

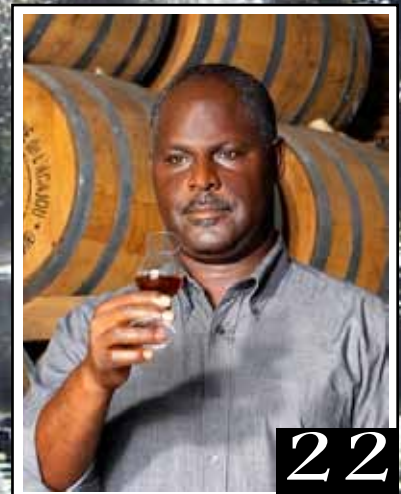
# Got Rum?™

MARCH 2012

FROM THE GRASS TO YOUR GLASS!



**RUM NEWS - ANGEL'S SHARE - RUM HISTORY  
- THE RUM UNIVERSITY - RUM TECHNIQUES -  
EXCLUSIVE INTERVIEWS**







# Got Rum?™

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## March 2012

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ON THE COVER: A Rum In Spring.

INSIDE COVER: Salto El Sapo, Venezuela.  
Photograph by Luis Ayala

## FROM THE EDITOR

### On Judging and Appreciating Rum

**W**hen we deliberately examine a rum, our bodies perform a highly critical appraisal before the rum is eagerly accepted and swallowed. We typically assess rums visually and then olfactorily, then we put them in our mouths where we perform gustatory tests to determine their flavor.

Once we swallow, we expect the aftertaste to be characteristic of what we have seen, smelled and tasted. If the aftertaste confirms our expectations, then we experience aesthetic pleasure.

If, on the other hand, it does not conform to the preconceived image, we sometimes repeat the evaluation in order to confirm or disaffirm our acceptance of the product. We're also very likely to repeat the process numerous times if we enjoyed the rum!

*"Rum dissipates melancholy,  
rejoices the heart,  
purifies understanding  
and lights up the spirit"*  
(J. G. Guillaume, "Le Rhum")

While it is very easy to describe the physical attributes of rum (such as its color), describing the organoleptic characteristics is an entirely different issue. These properties can be exceedingly difficult to measure objectively because they are *perceptions* of reality and as such are distorted by the organs used to perceive it: taste buds may be saturated, the nose may be fatigued (or ill), our emotions may be playing with our adrenaline levels, etc.



Organoleptic evaluations are based on human responses which can and do vary from one person to the next. Factors that contribute to the variability of the experience include: time, location, health and many other psychological influences.

If you try a rum that fails to please you, pause for a minute or two and reassess the variables. Are you using the proper glass? Have you cleansed your palate properly? Are you wearing a perfume or lotion that may be interfering with your sense of smell?

I've often re-visited rums I thought I didn't like only to find out that they are much better than I gave them credit for.

Cheers!

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

Luis Ayala, *Editor and Publisher*

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

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

## RUM IN THE NEWS

These are some of the recent rum-related headlines as published in the *Rum Talk Blog* (<http://rumtalk.blogspot.com>); please visit the site to read the complete stories. You can also submit articles or press releases. Visit [www.gotrums.com](http://www.gotrums.com) for contact information.

### February 2nd

#### Heaven Hill Takes Aim At 1 Million Cases For Admiral Nelson's Rum

(by Shanken News Daily) Last June, Heaven Hill Distilleries made a major play in the rum category, acquiring the 700,000-case Admiral Nelson's rum brand from Luxco Inc. The purchase filled a gap in Heaven Hill's portfolio. The company already had Whaler's (\$12.99 a 750-ml.) and spiced rum Blackheart (\$14.99), as well as super-premium cachaça brand Água Luca (\$21.99). But Heaven Hill lacked a large-volume, mainstream rum offering like Admiral Nelson's, a spiced rum retailing at around \$10 a bottle.

Under Luxco, Admiral Nelson's averaged 25% annual growth from 2006 through 2010, earning five consecutive Impact "Hot Brand" awards. The brand's pace slowed to 7.5% during last year's transition, reaching 725,000 cases, but Heaven Hill is projecting growth of 15%-20% for 2012 and ultimately aims to propel Admiral Nelson's past the million-case threshold.

### February 3rd

#### Nightclub & Bar Names Rum Bar "Cocktail Lounge of the Year"

Philadelphia, PA—Rum Bar's goal for the last five years was to become the best rum-based bar in the world. Nightclub & Bar magazine has recognized owner Adam Kanter's efforts and successes and has named Rum Bar the nation's Cocktail Lounge of the Year.

