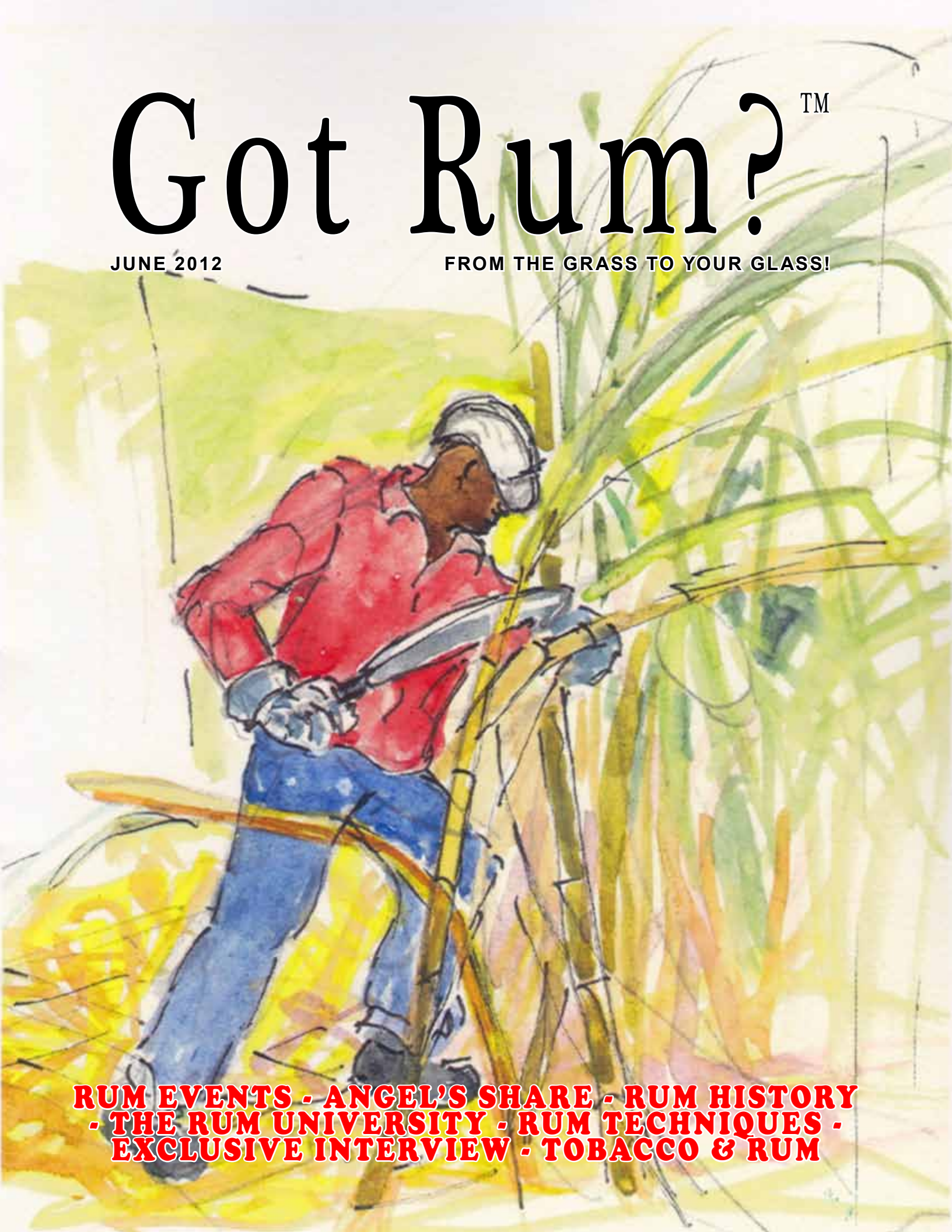


# Got Rum?™

JUNE 2012

FROM THE GRASS TO YOUR GLASS!



**RUM EVENTS - ANGEL'S SHARE - RUM HISTORY  
- THE RUM UNIVERSITY - RUM TECHNIQUES -  
EXCLUSIVE INTERVIEW - TOBACCO & RUM**





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**The Rum Lab**  
*Making Papaya Rum - the perfect gift for Dad*

How I learned the hard way just how difficult papaya rum can be. It's not just about the papaya, it's about the rum. The process is long and tedious, but the result is a rum that is truly unique and delicious. This is a rum that you can give to your dad as a special gift. It's a rum that he will cherish and enjoy every time he takes a sip.

**Ingredients:**  
1 cup of rum  
1 cup of papaya  
1 cup of sugar  
1 cup of water  
1 cup of lemon juice  
1 cup of lime juice  
1 cup of orange juice  
1 cup of pineapple juice  
1 cup of mango juice  
1 cup of peach juice  
1 cup of apricot juice  
1 cup of cherry juice  
1 cup of strawberry juice  
1 cup of raspberry juice  
1 cup of blueberry juice  
1 cup of blackberry juice  
1 cup of elderberry juice  
1 cup of hibiscus juice  
1 cup of rosehip juice  
1 cup of goji berry juice  
1 cup of acai berry juice  
1 cup of pomegranate juice  
1 cup of tart cherry juice  
1 cup of tart orange juice  
1 cup of tart lemon juice  
1 cup of tart lime juice  
1 cup of tart grapefruit juice  
1 cup of tart kiwi fruit juice  
1 cup of tart passion fruit juice  
1 cup of tart dragon fruit juice  
1 cup of tart jackfruit juice  
1 cup of tart breadfruit juice  
1 cup of tart soursop juice  
1 cup of tart guava juice  
1 cup of tart mango juice  
1 cup of tart papaya juice  
1 cup of tart pineapple juice  
1 cup of tart peach juice  
1 cup of tart apricot juice  
1 cup of tart cherry juice  
1 cup of tart strawberry juice  
1 cup of tart raspberry juice  
1 cup of tart blueberry juice  
1 cup of tart blackberry juice  
1 cup of tart elderberry juice  
1 cup of tart hibiscus juice  
1 cup of tart rosehip juice  
1 cup of tart goji berry juice  
1 cup of tart acai berry juice  
1 cup of tart pomegranate juice  
1 cup of tart tart cherry juice  
1 cup of tart tart orange juice  
1 cup of tart tart lemon juice  
1 cup of tart tart lime juice  
1 cup of tart tart grapefruit juice  
1 cup of tart tart kiwi fruit juice  
1 cup of tart tart passion fruit juice  
1 cup of tart tart dragon fruit juice  
1 cup of tart tart jackfruit juice  
1 cup of tart tart breadfruit juice  
1 cup of tart tart soursop juice  
1 cup of tart tart guava juice  
1 cup of tart tart mango juice  
1 cup of tart tart papaya juice  
1 cup of tart tart pineapple juice  
1 cup of tart tart peach juice  
1 cup of tart tart apricot juice  
1 cup of tart tart cherry juice  
1 cup of tart tart strawberry juice  
1 cup of tart tart raspberry juice  
1 cup of tart tart blueberry juice  
1 cup of tart tart blackberry juice  
1 cup of tart tart elderberry juice  
1 cup of tart tart hibiscus juice  
1 cup of tart tart rosehip juice  
1 cup of tart tart goji berry juice  
1 cup of tart tart acai berry juice  
1 cup of tart tart pomegranate juice

