

Got Rum?™

The background of the cover features two glasses of rum. The glass in the foreground is a snifter glass, partially filled with rum, and has a red ribbon wrapped around its rim. Behind it is a taller, more elegant glass, also containing rum, with a red ribbon draped over its rim. The glasses are set against a dark blue background with a shimmering, textured surface. The lighting is dramatic, highlighting the golden-brown color of the rum and the vibrant red of the ribbons.

FEBRUARY 2012

FROM THE GRASS TO YOUR GLASS!

**RUM NEWS - ANGEL'S SHARE - RUM HISTORY
- THE RUM UNIVERSITY - RUM TECHNIQUES -
EXCLUSIVE INTERVIEW - ROMANTIC RUMS**



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ON THE COVER: Valentine Cocktails for Two.

INSIDE COVER: Serene ocean sunset.

FROM THE EDITOR

Romancing Rum

There is no distilled spirit in the world capable of capturing the essence of romance the way rum does.

Sunny, tropical countries are by far the preferred destinations for honeymooners, and the memories forged in those seductive settings are usually deeply burnt into their souls. It is no wonder then, that sipping rum cocktails can transport people almost magically into a state of mind where the world is a much happier place.

February is also a special month for those afflicted by cupid's amorous mischievousness, so we decided to pay tribute to rum and romance by offering you an issue filled with history, lore and even recipes. Learn the secrets behind the world's aphrodisiacs and practice them wisely with your partner.

For many centuries, alchemists tried to convert lead into gold, to transform the ordinary into extraordinary. I've often referred to modern distillers and Master Blenders as present day alchemists because simple sugars can be transformed into magical elixirs under their watchful eyes.

But operating a still alone does not make one *Adeptus*, just like owning a fine musical instrument does not guarantee one can perform at the highest levels with it.



Distillers, like lovers, must devote themselves to improving the quality of their relationships (with their equipment, their trade and their consumers) if they are to see them flourish and prosper.

All of us at Rum Runner Press would like to wish everyone in the industry a very happy Valentine's day and a very rum-antic 2012.

May your year be filled with joy and your love for rum be reciprocated!

Cheers!

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

Luis Ayala, *Editor and Publisher*



<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 for contact information.

January 12th

Spec's Deal For Sigel's Is Off For Now

Tony Bandiera, owner of 10-store Dallas retail chain Sigel's, has elected not to accept the recent takeover offer from fellow Texas retailer Spec's Wines, Spirits & Finer Foods. A deal had been expected, but Sigel's president John Rector told Shanken News Daily this morning, "After lengthy consideration, Tony decided he didn't want to do the deal and it's off the table for the time being."

"I've been through this a couple times before with him," says John Rydman, president and co-owner of Spec's. "We've been talking since June of last year on this project, and a few years ago we were also pretty close to a deal. I thought we had a contract this time. But it's tough with a family-owned business to make the decision to sell."

Asked when he might try again to secure the deal that would provide a readymade platform in the Dallas area, including 10 stores with combined revenues of around \$120 million and a central warehouse, Rydman said, "I'm willing if he's willing."

Houston-based Spec's, which now has over 95 locations, opened its first store in the Dallas area last month, and its rapid expansion across the Lone Star State continues. "We're getting ready to open up a store in Lubbock. Last week we opened one in Angleton (south of Houston)," Rydman said.

January 13th

Walgreens Unveils New Store Concept Featuring Sushi Bar, Upscale Wine, Spirits And Beer

Walgreens debuted a 27,000-square-foot, high-end flagship store in Chicago earlier this week. The new two-story unit has numerous upscale features including a made-to-order sushi bar, a smoothie station, a barista serving local coffee, a cigar humidor and an expanded selection of gourmet foods, wine, spirits and beer. The store stocks more than 700 wines, compared to 70 at an average Walgreens location. Wine prices range from \$18-\$24 a bottle, although the store also boasts a 2006 Penfolds Grange for \$449.99. The spirits selection also is impressive, with prices as high as \$2,000 for Rémy Martin Louis XIII Cognac, and numerous beer offerings, including Walgreens' private-label Big Flats 1901 beer and craft brews from Goose Island, Two Brothers Brewery and Great Lakes Brewing Co., among others.

