

Got Rum?™

MARCH 2013

FROM THE GRASS TO YOUR GLASS!



**RUM EVENTS - ANGEL'S SHARE
- RUM HISTORY - EXCLUSIVE INTERVIEW -
RUM LIBRARY - TOBACCO & RUM**



Got Rum?

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Round Rock, Texas 78664

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March 2013

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ON THE COVER: Spring at the bar.

FROM THE EDITOR

Mysterious Nature

Welcome to March! The name “March” comes from Mars, the antique Roman god of war. In the early Roman days, March marked the beginning of the year, as it coincided with the arrival of spring. Since recorded history, mankind has fought many wars, some between urbanizations, some against illness and some against nature and the elements. The “war” against nature has taken many forms, from the taming of rivers to harnessing wind power. Sometimes these acts have had immediate negative consequences, such as the “dust bowl” crisis that afflicted inhabitants of southern Plains of the USA in the 1930s. Today, these acts of conquest are still being attempted, either in the form of genetic engineering of crops, sub-soil irrigation practices or through the selective introduction of species of insects aimed at removing pests from areas of interest.

Our successes in these attempts to control nature are measured in higher crop yields or faster times to market. Nature, however, is not willing to relinquish all its secrets to us quite yet. Take, for example, the case of *Baudoinia Compniacensis*, also known as the black, sooty “whiskey fungus” that is known to permeate the environment surrounding alcohol aging warehouses. According to scientists, there are between 1.5 and 5 million species of fungi on earth. Of these only about 100,000 have been named and fewer even have been sequenced partially or totally.

Another example of how nature still holds the key to many secrets, is the mysterious and elusive biological origin of *Saccharomyces pastorianus*, a yeast responsible for the production of one of the best recognized styles of beer around the world: the lager. Until a couple of years ago, it was known that the cold-tolerant yeast was a fusion of *Saccharomyces cerevisiae* (used quite extensively in the rum industry) and an



unknown yeast. Bavaria, home of lager beers, was often (and quite naturally) the only geographical area investigated when searching for the evasive link, until, a few years ago, the link was identified as *Saccharomyces eubayanus*, thriving in the sugar rich environment of the Patagonia, in South America!

These are just a couple of examples of how, despite our geographic dominion of the planet, nature remains today as un-explored as it was a couple of centuries ago.

Happy month of Mars!

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.



On January 1, 2013, we unveiled the new and improved “Got Rum?” website. We are thankful to our readers and clients for suggesting all the changes we are implementing, they are all aimed at making your “Got Rum?” experience a more enjoyable one.

Many of our readers asked (some even politely demanded!) that we offer new content more frequently than once-a-month. Others told us how it is important for them to be able to share articles they like on Facebook. We listened attentively to all requests and evaluated what was practical and justifiable given our overall corporate priorities.

Here is a list of the enhancements available on the new website:

- 1** A diversity of **Banner Advertising Options** reserved exclusively for the rum industry.
- 2** A **Facebook-Friendly Interface** to “Like” individual articles, reviews or stories, without leaving “Got Rum?”.
- 3** **Ability to Post Comments** and/or questions on an article-by-article bases.
- 4** **RSS Feeds:** you will no longer need to wait for an entire month before getting the rum information you want. You will be able to sign up for only the RSS feeds you want (Book Reviews and Rum Labs, for example) and will be notified immediately when new content is posted in those sections.
- 5** **Improved Subscription Service.** You can sign up for weekly updates. That’s right: four times a month you will get a

digest of everything happening in the rum world. This is a perfect source of fresh rum news. All current “Got Rum?” subscribers will automatically be registered for the weekly update notification. New users can register from the main page.

- 6** **New Rum Event Calendar.** You can now find out what is scheduled to happen in the industry month-by-month. Learn about rum events worldwide, even submit your own event.
- 7** **Enhanced Site Search.** You will be able to search for articles by subject, keywords and even by author.
- 8** **Picture Galleries and Much More!**

To summarize, “Got Rum?” is not going away. All of our current columns will continue but you will be able to have access to the new content faster, no longer will you have to wait until the beginning of each month. You will also continue to have access to the “Got Rum?” archives, both in electronic and in printed format.

We are pleased to be able to implement all of the suggestions from our fans and colleagues. Our goal remains the same: to continue educating rum consumers and assisting the rum industry worldwide.

Luis & Margaret Ayala, Publishers

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A listing of our most recent stories, including news, reviews, interviews and more.

[The History and Science of the Barrel Lesson - 1: The Art of Cooperage](#)

FEATURES



Clément Créole Shrub Liqueur D'Orange

This rum liqueur is a great addition to Rhum Clément's portfolio. [more >](#)

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Thinking about starting a rum distillery? Want to learn all about rum?

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Dos Maderas PX 5+5

November 16, 2012

Content

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Got Rum? Got Rum?