**Instructions:**  
1. Wash the papaya and cut it into small pieces.  
2. Blend the papaya pieces with the rum, sugar, and water.  
3. Strain the mixture through a fine mesh strainer.  
4. Add the lemon and lime juice.  
5. Taste the rum and adjust the sweetness if needed.  
6. Bottle the rum in a clean, sterilized bottle.  
7. Store the rum in a cool, dark place.  
8. Enjoy the rum with your dad.

**Notes:**  
This rum is best enjoyed with a glass of water or a splash of citrus juice. It is a perfect gift for your dad and a great way to show your love and appreciation for him.

**Recipe by: [Name]**

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# Got Rum?

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ON THE COVER: Cutting Cane, Barbados  
Original by M. Tainsh, from the Ayala Collection

INSIDE COVER: Rum Tasting Session  
Photograph © 2012 by Luis Ayala

## FROM THE EDITOR

### Enduring Spirits

**N**owadays it is almost impossible to pick up a newspaper or tune in to a news channel without being bombarded with discussions about recessions, impending economic collapses or other signs of financial demise. Many industries have suffered as a result of increasing unemployment and the reduction of communal disposable income associated with it.

As a whole, the beverage industry has faced its share of the challenges, with beer and wine taking the biggest hits. Distilled spirits, however, especially those priced at the premium level and above, have been affected the least.

I have always believed that sipping spirits are the safest bet in the beverage industry. Beer and wine are seldom consumed in cocktails; as such they offer limited flexibility to consumers. High quality spirits, on the other hand, offer a seemingly infinite level of flexibility: enjoy them on the rocks, straight in a snifter, as the primary or secondary ingredient in a wide range of cocktails, as a flavor-extracting agent in percolations and infusions, even as an elegant aperitif or digestif!

Consumers who pay above average prices for a distilled spirit, especially in a tough economy, will not develop brand loyalty (i.e. repeat business) if their expectations for quality in and out of the bottle are not met convincingly. Our hyper-connected society makes it very



easy to instantly share our opinions, good or bad, with all our friends and relatives with the push of a few buttons. It saddens me to run across new distilled products -from small and large companies alike- that fall short in one or more areas. It is as if the companies were taking their consumers for granted.

It is in these tough economic times that brand owners who consistently deliver value will forge the character and behaviors they will need to remain focused as the economies of their countries inch their way back toward normalcy.

Cheers until then!

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.



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Distill  
Age  
Blend  
Mix  
Serve!

## UPCOMING SPIRITS EVENTS

### The SIP Awards International Spirits Competition- San Clemente, CA

June 29th

[sipawards.com](http://sipawards.com)

### International Wine & Spirit Competition - Cranleigh, Surrey, UK

July 26th

[www.iwsc.net/home](http://www.iwsc.net/home)

### San Diego Spirits Festival – San Diego, California

August 25th – 26th

[www.sandiegospiritsfestival.com](http://www.sandiegospiritsfestival.com)

### Boston Cocktail Summit – Boston, Massachusetts

October 4th – 6th

[www.bostoncocktailsummit.com](http://www.bostoncocktailsummit.com)

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## THE ANGEL'S SHARE

**N**o 0 Ron Añejo Guatemala (76-Proof). This rum boasts a captivatingly brilliant yellow topaz color. The aroma is delicate and well balanced, comprised of wet oak, caramelized orange peel, semi-sweet chocolate and Crème Brule.

The taste is a perfect extension of the aroma, with a generous, yet smooth, amount of oak and orange peel up front, followed by sweet vanilla and ending with a tannic, bitter note.

Enjoy this rum neat or with one ice cube.

### Featured Cocktail - Rum Passion

Developed by David Herrero, Rum Master, creator of N°0

#### Ingredients

1 ½ oz. N°0 Rum  
Tonic Water (can substitute with Ginger Ale)  
2 Tbsp. Maracuya (Passion fruit)  
1 Small Jalapeño Slice

#### Directions

Put the two tablespoons of passion fruit in a high ball glass, then fill with ice.

Pour the rum over ice and fill the rest of the glass with tonic water. Add the jalapeño slice. Garnish with an orange wheel.



WWW.NUMBER-0.COM



**B**rinley Gold Shipwreck Spiced Rum (72-Proof, 4 Year Old). The latest addition to the excellent line of products in Brinley's portfolio is also their boldest, taking on the spiced rum category with a true aged rum.

The color is that of a fiery amber topaz. The aroma is an inviting blend of sweet vanilla, cinnamon, nutmeg and currants.