Walgreens has been expanding the alcohol program at its roughly 7,800 stores throughout the United States. Up until the mid-1990s Walgreens was one of the country's largest alcohol retailers, but it subsequently exited the business. In 2009, the company reinstated sales of wine, beer and spirits (where legal).

If this newest Chicago flagship proves successful, Walgreens will consider expanding the concept to selected neighborhoods throughout the U.S., although a company spokesperson said there are currently no specific expansion plans on the table.

January 20th

Spirits Sales in Ohio Rose 5.3% to Reach a Record High of Nearly \$800 Million Last Year

After declining for three of the past four years, total wholesale sales increased 4.7% to \$244 million, exceeding last year's total by \$10.9 million. By volume, Ohio liquor sales grew 3.9% to 4.8 million nine-liter cases, led by top-selling brands Kamchatka vodka (169,000 cases), Jack Daniel's Tennessee whiskey (147,000 cases), Bacardi Superior Light rum (123,000 cases), Captain Morgan spiced rum (120,000 cases) and Absolut vodka (116,000 cases). The Ohio Division of Liquor Control currently runs 457 contract liquor agencies throughout the state.

UPCOMING SPIRITS EVENTS

Mode X 2012 – Atlanta, Georgia USA

February 6th – 9th

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

The Rum Collective's 7th Meeting - Seattle, WA

February 12th

<https://www.facebook.com/events/337339389623054/>

2nd Annual Miami Wine & Spirits Expo - Miami Beach, Florida

February 24th – 27th

<http://www.MiamiWineExpo.com>

Judging of Artisan Spirits - Starlight, Indiana

February 27th- 28th

<http://www.distilling.com>

International Trade Fair Wines and Spirits Dusseldorf, Germany

March 4th – 6th

<http://www.prowein.de>

Nightclub & Bar Show – Las Vegas, Nevada

March 12th - 14th

<http://www.nightclub.com>

The 36th Annual Impact Marketing Seminar- New York, NY

March 22nd

<http://www.winespectator.com/micro/show?id=40690>

San Francisco World Spirits Competition – San Francisco, CA

March 23rd – 25th

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

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THE ANGEL'S SHARE

DonQ Gran Añejo (80-Proof, up to 12 years old). This rum has a very inviting amber color with reddish copper undertones.

The aroma speaks loudly and generously of American white oak, followed by caramelized orange peels and ending with a touch of nutmeg.

The initial flavor is that of oak, followed by traces of Muscat grapes which give it a slight brandy character. The taste is not as sweet as the aroma suggests, but is true to Puerto Rican rum style.

The aftertaste lingers for quite a while before cleanly fading away. Enjoy this rum straight or on the rocks. It is a great match for a medium-bodied cigar with a natural wrapper, Don Quijote would have been very proud to try this Puerto Rican-style rum.

Featured Cocktail - The Don

(By Charles Joly)

Ingredients

2 oz. DonQ Gran Añejo Rum
¾ oz. Heering Cherry Liqueur
1/8 oz. St. Elizabeth's Allspice Dram
3 drops Chocolate Bitters

Directions

In a mixing glass with ice, add rum, cherry liqueur and allspice dram. Stir to chill and dilute. Strain mixture into a chilled coupe glass. Add the three drops of chocolate bitters.



WWW.DONQ.COM

Clément Sirop de Canne. This cane syrup is made by Clément of Martinique, renowned makers of fine rum agricoles.

The color is a light honey amber, the body is thick and silky. The aroma is rich with notes of cinnamon, allspice and honey. Once in the palate, the taste is not as sweet as the aroma suggested initially, and the dominant elements are cinnamon and allspice. The aftertaste is delectable and long lasting.

Using this cane syrup in place of simple syrup will add a welcoming touch of spice to everyday cocktails. Try it also on top of fruits, cheesecake and mixed with your tea or coffee.

