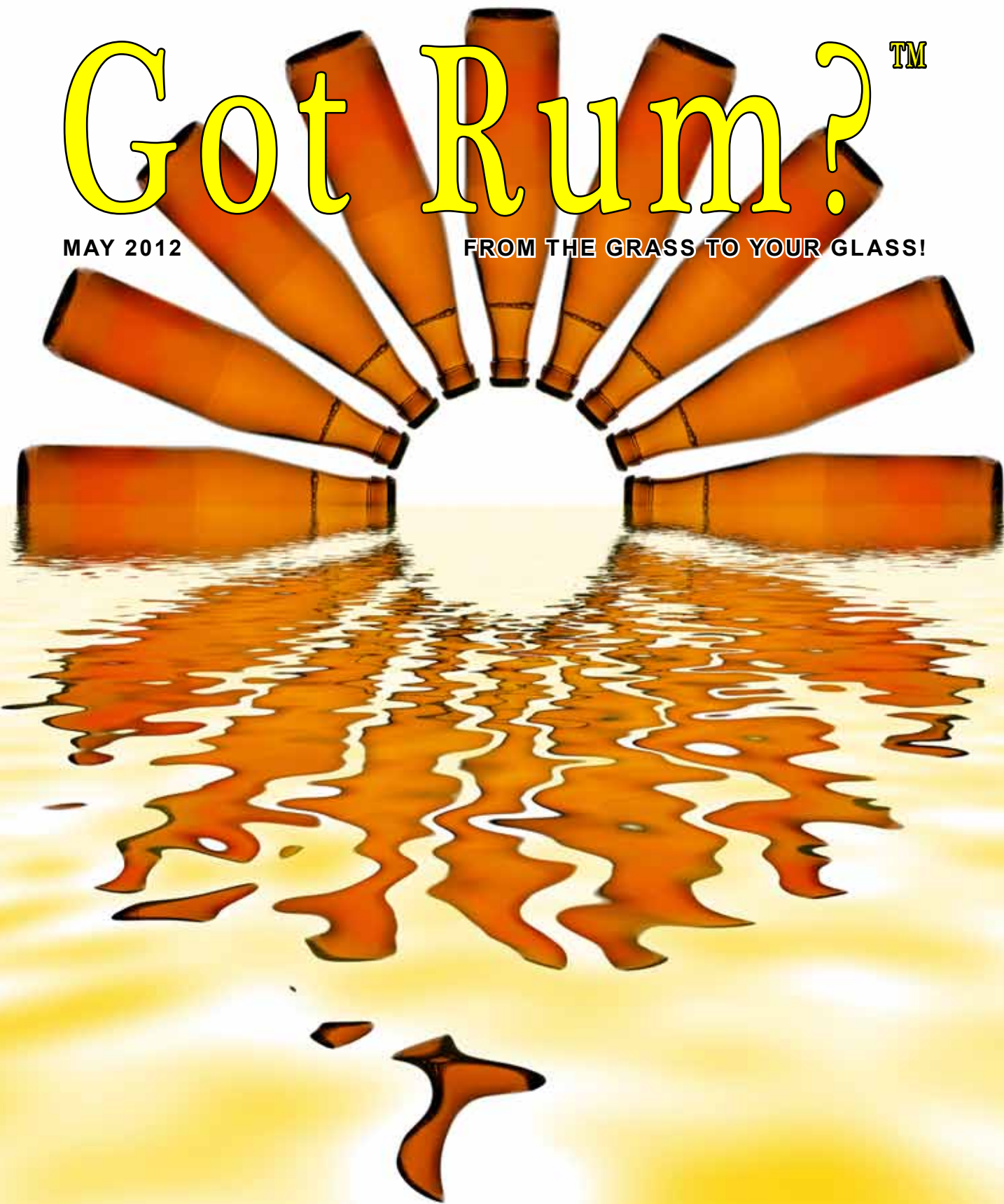


Got Rum?™

MAY 2012

FROM THE GRASS TO YOUR GLASS!



**RUM LAB - ANGEL'S SHARE - RUM HISTORY -
THE RUM UNIVERSITY - RUM TECHNIQUES -
RUMS FOR MOM - EXCLUSIVE INTERVIEW**



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The Supper Club

Raw Tacos Center Stage

Raw Tacos Center Stage is a new concept in the heart of the city. The menu features fresh, locally sourced ingredients and creative twists on traditional Mexican dishes. The atmosphere is warm and inviting, perfect for a night out with friends.

Raw Tacos Center Stage

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The Rum Lab

Making a rum cream - the perfect gift for mom

Flaming Rum Cocktail

Ingredients: 1/2 cup rum, 1/2 cup cream, 1/2 cup sugar, 1/2 cup orange juice, 1/2 cup pineapple juice, 1/2 cup lime juice, 1/2 cup lemon juice, 1/2 cup orange liqueur, 1/2 cup pineapple liqueur, 1/2 cup lime liqueur, 1/2 cup lemon liqueur.

Preparation: In a large pitcher, combine all ingredients and stir well. Pour into a glass and light with a match.

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Preparation: In a large pitcher, combine all ingredients and stir well. Pour into a glass and light with a match.

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ON THE COVER: A Dreamy Rum Sunrise.

INSIDE COVER: Ocean View in Funchal, Madeira, Portugal. Photograph by Luis Ayala © 2012.

FROM THE EDITOR

Rum is on the Rise

I have seen a major growth in the past few years of new rum events being held all over the world. Not only has there been an expansion in events, but the quantity of participants and consumers has increased significantly as well.

A few years ago, it was not uncommon to walk up to booths where companies promoting their products would have only one or two rums available for sampling. Today many of these companies have extended their portfolios to include many more offerings.

