Got Rum?™

SEPTEMBER 2012

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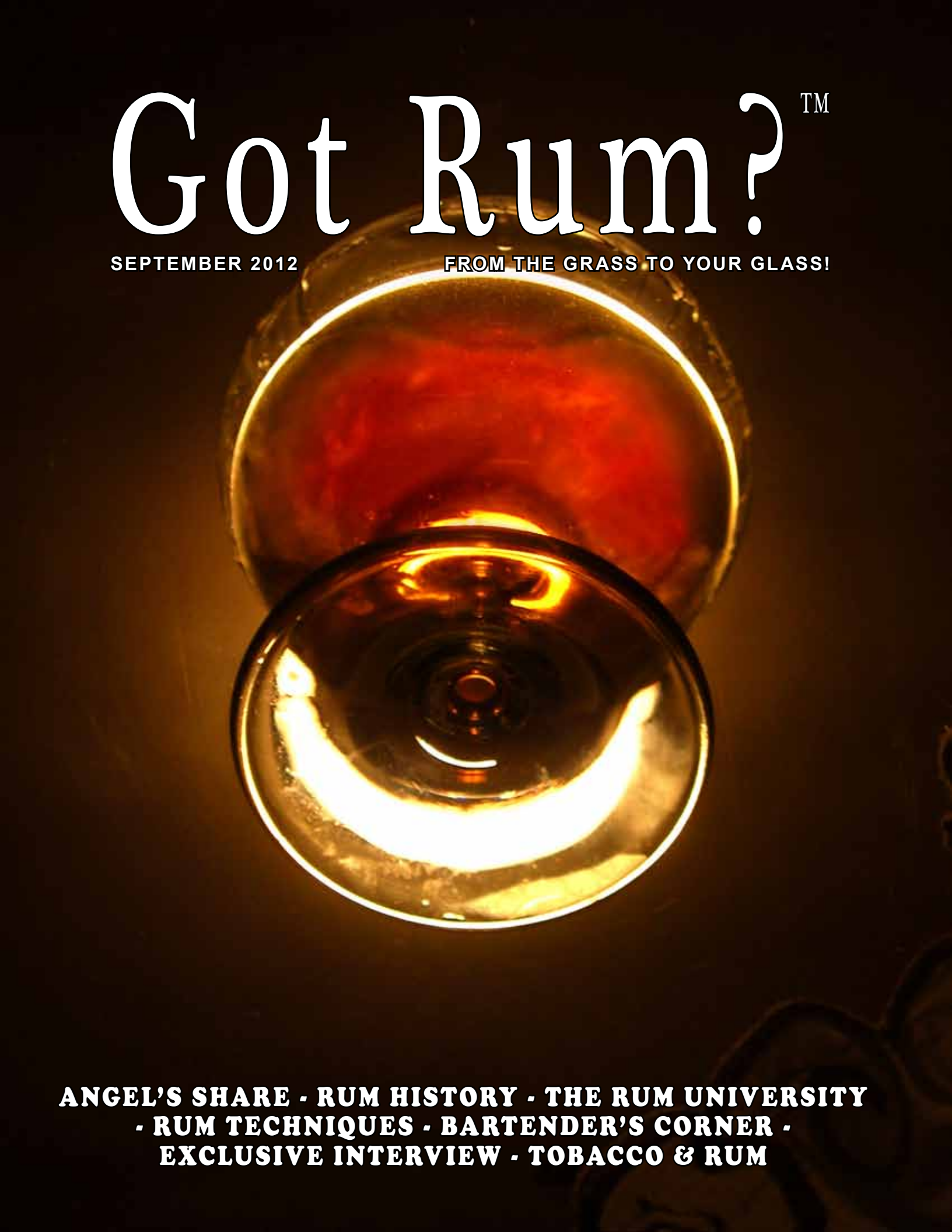

ANGEL'S SHARE - RUM HISTORY - THE RUM UNIVERSITY - RUM TECHNIQUES - BARTENDER'S CORNER - EXCLUSIVE INTERVIEW - TOBACCO & RUM


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10


Bartender's Corner

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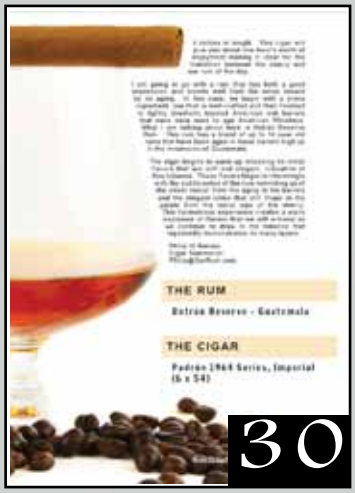
THE RUM
THE CIGAR

30

CONTENTS

SEPTEMBER 2012

5 FROM THE EDITOR - *Rum's Cycle of Life*

8 BARTENDER'S CORNER - *Is Older Always Better?*

10-13 THE ANGEL'S SHARE - R*eviews & Cocktails*

14 EXCLUSIVE INTERVIEW - *South Congress Distillery*

20-21 RUM IN HISTORY

24-25 THE RUM UNIVERSITY - *The History and Science of the Barrel, Lesson 9*

26-29 RUM TECHNIQUES - *Organoleptic Assessments, Part 18*

30 PAIRING TOBACCO & RUM

Got Rum?

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ON THE COVER: Rum Eclipse.

INSIDE COVER: Rum Mirage.

