

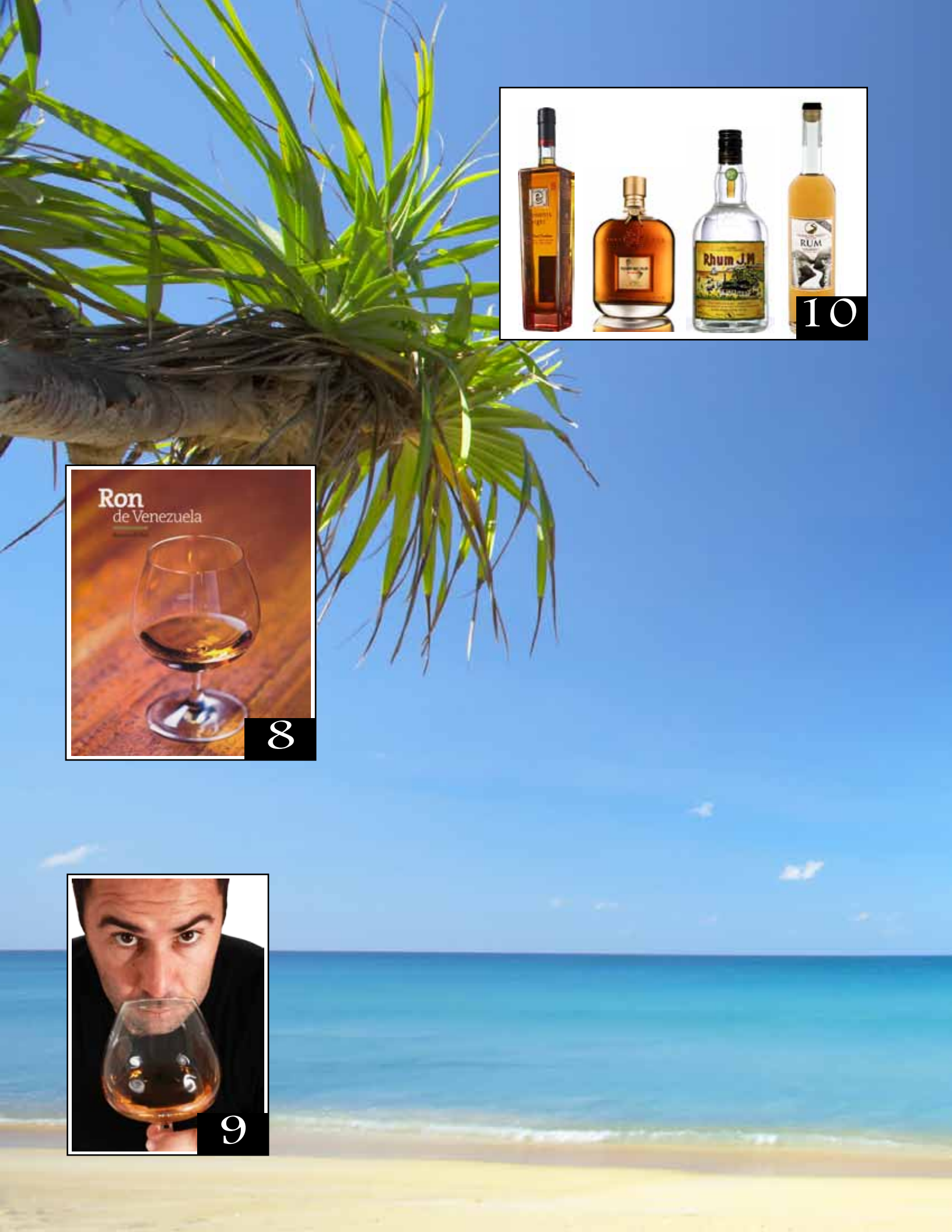


Got Rum?™

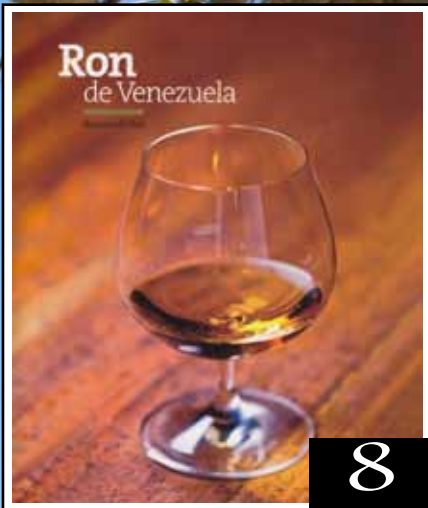
NOVEMBER 2012

FROM THE GRASS TO YOUR GLASS!

**ANGEL'S SHARE · RUM HISTORY
· THE RUM UNIVERSITY · RUM TECHNIQUES ·
BARTENDER'S CORNER · TOBACCO & RUM**



10



8



9

CONTENTS

NOVEMBER 2012

- 5 FROM THE EDITOR - *Is Immitation Really a Form of Flattery?*
- 8 RUM LIBRARY - Review of *Ron de Venezuela*
- 9 BARTENDER'S CORNER
- 10-13 THE ANGEL'S SHARE - *Reviews & Cocktails*
- 16-17 TREND SETTING RUMS - *Part II*
- 20-21 RUM IN HISTORY
- 24-25 THE RUM UNIVERSITY - *Rum Classifications, Lesson 11*
- 26-29 RUM TECHNIQUES - *Organoleptic Assessment, Part 20*
- 30-31 PAIRING TOBACCO & RUM

TREND-SETTING RUMS - Part II

Some of the most interesting rum profiles are found in the Caribbean, where the climate and soil conditions are ideal for growing sugarcane. The rum produced in this region is often characterized by a complex and nuanced flavor profile, with notes of vanilla, caramel, and tropical fruits. This is due to the unique combination of factors that influence the rum's development, including the quality of the sugarcane, the distillation process, and the aging process.