Featured Cocktail - 'Ti Punch

(Martinique's national cocktail)

Ingredients

1 barspoon Clément
Sirop de Canne
1 ½ oz. Clément
Première Canne

A lime disk cut from the side of the lime to capture a little pulp and lime oils from the zest

Directions

Combine the cane syrup and rum in a rocks glass, squeeze the lime disk and add a couple of ice cubes. Stir and serve.



WWW.RHUMCLEMENT.NET

THE ANGEL'S SHARE

Dos Maderas PX 5+5 (80-Proof, 10 years old). This rum has a dark mahogany color with reddish hues.

The aroma is unctuous and full of mocha, sherry, and hints of port and vanilla. Once in the palate, the initial taste burst is that of brandy, followed by dark chocolate and ending with a strong sherry note. The aroma and taste are harmonized and true to each other. The finish is a bit shorter and drier than anticipated but is very pleasant nonetheless.

Dos Maderas PX 5+5 intertwines the borders between the rum and brandy universes. Enjoy this rum in a snifter, with a single ice cube, accompanied by a pipe full of your favorite tobacco.

Featured Cocktail - PX Old Fashioned

Ingredients

2 oz. Dos Maderas PX
5+5
1/4 oz. Simple Syrup
2 dashes Angostura
Bitters
1 dash Orange Bitters
(optional)

Directions

Combine ingredients in a mixing glass and stir about 40 rotations with a bar mixing spoon, julep strain over fresh ice cubes. Serve on the rocks. Garnish with an orange peel.



WWW.BODEGAS-WILLIAMS-HUMBERT.COM



Deco Distilling Silver Rum (80-Proof). From Portland, Oregon, comes this white rum boasting a very clean and fresh aroma, and a remarkably sparkling silver color.

The aroma is very appealing, with slight citrus and sugar notes. Once in the palate it is easy to tell that the body is light and the texture is silky; the initial taste is sweet and it quickly dissipates.

This rum is clean and smooth enough to enjoy on the rocks, but is also versatile enough to deserve a place in your personal bar.

Featured Cocktail - Deco's Silver Mojito

Ingredients

1 1/2 oz. Deco Silver Rum
1 oz. Fresh Lime Juice
6 Mint Leaves
1 tsp. Extra Fine Sugar
5 Ice Cubes
2 oz. Club Soda

Directions

In an old fashion glass mix the mint leaves and sugar in bottom of glass. Put the 5 ice cubes on top. Pour the rum, lime juice and club soda and mix. Garnish with a lime wedge.



WWW.DECODISTILLING.COM

The Rum Lab

making Mamajuana, rum aphrodisiac

What is a *mamajuana* (also known as “Mama Juana”)? We get asked this question a lot, apparently many of our readers have been travelling to the Dominican Republic, where they are being exposed to this beverage.

The “mamajuana”, or “mama Juana,” “damajuana” or “dama Juana” is a beverage native to the Dominican Republic, where it is made by combining rum, wine, honey and ingredients as varied as the people making it and as unique as the needs of the customers requesting it.

We first published information about the mamajuana in May 2002, then in December 2002 and later on the January 2003 issue of “Got Rum?”. The questions, however, kept pouring in via email, fax, even by phone! We finally decided to put all the answers we’ve provided over the past decade into a single article.

Q: Where does the name come from?

In order to answer this question we must first introduce a definition.

- **Demijohn:** [DEHM-ee-jon] A large squat bottle with a short narrow neck and usually covered in wicker.

Demijohns can hold from 1 to 10 gallons. The word is thought to be derived from the French “Dame Jeanne” (Lady Jane), a term which is also still used to describe this bottle. In the Spanish-speaking countries, Dame Jeanne was transformed into “Dama Juana” and later, in some places, into “Mama Juana” (mother Jane). So the name “mamajuana” is a derivation of demijohn, which is the name of the container/bottle originally used to prepare and store the maceration.

Q: How is the mamajuana made?

The first step is to gather the ingredients, most of the popular ones are listed here, but there are many, many variations which require more or fewer. A popular optional ingredient is the desiccated penis from a sea turtle (“miembro de carey” in Spanish), which is used to enhance the aphrodisiac nature of the drink.