FROM THE EDITOR

Rum's Cycle of Life

It is hard for me to believe that September is already here. The industry is starting to feel the signs of the End of Year Rush: importers are trying to receive their last shipments of the year, distributors and wholesalers are wrapping up their portfolios ahead of the winter season, and suppliers of dry goods (bottles, labels, corks, etc.) are trying to keep up with last minute orders.

As a rum aficionado, winter is my least favorite season, especially in North America. Even if I have a cozy fireplace, a good heater in my car and a nice sipping rum waiting for me at home, I just don't like feeling cold. As a member of the rum industry, however, winter is the time of the year when most rum is sold and consumed. As a result of this, I've learned to also appreciate this season, with its maddening rush of orders, last minute consulting emergencies and delays due to employees (of our suppliers) going on holiday vacations.

It is ironic -even poetic- to think that rum, a beverage that owes its origins to hot and humid tropical climates, has such a financial impact in non-tropical countries, especially when they are at their coldest!

September is typically also the beginning of the sugarcane harvest season in several areas of the USA, particularly along the gulf coast. So while rum distributors are preparing to enter the holiday season in the best shape possible, sugarcane harvesters are facing their own challenges (some of them in the form of hurricanes or tropical storms) to ensure that sugar, sugarcane juice and molasses will continue to be available, so that the rum life cycle never ends.

I am grateful for the opportunity to be a small part of this cycle of life, one that I appreciate more as I meet more industry members, from cane growers to yeast salespeople, each one doing their part to guarantee that the rums we enjoy so much will continue to be around.

Cheers!

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.

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To RSVP or for additional information, please contact

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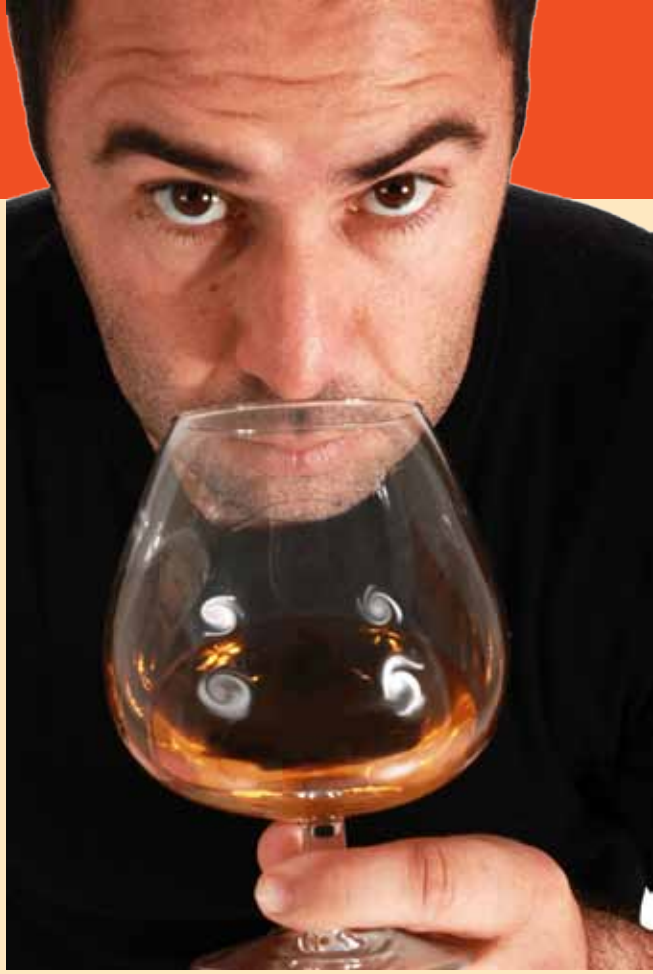
Bartender's Corner

by Dr. Ron A. Ñejo



Is Older Always Better?

When it comes to fine sipping rum, there is a common misconception that older is always better. Nothing could be farther from the truth: it is all about ***balance***.

During my many travels, I've had the misfortune of running into rums that had been "forgotten" in their barrels, only to be accidentally discovered later on. When sipped straight, these rums are often too astringent, their tannic content overpowering the senses, unpleasant to say the least. But the opposite can also be true: I've visited distilleries and have tried their white rum as it was coming out of the still and was pleasantly surprised at how enjoyable a good *Aguardiente* can be.

I am not saying that white, un-aged rums are better than super-aged rums, I'm only attempting to illustrate the point that balance can be found anywhere in between. But what exactly is this magical "balance" I keep mentioning? Here is a broken down view:

- The aroma has to match, at least partially, the taste and aftertaste.
- There has to be sugary sweetness. This is, after all, rum, and it should remind us of sugarcane, but the sweetness should be proportional to the other elements, in order to be a good supporting cast member rather than the leading actor.
- For aged rums, the tannic content should be relative to the purported age of the rum. Both the oak aroma and aftertaste need to be proportional to the complexity in the palate, since they should be derived (in legitimately-aged rums) from wood extractives.
- In the case of white rums, fruit, floral and spice notes should be present, but should not be overpowering. Vanilla should, for the most part, be absent, as well as glycerin, which is typically added to increase viscosity (silkiness) and the perception of smoothness.

Blending rums is an art. Why else would they call the highly skilled people in charge of doing so "Master Blenders"? Appreciating artfully-blended rums, thankfully, does not require as much training, just a basic understanding of rum.