The industry is reacting to consumers who want to experience new flavors and expand their choices in and out of their homes. I'm not only speaking of "flavors" as in fruit flavors or even spices, but also of aged rums that bring out the toasted or charred oak into the rum.

Today, I see more premium rums on the market ranging from 12 to 25 years old, some of these products retailing for over \$200 USD. As an industry, we are also seeing companies introducing rums that have been aged in sherry and cognac barrels, in addition to the usual American and French oak.

Modern consumers are developing an appreciation for variety and high quality rums. This is where rum plays the most important role in the beverage industry: it is the only distilled spirit that offers consumers choices ranging from white rum to aged, flavored and spiced! And all of this is RUM!

Last month Luis and I had the pleasure of attending and judging at the American Distilling Institute's 9th Annual Craft Distilling Conference in Louisville, Kentucky. I was amazed at how large of a group of people were present. Attendance at the conference has doubled each of the past years. The same thing happened in April at the Rum



Renaissance Festival in Miami, Florida: the event had to be moved to a much larger room to accommodate all of the new booths and public traffic.

Looking across the ocean, this year will mark history with the very first ever rum conference, Congreso del Ron, in Madrid, Spain in early June. Spain has become the largest rum market in all of Europe. I am very excited about seeing who the exhibitors will be and how many consumers will be in attendance.

These are just a few examples of how our industry as a whole is expanding and how consumer awareness is growing. There is no doubt that rum is on the rise and is gaining the respect and appreciation it deserves.

Cheers!

Margaret

Margaret Ayala, *Executive Editor*



www.linkedin.com/pub/margaret-ayala/34/5a5/140

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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Age
Blend
Mix
Serve!

UPCOMING SPIRITS EVENTS

The Beverage Forum 2012 – New York, NY

May 22nd - 23rd

<http://www.BeverageForum.com>

The Rum Collective Tasting Part 3 – Vancouver, BC Canada

May 25th

<http://www.therumcollective.com/>

Cocktails Spirits – Paris, France

June 3rd – 4th

<http://www.cocktailspirits.com/>

Ultimate Cocktail Challenge – Astro Center, New York City

June 4th – 8th

<http://www.ultimate-beverage.com>

International Rum Conference - Madrid, Spain

June 6th – 9th

<http://congresodelron.com/>



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MADRID RUM CAPITAL

A CLOSER LOOK

Rum Categories

Rhum Agricole Classification (produced with 100% fresh sugarcane juice). Possible variants: alambique still, continuous column still or mix.

- Rhum Agricole White
- Rhum Agricole Aged, 5 years or less
- Rhum Agricole Extra Aged, 6-10 years (Rhum Vieux)
- Rhum Agricole Extra Aged Superior, 11-15 years
- Rhum Agricole Aged Premium, 16-20 years
- Rhum Agricole Aged Super Premium, 21 years or more
- Rhum Agricole Special Harvest (Rhum Millesimes)
- Rhum Agricole Overproof
- Rhum Agricole Spiced, with variants depending on proof
- Rhum Agricole Fruit Flavored, with variants depending on proof

Molasses or Cane Derivatives Classification. Possible variants: alambique still, continuous column still or mix.

- White Rum
- Aged Rum 5 years or less
- Extra Aged Rum, 6-10 years
- Extra Aged Superior Rum, 11-15 years
- Premium Aged Rum, 16-20 years
- Super Premium Aged Rum, 21 years or more
- Spiced Rum, with variants depending on proof
- Fruit Flavored Rum, with variants depending on proof
- Special Harvest Rum
- Overproof Rum
- Rum Cream (lactic base)

Awards

Members of the judging panel will try all rums blindly, arranged by fleets based on classification and category. The scores will be collected and tabulated by a registered independent notary public who will certify the scores and the judging process. Gold, Silver and Bronze medals will be awarded to the rums that score the highest points in each category. The rum with the highest score in each category will also receive a "Best in Category" award and the overall highest score across categories will receive a "Best in Show" award.

Speakers and Sessions (In Spanish)

- "Rones Agricole", por Don Jean Paul Bouyat de Francia (Bardinet)
- "Rones Premium, porque tener uno", por Don Francisco "Don Pancho" Fernández de Cuba
- "Evolución en el mundo del ron", por Don Carlos Esquivel G. de Panamá (Pilsa)
- "Denominación de origen Controlada del Ron", por Don Néstor A. Ortega de Venezuela" (Santa Teresa)
- "Proceso de producción de alcohol "Tafias", por Don Ramiro González de Colombia (Viejo de Caldas)
- "Clasificaciones del Ron en el mundo", por Don Luis Ayala de EEUU (Got Rum? Magazine)
- "El Puro y el ron, poder de atracción", por Don David Herrero de España (Lammermoor)
- "El ron del Perú: Un acabado diferente", por Don Federico Schulz de Perú (Cartavio)
- "Tradición, Artesanía y Tecnología combinados en el arte de elaborar Rones Premium " por Don Tito Cordero de Venezuela (Diplomático)
- "Alternativas sensoriales que se logran con un ron según el origen del roble", por Don José Botero de Colombia (Alcoholes y Licores)
- "Ron y el Mercado Norte Americano", por Don Luis Ayala de EEUU (Got Rum? Magazine)
- "Futuro del mercado del ron y Acciones de Unidad entorno al mundo del ron", por Don Javier Herrera de España (Congreso Internacional del Ron)



HOTEL SILKEN PUERTA AMERICA (MADRID) © FOTO RAFAEL VARGAS

FREE COMPETITION REGISTRATION! VIP PARTIES RUM CONFERENCES

THE ANGEL'S SHARE

Rhum J.M. 1997 (96-Proof, 10+ Year Old). This rum boasts a citrine with orange hues. The aroma is of rich wet oak, candied fruits like pears, orange blossoms and floral honey, with an inviting touch of allspice.