Rum: Ron Ronca Florida Rum
Producer: Ronca Florida Rum
Country: Venezuela

Why is this a trend setting rum?
Ronca Florida Rum is a unique rum made from sugarcane grown in the Ronca Florida region of Venezuela. It is characterized by its complex and nuanced flavor profile, with notes of vanilla, caramel, and tropical fruits. This is due to the unique combination of factors that influence the rum's development, including the quality of the sugarcane, the distillation process, and the aging process.

Rum: Havana Club 5 Year Old Rum
Producer: Havana Club
Country: Cuba

Why is this a trend setting rum?
Havana Club 5 Year Old Rum is a unique rum made from sugarcane grown in the Havana region of Cuba. It is characterized by its complex and nuanced flavor profile, with notes of vanilla, caramel, and tropical fruits. This is due to the unique combination of factors that influence the rum's development, including the quality of the sugarcane, the distillation process, and the aging process.

Rum: Mount Gay Eclipse Rum
Producer: Mount Gay
Country: Barbados

Why is this a trend setting rum?
Mount Gay Eclipse Rum is a unique rum made from sugarcane grown in the Mount Gay region of Barbados. It is characterized by its complex and nuanced flavor profile, with notes of vanilla, caramel, and tropical fruits. This is due to the unique combination of factors that influence the rum's development, including the quality of the sugarcane, the distillation process, and the aging process.

Rum: Captain Morgan Spiced Rum
Producer: Captain Morgan
Country: Barbados

Why is this a trend setting rum?
Captain Morgan Spiced Rum is a unique rum made from sugarcane grown in the Captain Morgan region of Barbados. It is characterized by its complex and nuanced flavor profile, with notes of vanilla, caramel, and tropical fruits. This is due to the unique combination of factors that influence the rum's development, including the quality of the sugarcane, the distillation process, and the aging process.



Got Rum?

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Round Rock, Texas 78664

Tel (855) RUM-TIPS
© 2012 by Rum Runner Press, Inc.
All rights reserved.

November 2012

Editor and Publisher:	luis@gotrums.com
Executive Editor:	margaret@gotrums.com
Tobacco and Rum:	philip@gotrums.com
Advertising Services:	ads@gotrums.com
Webmaster:	web@gotrums.com
Director of Photography:	art@gotrums.com

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

news@gotrums.com

You can download the free electronic version of this magazine, or purchase the 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.



facebook.com/GotRum

follow us on
twitter

@Got_Rum

ON THE COVER: Crystal decanter with young aged rum.

INSIDE COVER: Serene afternoon by the beach.

FROM THE EDITOR

Is Imitation Really a Form of Flattery?

Charles Caleb Colton once said “*imitation is the sincerest form of flattery*”. Perhaps he was referring to fashion or culinary trends or something else, we will never know for sure.

This month we are bringing you the second installment in our “Trend Setting Rums” series, and the thought of imitation came to mind. We recognize and celebrate trend-setting rums for their originality and consistency over time, but we rarely chastise their imitators for their “me too” approach to product development and marketing. Sure, if consumers show their preference for a rum by purchasing and consuming it *en masse*, savvy businesspeople should be justified to launch similar products to tap into that market. But how similar is too similar?

The spiced rum category alone presents us with dozens of examples of companies using neutral or near neutral cane alcohol, thickened with glycerin, flavored with vanillin, sweetened with sugar and colored with caramel.

As long as consumers continue their infatuation with “spiced” rums, the number of new rum entries will continue to rise until the day comes –hopefully soon– when too many such offerings exist, making them all too common and unexceptional that interest in the category begins to wane.

We at Rum Runner Press, Inc. are not immune to imitators: our books have been



illegally copied, our material used without permission and our copyrights infringed. If Mr. Colton was right, then we should react to all of these actions with a thankful and fully-flattered attitude. Reality, however, shows us that for each act of so-called flattery, someone’s bottom line suffers. And so it is that intellectual property attorneys get involved, trials are set and court verdicts are issued.

So next time you reach out for a product or service, stop for a moment and decide: are your actions rewarding the innovators or the flatterers?

Cheers!

A handwritten signature in black ink, appearing to read 'Luis'.

Luis Ayala, *Editor and Publisher*

LinkedIn <http://www.linkedin.com/in/rumconsultant>

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

3rd Caribbean Rum & Beer Festival - Grenada

2-3 November 2012

4pm - 10pm

Grenada Cultural Centre,
Grand Anse, Grenada

The Best Rums & Beers from the Caribbean & Beyond

Tasting sessions with Industry Experts

2012 CAB tasting competition

Live Caribbean music (steel pan)

Authentic Grenadian & Creole food

Rum cakes • Cocktails

Admission

US\$25

Includes drink vouchers



www.rumandbeerfestival.com
info@rumandbeerfestival.com
Tel: (246) 262 0314

In partnership with the
Grenada Board of Tourism



'Exhibitor spaces available - Visit www.rumandbeerfestival.com for more info'

BARBADOS
FOOD
& WINE
AND RUM
FESTIVAL
NOVEMBER 16-19

DOWNLOAD OUR FREE IPHONE APP

ALSO AVAILABLE FOR YOUR IPAD

www.foodwinerum.com

HAVE A RUM CAKE? SHARE IT WITH THE WORLD!

Submit your rum cake to "Got Rum?" now for inclusion in the December 2012 issue!

We will be featuring rum cakes from around the world, just in time for the holiday shopping season.

All entries will be prominently displayed. And, best of all, there is no cost or obligation!