Once in the palate it opens up smoothly, with a taste profile that greatly parallels the aromatic dimension of the rum. The finish is slightly on the sweet side and the spices linger effortlessly.

Enjoy this rum on the rocks or as a special ingredient in your favorite cocktail.

## Featured Cocktail - St. Kitts Grog

### Ingredients

1 oz. Brinley Shipwreck  
1 oz. Brinley Lime Rum  
2 oz. Orange Juice  
2 oz. Cranberry Juice

### Directions

Combine all ingredients with ice and serve in a big mug garnished with an orange slice and nutmeg. A staple of the old British Royal Navy.



WWW.BRINLEYGOLDSHIPWRECK.COM

## THE ANGEL'S SHARE



WWW.PLANTATIONRUM.COM

**P**lantation Rum Original Dark (146-Proof). This rum has a beautiful golden color with orange copper undertones. When tested neat, the aroma of this over-proof rum is the way it should be: assertive, potent and decisively rum-like.

The initial nosing reveals cured fruits, wet oak and a touch of holiday spices. In the palate it propagates through the taste buds rapidly, yet smoothly, leaving behind a warm silky glow, rich with caramel and spice. The aftertaste is protracted and on the dry side.

A great rum for overproof aficionados, and for those looking to boost their daily cocktails.

### Featured Cocktail - Zombie

(by Don The Beachcomber, 1934, adapted by Jeff "Beachbum" Berry)

#### Ingredients

3/4 oz. Fresh Lime Juice  
3/4 oz. Don's Mix\*  
3/4 oz. Fee Brothers Falernum  
1 ½ oz. Gold Puerto Rican Rum  
1 ½ oz. Plantation Jamaican Rum  
1 oz. Plantation Overproof Dark Rum  
Dash Angostura Bitters  
6 drops (1/8 tsp.) Pernod  
1 tsp. Grenadine  
6 oz. (3/4 cup) Crushed Ice

#### Directions

Put everything in a blender. Blend at high speed for no more than 5 seconds. Pour into a chimney glass. Add ice cubes to fill. Garnish with a mint sprig. \*DON'S MIX: 2 parts white grapefruit juice to 1 part cinnamon-infused sugar syrup.



**S**ea Island Gold Rum (80-Proof). Distilled and bottled by Firefly Distillery in South Carolina, USA, this rum features a light golden color and a vibrant aroma adorned with notes of citrus spice.

The initial assessment reveals scents of pineapples and lemons, followed by traces of vanilla and butterscotch.

In the palate it opens up a bit peppery but quickly thereafter its sweet character comes forward. The finish is straightforward and a bit on the dry side.

Enjoy this rum mixed in your favorite cocktail; it adds a nice touch to simple citrus cocktails such as Mojitos and Daiquiris.

### Featured Cocktail - Sea Island Sunset

#### Ingredients

1 ½ oz. Sea Island  
Gold Rum  
½ oz. Orange Juice  
Splash of Lemon  
Lime Soda

#### Directions

Pour all of the ingredients over ice and garnish with an orange slice.



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## Got Rum? - Exclusive Interview

Few rums in recent history have captured the respect and admiration of industry critics and consumers the way Plantation Rums have. Dancing elegantly between the Cognac and the Rum worlds, all Plantation products offer full-flavored, complex and inviting ways to tantalize the taste buds.

We thank Mr. Alexander Gabriel, President of Cognac Ferrand, for taking the time to share his views and experiences with our readers.

*Publishers*



**Q: What is your educational background?**

A: I grew up in a farm in Burgundy France. I learned how to make wine from my Grandfather and have been harvesting every year since I can walk. My dream was to run my own spirit company (my feeling was that most technical progress for wine was done but far from it for fine spirits where I could make a difference). I don't handle autocratic authority well so I knew I had to run my own little shack. This is the reason I decided to study business which I did in a French Business School with assignment in NY and Tokyo. I felt this would give me the tools to run my own business. I love production and found that this is where I belong. However, without a good sense of finance there is no good spirits because it's expensive to produce the best and to keep doing so.

**Q: In addition to your Cognacs, Mathilde Liqueurs and Citadelle Gin, you also carry Plantation Rums in your portfolio. Why did you decide to add Plantation rums to your portfolio and when did this occur?**

A: Cognac Ferrand is run like a farm in many aspects. In a farm you "make do" and you have to be savvy. Traditionally, At Cognac Ferrand we make Cognac. The Ferrand family has been doing so for at least 3 centuries. Naturally, we have many good quality casks (a new cognac cask costs around 1000 US\$ and is built like a piece of furniture). When these casks need to be changed, we have to find a new life for the cask. We also made a lot of barbeque with these casks (tastes pretty good....but what a waste of good casks). One day I thought that there would be much better things to do with them. They were still good and the staves gorged with good Pierre Ferrand Cognac. So I started to contact distilleries in the Caribbean. I had immediate interest and to my surprise good respond to the fact that they were actually FERRAND casks. We shipped these casks to different islands and rum distilling countries. I must admit that, when you are a Cognac producer, you

think that Cognac is the king of the hill and the other spirits are trying to be. Well, I got to taste wonderful rums. I fell in love for the second time (my first love being Cognac). One day, one of our customer had problems to pay us so we swapped Casks for Rum. I shipped it back to Cognac and our cellar master and I started to work with this rum the way we would with a fine Cognac. There is a 500 year old tradition of aging in Cognac so we know a thing or two about the technique. It is fair to say that in the Caribbean, generally, cask aging is a relatively new thing while in Cognac cellar masters have been passing secrets and techniques for centuries.

This is really when the style of PLANTATION Rums was defined. Fine hand-picked rums finished in a Cognac Cask with the "elevage" method.