"It's the biggest honor we've ever received," Kanter

says. "It's a great validation for all the hard work our staff has put in, and it provides some energy going into 2012."

The judges were critical not only of food and drink quality, but also on the behind the scenes and financial aspects of each bar.

"The finalists and winners highlight exactly the characteristics this competition applauds: quality, creativity, financial success and, of course, patron value," says Megan Hernandez, Digital Content Director for Nightclub & Bar Media Group.

Since opening Rum Bar in 2007 with 30 rums and a simple Latin menu, Kanter has raised Rum Bar up to a top destination with some 230 rums and one of the most creative and authentic Latin-inspired menus in Philadelphia.

### February 8th

#### New York Craft Distiller Dutch's Will Launch New Moonshine

(by Shanken News Daily) New York state craft distiller Dutch's Spirits is set to introduce a new label, Dutch's Spirits Sugar Wash Moonshine (\$23 a 750ml), crafted as a tribute to the company's namesake—Prohibition-era gangster Dutch Schultz. Sugar Wash Moonshine joins Dutch's Spirits Peach Brandy (\$50 a 750ml) and its Colonial Cocktail Bitters (\$18 per 4-oz. bottle) in the portfolio, which is currently available both on- and off-premise in the New York metro market.

Dutch's, led by co-founder and president Ariel Schlein, is employing upstate contract distillers until its own Pine Plains, New York distillery—to be housed on a historic 400-acre estate that harbored a clandestine bootlegging operation bankrolled by Schultz—is constructed. About 1,000 bottles each of the Peach Brandy and Sugar Wash Moonshine were made for the first batch, by contract producers Still The One and Mazza Winery respectively. A Dutch's spokesperson told Shanken News Daily today, "Dutch's is currently building a temporary distillery on their site to pick up production while they build the main distillery, whose completion is targeted for the fall. They anticipate this temporary distillery will be complete around June."

## **UPCOMING SPIRITS EVENTS**

### **International Trade Fair Wines and Spirits Dusseldorf, Germany**

March 4th – 6th

<http://www.prowein.de>

### **Ultimate Spirits Challenge – Astor Center New York City**

March 5th – 9th

<http://bit.ly/wq3Ett>

### **The Rum Collective's 8th Meeting – Seattle, Washington**

March 8th

<http://www.facebook.com/events/268551446547302/>

### **Nightclub & Bar Show – Las Vegas, Nevada**

March 12th - 14th

<http://www.nightclub.com>

### **The Rum Collective Tasting - Vancouver, BC**

March 16th

<http://bit.ly/wOAprD>

### **Whisky & Rum Festival – Lisse, The Netherlands**

March 17th

<http://www.nachtegaal.nl/>

### **San Francisco World Spirits Competition – San Francisco, CA**

March 23rd – 25th

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

# INTERNATIONAL **RUM** CONFERENCE

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## THE ANGEL'S SHARE

**C**lément Rhum Vieux Agricole V.S.O.P. (80-Proof). The rum features a beautiful golden color with copper undertones. The aroma opens up with sweet and wet oak notes, followed by thought provoking scents of spring flower honey, ripe fruits and spices.

The body is light to medium and the mouth feel is velvety. The rum opens up smoothly in the palate and showers the taste buds with sweet oak, followed by dry spices (cinnamon and nutmeg) and ending with a touch of blood orange liqueur. The aftertaste is prolonged and pleasantly dry, leaving the senses begging for one more sip.

This rum is a must-have for all connoisseurs, it is one of the finest Rhum Agricoles we've had the pleasure of reviewing in the magazine. Undoubtedly, this rum should be enjoyed neat, but it can also be the centerpiece in luxurious cocktails. Félicitations, Rhum Clément!

### Featured Cocktail - TamTam

#### Ingredients

2 oz. Rhum Clément Rhum Vieux Agricole V.S.O.P. Rum  
2 oz. Jarritos Tamarind Soda  
2 Dashes Fee Brothers Cherry Bitters  
1 Squeeze Fresh Lime Juice  
1 Maraschino Cherry and Lime Wheel, garnish

#### Directions

Fill a rocks glass with ice. Add ingredients. Garnish with maraschino cherry and lime wheel. (Recipe created by Luxury Experience mixologists Debra C. Argen and Edward F. Nesta).



WWW.RHUMCLEMENTUSA.COM

**B**anks 5 Island Rum (86-Proof). This product is a blend of rums from Jamaica, Trinidad, Guyana and Barbados, the bottle is strikingly elegant and easy to hold. The color is crystalline and flawless, the aroma is very fruity and sweet, suggesting the presence of pot still, high-congener rums in the blend.