The rum opens up exceedingly smoothly with a welcoming warm glow; the taste buds are rewarded with a well-harmonized combination of oak, fruits, spices and tannins that give the rum dry complexity and depth.

The aftertaste lingers pleasantly for what seems like an eternity, begging for another sip of this great rum to touch the lips.

Enjoy this product neat, in a large snifter.



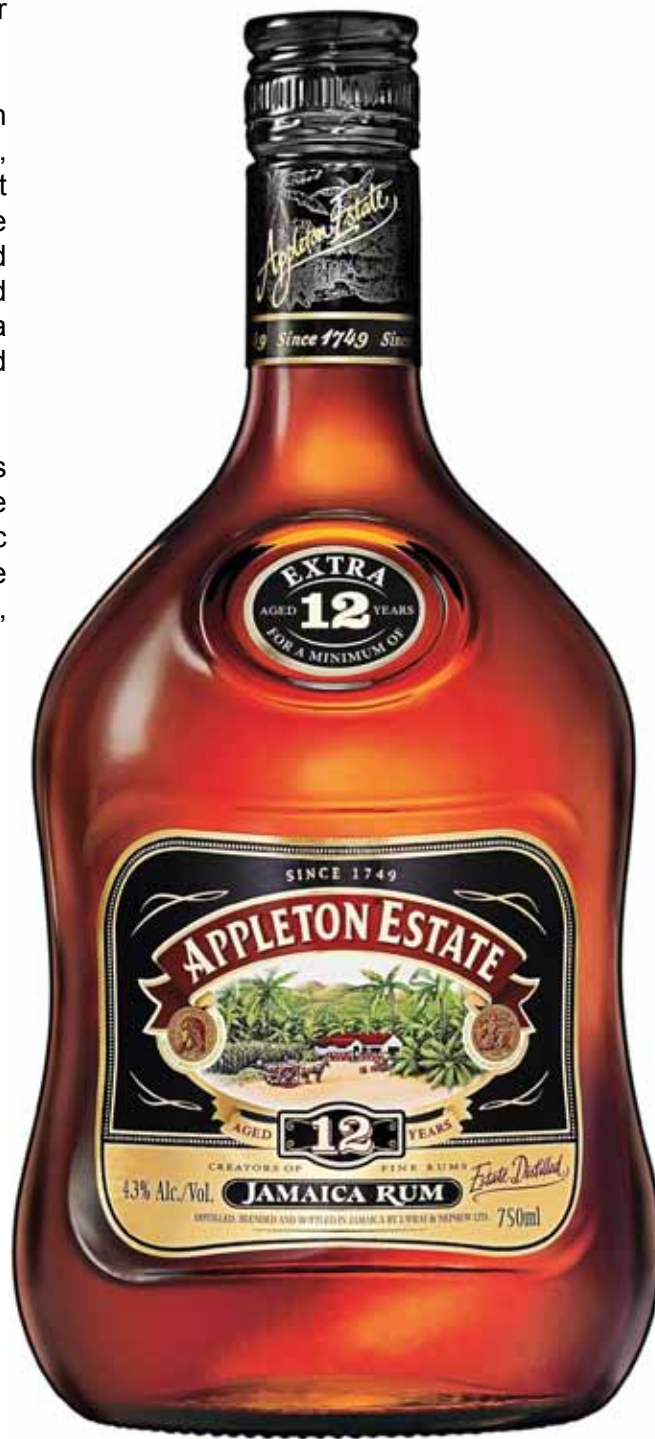
WWW.RHUM-JM.COM



Appleton Estate Extra 12 (86-Proof, 12 Year Old). This rum features a very attractive deep red amber color with touches of polished mahogany.

The aroma is quintessentially Jamaican pot still rum, reminiscent of aging cellars, fruit preserves and a generous amount of sugar in the raw. On the fruit side there are notes of bananas, caramelized peaches and black cherries, intermingled with butterscotch and crème brûlée atop a succulent platter of toasted oak, assorted nuts and rich caramel.

Despite its robust aroma, this rum is pleasantly smooth in the palate, where it manages to deliver on all the aromatic promises without overpowering the senses. Enjoy this rum in a large snifter, preferably neat.



WWW.APPLETONESTATE.COM

THE ANGEL'S SHARE

Sammy's Beach Bar Rum (80-Proof). The aroma opens up boldly, releasing a scent wave of pineapple and green apples, followed by sweet citrus notes and a touch of raw sugar.

In the palate, it permeates the mouth with sugary sweetness and peppery alcohol, finishing on a dry note. The aftertaste is mellow and brief.

The rum is light enough to be a versatile mixer, especially with tropical fruit juices.

Featured Cocktail - Sammy's Sharkbite

Ingredients:

- 1 1/2 oz. Beach Bar Rum
- 1/2 oz. Southern Comfort
- 1/2 oz. Orange Juice
- 1/2 oz. Fresh Sour
- 1/2 oz. Simple Syrup

Directions:

Pour ingredients into a mixing glass. Shake with ice, strain into a highball glass, adding 1 oz. of Spirte into the cocktail.

Garnish with an orange peel and serve.



WWW.SAMMYSBEACHBARRUM.COM

Deco Ginger Rum (80-Proof). This rum features a nebulous composition reminiscent of unfiltered white wine.

The aroma is ginger-forward, leaving no doubt as to the nature of the rum. The taste is also true to the spirit of the rum, delivering a full ginger experience that lingers in the palate for quite a while.

The rum is full-strength and is not sweet, making it a great addition to cocktails, it deserves a spot in every serious rum bar.

Enjoy it mixed in your favorite cocktail, as a secret ingredient in Fallernums and simple syrups or as a heart-warming ingredient in a hot toddy.

Featured Cocktail - Deco's Ginger Lemonade

Ingredients:

- 1 oz. Deco Ginger Flavored Rum
- 3 oz. Fresh Squeezed Lemonade



Directions:

Pour over ice and enjoy this spicy twist on refreshment.