So are older rums better than younger ones? In the hands of skilled masters, the answer typically is "yes". I say typically, because there are situations when even the most skilled blenders can't do much without crossing legal or ethical boundaries. Take for example, the case of a small distillery that only has 20 barrels of 12 year old rum, all other barrels are for rums that are much younger. The owners of the distillery want to sell the rum as a 12 year old rum, but when the Master Blender tries it neat, it is too dry and tannic. The Master Blender wants to add some younger rums to the blend, to increase the fruitiness and sweetness, but doing so would legally prevent the rum from being sold as a 12 year old product in the USA. The older the rums one is working with, the higher the interest in preserving their age, which limits drastically the blending options to balance the finished product.

Now that you know this, I hope you have a greater appreciation of what it takes to offer good rums to consumers. When you are lucky enough to run across an old rum that is perfectly balanced, you will be able to enjoy it even more than before.

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.

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THE ANGEL'S SHARE

Starr Ultra Superior Light African Rum (80-Proof). This white rum from Mauritius comes in an elegant ruby-colored, pyramid-shaped bottle.

The aroma is that of rum distilled to a high proof (low congener level), with a touch of sweet vanilla and caraway.

The body is light, almost vodka-like and, once in the palate, the rum opens up to reveal notes of spices, including cinnamon and nutmeg. The finish is protracted and semi-sweet, with hints of cardamom.

This rum is neutral enough to be a versatile mixer, the bottle alone is sure to be the center of attention at any gathering. This is a perfect transition rum for vodka drinkers looking for a guiding *Starr* to explore the rum world.

Featured Cocktail - Blue Mauritius

Created by Nick O'Connor, Apotheke (NYC)

Ingredients:

2 oz. Starr African Rum
1 oz. Blended Fresh Blueberries (appx 10-14 berries muddled)
½ oz. Fresh Lime Juice
¼ oz. Agave Nectar
¼ oz. Ginger Syrup

Directions:

Shake all ingredients with ice. Serve on the rocks. Garnish with a 3 blueberry skewer.

WWW.AFRICANRUM.COM

Clément Créole Shrubb Liqueur D'Orange (80-Proof). This rum liqueur has a gentle straw color with peridot hues.

The leading aroma is that of the most inviting and freshest oranges, harvested at the peak of their sweetness, followed by hints of honeysuckle and cinnamon.

The body is thick and viscous. Once in the palate, it opens up very honey-like, with floral and herbal notes, followed by spicy cinnamon hints that warm up the palate and finishes with tantalizing caramelized orange peel.

This rum liqueur is an excellent substitute for the more traditional bar-back orange staples, such as, Cointreau and Grand Marnier. A great digestif that can also be served chilled in place of ice wines.

"Reverse" Margarita

2 oz. Clément Créole Shrubb
1 oz. premium tequila
¾ oz. fresh lime juice

Shake and strain into a cocktail glass rimmed with lime and salt

WWW.RHUMCLEMENTUSA.COM

THE ANGEL'S SHARE

Plantation Extra Old Barbados Rum (80-Proof). This rum celebrates the 20th anniversary of Cognac Ferrand. It features a deep reddish-amber color that shimmers from the slightest provocation.

The aroma is multidimensional yet seamlessly-integrated, vacillating between rich fruit, sweet wet oak and pastry spices. The body is medium and the mouth feel is silky. In the palate this Bajan rum opens up smoothly, the taste being a true reflection of the aroma. The finish is delectable, enjoyably warm and satisfactorily protracted.

This rum is a must-have for all rum connoisseurs. It should be experienced neat, in a snifter, to fully appreciate the skill involved in its blending. Tobacco aficionados will enjoy pairing it with long-filler, natural wrapper cigars that feature light, creamy notes.

WWW.PLANTATIONRHUM.COM

Featured Cocktail - El Presidente

Ingredients:

1 1/2 oz. Plantation Rum XO 20th Anniversary
1/2 oz. Pierre Ferrand Dry Curacao
3/4 oz. French Vermouth
1 dash Grenadine

Directions:

Stir ingredients well with cracked ice, then strain into a chilled cocktail glass. Garnish with a twist of orange.

Appleton Jamaican Independence Reserve (90-Proof, 50 Year Old). This rare rum features a very attractive reddish citrine color with glowing polished copper undertones. The aroma is true to Appleton's distillation tradition, high in esters and other congeners but, unlike most of the younger rums in the Appleton line, the oak plays a substantial and dominating role.

The initial nosing reveals succulent wet oak with heavy brandy-like notes of cherries and raisins. These aromas are quickly followed by rich layers of pineapple, pears and blood oranges. All of these elements combine together to suggest a rum much sweeter than previously experienced from Appleton.

Prior to tasting, we mentally prepare our senses to expect and appreciate the high proof of this rum. Once in the palate, the rum opens up as warmly as was expected, but not as sweetly as the aroma suggested, with tannic and spicy notes dominating the foreground, slowly yielding to wet oak and ending with essence of dried fruits, primarily pears and quince.

The finish is protracted and dry, with some spice and smoke notes, which are the result of the prolonged aging of the wood extractives.

The rum is a veritable liquid piece of history. Every rum enthusiast should try it at some point as a crowning achievement of their passion.

EXCLUSIVE INTERVIEW

South Congress Distillery

It is finally nice to see rum distilleries popping up in Texas, practically in our own backyard. We are very pleased to have the opportunity to interview Mr. Mike Jakle and Mr. Willis "Miles" Ponder IV, owners of South Congress Distillery. We want to congratulate them on their distillery which is just miles from our office and thank them for taking the time out of their busy schedule to share with our readers their history and experiences.