In the glass, the rum exhibits a medium to high viscosity. Once in the palate, the taste is not quite as sweet as it was suggested by the aroma. The rum opens up slightly warm, but pleasantly, and is followed by fruity notes of guava and mild traces of oak, ending with a short, semi-sweet finish.

This rum is clean and pleasant enough to be consumed neat or on the rocks, and versatile enough to be used in a wide array of cocktails. It is a great addition to rum bars.

## Featured Cocktail - 5 Island Flamingo

Long lost Jamaican companions, Banks and grapefruit soda pair perfectly in this refreshing alternative to a rum and Coke.

### Ingredients

2 oz. Banks 5-Island Rum  
3/4 oz. Fresh Lime Juice  
3 oz. Pink Grapefruit Soda (preferably Ting or Izze)

### Directions

Build in a Collins glass filled with ice. Garnish with a lime wheel.



WWW.BANKSRUM.COM

## THE ANGEL'S SHARE

WWW.THESMOOTHSTRUMONEARTH.COM



**P**anamonte Reserva Preciosa (80-Proof, 25 Year Old). This rum boasts a gorgeous and iridescent red amber color. The aroma opens up with the scent of wet American oak, raisins and pear pie filling with subtle hints of cinnamon and nutmeg.

The taste unfolds smoothly and slightly warm with the same presence as the aroma suggest. The elegance that dances within the snifter captures your attention immediately with the first smell and continues through the taste with its inviting complexity. The ending experience is long, sweet, oaky and brandy-like.

This rum strikes a perfect balance between aroma and taste; it is an excellent example of a masterpiece that can be achieved by a Master Blender with the years of knowledge in distillation and barrel aging.

Attention to detail is definitely apparent in this rum, from its elegantly-shaped bottle to the wooden top and the etched design.

This is a great rum to showcase in your collection and certainly to be sipped on neat and slowly to capture all of its exquisite subtleties.



**R**um da Madeira Dourado (80-Proof). This is the first Portuguese rum reviewed in "Got Rum?". The rum has a nice burnt orange color and a rich, raw sugar and port wine aroma.

The body is thin and light, and once in the palate it opens up subtly and dry, and finishes with hints of caramel and spice.

The finish is dry and dissipates quickly. Enjoy this rum mixed with fruit juices or in rum punches.

## Featured Cocktail - Madeira Rum Fruit Punch

### Ingredients

1 Tbsp. Strawberry Pieces  
1 Tbsp. Mango Pieces  
1 Tbsp. Melon or Peach pices  
1 tsp. Extra Fine Sugar  
2 oz. Rum da Madeira Dourado  
A dash of Lime or Lemon Juice

### Directions

Place the assorted fruit pieces inside a wine glass. Add the extra fine sugar, squeeze a few drops of citrus juice and pour the rum over.



WWW.JFARIAEFILHOS.PT

# The *Rum* Experience

COLLECTOR'S EDITION



*Luis N. Ayala*  
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# Bartender's Corner

by Dr. Ron A. Ñejo

I am often asked how to host the perfect cocktail party, so much so, that I've decided to write a short series of articles on the subject for the benefit of "Got Rum?" readers. These are not laws, rather they are guidelines, good, time-tested guidelines that have worked well for many hosts in the past. I hope they will help you as well.

## Hosting the Perfect Cocktail Party - Part III

*(continued from the January 2012 issue)*

### Traditions & Innovations

Great hosts are always aware of drinking traditions (such as toasting newlyweds, people celebrating birthdays or anniversaries, etc.) and are able to handle them with all the required pomp. Excellent hosts also create their own drinking traditions and share them graciously with their guests.

Serving a Rum Flip at 10 o'clock in the morning while standing by the swimming pool, rather than at night when sitting by the fireplace is not only original, it is also every host's inalienable right.

Many generations ago, the finest sipping rums, veritable family *reservas*, would only be offered to dinner guests after they had satiated their appetites, the modern host, in contrast, is applauded with mellow contentment when uncorking his decades-old bottle of rum after playing 18 holes of golf or while watching a football game.

Many bachelors enjoy serving breakfast or brunch to their guests, few if any of whom would question their hosts for mixing orange juice with rum instead of champagne to make Caribbean Mimosas. If ever their wisdom is questioned, they effortlessly cite numerous precedents. In the USA it would be appropriate to mention that John Adams regularly consumed a tankard of hard cider every morning before breakfast.