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THE VOICE OF CRAFT DISTILLING



Got Rum? May 2012 - 14



The American Distilling Institute's 9th Annual Craft Distilling Conference - held April 1st through 4th at the Starlight Distillery in Starlight Indiana - proved beyond a doubt that the craft spirits industry in the USA is healthy and growing faster than ever.



The number of established and up-coming distillers, all gathered under one roof was impressive and inspiring. Still producers, barrel suppliers, bottle companies, packaging experts and a plethora of logistics and on-premise companies made sure attendees always had someone knowledgeable to speak to. Tours of distilleries and hands-on classes made it possible for participants to "walk the walk."

Our heartfelt congratulations to Mat Perry and Evan Parker at Turkey Shore Distilleries (picture above) for their "Best in Show" award for Old Ipswich Tavern Style Rum, which wowed judges and will likely inspire imitators in the near future.



The Supper Club

Austin, Texas, USA



The Austin Supper Club, founded by Lori Brix and the Adamses. From left to right: (front) Lori Brix, Jan King, Dianna Lane, Kay Lawley, Debbie Adams and (back) Charles Watson, Frank King, Scott Hertzog, Mark Lawley and Stan Adams. Photo credit Kittleman Photography, Austin, Texas.

Rum Takes Center Stage

By Lori S. Brix

For the group of ten friends who have dined together for nearly two decades during their once-a-month Supper Club, you'd think every type and style of evening would have already been enjoyed at least once. But during a luncheon between Margaret Ayala (of this magazine) and Lori Brix (from the Supper Club) who met to talk about magazine publishing, it was quickly discovered that their passions overlapped when Lori remarked about the hospitality and education she enjoyed by participating in one or another supper club over the last forty years and Margaret asked if a supper club evening had ever been devoted to rum.



RUM PUNCH FOR A CROWD

46 oz Orange Juice
46 oz Pineapple Juice
16 oz Can Coco Lopez
16 oz Cruzan Rum Dark
Roses Grenadine, for added color and flavor
Fresh seasonal fruit for garnish

Combine all ingredients, except the garnish. Chill. Makes about sixteen 8 ounce servings.

DARK AND STORMY

2 oz Dark Rum
4 oz Ginger Beer
Wedge of lime for garnish

This drink originated in Bermuda, where it is traditionally made with Gosling's Black Seal Rum. Combine rum with ginger beer and a splash of soda. Serve with a wedge of lime to squeeze into the drink.



Got Rum? May 2012 - 16

Since wines and other spirits had previously been featured by the Austin, Texas, dinner club but rum had never taken center stage, the two hatched a plan for an evening of tasting and education paired with a flattering menu. What resulted was an unforgettable experience that transported participants through time and place to discover the historical, geographical, political and economic influences that affect today's rum industry. Coupled with the expert guidance of Luis Ayala who led the group in a well-organized tasting, the Supper Club rum novices were treated to a broad sampling of rum styles.

Restaurateurs Stan and Debbie Adams, the extraordinary hosts for the evening, welcomed the crowd to their home where—as is tradition for this Supper Club—each guest had been assigned a specific menu item to prepare. Drawing on their experience as restaurateurs of both Italian and Caribbean cuisines, the expert pair fashioned a culinary journey that required no passport or luggage. Guests were greeted with the choice of two rum cocktails, a pretty and fragrant Rum Punch or the Bermudan Dark and Stormy cocktail made with Goslings Black Seal Rum. Appetizers included Meatballs in Rum Barbecue Sauce, Callaloo Rundown on Fried Plantains, Plantain “Spiders” and Seafood Cocktail Bites.



The first of two flights of rum to be served during the evening got underway with an eye toward spanning various rum styles and traditions including the 15-year-old Haitian-style Barbancourt, 15-year-old Cuban-style Matusalem Gran Reserva, Guyana-style El Dorado 15 Year Old Special Reserve, and the Spanish-style Zafra Master Reserve 21 Years Old. Diners were then seated for a dinner of Jamaican Jerked Chicken with a Dark Rum Barbecue Sauce, Coconut and Cilantro Rice, and Grilled Corn with Habanero Butter. The second flight of rums followed, including Pampero Anejo Anniversario from Venezuela, an old favorite from Stan and Debbie's Caribbean restaurant days, the best of Jamaica Appleton Estate Reserve, and Railean Reserve XO from the very first Texas rum distillery started near Galveston by friends of Stan and Debbie. With rum featured throughout the evening, dessert also incorporated a rum twist with a Piña Colada cake.

As is the goal of each Supper Club evening, this one succeeded in marrying education, friendship, hospitality, food and drink into a memorable evening. The versatility and character of rum made it possible to feature the spirit in both food and beverage. For this Austin group of friends, the rum storybook was opened and a few chapters revealed, whetting the appetite for more.



About the author

After twenty years of hospitality shared around a dining table with this same group of friends, Lori Brix is opening her vault of Supper Club ideas to others who love to cook and love to learn about all things culinary. Stop by www.supperclubhome.com or email Lori at info@supperclubhome.com.





1

1-Oatmeal Rum Soap Bars

www.silverbonsai.com/Oatmeal-Rum-Soap-Bar.html

2-Buttered Rum Lotion

etsy.me/JoeQGe

3-a-RUM-a-therapy Tote Bag

www.gotrums.com/store.html

4-"I Love Rum" Pendant

www.gotrums.com/store.html



2



3



4

4 Ways to Pamper Mom On Her Day

by Margaret Ayala

Mother's Day Celebrations Throughout The World

Countries that celebrate the second Sunday in May: Australia, Belgium, Canada, Denmark, Finland, Italy, Japan, Turkey and The United States.