Technical note en "Elevage": In French, we have 2 terms for saying "aging" a spirit. There is "veillissement" which literally means "aging" but we also have "elevage". "Veillissement" is when you just put a spirit in a cask, shut it close and wait 5 years (or whatever is your goal) then open the casks, blend, reduce with water and bottle. For us it's a brutal way. "Elevage" would translate to something like "nurturing". This is when you look at every stage of the aging very carefully. This means that we choose each cask in connection with the rum it is going to receive (either a new cask for more tannins or an old one for aging with lighter tannins or a restaved cask that has new and old staves for medium tannins). When the rum is barreled then we are going to taste it every 2 months to make sure it evolves well. If it needs a bit of spice notes we transfer the barrel from a humid to a dry cellar (we have 8 different cellars for this purpose). On the contrary, if it's a bit too snappy then we take it to a humid cellar. If it needs more tannins then we transfer it to a restaved cask. Also, like any other fine spirits, the hydration of rum is a very important thing. Most often it is done too fast sometime in one pour!!!. For Plantation it is taking





months if not years, 2 to 3% at a time with water that is totally pure and also aged in a cask in order not to have any shock to the rum so it remains intact in its flavors. You can't do all of this in a normal aging cellar. In fact, you can tell right away when you enter a cellar. If the casks are standing and shut close (often 4 to a palette), there is no way that you can do "elevage"; it is a simple aging. If the casks are laying on their side and the "bonde" (the hole of the cask) accessible then, chances are the cellar-master in charge is doing "elevage". It is much costlier in time, space and know-how but the difference is tremendous. It is like raising a child. You take care of the child, do the home work, take him/her to the game, give him/her lessons on different field etc...

**Q: How many types of rum are in the Plantation Rums category and could you list them out for our readers? Of this list, is there one in particular that stands out to be recognized? And if so, why?**

A: There are many PLANTATION rums. To me I live this as a rum adventure. It's a range that is alive and growing. We have 3 categories:

- THE BLENDS: Here we not only apply our technique about aging, we also use our blending know how; It is fair to say that Cognac has mastered the technique of blending and we use this here:

- PLANTATION GRANDE RESERVE 5 YEARS, a blend of Barbados rums aged a minimum of 5 years (plus one year in Cognac).

- PLANTATION GRAN AÑEJO: it's a blend of Guatemala rum. I love Guatemala rum and wanted to show our take on it.

- PLANTATION ORIGINAL OVERPROOF, 73%alc. It is purposely from Trinidad because when you have a higher proof you intensify the taste experience. So if you choose a BIG rum like a Jamaica high esters and you drink it overproof you need a fork and a knife to drink it. I always explain that intensity of taste is the taste elements of a spirit (in %) times the proof. If you have a totally neutral spirit, whatever

is the proof the result will be neutral. If you have a spirits with a lot of taste elements then each % of alc more will show important concentration. So the art of the cellar master is to find the right balance. At Plantation we are not interested in the neutral rums. For us a rum has to have flavors and taste. The most delicate we have is Trinidad so it handles well the concentration of a higher proof. 73% is strong but, even if you try it neat it should be balanced and good.

- PLANTATION 20th ANNIVERSARY: this rum is the only one that I did not blend myself. It was done as a surprise by our cellar master for the party of my 20th year at the helm of Cognac Ferrand. One cask. It's a rather exuberant rum (in retrospect, I am still trying to figure out what he was trying to tell me with this rum...). It's a rum that requires a lot of work from the cellar master; It was a good surprise and a great gift. I told Fred, "I hope you kept all your notes, we are going to make this rum again." He was proud and he should be. I liked it so much that I decided to include it in our range.

- SURPRISE: we are now launching a PLANTATION 3 STARS which is a white rum blend of 3 islands.

- THE PLANTATION VINTAGES (we call it the Yellow label because of the color of the label): There are a range of 9 rums that are all a single vintage from a single island or a single country. When a vintage runs out we go to the next good one. When there is no next good one in a particular country we simply stop. It's either great or it's not. For the full range please check our web site.

- THE PLANTATION SINGLE CASKS (the black label): It's a collection of VERY limited offerings, usually no more than a cask each. We release it once a year. Also, while all Plantation rums are double woods (bourbon cask aging in the Caribbean and Cognac cask aging in France), some single casks are triple wood aging. For instance a Trinidad aged in Bourbon, Cognac and Calvados cask that we are releasing this year in Europe. We usually do 15 different casks a year here in Europe. Due to the fact that we are not really equipped for having a label approved in the USA for such a small quantity,

## Exclusive Interview - continued

unfortunately there are not many single casks making it to the USA. We are trying our best to have more. Otherwise you will have to come and see me here to taste it !

**Q: Thus far, has the addition of Plantation rums in your portfolio been a successful move on your part?**

It will probably sound naïve but we did not create PLANTATION as a business move. It was out of sheer way of life goes and passion. Once we started, we poured ourselves into it. We wanted to make the best rum in the world that's all.

A: We got lucky and have a nice cult following for Plantation. I often meet passionate people at tastings coming to me eagerly, telling me that they have close to the whole collection of Plantation looking at each new batch; I recently met someone in Denmark who actually has more historic Plantation rums than us at the estate! I love these people, I think that we are from the same "tribe". Their appreciation is a big pat on the back to me and also one of the things that keeps me going. The best there is. We usually end up talking for a long time.

Thanks to all these passionate people Plantation is doing very well.

**Q: What has been your perspective about the rum industry and has it changed since adding rums to your portfolio?**

A: More and more people are interested by fine rums. This was not true even 5 years ago. I know because we have been at it with Plantation for more than 15 years. It is an exciting time.



**Q: Have you seen any changes in consumer palates over the years? Have you had to adjust your rum lineup to keep up with changing patterns in the market, or has your target market remained unchanged over the years?**

A: I am a "one trick pony". I do what I think I do best and I stick to it. I sometimes say that we are the jewelers of fine spirits. Luckily, the market has gone that way. It is sheer luck but we take it. Not all the market is going this way but the better rum drinker is a special drinker and he is out there. It is great because we can do what we love and make a living while doing it.