Novelty for novelty's sake should never be the goal of the modern host, but novelties that turn the boring into exciting and that put smiles on peoples' faces are always welcomed with open arms.

### Reciprocity

It was once a tradition that parties attended had to be parties repaid. Even though the notion is rooted firmly in the belief that social encounters were only successful if they led to even more social encounters, today's host realizes that most of his friends and guests lead lives that are not always conducive to hosting themselves (possibly due to residence size restrictions, presence of small children, even parking limitations for guests!).

While those who never host a party would have been in the past invited to fewer and fewer parties, today's hosts realize that the goal is not to load their guests with liquor and an obligation to return it, but simply to allow friends to enter one's life by allowing them to enter one's home.

*To be continued...*

*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.*



## RUM LIBRARY

# The Compleat Distiller



Nixon & McCaw



Revised Second Edition

I had the pleasure of reviewing this book, now in its 2nd edition, and can honestly say that it is put together very well.

People with varied levels of familiarity with the production of alcoholic beverages will benefit from the detailed information presented in this book, starting with whole chapters devoted to fermentation, the science behind batch and continuous distillation, equipment design and operating procedures.

The book also includes chapters on the use of botanicals and essences, setting up and operating a distillery

workshop and ends with a very scientific look at the “magic” of distillation from a physical and molecular level.

If this wasn't enough, the appendices are full of useful charts and facts, such as weights and measures, carbohydrates for fermentation, sugar hydrometer table, activated carbon usage, vapor management, air-cooled condensation and lastly an appendix devoted to scaling up production.

The book is well written and easy to follow, even for novice distillers or for people whose first language is not English.

The illustrations do a very good job supporting the narrative and it is clear that the authors (Mike Nixon and Mike McCaw) not only know the subject intimately, but they also enjoy writing about it.

I recommend this book to anyone with a serious level of interest in distillation, as it condenses a lot of useful information into a very practical and easy to read manual.

*-Margaret Ayala*

You can purchase this book directly from The Amphora Society's website at [www.amphora-society.com](http://www.amphora-society.com).



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# Peaceful Caribbean

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## 2012 BARBADOS CONFERENCE

The Peaceful Caribbean Initiative, in association with *Caribbean News Now*, is holding its first regional conference in Bridgetown, Barbados, on addressing the increasing problem of crime in the Caribbean, featuring top personalities from the Caribbean and the US, as well as the publication's editors and contributors.

There will be key addresses and panel discussions on the major issues confronting peace and stability in the Caribbean. It promises to be a hugely important event for anyone interested in the future of the Caribbean as a place to live and visit. For the latest conference information, sponsorship opportunities and registration, please visit [www.peacefulcaribbean.com](http://www.peacefulcaribbean.com) or contact [info@peacefulcaribbean.com](mailto:info@peacefulcaribbean.com)



### The Peaceful Caribbean Conference

Hilton Barbados Resort  
Needham's Point, Bridgetown, Barbados

April 20, 2010

## Got Rum? - Industry Insider

**W**hy is rum in some countries bottled at 37.5% alcohol, while other countries bottle theirs at 40% or 43%? Does the word “aged” mean the same thing in all countries? These are a few of the questions that people ask us at our seminars and corporate training classes. To get to the answers, we typically have to ask each country’s law makers and trade organizations.

The goal of the Industry Insider is to share the visions of many of these groups with our readers. For this article, we had the pleasure of interviewing Dr. Frank Ward, Chairman of the West Indies Rum and Spirits Producers Association.



Dr. Ward, on behalf of “Got Rum?” magazine and our tens of thousands of readers, I thank you for taking the time to grant us this interview.

**Q: What are your responsibilities as Chairman of WIRSPA? What did you do prior to becoming Chairman?**

I have dual responsibilities. In the role of Chairman at WIRSPA, I deal mainly with external trade policy and while I have overall responsibility for the organization, the day to day management and implementation the decisions of the Board of Directors is the responsibility of the CEO, Vaughn Renwick.

My substantive position is that of Managing Director of the Rum Refinery of Mount Gay Ltd. which I have held for 6 years.

**Q: We know that WIRSPA is working on the creation of an Authentic Caribbean Rum Marque. Could you tell us what obstacles you’ve encountered and how you managed to overcome them? Also, what is the deadline for the creation of the Marque and what is the expectation for the market once it is created?**

The conceptualisation and design of the Authentic Caribbean Rum Marque began in 2003 and following endorsement by producers and the development of three quality tiers, it was finally introduced to the public in 2007. As with any new initiative the Marque and its associated promotional campaign was the subject of much debate within the WIRSPA fraternity. The initial campaign was launched in three European markets and ran for about 18 months. The campaign content has recently undergone extensive review and it is now being developed for new markets. I will be able to update your readers further on this early next year.