Countries that celebrate on May 10th: Bahrain, Hong Kong, India, Malaysia, Mexico, Oman, Pakistan, Qatar, Saudi Arabia, Singapore and United Arab Emirates.

Other countries that celebrate Mother's Day in May: France and Sweden-last Sunday in May, South Africa-first Sunday in May.

The Rum Lab

Making a rum cream -
the perfect gift for mom



Got Rum? May 2012 - 20

Rum Liqueurs are more than just wonderful digestifs: they are also excellent ways to turn ordinary gatherings into extraordinary reunions and are 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.

Rum Cream Liqueur Recipe

1/3 C. Light Brown Sugar
1/3 C. Water
1/2 tsp. Instant Coffee
2 Tbps. Chocolate Syrup
1 tsp. Coconut Extract
1 tsp. Vanilla Extract
1/2 tsp. Almond Extract
1/4 tsp. Ground Nutmeg
2 Eggs
1 C. Jamaican-style Rum
2 1/2 C. Cream Base (see recipe below)

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. Add the instant coffee, chocolate and coconut syrups, the vanilla and almond extracts and the nutmeg.

Place the eggs in a separate mixing bowl and beat them until frothy, then fold into the cream base. Add the syrup and rum and whisk until all ingredients are combined. Transfer to a container fitted with an air-tight lid and refrigerate right away.

Cream Base Recipe

1 can (14 oz.) Sweetened Condensed Milk
1 can (12 oz.) Evaporated Milk
1 C. Whipping Cream
1 C. Simple Syrup
1/2 tsp. Potassium Sorbate (optional, used as a stabilizer)

Instructions

Combine all ingredients in a sterile 2 quart container. If using the potassium sorbate (may be purchased from wine-making supply stores), dissolve it into the warm simple syrup before mixing it with the other ingredients.

Flaming B52 Cocktail

Ingredients

Coffee Liqueur, Rum Cream Liqueur and Grand Marnier

Preparation

If you are planning on serving the B52 “flaming,” make sure your shot glass is heat proof. Start by pouring the coffee liqueur (use Tia Maria or Kahlúa) into the bottom of the glass. Next, pour an equal amount of Rum Cream (see recipe opposite page) over the back of a cold bar spoon, taking care to avoid disturbing the lower layer as the second liqueur is poured on top. Repeat with Grand Marnier. For the flaming version top the drink with a dash of white over-proof rum and ignite.



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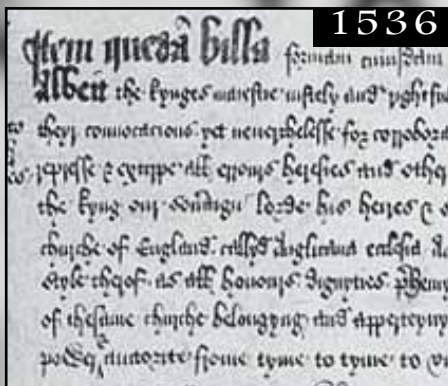
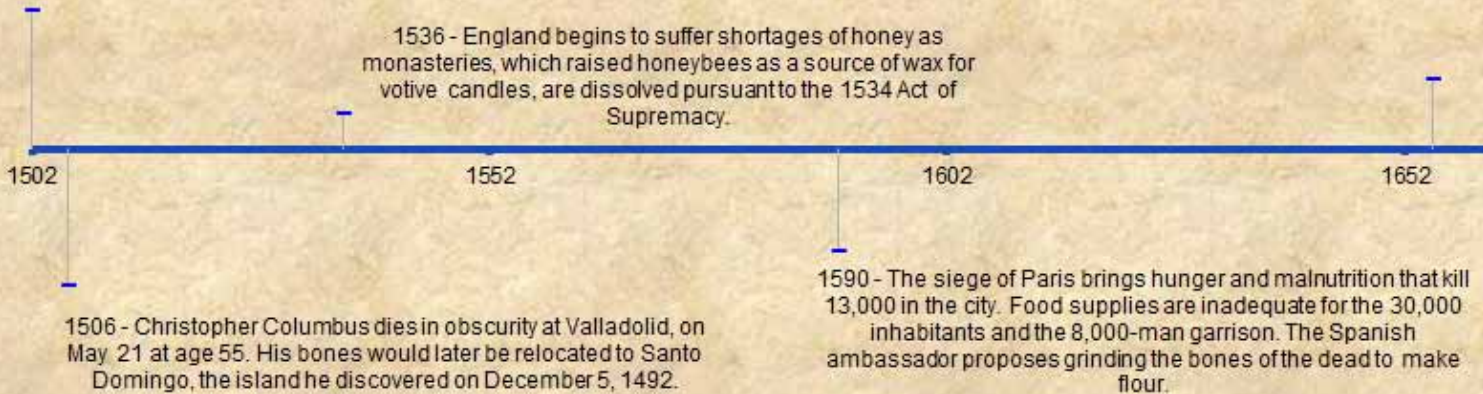
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RUM IN HISTORY



1502 - On May 11, Christopher Columbus embarks on a fourth voyage to the New World, the journey took eight months, forcing the crews to eat wormy biscuit, shark meat and ships' rats in order to survive. Columbus introduces sugarcane to Puerto Rico.

May Through The Years



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

1655 - English forces under the command of Vice Admiral William Penn, take Jamaica ("San Iago") from the Spanish, precipitating a 3-year war. The British Royal Navy introduces Rum from Jamaica to replace beer, because beer does not keep well at sea.

1832 - Aeneas Coffey perfects his Still, which allows for the first time to distill alcohol continuously, leading to higher production volumes and greater purity. The principles behind the Coffey Still are the foundation of modern column distillation.