Contact Margaret@GotRum.com for more information

Got Rum? November 2012 - 7



RUM LIBRARY



Ron de Venezuela, by Rosanna Di Turi. This book is written in Spanish by Rosanna Di Turi, a Venezuelan journalist who specializes in the world of gastronomy. The author, after over two years of research, takes us on a journey of over 200 years of sugarcane distillation.

Her book depicts an excellent presentation of the history, fermentation and distillation of rum through the eyes of Venezuela, from their tropical climate, rich soil full of sugarcane fields, their water of exceptional quality and purity and finally, the experience in the art of making the finest vintages by the Master Blenders. There are over 100 beautiful photographs throughout the book.

There are four main sections in this book which are: the uniqueness of Venezuelan rums compared to the rest of the world, the

secrets behind the characteristics of their rums, the quality and reputation of these rums due to the geographical environment and how one should enjoy the rums and appreciate them alongside Venezuela's famous cigars.

The author does an outstanding job at showing the "behind the scenes" just as we have seen done many times with movies.

You will know the names and faces of the Coopers who have devoted much of their lives to building the perfect barrels, as well as, the Master Blenders responsible for the brands such as, Santa Teresa, Cacique, Pampero, Carúpano, Diplomático, Hacienda Saruro and Ocumare. All of these people keeping true to tradition and quality. Last, but not least, the book also highlights the bartenders that create some of the finest cocktails to showcase the top quality of Venezuelan rums.

By the time you finish reading this book you will have a clear understanding of everything that is involved in the development of Venezuelan rums that are happy to sit quietly and elegantly inside a snifter, waiting to be enjoyed neat, just as the front cover of the book suggests.

We are very excited to add this book to our growing rum library, not only because it is one of the only books that focuses on Venezuelan rums, but also because it was dedicated to us and autographed by two of the great Master Blenders in the industry today: Néstor A. Ortega (Ron Santa Teresa) and Tito Cordero (Ron Diplomático).

-Margaret Ayala



Bartender's Corner

by Dr. Ron A. Ñejo

Party Management

Over the course of the year I've discussed how to host the perfect party, from "selecting and blending" the guests to offering the drinks in the correct glassware. It is now time for me to share some important lessons that, when applied, will take you from being a gracious host to being a party master extraordinaire!

Knowing when a guest list goes from being "just right" to "too big" is a twilight distinction based solely on each host's party experience, bar and floor space. If, aside from being the host, you are also the chef, bartender, maître d'hotel, waiter and coat attendant, then a dozen revelers may be your limit. Hosting a larger crowd would be best achieved by hiring a bartender-waiter (someone who will not only serve drinks, but who will also help with the on-going and after party cleanup).

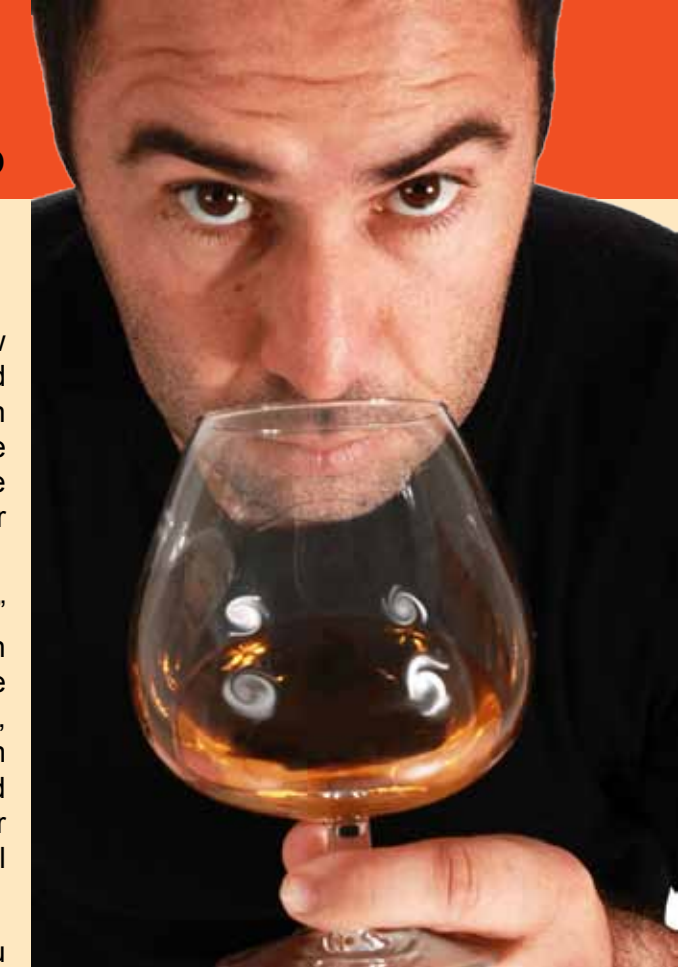
Finding the right person for this role is easier than you may initially imagine: owners (or managers) of your neighborhood restaurants may be happy to suggest someone from their staff who might be looking for a way to earn a bit of extra cash on a day or evening off. Other options include bartending schools and university employment offices.

Once you've identified the right person, make sure you describe in detail (in writing if possible), what the duties will be. If you plan to offer special or signature cocktails, it will be a good idea to go through a test run to make sure the resulting cocktail turns out as expected. The bartender should use a measuring jigger until/unless you feel supremely comfortable with his/her free-hand pouring ability. Ensure the bartender always follows up with every guest after delivering each drink with an offer to make the drink stronger, if needed, or to replace the drink with something different.