Mamajuana’s Most Common Ingredients:

- Albahaca (Basil),
- Anamú (Guinea Henweed),
- Anis Estrellado (Star Anis),
- Bojuco Caro (Princess Vine),
- Bojuco Chino (China Root),
- Bojuco de Palo Indio (Chew Stick),
- Bojuco de Tres Costilla (Basket Wood),
- Canela de Tierra (Cinnamon),
- Clavo (Whole Clove),
- Guauci (Minnie Root),
- Hoja de Canelilla (Rose Wood Leaf),
- Juana La Blanca (Button Weed),
- Manzanilla (Chamomile),
- Marabeli, Nigua (Cornutia),
- Osua (Bay Rum Tree),
- Palo Brasil (Brazil Wood),
- Raiz de Coco (Coconut Palm Root) and
- Timacle (West Indian Milkberry)

The process of making the drink involves introducing the ingredients, cut into small pieces, into a large glass bottle, then curing the ingredients by soaking them with cheap wine or rum and a bit of honey for a couple of days (up to a week or two, depending on how fresh or bitter they are), then discarding the liquid and re-filling the bottle with better quality rum. Once properly cured, the ingredients stop imparting bitterness into the liquid they are mixed with and start infusing it with more delectable aromas and flavors.

Q: How many times can I re-use the ingredients?

Some people suggest that you should not re-use them more than 4-6 times, while others suggest the longer you re-use them the better they get. The answer is entirely up to you. Once you feel you’ve extracted all the (desirable) taste out of the ingredients, it will be time to start a new batch.





Peaceful Caribbean

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 or contact info@peacefulcaribbean.com



The Peaceful Caribbean Conference

Hilton Barbados Resort
Needham's Point, Bridgetown, Barbados

April 20, 2010

RUM APHRODISIACS

Aphrodisiacs are foods thought to increase sexual drive or to enhance reproductive ability. Many centuries ago, philosophers attributed aphrodisiac properties to any food that represented “seed” or “semen,” such as eggs, bulbs and grains. Later foods were considered to have aphrodisiac properties if they had any resemblance to genitalia. Modern science looks at the composition of foods and believes that those with a high concentration of Zinc are beneficial to the libido, as Zinc controls progesterone levels. Here is a list of foods commonly thought to have aphrodisiac properties:

Almond, Aniseed, Arugula, Asafetida, Asparagus, Avocado, Bananas, Basil, Broccoli Rabe, Chocolate, Carrots, Coffee, Coriander, Fennel, Figs, Garlic, Ginger, Honey, Liquorice, Mustard, Nutmeg, Oysters, Pine Nuts, Pineapple, Raspberries, Strawberries, Truffles, Vanilla and Wine.

PUTTING IT ALL TOGETHER

Knowing which ingredients to use is only half of the battle. Knowing how to combine them is the key to success.

Start by seeing how many of the above ingredients you have available (from your pantry or supermarket). Start by offering your partner an aperitif to get things moving in the right direction. Here is a simple, yet powerful recipe:

1 oz. Dark Rum
1 tsp. Anisette
2 oz. Mango Juice
1 oz. Grapefruit Juice
1 oz. Pineapple Juice
1 oz. Papaya Juice
3/4 oz. Lime Juice
1/2 oz. Sugar Syrup

Shake and strain all of the ingredients into an ice-filled highball glass. Garnish with fruit and serve in one glass with two straws.

The next step is to put together a menu based on your personal preferences and on the ingredients you have available. Here is an idea:

APPETIZER

Hot & Spicy Asparagus Rolls

MAIN ENTREE

Oysters Rockefeller with Stuffed Mushrooms or

Grilled Prosciutto-Wrapped Figs with Coriander Rice and Spicy Nuts

DESSERT

Bananas Foster with Rum Sauce or Strawberry Cheesecake with Ginger Honey Sauce

As you can see, it is very easy to combine aphrodisiac and everyday ingredients to create succulent menus.