1702

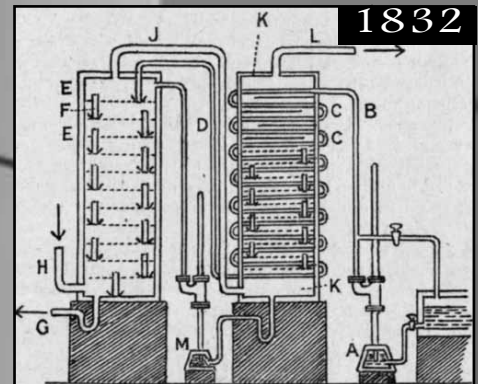
1752

1802

1690 - Start of the Pirate Round, the second of three outbursts that comprise the Golden Age of Piracy, which lasts until 1726. During this period, pirates target primarily the ships from the East India Company, due to the value of their cargo.



1690



1832

Got Rum? - Exclusive Interview

Banks 5 Island Rum is a blend of rums from the following countries: Trinidad, Guyana, Barbados, Jamaica and Java. Each country's rum has its own character and, when combined with the others, the result is a new personality that is greater than the sum of its parts.

We thank Banks Master Blender Arnaud de Trabuc for taking the time to share his valuable views and experiences with our readers.

Publishers



Q: How long have you been working for the rum industry? How did you get started?

I have been working in the Rum Industry since the end of 1990. I started to drink rum when I became acquainted with Members of the Bacardi family and I got started initially through Alleyne Arthur and Hunt, a Bajan company controlled by a Trinidad Group that I was associated with.

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

Quality control is essentially left to our Quality control team. Researches and Product developments are an essential part of what I do and probably represents 30% of my time.

Q: Your Banks 5 Island rum consist of rums from 5 different islands and a combination of pot-still and column-still, what inspired you to produce such a rum?

I drew from my experience at Hine Cognac and Burn Stewart Distillers.

Q: Do you have any plans of developing new rum products?

I always look at developing new rum products along the lines of creating new and unique blends which is the mainstay of what Banks rums are all about.

Q: As a Master Blender, how easy/difficult is it for you to taste a young rum and anticipate the effects of aging on it? How much of that is within your control and how much depends on environmental/ cask conditions/etc. that are harder to predict?

It is not difficult for me to taste young rums. The effect on aging can be controlled, the quality of the casks, the storage conditions will have a definite effect as well as the type of wood that is being used and the climate in which the rum is being aged.

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?

In all my years in the Industry, the changes have mostly been in packaging and marketing together of the development of new type of rums like spiced or flavored rums.

Production has been made more efficient but has not truly changed. Overall, the changes in the Rum Industry have been for the better.

Q: What has been your greatest challenge/ obstacle you have encountered thus far as a Master Blender?

The greatest challenge for me as a Master Blender is to select and blend rums from different ages and different origins to achieve the best possible blends.



Q: Have you perceived a change in how consumers think of rum since your involvement with the industry began?

The great attribute of rum is that it is highly mixable. Young consumers drink rum differently than my generation but I think that rum remains associated by everyone with sun, sailing, the ocean, holidays etc.....

Q: How about consumer palates? Have you had to adjust the flavor of your rums to keep up with changing patterns in the market, or has your target market remain unchanged over the years?

As I said earlier, Banks rums try to be unique. We cannot ignore the changing patterns in the market but we look for the points of difference between our rums and the competition i.e. I selected a Javanese rum to include in Banks 5 Island.

Q: Respect for tradition is something very common in the industry. How do you balance the love for tradition with the needs imposed by modern times (such as using younger rums or adding flavors)?

I do not see a problem in respecting traditions and blending rums to appeal to the consumer modern tastes. Adding flavors have opened a new segment for rum consumers all over.

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

I would either offer you a Banks Negroni or a Five Island Flamingo

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

I would always advise anyone interested in rum to have an open mind to taste new rums, and to experiment with cocktail recipes as much as possible.



THE Rum UNIVERSITY

The History and Science of the Barrel

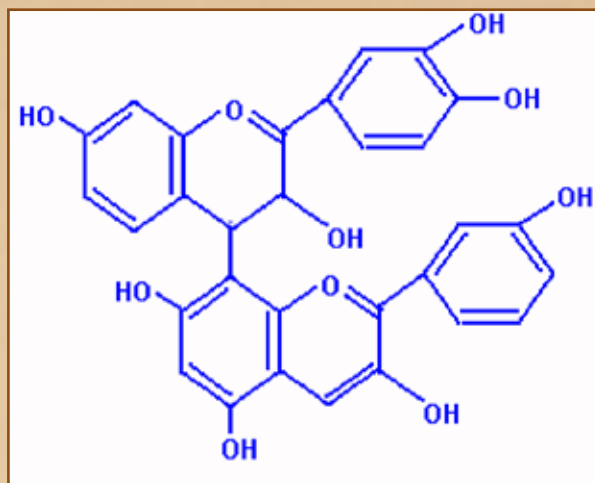
Lesson 5: Understanding Tannins

Welcome to Lesson 5 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.

Tannins and their Contributions to Aged Rum

One of the flagship characteristics of traditionally-aged rum is the presence of oak tannins and their effect on the gustatory experience. Tannins are astringent components that derive their name from their ability to tan leather.

Oak tannins are *hydrolyzable* (or Pyrogallols) because they break down to smaller components (such as Ellagic Acid) in the presence of water. They are different from grape tannins (found in dark wines) which do not break down and for this reason are referred to as being *condensed* (or Catechols). Of the two types of tannins, the former are generally less astringent than the latter.



An example of a tannin molecule

Oak tannins exist in trees as a form of self defense: their bitterness and astringency act as a defense against predators. They are formed when glucose is combined with ellagic or gallic acids.