There is definitely a desire to have rum with taste and style. Of course the "vodka rums" the ones with not so much taste are still successful and we respect this. This being said, we see a market of discerning drinkers who want to enjoy rum to the fullest. This means full bodied rums and not as sweet. There is a quest for complexity and style. This is what we are about.

**Q: Could you describe to our readers your everyday activities? In other words, how much time do you dedicate to product development, research, marketing, etc.?**

A: It's very simple. We are a family business centered on production. I live at the house in the center of the estate. My "commute" to the office is none because home and work is the same. For instance, our blending hall and rum aging cellar is 10 yards from the house. It happens that I have an idea at night and I wake up and go to the blending hall and try something.

The day usually starts with a tasting session of about 70 Rums or Cognacs (remember, we are nurturing these casks!). Then a full review on the day's blending work. Then every day issues depending on the season. If it's distillation time, we have to cut the heads at 8:00 AM sharp. We usually bring coffee and croissants for right after it is done. If it's harvest, it starts very early in the morning (4 or 5am). Then some office work, answering emails, meeting with our team etc... Like many others, I am also part of the local life. I am elected at the Syndicate of Cognac Houses. I often welcome a friend at the estate, an importer, a retailer or bartender from France or another country and we spend some time together. Lunch and dinner at the local restaurants, I like to



eat out. It's a village, we don't have so many restaurants here and I know them all.

Our products are sold to connoisseurs in 50 countries some days start early with calls to our partners in Asia and finishes late with calls to the USA.

In the spring and summer the days are long so I like to finish the day rowing on the Charente river with a few friends. Not with the Cognac City rowing team because they are young and sporty but with a few friends at the Jarnac team. We like good sport followed by a good meal.

I also travel in other countries for presentations of our products or lectures at certain shows and conventions on the subject of Rum, Cognac or Gin.

**Q: Do you have any plans of expanding your portfolio with other rum products?**

A: Of course, Plantation is a collection. We do single vintage rums and single casks as well (what we call the yellow labels and the black labels). So the feast never stops...

**Q: In all of the years you have spent in the industry, what are some of the biggest changes (good or bad) that you have witnessed?**

A: Oh boy, I have been at it for 23 years. Many changes in many countries. Overall, I can say that on the consumer end there is a search for Rums and spirits in general with more taste and style. Spirits that are one of a kind and that are produced with greater care. It is becoming meaningful and I like this. 20 years ago, you had the scotch drinker, the bourbon drinker, the pastis drinker, the gin drinker. One person usually always ordered the same drink and the same spirit. Must have been boring. Now people are exploring with their palate. It's like re-discovering one of the senses we always had. Good rum is definitely benefiting from that.

In a sense, it is a paradox because on the production end, there is more and more concentration as well as on the distributor end. 20 years ago I was wondering if passionate guys like us, living next to a few pot stills and a (whole) bunch of small casks were not a disappearing breed. Were we the last of the (spirited) Mohicans 20 years ago it was not an easy call to make. Fortunately the consumer has decided otherwise. Now there is a craft distiller born every day. I love it. I was invited to speak at the last AMERICAN DISTILLING INSTITUTE event in the USA last year and I loved the energy, the desire to create. This is wonderful. When I started we were no more than a handful of guys scattered in different countries. Like my good friend Hubert Germain-Robin in California.

It's a good feeling to go from being the last of the Mohicans to be the first of a new movement.

**Q: What has been your greatest challenge/obstacle you have encountered thus far?**

A: There are challenges every day. I started doing this when I was 23 passionate and, in retrospect "a bit" adventurous. I grew up at production so I knew that equipment and technique was key for production so we

did invest a lot and probably too much too fast. Now we are happy we did it but we had some sleepless nights. Now we re-invest every penny we make.

On the technical front I always like to push the limit for me and for my team. They really are good sports to be putting up with me all these years. I admit, I am never totally satisfied.

I will tell you a secret: I have been working for 5 years on a smoky rum. I have the exact taste in my mind. It is stuck there. I won't be totally happy until it is made. We have tried and tried again and again. I know the techniques, of course, but I want this taste and no other. We will get there, even if it takes another 5 years of work and research.

**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: It really depends on the day and time of the day. You would probably start with a flight of 20 to 25 rums and cask samplings. After that, an authentic Mai Tai maybe. Or an old one on the rocks. Right now my wife, Debbie, is reading David Wondrich book "Punch" for the second time so we drink a LOT of great punches, believe me (thank you David, you are the best!). Last weekend she organized at the house a fundraiser for a school in Niger. It went really well, (we helped finance 3 teachers and 9 students). I think that the punch Debbie served that night was instrumental to the success....

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

A: Life is short especially when you enjoy it, so keep drinking good rum. NEVER compromise to a bad one. And if you have not tried Plantation, try one and let me know what you think.



# THE TOP **5** WAYS TO FEAST YOUR FATHER ON HIS DAY

by Margaret Ayala

## **Father's Day in June Throughout the World:**

First Sunday in June: Lithuania

Second Sunday in June: Austria and Belgium

Third Sunday in June: Argentina, Antigua, Bahamas, Bangladesh, Barbados, Belize, Bulgaria, Canada, Chile, People's Republic of China, Colombia, Costa Rica, Cuba, Cyprus, Czech Republic, Ecuador, Ethiopia, France, Ghana, Greece, Guyana, Hong Kong, Hungary, India, Ireland, Jamaica, Japan, Malaysia, Malta, Mauritius, Myanmar, Mexico, Netherlands, Pakistan, Panama, Paraguay, Peru, Philippines, Puerto Rico, Saint Vincent and the Grenadines, Singapore, Slovakia, South Africa, Sri Lanka, Switzerland, Trinidad and Tobago, Turkey, United Kingdom, United States, Ukraine, Venezuela and Zimbabwe.

Last Sunday in June: Haiti

June 5th: Denmark

June 17th: El Salvador

June 20th: Bulgaria

June 21st: Guatemala

June 23rd: Nicaragua, Poland and Uganda





# 1

## YO-HO-HO AND A BOTTLE OF RUM!

Find a nice bottle of aged, premium rum, wrap it up and give it to your father. Then help him consume it, just remember to let him have the last drop!