Rum Cocktails for Lovers

BETWEEN THE SHEETS

1 oz. White Rum
1 oz. Cointreau
1/2 oz. Lemon Juice
1 oz. Spanish-style Rum or Cognac

Add all of the ingredients to a cocktail shaker filled with ice, shake until well chilled.

Strain into a cocktail glass or a coupe and garnish with a lemon twist.

THE SUPERIOR LOVE POTION

50 ml White Rum
12.5 ml Crème de Cacao
1 Scoop Strawberry Ice Cream (or sorbet)
5 ml Parfait Amour Liqueur
25 ml Lime Juice
25 ml Champagne

Shake all of the ingredients together until the ice cream/sorbet dissolves. Pour the champagne into a flute and then single strain the gelato mix on top. Garnish with a single Maraschino cherry and grated dark chocolate.

KEY TO THE HEART

(Developed by Al Nelson, head mixologist at the Sunset Pier at Ocean Key Resort in Key West)
In a pint glass filled with ice, add the following:

3/4 oz. Mount Gay Rum (or your favorite gold rum)
1/2 oz. Peach Schnapps
1/2 oz. Malibu Coconut Rum
1 oz. Orange Juice
3/4 oz. Pineapple Juice
3/4 oz. Cranberry Juice
A dash of Angostura Bitters

Shake well until very cold and then strain into a highball or Double Collins glass filled with ice. Top with a splash of your preferred champagne and garnish with a cherry.

CUPID'S KISS

1 oz. Cruzan Raspberry Rum
1 oz. Canadian Club Whisky
Cranberry Juice

Fill highball glass with ice. Add rum and whisky, fill with juice and stir.

FEATURED BAR: Lebensstern Bar, Berlin

We learned about this fabulous bar during the Berlin Rum Festival, thanks to a friend's advice. He insisted we should not leave Berlin without visiting this place. So we asked a taxi driver to take us there. We were exhausted after a long day at the festival, tasting rums and talking to a multitude of people. The bar is located in the upper floor of a lovely house, the bottom floor is Einstein Restaurant.

After having dinner at the restaurant, we went upstairs and asked for Peter Kowalczyk, proprietor of the bar. He showed us his museum of distilled beverages in general, but of rum in particular. There were more than 600 bottles of rum, and they were not empty! Patrons can ask for any rum they want from this selection, this was new to me, since I've been to places with large displays of empty rum bottles, but they only serve a handful of them to customers. The place is spectacular, filled with inviting sofas where one can relax, plus smoking is allowed (I don't smoke so I didn't take advantage of this).

Peter showed us his entire rum collection, including some very rare antiquities; most people have only heard of or seen in photographs. He then asked us which rum we wanted to try and we let him choose for us. Peter chose Rhum Agricole Trois Rivières 1997, which turned out to be an excellent choice, very fitting given the surroundings. We sat down on the sofas while waiting for our waiter to bring us the rum-filled snifters. We were pleasantly surprised by the waiter's command of English and his knowledge of the rum we were about to enjoy. This speaks volumes about the level of professionalism of this bar.

Immersed in the great atmosphere and through the smoke from some Montecristo cigars I conducted this brief interview with Peter.

All serious rum aficionados who happen to pass through Berlin have the moral obligation to visit this temple to rum.

Javier Herrera, "Got Rum?" Correspondent

Q: How long has the bar been in operation?

The Bar Lebensstern opened on December 2006, above the Café Einstein Stammhaus, a Vienna style Coffeehouse that opened in 1978.

Q: What has been the reaction among Berliners to the bar and its rum selection?

The bar has a very diverse clientèle, including guests from the Einstein who enjoy a drink before or after dinner, regular guests from Berlin as well as international visitors.

Q: Can you tell us about the special sessions hosted at your bar with beverage experts?

We have master distillers from all around the world (mostly rum and whisky) several times per year who present their product. Especially for people who love spirits it is a great experience to gain first hand inside into the process how spirits are distilled, aged and refined. These events are always combined with a tasting, sometimes even with special editions that are not available on the market.

Q: Please tell us about your rum selection.