Publishers

Left to Right: Mike Jakle and Willis "Miles" Ponder IV

Q: How did you get started in the rum industry?

A: Mike- In 2008, I had a chance to get into a new venture and I spoke to my wife, Stacie, about opening our own distillery. She thought I would be good at creating and selling spirits (go figure) and so we started looking for a business partner.

I knew Miles through my son, Adam. Our sons played soccer on the same club team. Miles and I would usually tag along on the out of state tournaments and spend time together. I told him I was interested in opening a distillery and he said he was interested as well. We became partners. Miles owns a building on South Congress near Riverside Drive and we planned to build a distillery on that location....hence the name "South Congress Distillery". When we started to talk to the city of Austin, it became apparent that the location was going to be too restrictive for a commercial distillery....so we started looking around Austin for a location. We had bought a 50 gallon pot still to practice distilling with and needed a place to store it until we found our location. Miles suggested we store the still in his dad's donkey barn out in Manor. While we were dropping off the equipment, I started looking around.... the barn was small and packed full of stuff, but there was water and electricity....I said, "Miles, ask your dad if we can use the barn"...

A: Miles- I wish I could say that we began our mission to create the absolute best rum known to man. The truth is we stumbled on the idea because of a barrel of blackstrap molasses in our barn. Our original idea was to make Tequila from Agave grown in Tamaulipas, Mexico. Unfortunately, due to the current drug wars we put that idea on permanent hold.

Armed with our new licenses and a great desire to distill, a barrel of black strap molasses that lay waiting in my Dads barn seemed to be the ticket. It had been sitting there for years. Learning that blackstrap had a high concentration of sugar, we decided to experiment. We added blackstrap to water, threw in some yeast and a week later we had a rum wash. We fired up our small still for the first time. Although our initial rum was bad our curiosity and desire to produce rum peaked. With our new direction and a desire to learn we were off on a new endeavor — Rum.

A: Mike- At that point I was so naive I didn't even realize there were already two Texas rums on the market. Once we realized we weren't going to be the first Texas rum, the obsession became to try and be the best... so about a year was spent trying different distilling methods, yeast, techniques, processes, etc...tasting and smelling as many other rums as possible. It was a lot harder and took a lot more time than I initially thought it would.

A: Miles- You would think that acquiring sugar in a state once so connected to the sugar industry would be easy. Not so! Only one major sugar mill remains in Texas. Our molasses comes from cane grown by the Santa

Rosa Sugar Cane Growers Association. The cane is then processed in the only remaining sugar mill — Rio Grande Valley, Sugar Growers, Inc. in Santa Rosa, Texas.

A: Mike- And developing the package....that was as difficult as coming up with the product. We owe a lot to Ray Longoria, Mike Thomas, Matthew Bailey and Stacie for creating our package. A lot of hard work, indeed...but in the end, it was all worth it.

Knowing nothing about the spirits business, I called my friend Mike Whiteley. He introduced me to Henry Mathis, a sales rep for Glazer's. Henry was very patient as I bombarded him with questions for about an hour before he finally said, "I gotta go...give me your card". About three weeks later, Henry called, said he was out near our distillery and asked if he could stop by along with Dale Strickland of Glazer's. They thought the product and package were great...and, low and behold, a few weeks later we were part of the Glazer's family.

Q: What product(s) do you currently produce?

A: Currently we produce White Hat Premium Texas Rum.

Q: What has been the market's response to your product?

Beautiful, all copper, 250 gallon Vendome Still

A: We have been very fortunate....the rum is selling well.
Even folks who are non-rum drinkers like the product. The mission now is to get as many people as possible to taste our rum and try to convert them to loyal White Hat Rum drinkers.

Q: Do you have any plans for developing additional rums in the near future?

A: We are interested in developing other products...we've talked about some options for different rum products including a high quality well rum. But, the growth in rum right now is in the "premium" products and we would love to craft a very nice aged rum. Maybe we'll do both.

Q: Could you describe to our readers your everyday activities? In other words, how much time do you dedicate to administrative, marketing and production?

A: We're probably like every other start up micro distillery. Early on, all of our time was spent on acquiring and setting up the equipment. Then the mission became product development, making sure consistency was maintained. Now, the goal is to increase sales, getting our rum in liquor stores, working weekends, conducting tastings in liquor stores and sponsoring events in the area.

Q: What have been some of the greatest challenges/obstacles you have encountered thus far as a micro distiller?

A: Mike- Lots of challenges...but lots of reward as well. Some of my greatest challenges: understanding federal reporting requirements (filling them out correctly and on time), understanding state/federal rules and regulations, but most of all increasing demand and ensuring we can handle the increase on the production end.

A: Miles- Getting consumers to select our rum. There are lots of labels in liquor stores. Making someone select ours is a challenge. And, getting bars and restaurants to pour White Hat is a major challenge. Although bar owners like to promote local/Texas products the key to product turnover is to create a price point that will allow bars to help promote it by consuming it. Otherwise it can sit on the shelf longer than you like.

continued on page 19

BULK RUM - PRIVATE LABELS - CUSTOM FORMULATIONS

dis·till·ery: noun \di-ˈsti-lə-rē

A: a place where sugar-rich ingredients are transformed into alcohol.

B: a black hole that absorbs the lives and resources of those attempting to start or manage A.

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continued from page 15

Q: Do you have any advice for anyone who is considering starting his/her own distillery in the USA?