The ACP Caribbean has been making rum for a very long time with an interesting diversity in character from country to country. These rums are of excellent quality, have a compelling story to tell and are the equal of other aged spirits such as whisk(e)y and cognac. However, the latter categories have had a long established premium image and strong identity and the purpose of the Marque and its associated campaign is to get a similar message out to trade customers and the consumer.

**Q: Will the Marque address aging as a requirement? It is my understanding that Barbados does not currently have an aging requirement for the production of rum, whereas other countries in the ACP Caribbean do. How can one reconcile this for the benefit of all?**

The Marque currently has a tiered structure according to inter alia, the age of the rum. However, I must stress that while age is a recognized benchmark for the consumer, it most definitely is not the only determinant in objectively assessing quality. The ACP Caribbean produces a range of quality rums from unaged white to very aged golden rums. Nonetheless, the general perception of the consumer is still one which expects that premium spirits are always aged.

WIRSPA does not agree that there should be a minimum ageing requirement for the distillate in order for it to be called rum and while it may be that there is no universal minimum age requirement for ACP Caribbean rum, the organization is adamant that a statement of age must reflect the youngest rum in the blend. This is in common with Scotch whisky, cognac and bourbon. In addition, given that ageing and bottling is done under Excise supervision, age claims of ACP rums can be backed up.

Furthermore, WIRSPA is of the opinion that the practice of 'solera' or 'average' aging does not bring clarity for the consumer who probably does not understand that a solera age statement on a rum bottle is vastly different from a minimum age statement.

**Q: Several years ago, "Got Rum?" Magazine sponsored a series of meetings in Central America to arrive at a general definition for rum but, as you can imagine, it was very hard to reach a consensus. Is there hope that a global standard will be adopted one day or is the industry "standard" going to be segmented by regions?**

WIRSPA is adamant that rum must be made only from the product of the sugarcane and no other fermentable material. This is mandatory in the ACP Caribbean, USA, EU and Canada among others. WIRSPA would prefer that there be no minimum ageing requirement for the distillate in order for it to be called rum but the most important element is the sugarcane, whether it be juice, molasses or syrup.

**Q: "Going Green" is on everybody's minds these days. WIRSPA currently encourages best practices and offers technical assistance to the industry, but it does not monitor and enforce compliance. Do you see this role changing in the future?**

WIRSPA has no regulatory powers. That function is within the purview of governments. However, as a trade body WIRSPA can provide both advice and assistance to members and in the past 5 years has overseen 30 environmental projects undertaken by 23 companies. Investments in waste disposal, environmental management and energy conservation projects have enabled companies to respond both to increasing regulatory requirements and the high cost of energy. Some of the distilleries have also obtained the ISO 14001 certification.

WIRSPA will continue to evaluate the needs of the industry within the region.

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

Just like the founding of the United States of America and the current position with the European Union, challenges abound when trying to reconcile different views and build a vision. Consensus takes time and patience, the task of bringing our message to discerning drinkers will take time to achieve and I appreciate the opportunity you have given WIRSPA to speak to your enlightened readership. I hope to be able to do so again.

## RUM IN HISTORY

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

### March Through The Years

1484 - Columbus asks João II of Portugal to back him in a westward voyage to the Indies, but João rejects the request.