THE ANGEL'S SHARE



WWW.E8RUM.COM

Elements Eight Platinum Rum (80-Proof). The rum has a very attractive and shimmering color, well-filtered, that sparkles at the slightest provocation.

The aroma is that of rum distilled to a very high proof, with a low congener level, with citric, banana, pear and pineapple notes, light vanilla and hints of spices. In the palate it opens up quickly and effortlessly, not as sweet as the aroma suggested, but with a very clean profile that matches the fruity and spicy components of the initial bouquet.

The rum quickly vanishes leaving behind only a trace of sugary sweetness. This rum is ideal for cocktails where the flavor of the rum is not required to play a dominant role.

Featured Cocktail - Lychee Martini

(Created by Theo Sternberg, Zuma, London)

Ingredients:

50 ml Elements 8 Platinum Rum
50 ml Lychee Puree
12.5ml White Peach Puree
12.5ml Lychee Liqueur
10 ml Fresh Lemon Juice
10ml Simple Syrup
Champagne

Directions:

Place all ingredients except for champagne into a Boston glass, and shake hard over ice. Double strain into a chilled cocktail martini glass. Top with champagne. Garnish with an edible flower.

Pink Pigeon Rum (80-Proof). This rum features a light amber color with green fluorite undertones.

The aroma is intensely vanillin-centric, with a touch of honey and orange-infused cinnamon. In the palate, the rum opens up slightly spicy, quickly coating the tongue and revealing a rich ensemble of holiday pastries and warm winter spiced drinks.

The sweetness in the rum helps prolong the aftertaste sensation for quite a while, ending with a dry note of orange peel.

Featured Cocktail - Huntsman

(By Kate Grutman)

Ingredients:

1 brown sugar cube soaked in Angostura and Orange bitters

Directions:

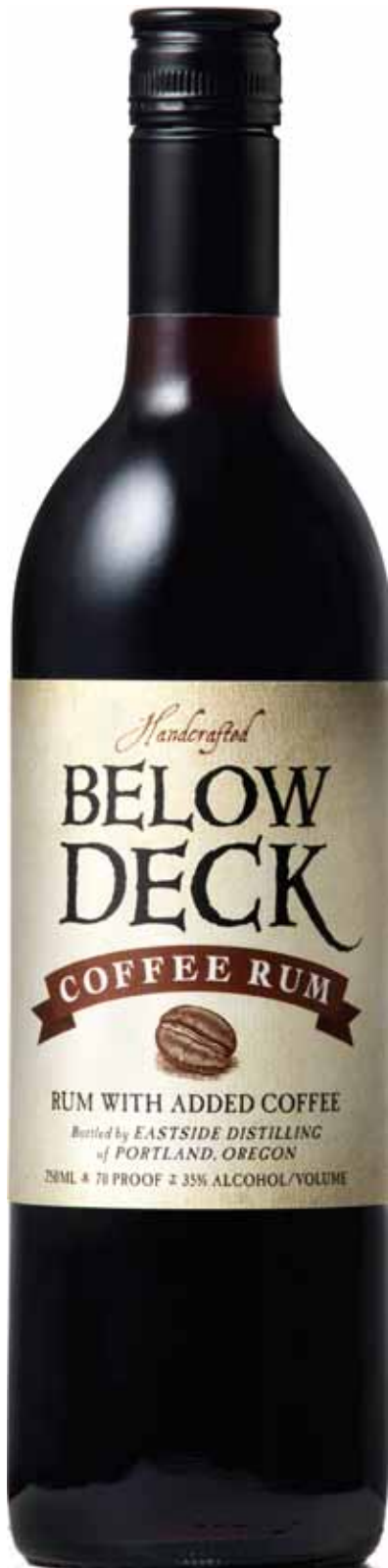
Muddle sugar cube into a paste. Pour 2 oz of Pink Pigeon Rum. Add ice, stir.

Garnish with an orange peel and Luxardo Cherry and vintage ice.



WWW.PINKPIGEONRUM.COM

THE ANGEL'S SHARE



WWW.EASTSIDEDISTILLING.COM

Below Deck Coffee Rum (70-Proof). This coffee-flavored rum is produced by Eastside Distilling in Portland, Oregon, using double distilled rum and authentic Portland roasted coffee.

The color is rich and dark, suggestive of bold aromas and succulent flavors. In the nose, the rum is unmistakably blended using freshly-roasted coffee beans, the acidity of the beans coming through along with the top notes from their careful roasting.

In the palate, the rum showcases the essence of coffee without masking it with too much sugar, which could have made it smoother, but at the expense of burying the delicate spirit of the coffee.

Enjoy this rum as you would a fine cup of Joe, in a quiet place, free of distractions, where you can enjoy every nuance of the beans and the underlying rum base.