A: Mike- I thought I was pretty smart when I got into this business....but after 3 ½ years I realized I wasn't as smart as I thought I was. For some reason, I thought that once we were picked up by a major distributor, it would be raining money in the barn....not the case. This is just like any other start up business so you must have staying power. Be prepared to spend a few years setting up and developing your product. Then, after you're picked up by a distributor, another couple of years before you can actually pay yourself. My friend, Pat Prendergast of Mesa Winery, once told me, "Mike...congratulations... you guys have produced a great product and a wonderful package...you just completed step one of ten!" What?!?

This is a competitive business with a lot of great choices for consumers. There are very talented newcomers arriving into the fray. My advice would be to know what your niche is going to be and focus on the product. Make something that you would be proud to call your own. Also, make sure and scale your distillery so you have decent production capabilities. Bigger, in this case, is usually better.

A: Miles- Know your product and your audience. If you are planning to sell a retail product, discuss sales volumes with your local liquor stores and check to see how others in your category are doing. Then, do what you can to price yourself appropriately while creating a look that will stand out. Easy to say! Look, feel and price is a tough balance.

Q: If I came to a party at your house and ask for a rum-based cocktail, what are you likely to offer me?

A: Mike- I would serve you a Vesper #2 created by Jeremy Corn. Recipe: 1oz. White Hat Rum, 2oz. London Dry Gin, 1/2oz. Lillet Blanc, 2 dashes Lemon Bitters and a thick cut lemon twist....shake and serve straight up.

A: Miles- I would offer one of three: Gosling's Ginger Beer and White Hat Rum on a hot day in the sun, Mexican Coke and White Hat Rum (TEXMEX) anytime or for brunch or a Bloody Mary made with White Hat Rum.

Q: If people want to contact you or want to know how to get a hold of your rum, how may they reach you?

A: Send us an email at Mike@whitehatrum.com and Miles@whitehatrum.com.

The rum patiently ages inside the suspended barrels

Q: Is there a particular message or comment you would like to share with our readers?

A: Mike- I would just like to say how grateful I am to be in this business. It's in my blood now and I can't see myself doing anything else. I've met a lot of great people; including Matthew Bailey of St. Louis Litho, David Parker of Tricor Braun, Dale Strickland of Glazer's, Brock Wagner of St. Arnold's Brewery (I'm a beer nut) and, of course, Luis and Margaret Ayala. I have been able to get my son, Austin, involved in the business and he loves it. And I get to work with Stacie and Miles on building our own business. We're still the new kids on the block and are far from "making it".... but with a little luck we'll be around for a long time to come.

A: Miles- I would like to thank the Rio Grande valley Sugar Cane Growers Association, particularly Edward Mathers and Lance Swanburg. Without the Association's effort to grow quality sugar cane our product would not be the same.

RUM IN HISTORY

September Through The Years

1522 - Ferdinand Magellan's lieutenant Juan Sebastian d'Elcano (del Cano) returns to Seville September 6 aboard the Vittoria with 18 surviving sailors of the first circumnavigation of the world.

1567 - Antwerp's sugar-refining industry moves to Amsterdam following the capture of Antwerp by the duke of Alva.

1522 1572 1622 1672

1559 - Around 1,500 Spanish colonists land at Pensacola, Florida, but hostile natives force them to move to Port Royal Sound in what later will become the English colony of South Carolina.

Ever wondered what happened in the month of SEPTEMBER throughout history?

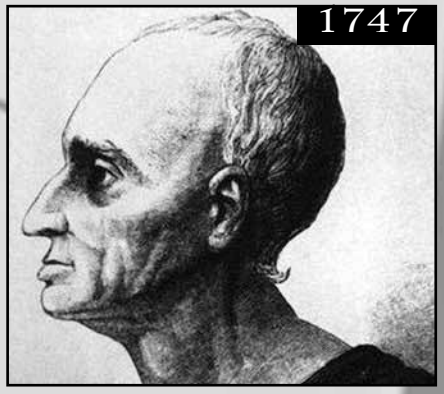
1883 - Sugar production of sugar beets equals that of sugarcane

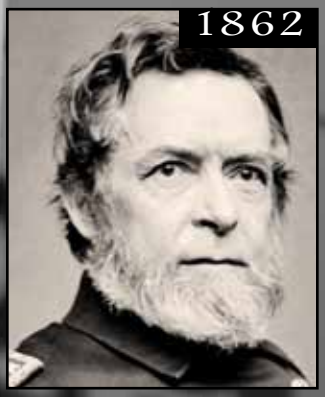
1813 - France has 334 sugar plantations by year's end and has produced 35,000 tons of beet sugar.

1722 — 1772 — 1822 — 1872

1747 - Prussian chemist Andreas Sigismund Marggraf, 38, discovers that beets and carrots contain small amounts of sugar.

1862 - The U.S. Navy abolishes its rum ration through the influence of Rear Admiral Andrew Hull Foote, 56, who made his ship the first in the Navy to stop issuing rum rations. The ration was later reinstated.





The Mayan calendar
marks 2012
as a special year...

... a VERY special
year indeed!

