumers purchase your products?

Lord Byron Distillery has a webstore, a cellar door and sells through the local farmer markets.

Q: You've been open for a few months now, what is the reaction from the people who've come to the distillery to get a tour and to taste your products? We love doing what we do and it is always a pleasure to show people around and help them understand where their drinks come from and how they're made. The reaction to our drinks from discerning consumers and some of the best bartenders in Australia is amazing. Seeing what truly great bartenders can do making cocktails with our drinks is a real joy.

Q: What is the best way for people or companies to reach you?

Our philosophy is to be an open book and we have a website, www.lordbyrondistillery. com.au that has a lot more detail about our passion for what and how we do things. This is the best place to start.

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

We know your readers are very knowledgeable about rum. We have been avid followers of "Got Rum?" for quite some time now and believe that the courses your team does educating the next generation of rum distillers is really important to the continual evolution of the industry.

We are very humbled that you have taken the time to interview us as a small family owned distillery in Byron Bay, Australia.

As our business grows we know we will get to know many more of your readers, but in the mean time I want all your readers to know that if they ever visit our little piece of paradise that we would really like them to drop in and have a drink with us.

Margaret: Helen and Brian, thank you so much for the opportunity to interview you. It is great to know that there are wonderful people such as you, producing rum the right way. I wish you and your team much success.

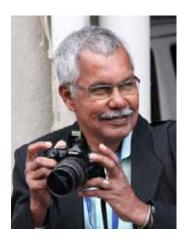
Cheers! Margaret E. Ayala



AROUND THE RUM WORLD

by Carl Kanto

lovdiv, situated between two vast mountain ranges and built around seven hills in southern Bulgaria has blossomed into the European Capital of Fine Spirits in 2018.



On August 21, 2018, with much pomp and fanfare, the 18th edition of Spirits Selection by Concours Mondial de Bruxelles was launched and for the next three days 78 of the best tasters from 26 different countries were tasked with the job of organoleptically analyzing 1,305 different products representing 50 producing countries.

At the end of the grueling yet enjoyable activity 496 spirits were identified for awards. These included 4 spirits that were each awarded Spirits Selection 2018 Revelation trophies. These were the agricultural rum Reimonenq Rhum Vieux Premiere Cuvee (matured in bourbon casks) from the Reimonenq

distillery in Guadeloupe, Cachaça Gouveia Brasil produced by Gouveia in Brazil, Campo Azul Diamond Tequila produced by Productos Fino de Agave in Mexico and Pisco Tres Erres (1-12 months) produced by Compania Pisquera in Chile.

The keeping with the new trend introduced in 2017, the Organic Spirits Selection Revelation title was awarded to cachaças Perfeicao produced by Vistalinda in Brazil.

A total of 496 medals were awarded. Rum took 27.5 % of the Grand Gold medals, 15 % of the gold medals and 23.5 % of the silver medals. These include rums from Guadeloupe, Martinique, Reunion and Saint Lucia. Unfortunately products from the English speaking have dwindled significantly.

The next Spirits Selection competition will take place in August 2019 in the city of Lyliang – Shanxi Province, China. Looking forward to seeing more participation from the rum producing world, especially from the Caribbean.



We Are The Framework
For Your Success



www.RumUniversity.com

CIGAR & RUM PAIRING by Philip III Barake



My name is Philip IIi 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).









The differences between the two rums were very clear and I'm sure that each of the rums has its group of devout followers. In this pairing I am only suggesting which one produced better results for me and which one I think would be best for consumers in general.

Partagás are notorious for a mid-point strength that comes out near the halfway point and this small demon was not an exception. The cigar gives the pairing a bit of an aggressive edge and, for this reason, you don't want to pair it with an equally aggressive or intense rum. For example, you wouldn't want to pair it with a very smoky Scotch whisky, since both the cigar and the whisky would be competing to dominate, rather than taking the simpler route.

As I approached the end of the cigar (which incidentally does not go beyond 20 minutes), I opted for the more-balanced approach, which does not compete with the cigar for intensity but rather maintains its flavor profile despite the tobacco's intensity. The photograph clearly shows the winning rum for this pairing.

I hope you can replicate this pairing at home, just remember to use similar rums and to select a cigar made for short smoking time, preferably higher intensity/body. You'll quickly find out that there are more enjoyable differences than what can be perceived initially at first sight.

Philip IIi Barake #GR CigarPairing