## DON COLLINS' LONSDALE RUM CIGAR

The wrapper of this cigar is cured in Puerto Rico's finest Ron del Barrilito three star rum. Between the subtlety of the oak and the rich flavor of the rum, this cigar will not dissappoint.

25 cigars per bundle for only USD \$141.38. Order yours at [www.don-collins.com](http://www.don-collins.com).



# 2

# 3

## COCKTAIL SET

Nothing pleases party guests more than skillfully prepared cocktails, and nothing pleases mixologists more than having the right tools and ingredients. The set includes: Shaker, Jigger, Strainer, Stir Stick, Bottle Stopper, Ice Tong, Corkscrew, Utility Knife and Drip ring.

[www.gotrum.com/store.html](http://www.gotrum.com/store.html)



## RUM APPAREL

For all those who know what they want and what they need, there is a full line of "Got Rum?" and "a-Rum-a-therapy" apparel, including shirts, aprons, bags, hats and much more. Visit the official store at:

[www.gotrum.com/store.html](http://www.gotrum.com/store.html)

# 4

# 5

## OAK BARREL ICE CHEST

(Opposite page) This huge cooler is made from a reinforced, lined oak barrel that is water tight and durable. It is a unique way to keep cases of bottles or cans cold for your next barbecue or patio event. It comes with a convenient drain spout, hinge supported lid. An 18-inch wrought iron stand or solid oak stand (barrel horse) are options. 41" height X 36" width X 26" diameter.

[www.theoakbarrelcompany.com](http://www.theoakbarrelcompany.com)

# RUM IN HISTORY



## June Through The Years

1509 - Ponce de León seizes control of Puerto Rico, making himself governor. Portuguese explorer Diego Alvaros Correa founds the first European settlement in Brazil near Porto Seguro.

1647 - Richard Ligon, a Royalist refugee from the English Civil War, arrives in Barbados, and in 1650 writes History of the Island of Barbados. He was one of the earliest to write about rum, or "kill devil," as it was known.

1509

1559

1609

1659

1544 - Northern Europe suffers a honey shortage as a result of the breakup of monasteries by the Reformation. The decline in honeybee colonies creates a growing need for cheap sugar, but sugar will remain a luxury for more than a century.



26



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

1851 - The first U.S. state prohibition law is voted in Maine where the mayor of Portland, Neal Dow, 47, has drafted the law, submitted it to the state legislature, and campaigned for its passage.

1831 - The general issue of beer to the Royal Navy fleet is officially discontinued. Beer is replaced by rum, which takes less space, keeps well in long journeys and is favored by the Admiralty.

1709

1759

1809

1694 - French Churchman Pere LaBat arrives in St. Pierre, Martinique. He leads construction of windmills and improves distillation techniques. Because of these significant innovations for the island a distillery is named after him today.

1842 - France has nearly 60 sugar beet factories producing two pounds of sugar per capita annually.



# The Rum Lab

## Making a Papaya Rum - the perfect gift for Dad

Rum liqueurs are more than just wonderful digestifs: they are also excellent ways to turn ordinary gatherings into extraordinary reunions. They are also a great way to add a special touch to midafternoon coffees, teas and desserts. This recipe is easy to make and can last up to 2 weeks when kept properly refrigerated.

### **PAPAYA RUM**

*(from "Cordials From Your Kitchen")*

#### **Ingredients**

1 C. Sugar  
1 C. Water  
3 C. Ripe Papaya, thinly sliced  
3 C. Light Rum  
2 Tbsp. Honey  
2 tsp. Fruit Protector

#### **Instructions**

Make a simple syrup by combining the sugar and water, bring the mixture to a boil while stirring constantly. Turn off the heat and let the syrup cool down to room temperature.

Divide sliced papaya between two clean 1-quart jars. Also divide evenly the simple syrup, rum, honey and fruit protector between the two jars. Cover and let stand in a cool, dark place for 3 to 4 weeks.

Strain the liquid through a fine mesh, then crush the remaining solids to extract additional juices and flavor. Strain the pulp through the mesh and discard the remaining solids. Transfer the rum liqueur into a clean jar, cover it and let it stand for 1 to 2 days before racking or filtering into its final container. Add simple syrup or rum to fine tune the final taste.







## Papaya Rum Smoothie

### Ingredients

1/2 C. Cubed Fresh Papaya  
1/2 C. Crushed Ice  
1 1/2 Shot Glasses Papaya Rum (recipe previous page)  
1 Shot Glass of Water

### Instructions

Combine all ingredients in a blender and blend for about 30 seconds, or until the texture is smooth. Serve in a stemmed glass and garnish with your favorite tropical fruit.



### Papaya fruit health benefits

- The fruit is very low in calories (just 39 cal/100 g) and contains no cholesterol; but is a rich source of phyto-nutrients, minerals, and vitamins.
- Contains soft, easily digestible pulp/flesh with good amount of soluble dietary fiber that helps to have normal bowel movements; thereby reducing constipation.
- Has one of the highest vitamin-C levels among fruits, it provides about 103% of DRA, more than in oranges or lemons.
- It is also an excellent source of Vitamin-A (provides 1094 IU/100 g) and flavonoids like beta carotenes, lutein, zeaxanthin and cryptoxanthins.
- Papaya fruit is also rich in many essential B-complex vitamins such as Folic acid, pyridoxine (vitamin B-6), riboflavin, and thiamin (vitamin B-1).
- Fresh papaya also contains good amount of potassium (257 mg per 100 g) and calcium. Potassium is an important component of cell and body fluids and helps controlling heart rate and blood pressure countering effects of sodium.
- Papaya has been proven natural remedy for many ailments. In traditional medicine, papaya seeds are anti-inflammatory, anti-parasitic, and analgesic, and they are used to treat stomach aches and ringworm infections.