Which oak variety has the strongest concentration of tannins? The answer is French Oak, with up to 10% of its weight being comprised by tannins, as opposed to American Oak, which has between 0.2% and 8% tannins by weight. Keep in mind, however, that tannins are destroyed by heat and are hydrolyzable, so if you want the strongest concentration of

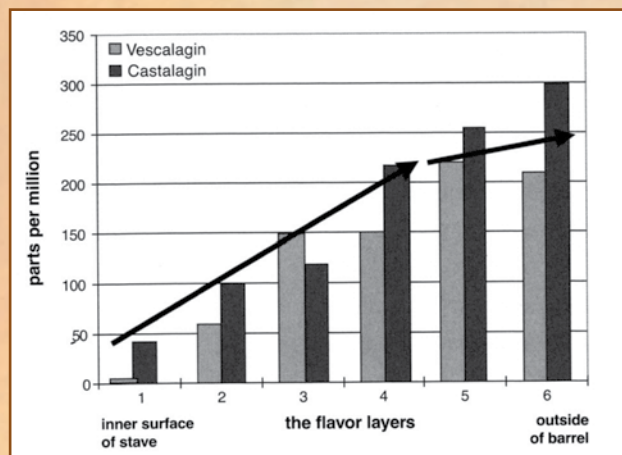


Oak tannins in powder form

tannins possible, you should use a barrel made of French Oak, un-toasted, with staves that have not been cured for a prolonged period of time (more on wood curing in Lesson 6).

Flavor contributions of tannins:

- Mouthfeel: oak tannins have an impact on the organoleptic qualities of rum, adding to its balance, structure and roundness.
- Color Fixation and Stability: wine research studies have demonstrated that tannins play an important role in stabilizing color in wines, further research is needed to confirm that this benefit extends to distilled beverages, but empirical practice seems to suggest it does.
- Antioxidation: tannins are able to reduce or eliminate the oxidation of other chemical compounds by bonding to the oxygen molecules present in the solution.



Effect of barrel toasting heat on tannins

Next month: Lesson 6 - Curing the Wood

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

The Organoleptic Assessment of Rum - Part 14

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.

con·ge·ner

noun

\'kän-jə-nər, kən-'jē-\

Definition

- 1: a member of the same taxonomic genus as another plant or animal
- 2: a person, organism, or thing resembling another in nature or action
- 3: a chemical substance related to another

Origin

Latin, of the same kind, from com- + gener-, genus kind — more at kin.

First Known Use: circa 1736.

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

Make sure to visit the Rum University (www.RumUniversity.com) for additional courses on electronic and printed format.

QUESTIONNAIRE

Type: Difference
Method: Triangle

RUM SAMPLE No. _____

Name.....

Date.....

Any of these samples may or may not be different from the other two. Please taste the samples and check one of the following categories:

Samples are different

The odd sample is sample _____

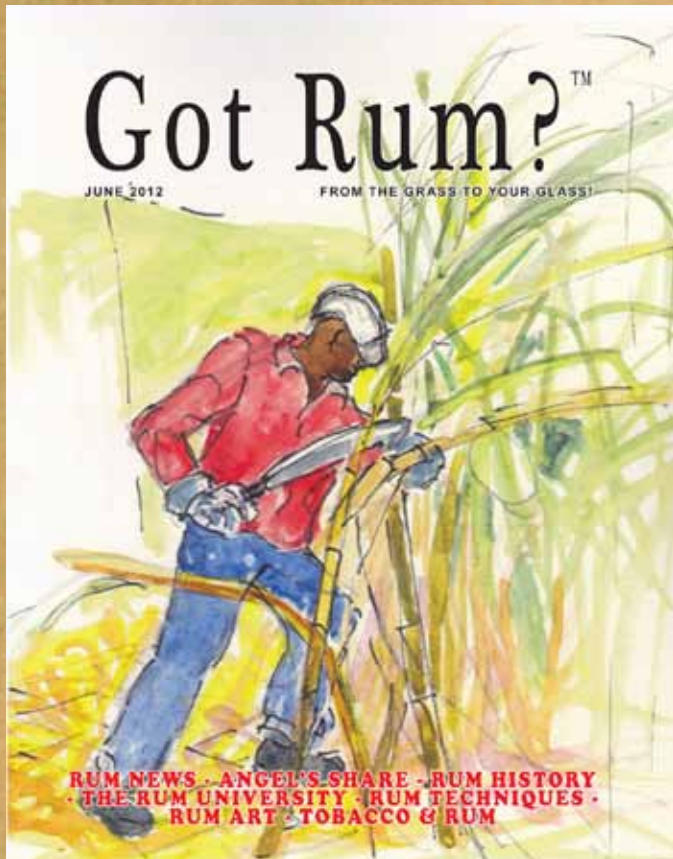
Samples are not different

No decision (all samples taste different)

Comments: (Type of off-flavour, etc.)

continued on page 33

COMING UP NEXT...