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THE Rum UNIVERSITY

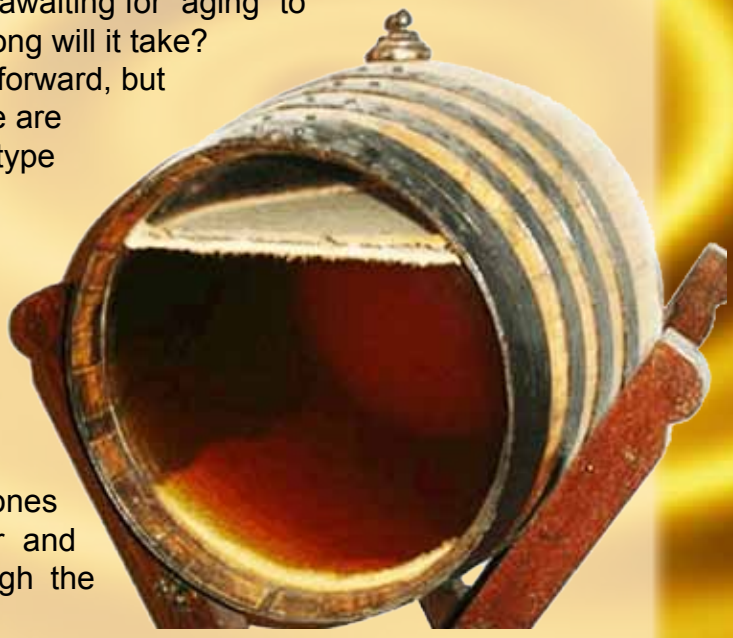
The History and Science of the Barrel

Lesson 9: Rum Transformation Inside the Barrel

Welcome to Lesson 9 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**.

Modern Day Alchemy

The sugarcane alcohol is in the barrel, patiently awaiting for "aging" to take place. What exactly will happen and how long will it take? Describing what will happen is relatively straightforward, but defining how long it takes is much harder. There are many variables to consider: type of wood used, type of char or toast, the aging warehouse's climate and, last but not least, the type of alcohol the barrels are filled with (light, medium or heavy).



What the alcohol will lose as it is converted into rum:

- Very light (volatile) alcohols will be the first ones to evaporate. These alcohols are thinner and more easily absorbed and perspired through the oak staves.
- Because of the above, the proof of the alcohol will decline with the passing of the years. The highest loss will come in the first year, and losses after the second or third year will level out, as long as the barrel remains structurally sound and as long as the warehouse manager has a good practice for topping off barrels regularly (once to twice a year).
- Some aromas will be lost, especially when aging in charred oak barrels, due to the odor-absorbing effect of the inner surface carbon.

An alchemist at work

What the alcohol will gain as it is converted into rum:

- Light to dark amber color. Toasted barrels will take longer time to impart color, while charred barrels will do so faster.
- Tannins. French Oak barrels that are toasted light to medium will impart the highest concentration of tannins. Charred American Oak barrels will take the longest.
- Other wood extractives will be delivered to the rum, resulting in increased mouth complexity and prolonged aftertaste. Lighter char levels tend to show more fruit esters and spice notes while darker char levels will extract more vanilla flavors and color into the rum.
- Complexity. The aromas and flavors mentioned in the previous bullets will continue to react with the oxygen inside the barrel, transforming into additional compounds.

When we stop to carefully analyze each and every step described above, it is hard not to compare the aging of rum to modern day alchemy (the art of transforming base metals into gold).

Next month: Lesson 10 - Oak Barrel Alternatives

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

The Organoleptic Assessment of Rum - Part 18

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.

pun·gent

adjective

\'pən-jənt\

Definition

a: causing a sharp or irritating sensation; especially: acrid

b: having an intense flavor or odor

Origin

Latin *pungent-*, *pungens*, present participle of *pungere* to prick, sting; akin to Latin *pugnus fist*, *pugnare* to fight, Greek *pygmē fist*

First Known Use: 1597

Did you enjoy this article? Do you want to read more?

Make sure to get the July issue, where we'll continue this interesting topic with the section titled "General Remarks On Tasting."

of the testers. Conduct several sessions (4-5) on each sample until agreement is reached as to a "profile" of the product.

This method is the only method which analyses quality distortion. Overall ratings, or "amplitudes" are assigned to the bouquet, the aroma and the flavour.

The profile method gives a reproducible picture of the flavour of a product. Variation in flavour over long periods of time (years) can be detected. With all other methods of tasting, a gradual change of flavour can take place in a control sample and escape detection.

The Profile Method is based on concepts from several other techniques which have been complemented and organized to give an objective method for measuring and describing organoleptic quality.

Bouquet of the product under test is primarily the first reaction that one senses upon smelling it. It is of short duration, for it will be blanketed by the more powerful sensation of aroma. It is perceived by the nose when the product is sniffed.

Aroma is also a nose-feel sensation, perceived by direct sniffing, but is more persistent and represents a distinctive characteristic of fragrance or odour of the product. There is usually only slight distinction between the bouquet and the aroma and they usually overlap each other.