<http://www.nutrition-and-you.com/papaya-fruit.html>



# THE Rum UNIVERSITY

## The History and Science of the Barrel

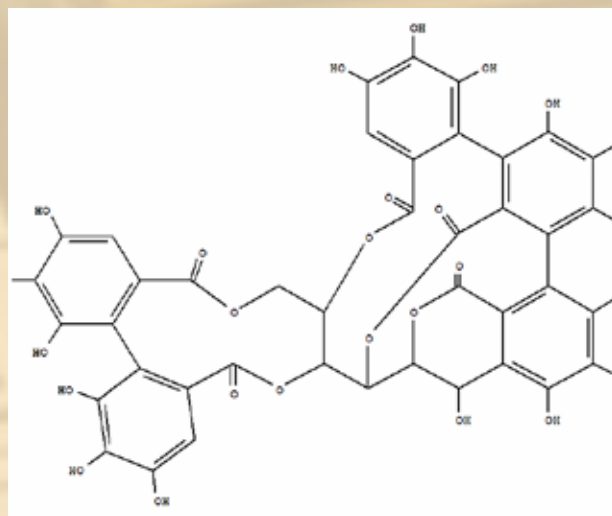
### Lesson 6: Curing the Wood

Welcome to Lesson 6 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](http://www.GotRum.com), you can also find additional courses and material on the university's official website at [www.RumUniversity.com](http://www.RumUniversity.com).

### The Importance of Wood Curing

A common misconception among industry neophytes is that rum barrels can be constructed using oak staves from a recently-milled tree. While it is possible to do so, it is not done for three main reasons:

- When an oak tree is first cut, over half of the weight of the wood obtained is water. As this water evaporates, the wood will undergo physical changes (i.e. shrinkage), which will result in severe leakage if the barrel is assembled with the wet wood.
- When the oak is naturally cured (exposed to naturally-occurring weather patterns), light, humidity and fungal activity break down tannins into smaller fragments, releasing ellagic acid.
- During curing, undesirable extractives in the wood migrate to the surface and are naturally leached away.



An example of a vescalagin molecule

And what is the importance of ellagic acid? Ellagic acid is converted by plants and trees into a form of tannin known as **ellagitannins** or **ellagic tannins**. Ellagic tannins are glucosides which are readily hydrolyzed by water to regenerate ellagic acid.





Planks stacked for air drying

The first two (and the most common) ellagic tannins to be identified are vescalagin and castalagin. Subsequently, six additional water-soluble ellagic tannins (roburins A-E and grandinin) were also identified (Du Penhoat et al., 1991) as dimers of vescalagin or castalagin and/or characterised by the addition of a pentose residue to said molecules.

Many studies have suggested that ellagic tannins are involved in the oxidation process of wines. Similar studies have not confirmed this for spirits, but available evidence suggests a similar behavior. When ellagic tannins are present in a solution, they quickly absorb the dissolved oxygen and facilitate the hydroperoxidation of the constituents.

While sun and open air aid in the curing of the cut wood, they can be detrimental to the logs prior to milling. For this reason, many mills have installed sprinkler systems in special areas of their yards, to keep logs evenly wet until they are ready to be processed. The logs are kept this way, with their bark intact, until then.

The total length of the barrel-building process, starting with the storage of the logs, the curing time for the planks after milling the logs and the fabrication time of the barrel can be of up to three years. This puts a heavy financial burden on cooperages, which need to invest heavily in raw materials and storage space in order to stay in business.

Next month's lesson: Barrel Fabrication



### The Organoleptic Assessment of Rum - Part 15

**A**s 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.

#### vol·a·tile

adjective

\ˈvɔ̃-lə-təl, especially British -ˌtɪ(-ə)l\

##### Definition

1: readily vaporizable at a relatively low temperature

2: flying or having the power to fly

3 a: lighthearted, lively b: easily aroused <volatile suspicions> c: tending to erupt into violence : explosive <a volatile temper>

4 a: unable to hold the attention fixed because of an inherent lightness or fickleness of disposition b: characterized by or subject to rapid or unexpected change <a volatile market>

5: difficult to capture or hold permanently : evanescent, transitory

##### Origin

French, from Latin *volatilis*, from *volare* to fly.

First Known Use: 1605

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."



## 5.2 C. TWO SAMPLE

### REQUIREMENTS:

Number of samples evaluated	1 - 2
Number of samples served	8 (six of a standard, and 2 a test variable)
Number of testers (screened and trained)	5 - 12

### PROCEDURE:

Serve each tester a tray of eight samples as described below.

Pair 1	K - L
Pair 2	K - S
Pair 3	K - R
Pair 4	K - T

Randomize the position of pairs of samples for each taster. One standard sample "K" is paired with each test sample. Two of the test samples are blind duplicates of the standard (K).

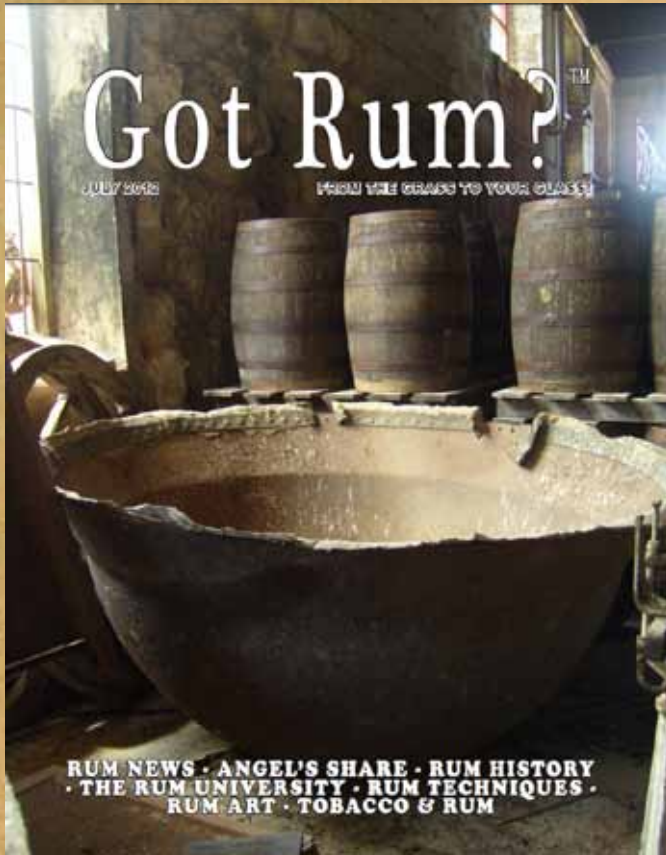
Sample K is the standard (or reference) sample. Samples L, T, R and S are test samples which may or may not be different from sample K.