1484

1534

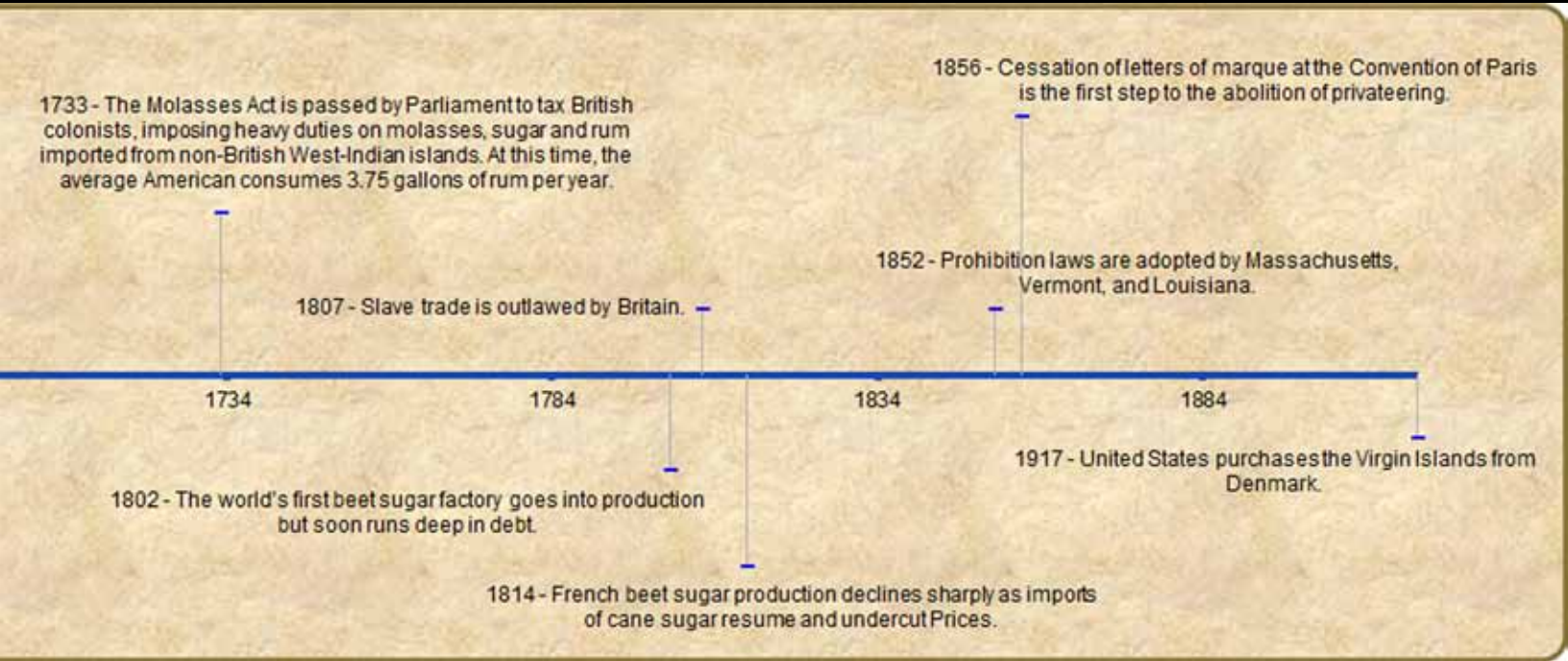
1584

1634

1684

1675 - Grain crop failure in England leads to a shortage of grain, limiting gin production. As a consequence, rum gains popularity in the English market.





## Got Rum? - Exclusive Interview

**W**e are proud to bring you another installment in our series of interviews with the most important figures in the industry. For this issue, we had the pleasure of interviewing Mr. Robert Peronet, Cellar Master from Rhum Clément in Martinique, French West Indies.

Our appreciation and understanding of fine *rhums* grows with every passing year.

Our special thanks to Mr. Benjamin Mélin-Jones for coordinating and translating the interview.

*Publishers*



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

I started with Clément as soon as I was able to work on the bottling line and helping with the blending, charring barrels and moving barrels and gradually kept taking more responsibility until about 14 years ago, I became the master blender

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

Every day is spent examining the rum aging in barrels in different warehouses to maintain everything is going the way we want.

I am experimenting a lot with different barrel finishes these days for new rhums and expressions we are looking to release shortly, however we also look to always maintain the “Clément” flavor profile in our more popular rhums such as the V.S.O.P.

**Q: How many different rhums does your distillery produce?**

A few varieties of white rum and then many vintage rhums, single casks, and the rest of our normal range of aged rum we are famous for.

**Q: Which of your rhums are you the most proud of and why?**

Our 10 year old rum is one I am proud of because these are rhums we see as white with fresh grassy and cane flavors, and 10 years in our cellar, it is like a grown up rum.

Just like seeing your child born and mature. 10 years is a great age for Martinique Rhum Agricole Vieux

**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?**

Climate, temperature, humidity are major factors in aging. Not easy to predict, but we are working always to get to a consistent final destination point



## Rhum Clément

**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?**

The 7.7 earthquake a few years ago was something amazing. We watched the barrels “dance” on the racks in the cellar, and I was sure the barrels would land on the floor and break, and we would lose most of our stocks. Finally we found that the shaking was actually wonderful agitation in the barrels and we got some bonus tannin extraction when we tasted it about a month later.