With over 600 different kinds of rum that are served by the glass the Lebensstern has one of the biggest rum selections worldwide. At the 2010 Tales of the Cocktail in New Orleans we got the award for "World's best drinks selection." Rum is the most drunken spirit at the Lebensstern. As a nice cocktail as well as straight, for example accompanied by a nice Cuban cigar.

Q: Tell us a little about the history of the pub and its name?

The Lebensstern opened in 2006. It was designed by Peter Kowalczyk, an accomplished bartender and head of operations of the Café Einstein Stammhaus. The family of the current owner of the Café Einstein as well as the Lebensstern, Philipp Hasse-Pratje, used to produce cigars for over 100 years, the name "Lebensstern" used to be the brand for a line of cigars. As cocktails and drinks are something to enjoy, as are cigars the name was chosen to "continue" the family tradition to create something that makes life more enjoyable.

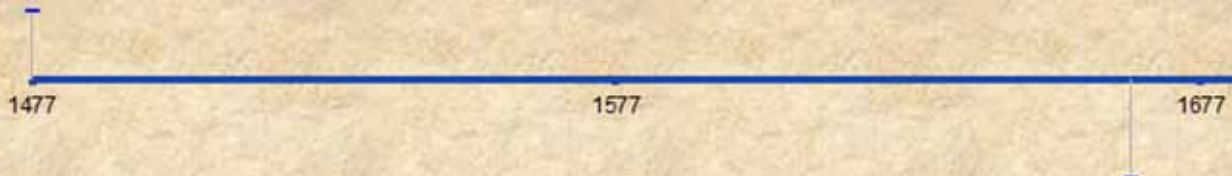


RUM IN HISTORY



February Through The Years

1477 - Christopher Columbus visits England, but fails to obtain the financial support needed for his venture in quest for a new route to the Indies.



1655 - England imports less than 88 tons of sugar, a figure that will grow to 10,000 tons by the end of the century as tea consumption, encouraged by cheap sugar, increases in popularity.



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

1800 - Selective breeding experiments begin to increase the
sugar content of sugar beets, currently at six percent.

1979 - St. Lucia, St. Vincent and the Grenadines gain their
independence from Britain.

1777

1877

1977

1974 - Grenada gains its independence from Britain.



Got Rum? - Exclusive Interview

For a new rum brand, the journey from newcomer to category ambassador is often long, arduous and is filled with soul searching and image re-definition.

We were impressed by the quick establishment of the Dos Maderas brand as the de-facto leader of the fusion world between sugarcane and grape spirits.

We thank Master Blender Paola Medina for taking the time to share her valuable views and experiences with our readers.

Publishers



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

We started in Williams-Humbert in 2005-06, but have been involved in the world of spirits and beverages since 1945, the year when the Gran Duque of Alba was born.

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.?

We are a team of enologists who dedicate daily to the care and follow-up of our wines, brandies and rums. We control each barrel daily to monitor the evolution and later do the appropriate blending.

Q: How many different rums does your distillery produce?

We have three types of rums, Rum Dos Maderas 5+3, Rum Dos Maderas 5+5 PX, and Rum Dos Maderas Luxus. Our rums are produced and aged in the Caribbean, specifically in Guyana and Barbados. In the case of Dos Maderas 5+3, it ages 5 years in the Caribbean and 3 years in Jerez in barrels that previously aged Palo Cortado, specifically Dos Cortados, a wine with a certified age of 20 years.

As far as Dos Maderas 5+5 PX, it ages 5 years in the Caribbean, 3 years in barrels of Palo Cortado and 2 more years in barrels previously used to age Pedro Ximenez, Don Guido, a wine with a certified age of 20 years. In all

of our rums, the aging process is based on the dynamic system of Soleras and Criaderas.

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

We are proud of each one of them, because with all their careful monitoring and aging, even if they belong to the same family, each one has its very distinctive personality.

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?

At first it is not an easy task, but as with everything, familiarizing with and learning about the origin of the raw material is the key, and one can learn with patience and knowing that the evolution of the aging process is our best ally. This is our best school.