Whether you are hosting a simple *Mojito* happy hour or a formal dinner party where drinks begin with preprandial cocktails and stretch on through *Amontillado* with the soup, *Rhine* with seafood, *Burgundy* with roast, *Sauternes* with dessert, *Old Rum* with demitasse to the postprandial *Ronpope* and midnight highballs, knowing your hosting limits and the drinking limits of your guests will ensure an enjoyable and memorable party.

Cheers!

Dr. Ron is a seasoned bartender completely devoted to exploring the many facets of rum. It has been said that he has rum running through his veins. He is used to serving up fine spirits and words of wisdom to all those lucky enough to find an open seat at his bar. Fortunately for us, Dr. Ron has agreed to be a regular contributor to "Got Rum?" magazine, where he will happily answer questions on topics ranging from mixology to relationships and etiquette.



THE ANGEL'S SHARE



WWW.E8RUM.COM

Elements Eight Barrel Infused Exotic Spices (80-Proof). This St. Lucian rum has a lovely yellow topaz color that shimmers at the slightest provocation.

The aroma is vigorous and spice-laden, beginning with clove, candied ginger, allspice, cinnamon and ending with orange-infused honey.

The body has a high viscosity and a matching sweetness level. The rum opens up enveloping the taste buds with clove, nutmeg and honey, and ending with orange and vanilla. The finish is sweet and only slightly bitter.

Enjoy this rum as a postprandial, either chilled or served on the rocks. In the right cocktail it can also be used as an elegant substitute for Falernum.

Featured Cocktail - Dark and Spicy (Created by Carl Stephenson)

Ingredients:

1 ½ oz. Elements Eight
Spiced Rum
½ oz. Fresh Lime Juice
1 tsp. Simple Syrup
5 Mint Leaves
Top with Ginger Beer

Directions:

Pour all ingredients, except ginger beer, in a highball glass filled with crushed ice and top with ginger beer. Garnish with a mint sprig, cinnamon stick and lemon wedge.



Mount Gay 1703 Old Cask Selection (10-30 Year Old Blend, 86-Proof). This Bajan rum jewel boasts a very attractive mahogany color with golden highlights.

The aroma is multifaceted, comprised of sweet oak, honeyed pipe tobacco, candied apples, nutmeg and vanilla.

Upon entering the palate, the rum opens up warmly, and robustly, with a tannic complexity that lingers languidly. The gustatory sweetness is slightly less than the olfactory one, and the finish is somewhat brief for a rum of this pedigree.

Enjoy it neat or with a small ice cube. It is a great addition to any rum connoisseur's liquor cabinet!



WWW.MOUNTGAYRUM.COM

THE ANGEL'S SHARE

Rhum J. M Agricole Blanc (100-Proof). This white rum from Martinique features a very clean and shimmering silver color.

The aroma is complex yet clean, with hints of bananas and pineapples atop a very clear fresh sugarcane juice base.

In the palate, the rum opens up a bit warm (in proportion to its strength), but still very enjoyable. The first taste we notice is that of freshly-squeezed cane juice, followed by subtle hints of banana, pineapple and ending with a touch of honey-covered cucumbers.

The aftertaste is on the sweet side and it lingers for quite some time, allowing for the senses to fully appreciate the rum that was just consumed. Try this rum over crushed ice or in a Ti Punch, to fully appreciate its flavor.

Featured Cocktail - JM Daiquiri

Ingredients:

2 oz. Rhum J.M White
¼ oz. Fresh Lime Juice
1 oz. J.M Sirop de Canne

Directions:

Mix ingredients in a shaker and pour into a Martini glass. Garnish with a lime wheel.



WWW.RHUM-JM.COM



S muggler's Notch Single Barrel (3 Year Old, 80-Proof). This rum has a light citrine color with peridot undertones.

The aroma is quite elaborate, starting with a pronounced wet oak component, followed by holiday spices, kneaded dough and a touch of vanilla.

The body is light and the rum opens up effortlessly on the palate, not as aggressively as the aroma suggested, but enjoyably nonetheless. The finish is brief and on the sweet side.

Enjoy this rum straight, paired with a medium-bodied Dominican Republic cigar, or accompanied by an aromatic pipe tobacco cured with a touch of honey.

Featured Cocktail - Smugglers' Punch

Ingredients:

3 oz. Smugglers' Notch Rum
1 oz. Lime Juice
1 oz. Lemon Juice
6 oz. Orange Juice
2 Tbsp. Sugar
Dash of Grenadine Syrup

Directions:

Combine all ingredients into a Boston Shaker with ice, shake and strain into a Martini glass. Garnish with a cherry.



WWW.SMUGGLERSNOTCHDISTILLERY.COM

INTERNATIONAL **RUM** CONFERENCE

& RUM TASTING COMPETITION
MADRID, SPAIN 2013



Sponsored By:



www.CongresoDelRon.com

AMERICAN RUM ASSOCIATION™

FOR IMMEDIATE RELEASE:

American Rum Association™ Established to Unite American Rum Manufacturers

TEXAS, October 9, 2012 – Ms. Kelly Railean, Founder and President of the [American Rum Association](#) announced the establishment of the first trade association to unite American rum manufacturers in the USA.

The American Rum Association is a non-profit trade organization for the manufacturers of rum with production facilities and headquarters located in the United States of America (excludes US territories such as Puerto Rico, US Virgin Islands, Guam, Philippines, etc.).

The mission of the organization is to grow the domestic rum category to one that rivals the world's imports by promoting the production and appreciation of American rum through education, marketing, and regulatory influence. For the first time in history, the American rum industry will have a cohesive marketing strategy that will differentiate American rum from imported brands. This trade association will also provide a unified voice for media, politics, and regulatory agencies.