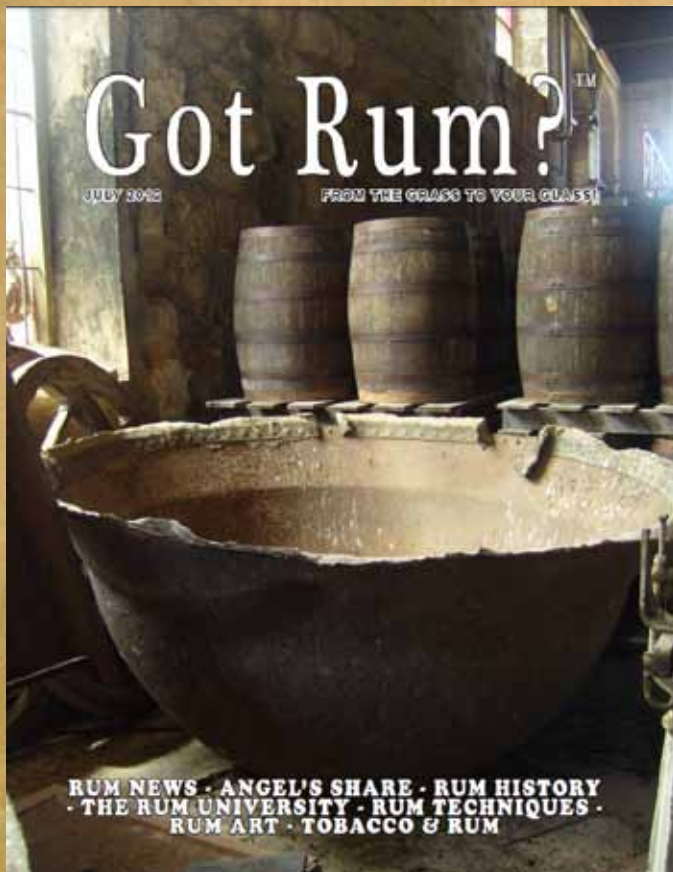
JUNE 2012

We will be celebrating Father's Day with rum recipes, rum gadgets even rum apparel. We will also explore the world of rum-inspired music and cinema.

You won't want to miss the exclusive interview, 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 and follow the instructions on screen.

Do you have a special gift idea for father's day? Send an email to Margaret@gotrum.com.

You can also nominate your favorite cocktail for dad by sending an email to: news@gotrum.com.



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, 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.

QUESTIONNAIRE

Type: Difference
Method: Triangle
(with degree of difference)

RUM SAMPLE No. _____

Name

Date

One of these samples may or may not be different from the other two. Please taste the samples and check one of the following categories.

Samples are different

The odd sample is sample _____

The degree of difference is _____

1. Very slight
2. Slight
3. Moderate
4. Large
5. Extremely large

Samples are not different

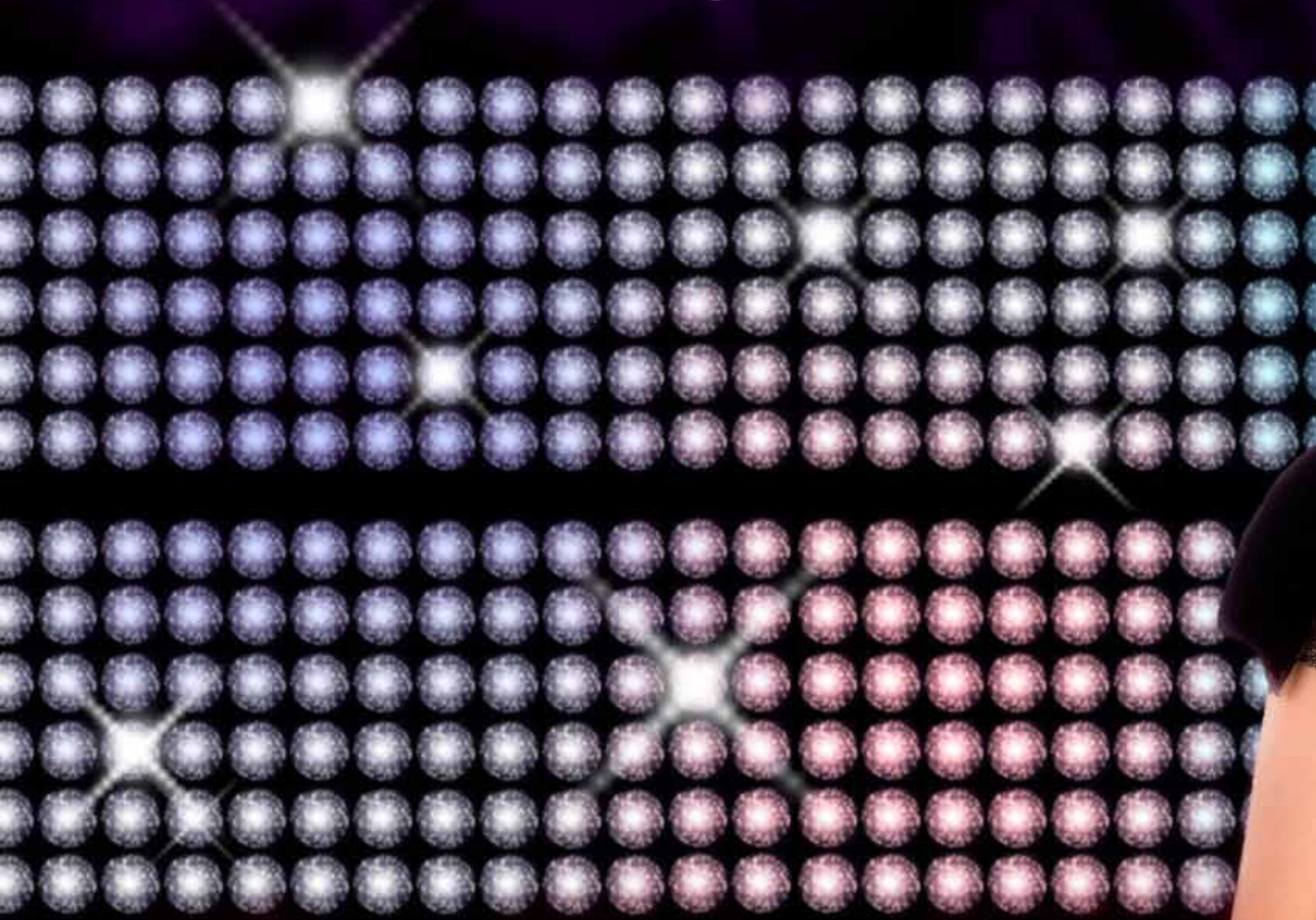
No decision (all samples taste different)

Comments: (Type of off-flavour etc.)

Don't miss June's issue, where we will cover the Duo Trio tasting method and its questionnaire.

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

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