As far as how we can intervene, we can control the time we have decided to age and later the temperature and humidity conditions in our cellars, which we try to keep at 15-18 degrees and 80% relative humidity. We also play with the alcoholic grade at which we age rums, so as to foster the birth of their very particular characteristics.

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 positive part has been my involvement in the birth of our rums and their great acceptance, quality and personal identity that sets them apart. At the same time, some of our wines and brandies have followed the same path, particularly with the birth of the Brandy Gran Duque de Alba XO, which has been, and continues to be, a very interesting project with great acceptance.

The most complicated and difficult part is the current situation that the entire wine-producing industry is experiencing, which is intimately linked to the recession.

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

Fortunately, during my entire professional career, I see all experiences in a very positive light, as we can learn from these experiences.

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

Yes, of course. We are seeing an evolution in the way people think about rum and consume it, as they want to know and learn about what they are drinking and how it is produced, which translates into a direct involvement of producers, enologists, etc., with the consumers and clients.

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?

Having rums with such defined and distinctive personality, they have all been well accepted, fitting in with the personal and subjective palates of consumers.

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 are very lucky to be able to learn greatly from our predecessors and combine this with new technologies as well as current (and future) knowledge. At the end, the best argument is the results obtained.

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 offer Dos Maderas 5+3 as a Spanish Daiquiri; 1.5oz Dos Maderas 5+3, 1oz simple syrup, .75 oz freshly squeezed lime juice, served over fresh ice. For sweet cocktails, such as a Mai Tai, it could be Dos Maderas 5+5, although because of its characteristics, it also entices you to enjoy it straight.

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

I would like people to get to know them and enjoy them, having the time to truly do so.

THE Rum UNIVERSITY

The History and Science of the Barrel

Lesson 2: Why Oak?

Welcome to Lesson 2 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.

Contributions of properly weathered and toasted oak

To properly age rum, having wooden barrels is not enough. Great and consistent aging can only be achieved through the careful selection and care of oak barrels. But, what makes a great barrel?



- Great barrels are the correct size for the desired goal.
- Great barrels are made from mature oak trees that have achieved the ideal physiological properties. Lesson 3 will cover this topic in more detail.
- The wood from the trees must be properly weathered in order to allow for the correct and complete metamorphosis to take place within the wood prior to milling. Lesson 6 will be devoted to this topic.
- Perfectly cured wood from the tree is then milled (Lesson 7) and accurately toasted (Lesson 8), only then is the barrel ready for aging spirits.
- Old barrels must be emptied, the charred surface scraped and the inner surface re-toasted in order to extend their useful life.

When aged in properly built and maintained oak barrels, the rum is able to extract chemical components from within the wood staves and react with them.



Some of these aromas are:

- Raw nuts, specifically almonds (from Furfural)
- Toasted nuts, specifically almonds (from Methyl-furfural)
- Caramel (from Maltol)
- Toasted bread or grains (from Isomaltol)
- Unsweetened chocolate or cocoa (from Pyridine)
- Fresh bread or grains (from Pyrazine)
- Smoked or pipe tobacco (from Guaiacol)
- Spices, like nutmeg and cinnamon (from Eugenol)
- Vanilla (from Vanillin)
- Oak and coconut (from Methyl Octolactone)

Important note: the presence of these aromas in a rum does not guarantee that the rum was aged in an oak barrel.

Next month: Lesson 3 - Physical Properties of Oak

The Organoleptic Assessment of Rum - Part 11

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.

yeast

noun

\ˈyēst\

Definition

a: a yellowish surface froth or sediment that occurs especially in saccharine liquids (as fruit juices) in which it promotes alcoholic fermentation, consists largely of cells of a fungus (as the *saccharomyces*, *Saccharomyces cerevisiae*), and is used especially in the making of alcoholic liquors and as a leaven in baking b: a commercial product containing yeast fungi in a moist or dry medium c (1): a unicellular fungus that is present and functionally active in yeast, usually has little or no mycelium, and reproduces by budding (2): any of various similar fungi.

Origin

Middle English *yest*, from Old English *gist*; akin to Old High German *jesen*, *gesen* to ferment, Greek *zein* to boil.

First Known Use: before 12th century.