Kelly Railean, President of [Railean Distillers](#), LLC, said “there are over 80 American manufacturers of rum operating in the USA and it is time to establish quality standards for “American Rum” and grow the domestic rum category. Ask any American rum manufacturer and they will tell you that the main obstacle to expanding the domestic rum category and their business is the unfair tax subsidies offered exclusively to rum companies operating in U.S. territories such as Puerto Rico and USVI. These subsidies restrict free market competition and give global manufactures such as Bacardi and Diageo an unwarranted hold on the American rum market. The American Rum Association is fully committed to exposing these unfair practices and providing products Made in the U.S.A.; thus providing jobs, fueling our American economy and aiding in the recovery of our economic system.”

Contact:

Ms. Kelly Railean
American Rum Association
Founder & President
Phone: (713) 882-3091
Email: info@americanrum.org
Web: www.americanrum.org

TREND-SETTING RUMS - Part II

Some rums are capable of transporting you back to your favorite vacation spot from the moment you first sip them, others can make you forget the stresses of everyday life just by smelling them, but only a select few can change the way you think of and appreciate rum forever. True trend-setting rums are products that have consistently converted non rum drinkers into veritable rum aficionados, sometimes after only one sip. We have witnessed firsthand the power of these rums to do just that. We have also seen countless rums introduced into the market in an attempt to benefit from the same consumer awareness and acceptance.



Rum: **Ron Santa Teresa Selecto**

Producer: **Hacienda Santa Teresa**

Country: **Venezuela**

Q: Why is this a trend-setting rum?

A: Santa Teresa Selecto has always made heads turn, first with its iconic pineapple-shaped bottle, nowadays with its refined new look, but always with an exquisitely-refined rum inside.

Selecto embodies everything that is good about Venezuelan rums: it is smooth enough to sip on the rocks, it has enough character to combine in cocktails and is crafted well enough to not leave you with a headache even if you were to overindulge.



Rum: **Mount Gay Eclipse Rum**

Producer: **Mount Gay**

Country: **Barbados**

Q: Why is this a trend-setting rum?

A: It is the most popular Mount Gay rum in Barbados, and Mount Gay happens to be the oldest rum distillery in the world. Need we say more?

Despite the fact that Bajan rums are typically considered to be heavy (high congener content), Eclipse is more reminiscent of Puerto Rican varieties produced only from Column Stills. Many commercial rums have been inspired by this winning formula, but few are as good as the original.

We have selected these rums from among the numerous nominations submitted by consumers and industry experts. To be considered, the rums had to meet the following criteria: a) have a consistently-high pedigree, preserved for at least a decade, b) have achieved and maintained international distribution for the same amount of time and c) have inspired subsequent rums with their style.

Each of these rums is very close to our hearts and has played a key role in our appreciation for this fine distilled spirit. Submit your nomination by emailing us at News@GotRum.com. -Publishers

Rum: **Havana Club 3 Year Old Rum**

Producer: **Pernod Ricard**

Country: **Cuba**

Q: Why is this a trend-setting rum?

A: Mention "Cuban Rum" to any group of rum drinkers and most minds will instinctively turn to Havana Club.

Cuban rums are known for their light and elegant taste, which starts with very clean fermentations and ends with a smooth base that acquires mild oak notes through patient aging alone. Havana Club has defined the "Cuban Rum" style, inspiring countless imitators but, given the choice, most people will find it hard to resist the original.



Rum: **Captain Morgan Spiced Rum**

Producer: **Diageo**

Country: **Various**

Q: Why is this a trend-setting rum?

A: There was a time when the Spiced Rum category was ruled by one rum alone, and it was Captain Morgan, with its combination of fresh neutral rum, vanilla, sugar and spices. Since then many have emerged to grow and share the category, but the most popular representative continues to be Captain Morgan.

Available in a variety of strengths, colors and sizes depending on the target country, Captain Morgan epitomizes what a strictly-mixing rum should be.



BOTTLED UNDER NOTARY PUBLIC CERTIFICATION ON THE MYTHICAL DAY OF DECEMBER 21, 2012

THIS EXTRAORDINARY RUM PRODUCTION, AVAILABLE IN LIMITED
AND INDIVIDUALLY-NUMBERED BOTTLES,
WAS BORN IN THE IZAPA ARCHAEOLOGICAL ZONE, IT COMMEMORATES THE BEGINNING
OF A NEW MAYAN ERA WHICH, AFTER 5,125 YEARS, MARKS THE BIRTH OF THE NEW SUN
WHICH MANIFESTS ITSELF AS AN ALIGNMENT OF OUR SOLAR SYSTEM.
THIS COSMIC MARVEL GIVES US AN INSIGHT INTO OUR PREDECESSORS' BELIEFS:
LIFE IS LIVED ONE MOMENT AT A TIME; THESE MOMENTS NEVER RETURN,
JUST LIKE THE OPPORTUNITIES THAT MAKE OUR LIVES
SOMETHING WORTHY OF CELEBRATION.



RON 2012 years
IZAPA
MAYAN PREMIUM BLACK RUM

Only 5,125 bottles will be produced, reserve yours today!
Place your order now by calling
045-96262-10703 or by writing to:
direccioncomercial@ronizapa.com
angelica@ronizapa.com



Casa Caibari
desde 1948

RUM IN ROME FEST 2012 – NOVEMBER 3rd-4th, 2012 SPAZIO NOVECENTO, ROME, ITALY

A precious spirit of ancient origins, Rum is now one of mostly known and appreciated alcoholic beverages in the world.

Neoo Group, in collaboration with Isla de Rum and Party in Bottle, has organized the first rum festival in Rome “Rum in Rome Fest” to further popularize the centennial culture of rum in our Country. Rum in Rome Fest is an event that aims to give a strong support to the rum trade but also inform the specific market, while enhancing business partnerships among producers, distributors and buyers operating in the food and beverage industry.