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

Trying to respect tradition while looking for new profound flavors to introduce to the Clément range

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

We see the movement of our shipments increasing all the time. When we try to raise the price to control the inventory level, we sell more. It's bizarre to me

**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?**

We are always asked by our importers to make the rums sweeter. Not in our game plan

**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)?**

We will never add flavor, but we are experimenting with sherry casks and wine casks

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

‘Ti Punch. That is the only cocktail I know how to make...

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

Dry Rhum Agricole like Clément V.S.O.P. is maybe not for everyone, but we are delighted to see that Bourbon, Scotch and Cognac drinkers appreciate them.

If you are a rum drinker and your friends like whiskey, give them a bottle of our aged rum and you will see the amazement when they first taste it. Yes - it is really rum...



## The History and Science of the Barrel

### Lesson 3: Physical Properties of Oak

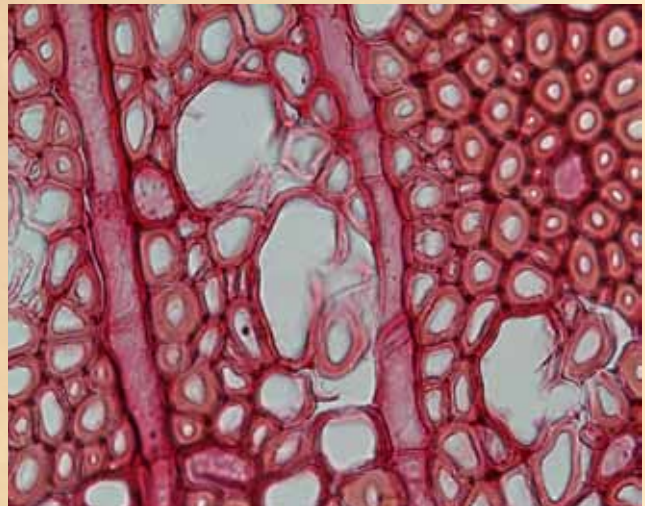
**W**elcome to Lesson 3 of 12 of the Rum University's latest course! You can find previous lessons of this course by visiting the Archives page at [www.GotRum.com](http://www.GotRum.com). You can also find additional courses and material at the university's official website, [www.RumUniversity.com](http://www.RumUniversity.com).

#### Taking a close look at oak

Regardless of the variety, oak wood is formed as cells in a layer called "cambium" are regenerated. The cells produced can be:

- Vessels designed to conduct sap (Xylem)
- Fibers to help support the weight of the tree or
- Storage receptacles (for water, waste, etc.)

Each year's growing season (from Spring through Fall) generates a cambium layer comprised of an arrangement of all three cell types listed above. Together, these annual growth patterns form an annual "growth ring," which is often identifiable by the naked eye.



Electronic microscope view of Transverse xylem section from American oak showing thick-walled fibers. Photo credit: UNLV.

#### Grain Coarseness

In the U.S.A., the number of annual growth rings per inch determine the coarseness (and quality) of the wood:

- Coarse oak wood contains less than 8 rings per linear inch
- Medium oak wood contains between 9 and 14 rings per linear inch
- Extra-fine oak wood contains more than 14 rings per linear inch





### A cross section of an oak tree

1. Bark: outermost layer of the tree, exposed to light and weather
2. Cambium Layer: growth layer where new cells are produced
3. Sapwood: so called because this is living wood through which sap flows
4. Heartwood: the oldest, hardest part of the tree

### American vs. French Oak: A Matter of Tylose

Barrels made from French oak (*Quercus pedunculata*) have always been more expensive than their American oak (*Quercus alba*) counterparts, leading (or misleading) people into thinking that the former are better. The reason for the price difference is basic economics:

An average American oak tree will yield twice the number of barrels as a French oak tree of identical size. Why?

As a tree reaches maturity, it undergoes a process known as *duraminisation*, when heartwood is formed. During this transformation, "*parenchymal cells located near the large sap-conductive vessels excrete a membranous protruberance, known as a tylose, which partially blocks the vessels*<sup>1</sup>." It is this obstruction which gives American oak its water-tight characteristic, regardless of how the wood is milled, whereas the absence of tyloses in French oak result in the need to mill the wood in a more restrictive way to preserve its impermeability.

There are other differences between the two oak varieties. We will explore them in more detail in upcoming lessons.