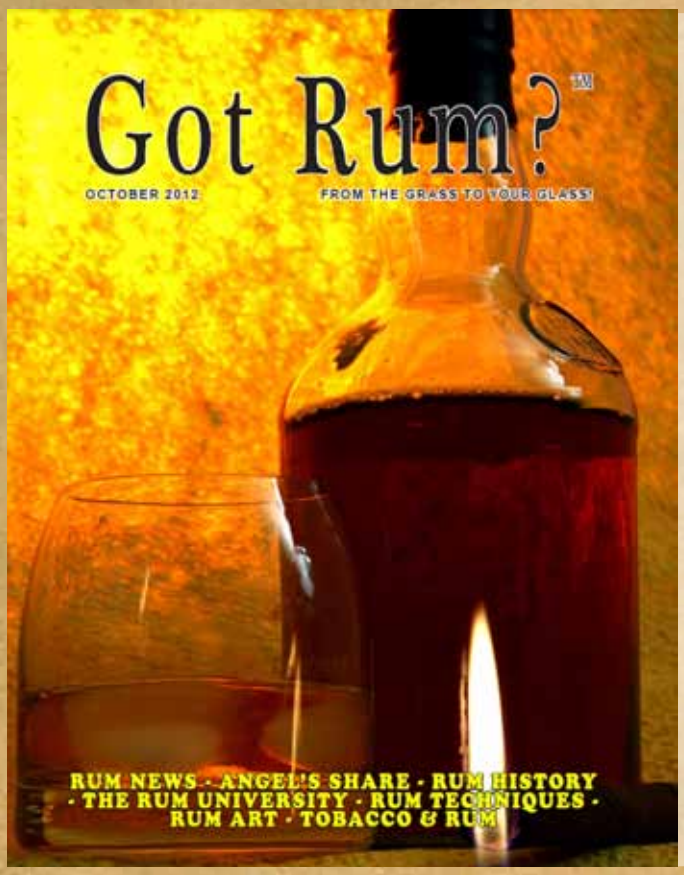
The perception of aroma and its amplitude will vary in the course of the test. Flavour-by-mouth is the total effect of the aroma, taste, and the feeling sensation stimulated by the drink in the mouth. This will include the basic tastes of sweetness, sourness, saltiness and bitterness. It also includes metallic tastes as well as feeling factors such as astringency, burning, cooling, numbing, and coating. There is also the sensation of after-taste.

Don't miss October's issue, where we will cover Preference Tests.

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

continued on page 29

COMING UP NEXT...

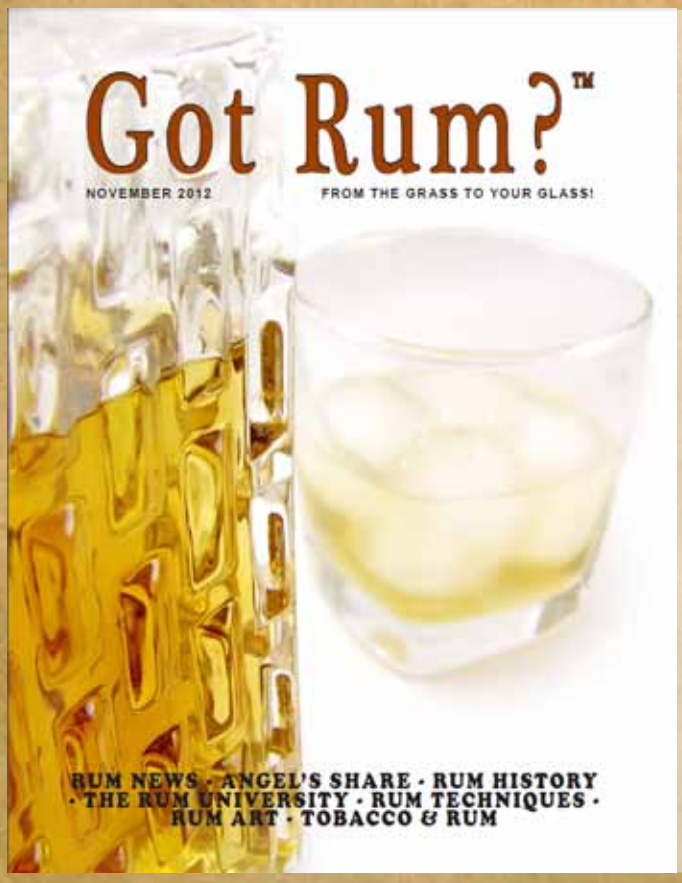


OCTOBER 2012

This issue will be a Halloween and Fall theme, featuring some spiced rums, spooky cocktails and a discussion about oak alternatives and un-acceptable shortcuts.

You won't want to miss this issue, so make sure you are 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 spiced rum and/or spooky cocktail with us! Send via email to Margaret@gotrum.com for a chance to be included in this issue.



NOVEMBER 2012

In this issue we will be featuring Premium Rums, from their days in the barrels in the aging warehouses to the filled snifter in your hand.

You won't want to miss this issue, so make sure you are 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 premium rum and/or premium cocktail with us! Send via email to Margaret@gotrum.com for a chance to be included in this issue.

continued from page 27

QUESTIONNAIRE

Type: Description - Analytical profile

Method: Graphical

RUM SAMPLE No. _____

Name.....

Date .....

Please rate the bouquet, aroma, flavour-by-mouth, and after-taste graphically on the chart below. Grade the sensations for their intensities as follows:

	Favourable	Unfavourable
Strong	+3	-3
Moderate	+2	-2
Slight	+1	-1
Not Detectable	0	0

	Bouquet	Aroma					Taste				After-taste	
	Pleasant	Agreeable	Mild	Fragrant	Esters Odour		Smoothness	Cooling	Sweetness		Agreeable	
+3												
+2												
+1												
0												
-1												
-2												
-3												
	Unpleasant	Disagreeable	Pungent	Sharp	Fusel Oil Odour		Astringency	Burning	Bitterness		Disagreeable	

Please comment on aroma and flavour notes which you can detect in the sample.

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.