The event will take place on 3 and 4 of November 2012 in the beautiful location Spazio Novecento and will host the most prestigious labels, with more than 200 products from all over the Caribbean, together with bottles of the most important European breeders. The purpose is to promote consumers awareness, focused on tasting products and recognize their special qualities.

In the wide open spaces of Spazio Novecento visitors will have the opportunity to know and appreciate the best brands available, with particular attention to the combination of rum, food, coffee and cigars thanks to companies specifically selected for the occasion. At the same time the most well-known manufacturers, importers and distributors will meet to learn about the latest market trends and create new business opportunities.

During these two days dedicated to the most famous Caribbean distillate, there will be also the possibility to take part in “Masterclass” tastings (to date we have already planned all 6 Masterclasses: Rum Nation, Moon Import, Chantal Comte, Bristol Spirits presented directly from J. Barret , Pellegrini and Samaroli presented directly by Silvano Samaroli) organized and followed by experts aiming to suggest fans a correct approach to the rum tasting.

Rarities, like “WEST INDIES 1948 SAMAROLI”, JAMAICA 1941 of LONG POND DISTILLERY, RHUM BALLY 1970 Riserva Cantarelli, RUM JAMAICA ALFRED LAMB’S 1939 and many more, will be offered by “Lo Spirito dei Tempi”.

The event “Rum in Rome Fest” will also dedicate space to the music. During the evening of Saturday, November 3th, the participants may attend the performance of “Septeto Nabori” from Santiago de Cuba, specialized in traditional Cuban music. On the 4th of November there will be a Rum Cocktail Friendly Competition: barmen will compete in a contest of cocktails made with rums. A jury will evaluate the work of each competitor. The first 3 drinks (for technical and tasting) will be rewarded; a prize will also be given to the cocktail with the best decoration and originality.

To support the goals that the event aims will be involved important national and international organizations and institutions. The event, sponsored by the Department of Commerce of Rome, Federlazio and FIPE, will have important trading partners: Chocolate Vestri of Arezzo, Bondolfi Boncaffè, OP Hotel, Living and Working in Miami.

All the information on the festival, its format and initiatives that will take place during the two days of Rum in Rome Fest are available on the site www.ruminromefest.com and on Facebook Fan Page, otherwise on www.isladerum.com.

RUM IN HISTORY



November Through The Years

1504 - Christopher Columbus returns from a final voyage to the Western Hemisphere, landing at Sanlucar on November 7th, too ill after a nine week voyage from Hispaniola to pay his respects to the dying Isabella.

1641 - The first sugar factory in the English New World is established in Barbados, with equipment supplied on credit by Dutch investors.

1504

1554

1604

1654

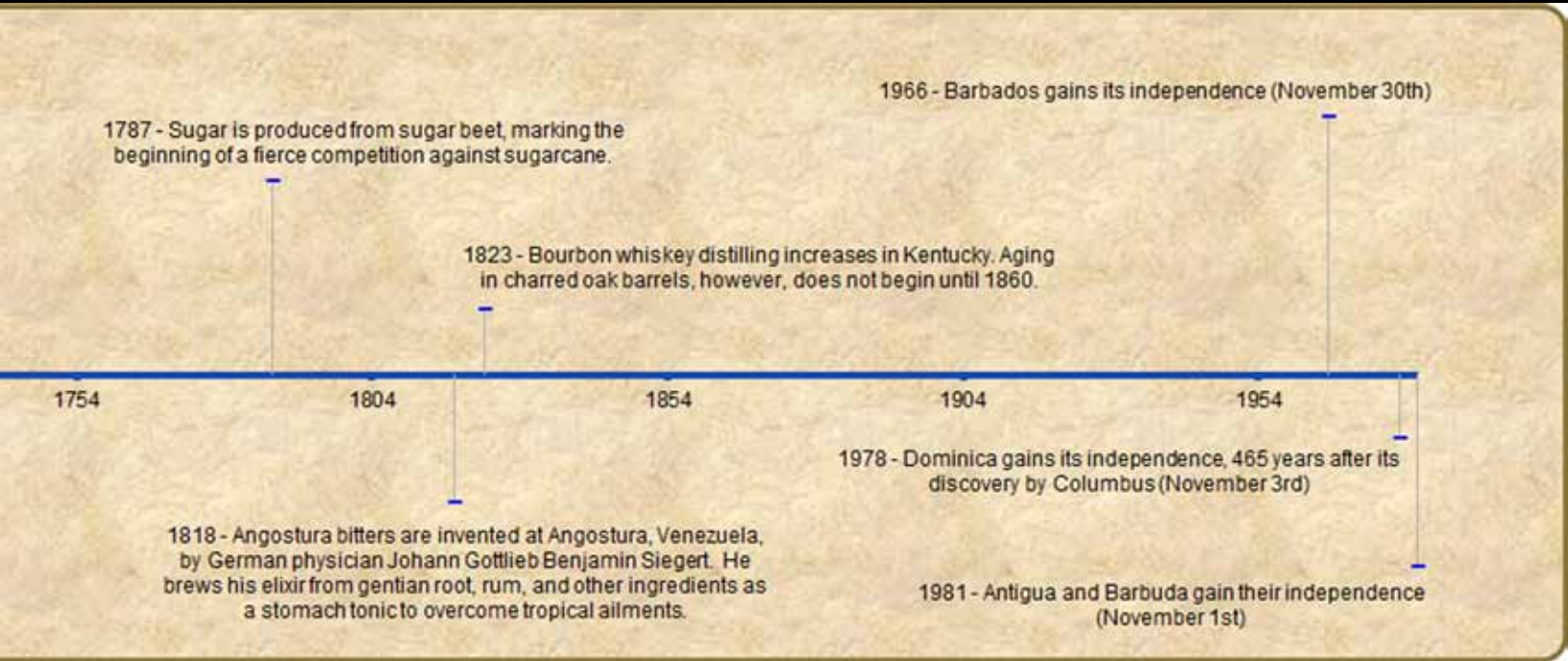
1704

1636 - The Dutch introduce sugarcane from Brazil into Barbados, where English settlers had been cultivating cotton, ginger, indigo and tobacco for export. Soon after sugar becomes the chief crop of Barbados and of all the Caribbean islands.