<sup>1</sup> Dr. J. A. Hueso, Tonelería Victoria

Next month: Lesson 4 - Chemical Properties of Oak

### The Organoleptic Assessment of Rum - Part 12

**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.

#### tan·nin

noun

\'ta-nən\

##### Definition

1: any of various soluble astringent complex phenolic substances of plant origin used especially in tanning leather and dyeing fabric, manufacturing ink, clarifying wine and beer, and in medicine

2: a substance that has a tanning effect

##### Origin

The exact origin is debated. Two possible origins are suggested by scholars: a) French, from *tanner* to tan and b) from *tanna*, an Old High German word for oak or fir tree, as in *Tannenbaum*.

First Known Use: circa 1800.

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

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

## 5.1 B. NUMERICAL

### REQUIREMENTS:

Number of samples evaluated	1 - 6
Number of samples served	1 - 6
Number of testers (trained)	5 - 12

### PROCEDURE:

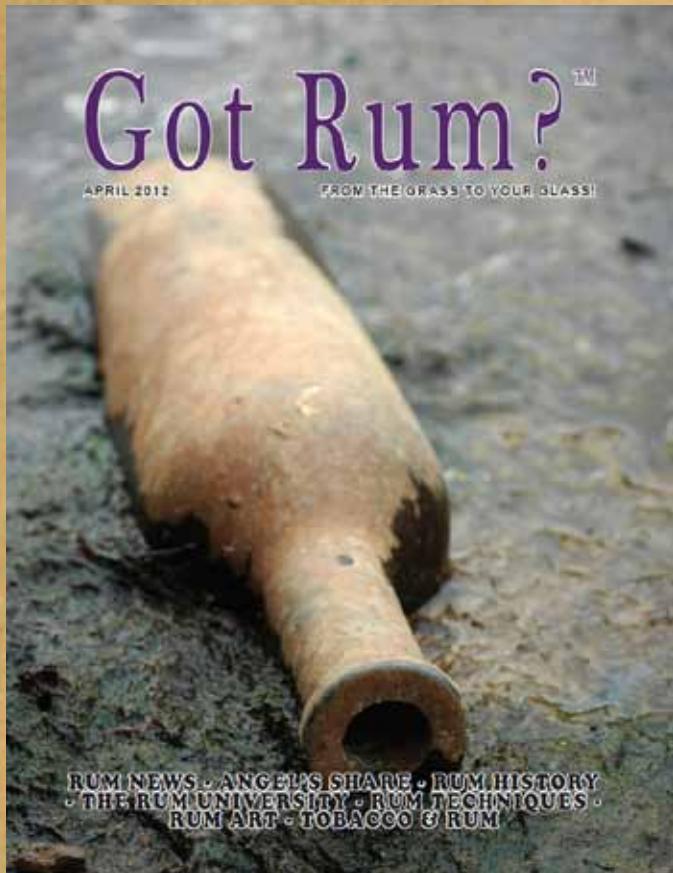
Define the factor which is going to be measured and fix successive degrees from least to most of that quality. Present samples one at a time for rating on the scale.

Rating tests give more complete information than do either ranking tests or just descriptive rating tests, but the tasters must be trained or the ratings will be of little value.

See the following page for a suggested questionnaire for the rating scale method of sensory testing.

continued on page 29

## COMING UP NEXT...



### APRIL 2012

Join us as we explore the essential rum cocktails, their history and secrets. We will also discuss the importance of selecting the correct glassware for each rum and will share secrets of cocktail garnishes that will transform ordinary cocktails into works of art.

April will also feature an extensive selection of rums from Spain, as well as culinary, travel and historical facts about this wonderful country.

Producers: submit your Spanish rum, cocktail recipes and/or travel tips. Send an email to **Margaret@gotrum.com** for more details.

Consumers: nominate your favorite cocktails by sending an email to: **news@gotrum.com**.



### MAY 2012

Many countries celebrate Mother's day in May so we will be including special articles on how to show moms how much we appreciate them, rum-style! Join us as we explore the best cocktails for mom, rum-themed gifts, even destinations.

We will also feature coverage from Miami's Rum Renaissance Festival and will continue bringing all our readers exclusive interviews and industry information. Producers: submit your rums for review, cocktail recipes and/or travel tips.

Send an email to **Margaret@gotrum.com** for more details.

Consumers: nominate your favorite cocktails for mom by sending an email to: **news@gotrum.com**.

QUESTIONNAIRE

Type: Rating  
Method: Numerical

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

Name.....

Date .....

Please rate these samples according to the following score descriptions:

<u>Score</u>	<u>Quality Description</u>
5	Excellent
4	Very Good
3	Good
2	Fair
1	Poor
0	Borderline

<u>Sample</u>	<u>Score</u>
R	-
S	-
K	-
P	-
T	-
L	-

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

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

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