This method measures the amount of difference between samples rather than indicating only that a difference exists between samples.

See the following page for the questionnaire.

continued on page 29

## COMING UP NEXT...

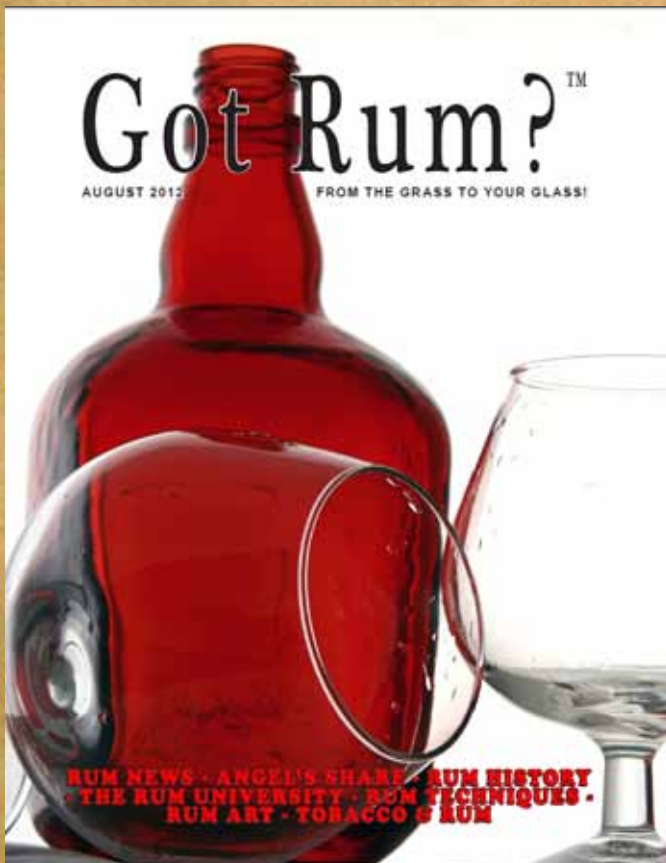


### JULY 2012

We will be reviewing citrus rums, barbeque and rum, as well as, coverage and results of the first ever rum event held in Madrid, Spain (Congreso del Ron). We'll also bring you a new and exciting Rum University lesson and additional exclusive content.

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](http://www.gotrum.com), click on "register now" and follow the instructions on the screen.

Do you have a favorite citrus rum or rum-based barbeque recipe you would like to share with our readers? Send an email to [Margaret@gotrum.com](mailto:Margaret@gotrum.com).



### AUGUST 2012

Join us as we explore the wonderful Caribbean rum destination of Grenada. We will have interviews with master distillers, reviews of the local rums plus in-depth coverage of culinary and cultural aspects of Grenada that are sure to make your next visit a perfect 10.

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](http://www.gotrum.com), click on "register now" and follow the instructions on the screen.

Share your favorite Grenadian cocktail and dish recipes with us! Send via email to [Margaret@gotrum.com](mailto:Margaret@gotrum.com) for a chance to be included in this issue.



QUESTIONNAIRE

Type: Difference  
 Method: Two Sample

RUM SAMPLE No. \_\_\_\_\_

Name.....

Date .....

Sample K is the standard sample. L, T.R and S are test samples. They may or may not be different from the standard sample. Please sniff each sample before tasting and rate the test samples as follows:-

<u>Rating</u>	<u>Difference from Standard Sample</u>
0	No Difference
1	Slight Difference
2	Moderate Difference
3	Extremely large Difference

Please make additional comments concerning the type of aroma and flavour difference (weaker, stronger etc.) and indicate the quality of the test samples as "equal to", or "superior to", or "inferior to" the standard sample (K).

<u>Sample</u>	<u>Rating</u>	<u>Quality</u>	<u>Comments</u>
K	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Don't miss July's issue, where we will begin coverage of Analytical Tests for rum samples.

# PAIRING TOBACCO & RUM



## THE CIGAR



### Garo Habano - La Preferencia



A truly regal smoke, La Preferencia displays a finesse and refinement not experienced in many years.

This fine cigar is elegantly put together with a Nicaraguan filler and wrapper and a Habano Honduras binder.

The smoker is first introduced to this cigar with coffee-bean notes followed by perfectly layered leather, soft spice and cashew notes, all harmoniously combined to produce a broad, mouth-filling flavor set.

An excellent find, rewarding by itself or accompanying a fine sipping rum.

## THE RUM



### Havana Club Selección de Maestros Rum



This rum is a combination of hand-picked barrels that were set aside by the Rum Masters, blended together and then aged again in specially selected barrels. The chosen barrels were selected based on their aromatic potential of the wood, where the rum will develop its character and complexity. The color of this rum is that of warm amber hue with a deep red glow. The aroma opens with toasted pecans and spices with traces of tobacco and oak. On the palate, the rum opens with cocoa, coffee, sweet tobacco and brown spices and finishes with a pleasant smoked oak, spices and candied fruits. This rum is best enjoyed by rum connoisseurs as a sipping rum, neat or on the rocks.



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STOUT



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