1718 - Infamous pirate of the seas Blackbeard is killed on November 22nd off the coast of North Carolina by Lieutenant Robert Maynard.



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



This could be your own rum...

We have dozens of bottle shapes and sizes available, along with the largest selection of rums anywhere in the world



YOUR BRAND

SUPER PREMIUM

Crystal RUM

Platinum

A Delicious Blend of Rum and Spices
(your label design)

IMPORTED RUM

750ml 40% ABV 80-Proof

YOUR BRAND

SUPER PREMIUM

Aged RUM

Bourbon Cask Aged

A Delicious Blend of Rum and Spices
(your label design)

IMPORTED RUM

750ml 40% ABV 80-Proof

YOUR BRAND

PREMIUM

Aged RUM

Bourbon Cask Aged

A Delicious Blend of Rum and Spices
(your label design)

IMPORTED RUM

750ml 40% ABV 80-Proof

Request your free brochure
and initial consultation from:

PrivateLabel@GotRum.com



Master Piece In a Bottle

For Zafra we hand selected American Oak casks, to ensure their optimal condition in preparation for aging this extraordinary rum. These casks are carefully cellared under the watchful eye of our Master Ronero, where the rum interacts with the oak casks and is masterfully blended, into this fine 21 year old "Master Reserve".



Discover This Authentic Rum Treasure.

www.zafrarum.com

THE Rum UNIVERSITY

The History and Science of the Barrel

Lesson 11: Soleras, Single Barrels and Specialty Barrels

Welcome to Lesson 11 of 12 of the Rum University's latest course! You can find previous lessons of this course by visiting the Archives page on www.GotRum.com, you can also find additional courses and material on the university's official website at www.RumUniversity.com.

The Rum Is Aged, Now What?

Of all the aging and blending methods in the rum industry, Soleras are the least understood and hence the most misused. The term "Solera" refers to a method developed in Spain for the aging and blending of Sherry. The goal of a Solera system is to eliminate differences between barrels, as well as, within distillation batches. This process will ensure that the final product is as consistent as possible over many years. For more information about Soleras, please refer to Lesson 5 of "The Classifications of Rum," available from The Rum University's website (www.RumUniversity.com).



A true Solera has both a physical ordering of barrels (stacked in reverse chronological order, with the barrels containing the youngest spirits on top and the oldest on the bottom) and a blending method (via which aged product is taken out of the bottom barrels only, and then the barrels are refilled with the contents of those barrels above them). While it is true that the physical arrangement is not necessary in order to conduct the blending, any deviation from the standard process may result in a dilution of the authenticity of the Solera.

The main abuse of the Solera nomenclature in the rum industry comes from the fact that in true Soleras, the oldest barrels should not be completely emptied during bottling: one always leaves some of the old rum behind, to ensure its characteristics will be blended with those of the younger rums in future batches. In reality, however, most rum producers completely empty their barrels into mixing tanks and are happy to call the final blend a Solera.



Rum barrels patiently aging their contents

The term “Single Barrel,” while not abused as much as the term “Solera” is still susceptible to misuse. In the truest sense of the expression, Single Barrel rums must come from individually-identified barrels, each bottle having on the label both a Bottle Number and a Barrel Number. As a result, veritable Single Barrel rums will have slight differences between barrels and between years, which increases their desirability and collectability. In reality, however, producers are so focused on consistency that they blend hundreds, even thousands of barrels together, to even out their differences, and then re-cask the resulting blend for weeks or months prior to bottling the resulting rum under the guise of a Single Barrel.

Specialty barrels are becoming more and more common in the rum industry, these include Port, Sherry, Cognac, Whisky and barrels previously used in the aging of other alcoholic beverages (fortified or not), including beer! In an increasingly-competitive world where every marketer is vying for consumer attention, this practice of using specialty barrels is allowing for veritable differentiators to emerge among producers. Only time will tell if the trend has legs or if it is transient.

Next month: Lesson 12 (final lesson) - Choosing The Perfect Barrel For Your Rum

Our special thanks to Independent Stave Company for their support in our research of oak.

RUM TECHNIQUES

The Organoleptic Assessment of Rum - Part 20

As part of our commitment to educate industry members and consumers alike, we are pleased to re-publish content from "***A guide book for the organoleptic assessment of rum***," by A. P. Saranin.

The guide was originally published in Bundaberg, Queensland, Australia, and is a detailed work covering the delicate job of formally evaluating rums and rum samples.

Our gratitude goes out to Dr. Alex Saranin and the fine people at The

Millaquin Sugar Co. Ltd. and The Bundaberg Distilling Co. Ltd., for making this material available to us.

Each issue of "Got Rum?" will include additional pages of this guidebook until all the pages have been published. At that point we will move on to another piece of historically-significant material.

As always, we want your suggestions for future topics, so we can continue bringing you the most relevant information possible.

es·ter

noun

\'es-tər\

Definition

Any of a class of often-fragrant organic compounds that can be represented by the formula RCOOR' and that are usually formed by the reaction between an acid and an alcohol with elimination of water.