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.

SECTION 5
5.1 RATING TESTS

PURPOSE

To evaluate samples rapidly for over-all quality.

PRINCIPLE

It is sometimes necessary to evaluate large numbers of samples in a short time. The Rating Test is useful for this purpose since it can be used to rapidly screen out those samples which are obviously inferior.

METHODS

- A. Descriptive
- B. Numerical

5.1 A. DESCRIPTIVE

REQUIREMENTS:

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

(Do not have to be trained)

PROCEDURE:

Rate samples on hedonic scale as described, or on a quality scale (excellent, good, fair, poor, etc.). This test gives more sample information than does the ranking test and yet retains the advantage that tasters do not have to be trained.

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

continued on page 29

COMING UP NEXT...

Got Rum?™

MARCH 2012

FROM THE GRASS TO YOUR GLASS!



RUM NEWS • ANGEL'S SHARE • RUM HISTORY
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MARCH 2012

In honor of St. Patrick's Day, the March issue of "Got Rum?" will feature green cocktails and will also discuss a topic of increasing concern in the industry: rum and the environment. We will discuss what progressive distillers are doing to reduce their carbon footprint and to ensure their operations are more sustainable.

We will also feature exclusive interviews, technical how-to articles, Rum University content and much more!

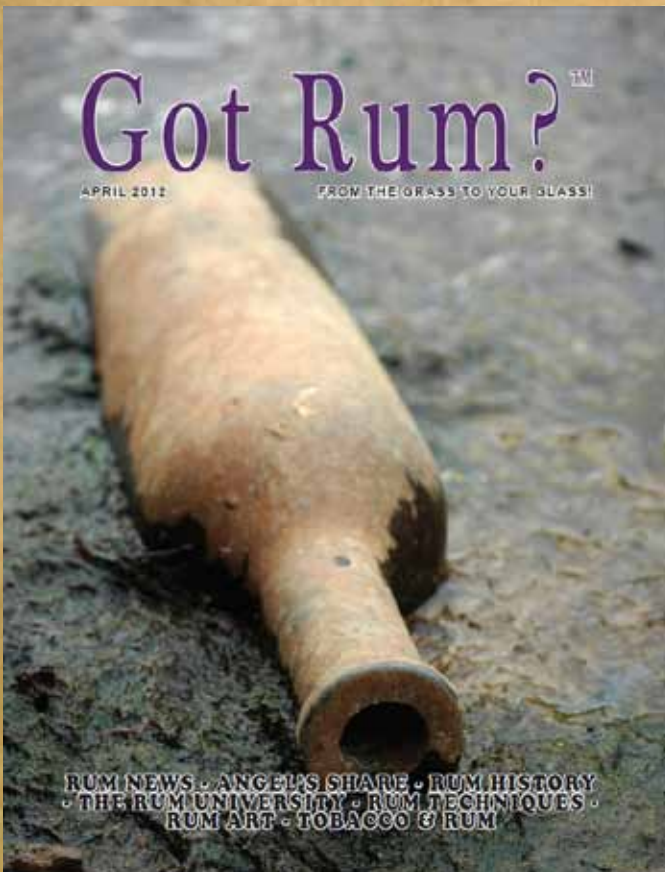
Producers: submit environmental success stories or plans and green rum cocktail recipes. Send an email to **Margaret@gotrum.com** for more details.

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

Got Rum?™

APRIL 2012

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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**.

QUESTIONNAIRE

Type: Rating

Method: Descriptive

RUM SAMPLE No _____

Name.....

Date.....

Please classify the following samples according to the description which you feel best suits them.

<u>Sample</u>	<u>Description</u>
L	<input type="checkbox"/> Excellent (tick one)
	<input type="checkbox"/> Good
	<input type="checkbox"/> Fair
	<input type="checkbox"/> Poor
T	<input type="checkbox"/> Excellent
	<input type="checkbox"/> Good
	<input type="checkbox"/> Fair
	<input type="checkbox"/> Poor

Don't miss March's issue, where we will cover the numerical rum tasting method, its requirements, procedures and questionnaire.

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

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