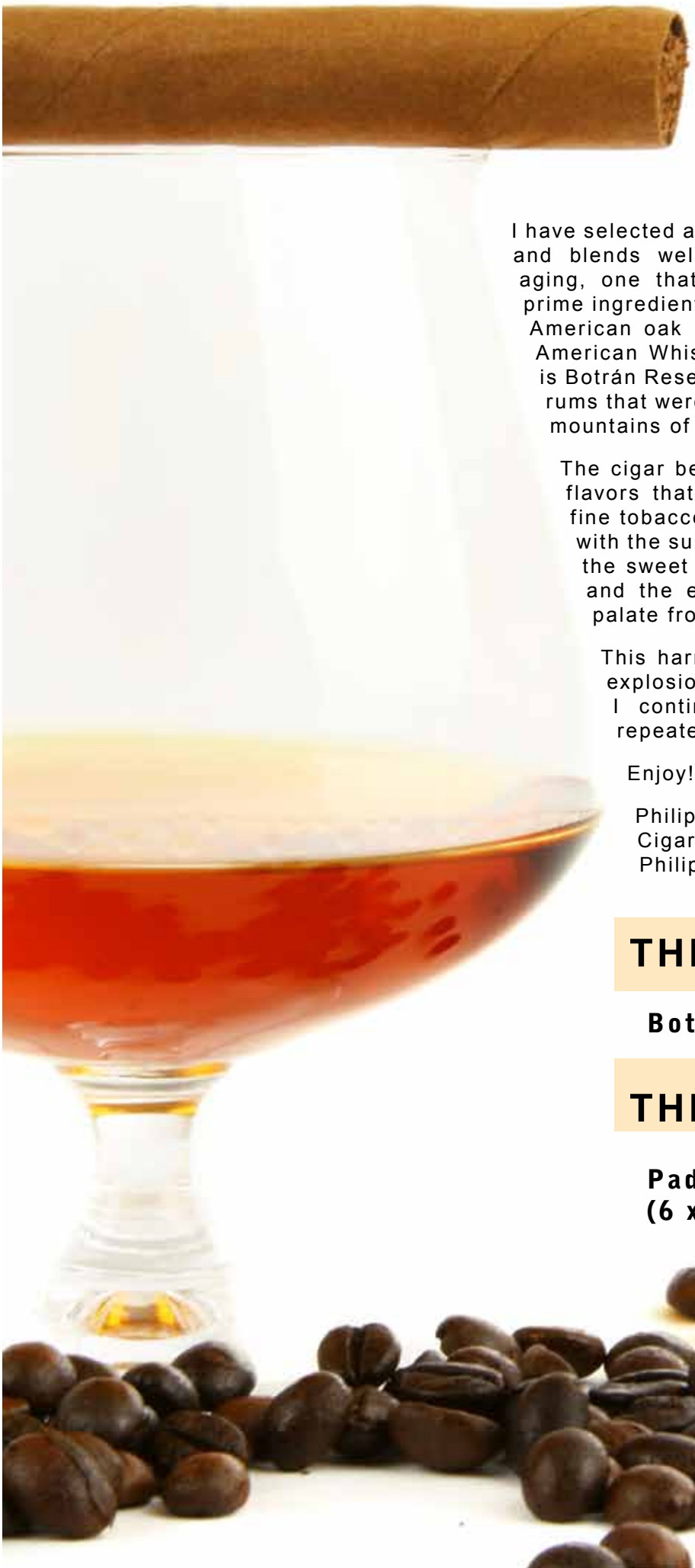
I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

The Warm Hour

For this next pairing, I am going to recommend a perfect combination that I tend to associate with the winter season because I can't imagine drinking it at any other time of the year.

One of the most enjoyable moments after dinner is when I complete my meal with a snifter of Pedro Ximénez Sherry. For this occasion, I am going to incorporate one of their sherries that completely dazzled me in a previous trip to Andalucía. I am referring to Pedro Ximénez Santa Ana Sherry of the Emilio Hidalgo winery. Not only for its history and ancient solera aging process, but also for the quality of the product that stays long in the mouth, with elegant notes of figs blended with subtle hints of raisins. All of these notes are wrapped up with characteristics of fine aging. Just a single glass of this sherry will prepare my palate in the best way possible for what is yet to come.

Having these pleasant and enjoyable sensations of the sherry in my palate, I then proceed to take my first smoke of the cigar. For this pairing, I have chosen a marvelous Nicaraguan cigar from the Padrón brand. There are many gratifying experiences within the array of products of the Padrón line, but in this case, I am going to go to one that I find to be very agreeable and complex, the Imperial Series 1964 with a 54 ring gauge



and 6 inches in length. This cigar will give me about an hour's worth of enjoyment making it ideal for the transition between the sherry and my choice of rum for this combination.

I have selected a rum that has both a good expression and blends well from the notes derived from its aging, one that is well-crafted using high quality prime ingredients and then finished in lightly toasted American oak barrels that were once used to age American Whiskeys. What I am talking about here is Botrán Reserve Rum, a blend of up to 14 year old rums that were aged in these barrels high up in the mountains of Guatemala.

The cigar begins to warm up releasing its initial flavors that are soft and elegant, indicative of fine tobacco. These flavors begin to intermingle with the subtle notes of the rum reminding me of the sweet nectar from the aging in the barrels and the elegant notes that still linger in my palate from the initial sips of the sherry.

This harmonious experience creates a warm explosion of flavors that I will witness as I continue to draw in the tobacco that repeatedly demonstrates its many layers.

Enjoy!

Philip Ili Barake
Cigar Sommelier
Philip@GotRum.com

THE RUM

Botrán Reserve - Guatemala

THE CIGAR

Padrón 1964 Series, Imperial (6 x 54) - Nicaragua

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