Of all rum styles in the world, Jamaican rum is generally recognized as having one of the highest levels of esters, which are formed during the fermentation of the molasses and concentrated during distillation.

Origin

German, from *Essigäther*: ethyl acetate, from *Essig* vinegar + *Äther* ether.

First Known Use: circa 1852.

Enhance your rum vocabulary

Additional rum-centric vocabulary definitions can be found in all previous issues of "Got Rum?". Please check www.GotRum.com to download the archives.

5.4 B. RANKING PREFERENCE TEST

REQUIREMENTS:

Number of samples evaluated	1 - 6
Number of samples served	1 - 6
Number of testers	5 - 12

PROCEDURE:

Rate samples first, second, third, fourth, etc. This test can be used where the object is to find one or two of the best samples rather than thoroughly testing all samples. Actually a ranking test is a series of paired comparisons with each sample being compared with the next sample.

See the following page for a suggested questionnaire for the ranking method of testing.

Don't miss December's issue, where we will wrap up our journey through "A Guide Book for the Organoleptic Assessment of Rum"!

Additional didactic material is available in electronic format for free from The Rum University (www.RumUniversity.com).

continued on page 29

COMING UP NEXT...



DECEMBER 2012

The holiday season is upon us, make sure you pick up December's issue, which will feature Winter Rum Cocktails, Rum Cake Reviews and a special list of "Must Have" rum gifts for the special people on your shopping list. We will also have in-depth coverage of the Caribbean Rum & Beer Festival from Grenada, the Rum in Rome festival and much more!

You won't want to miss this issue, so make sure you have subscribed to our mailing list in order to receive notifications about new issues and special events. Simply visit www.gotrum.com, click on "Register Now" and follow the instructions on the screen.

Share your favorite winter cocktail recipes with us! Send via email to Margaret@gotrum.com for a chance to be included in this issue.

Need Bulk Rum?

We have:

- Cuban & Puerto Rican Style
- Jamaican & Guyanese Style
- Spanish & French Style
- Naval & Overproof
- White/Gold/Aged/Spiced/Flavored and many more styles!

www.BulkRum.com

QUESTIONNAIRE

Type: Preference

Method: Ranking

RUM SAMPLE NO. _____

Name.....

Date

Please rank the samples in numerical order according to your preference.

Preference

Sample

First

Second

Third

Fourth

Comments: (Type of off-flavour etc.)

PAIRING TOBACCO & RUM



My 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).

Something to Remember

This month's pairing takes me back to relive a rum that is slowly disappearing due to modifications being made to the nomenclature of Cuban rums that are in the range of 12 years old and that are now being called *Extra Añejo* (Extra Old). I am referring to one of my preferred rums from Cuba, **Ron Santiago 11 Years Old**. This rum is so complex that I agree completely it should not just be called *Añejo* (Aged). It is prepared under the supervision of Master Blender, Don Tano, a gentleman who has shared his passion, experiences and history with me and a person I have truly enjoyed being around every opportunity that I can. Unfortunately, I will not have the pleasure much longer of seeing this rum because, as time passes, it will be replaced by Ron Santiago de Cuba Extra Old 12 Years.

Pairing a Cuban rum may be considered simple to some (there is a natural tendency to pair a Cuban rum with a Cuban cigar) but, as you all know, I enjoy making things a bit more challenging by integrating different countries into my combinations. So for this pairing I have chosen the **Robusto Avo Signature** cigar from the Dominican Republic, which I love for its smoothness and elegance, a typical trait for this region. It stands out due to its earthiness and its many layers of spices, including cardamom. Its uniqueness allows it to stand out in an excellent manner when paired with this rum.

I now proceed with lighting up the cigar. Its initial notes are so pleasant that it makes me want it even more. As the cigar begins to warm up, it brings forth its characteristics within the first few draws, showcasing its many layers of spices through the first third. While this is occurring, I



begin to pour myself a snifter of this wonderful Cuban elixir, a rum aged in the eastern part of the island, where the sugarcane fields have been exposed to the warmth of the Atlantic Ocean breeze. The aging takes place in American Oak barrels

(that have been used for close to 80 years!) where I no longer expect to find the wood extractives or vanilla flavors, because I won't find them. However, the DNA of aged rums, overly protected within the pores of the barrels, is blended together, creating a perfect form for this pairing of a Cuban rum full of fruit flavors, characteristic of the eastern part of the island. This is an excellent rum that will be extremely missed without a doubt, but I know that the Santiago line of rums will continue strong in the hands of Don Tano, who will continue to surprise consumers with more rums that will have the same exceptional DNA.

As I approach two-thirds of the way of the cigar, the notes of the rum begin to appear much sweeter and I can perceive the subtle hints of dried fruits and coffee, quite agreeable. The levels of alcohol are hidden making the union of this pairing last until the end. The cigar does not fall in the shadows of the rum, rather it enforces its medium strength notes of tobacco, characteristic of the Dominican territory. This combination allows me to relax and enjoy the rest of the cigar with a burn that is even and perfect all the way through, leaving clear and rustic ashes behind, allowing the cigar to slowly die with dignity.

Philip Ili Barake
Cigar Sommelier
Philip@GotRum.com



THE RUM

Ron Santiago 11 Years Old - Cuba

THE CIGAR

**Robusto Avo Signature -
Dominican Republic**



Rum Runner Press, Inc.

Serving the Rum Industry's Needs for Almost Two Decades

WWW.RUMRUNNERPRESS.COM

- Premium Rum Formulations
 - Private Brand Development
 - Supply Chain Management
 - USA Label Approvals & Importing
 - Competitive & Organoleptic Analysis
 - Training & Certification Programs
 - Consumer & Corporate Events
 - Bulk Rum Sourcing
 - Rum Mixology
- ...and much more!