Featured Cocktail - Dark and Coffee

Ingredients:

1 oz. Below Deck Coffee Rum
1 oz. Smith & Cross Jamaican Rum
5 oz. Ginger Beer
Squeeze of lime juice

Directions:

Mix all ingredients and serve over ice in a tall glass.

Castaway Spiced Flavored Rum (80-Proof). This rum has a very attractive color: dark and intriguing, yet clean and iridescent. The aroma is that of light alcohol, with traces of vanilla, molasses, cinnamon, nutmeg and clove.

In the palate, the rum opens up not as sweet or complex as the aroma suggested, but with an enjoyable balance of spiced notes. The finish is dry and a bit short which, for this spiced rums, is actually a good thing, as it allows consumers to enjoy multiple servings without saturating their taste buds.

Enjoy this rum as you would any other spiced product: try it on ice, with your favorite mixer or even to spike your hot beverages.

This limited production rum is only available at Big Cedar Distilling's Tasting Room.

Featured Cocktail - Crows Nest Sunrise

Ingredients:

1 3/4 ounce Castaway Spiced Rum
1/2 cup fresh watermelon
3/4 ounce fresh lime juice
1 ounce simple syrup

Directions:

Place watermelon in a shaker, and using a muddler, crush well. Add remaining ingredients and shake well before pouring into glass. Garnish with lime twist.



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From the Grass to your Glass!

Also available through our website (www.GotRum.com):

Rum Events (www.gotrum.com/news-and-events)

Kōloa Rum Company Names Bob Gunter Chief Executive Officer

On Thursday, February 21, 2013 the Board of Directors of Kōloa Rum Company announced the appointment of Robert M. "Bob" Gunter as President and CEO.

Kōloa Rum Company Appoints New Chief Financial Officer

Kōloa Rum Company announced the appointment of Alicia Iverson as Chief Financial Officer on February 21, 2013.

Bacardi Rum Set To Launch New Pineapple Fusion Extension

Bacardi introducing "Pineapple Fusion" at the NBA All-Star game in Houston, Texas on February 16, 2013. This report was posted by Shanken News Daily.

Trinidadian Daniyel Jones Wins Angostura Bitters Global Cocktail Challenge

Port of Spain, Trinidad, Sunday 10th February, 2013. Trinidadian Daniyel Jones was appointed Angostura's Global Cocktail Champion at this year's Challenge which was held at the House of Angostura on Sunday 10th February 2013.

Remember, you can subscribe to the RSS Feed of your favorite columns to get immediate notification when new content is posted.

Rum and Cocktail Reviews (www.gotrum.com/rumreviews)

Pink Pigeon Rum

The name Pink Pigeon was inspired by one of the rarest birds in the world and flies free in the skies of Mauritius, the tropical paradise of the Indian Ocean.

Castaway Spiced Rum

Castaway Spiced Rum is made from local ingredients and this rum is only available for tasting in the distillery's tasting room.

Below Deck Coffee Rum

The founders statement about their Coffee Rum: We gave our rum the strong flavor of coffee, but left out the sweet!

Elements Eight Platinum Rum

Elements Eight rums was launched in 2006 at the London Bar Show and St Lucia Rum Festival, by leading drink industry entrepreneurs Carl Stephenson and Andreas Redlefsen.

Pink Pigeon Punch

Rum punch made with Pink Pigeon Rum

Lychee Martini

Rum cocktail recipe using Elements 8 Platinum Rum.

Crow's Nest Sunrise

Rum cocktail recipe using Castaway Spiced Rum

Dark And Coffee

Rum Cocktail Recipe using Below Deck Coffee Rum.

Hibiscus Crush

Whistling Andy, Inc is a Veteran owned micro-distillery, utilizing American made equipment with Montana grown grains, fruits and botanicals. Their cocktail recipe is made with their Hibiscus-Coconut Rum.

Make-Out Martini

RedRum's Valentine's Day Cocktail



EXCLUSIVE INTERVIEW



I am happy to bring you this interview with Mrs. Kelly Railean, Founder, President & Master Distiller of Railean Distillery, a company located in San Leon, Texas, USA.

Kelly is not only passionate about the art of distillation, she is also wholeheartedly devoted to ensuring her products are worthy of the "American Made" certification.

I recently had the pleasure of sitting down with her to learn more about her background, passion and vision for the future.

-Margaret Ayala, Publisher

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

A: In 1997 I started working for a large wine & spirits distributor. I sold wine for nearly 11 years and I am also a Level I Wine Sommelier. I learned to sail about the same time I started selling wine, and a couple years later I bought a sailboat... and well, sailors are really into rum & pirates! I had always drunk a little bit of rum, but I really started learning about it and collecting it once we started sailing. We would sail our boat to the Buccaneer Bar in San Leon. We would sample different and new rums (they had a wine and beer license so you could bring in a bottle of spirits and purchase "set-ups"). One day at the Buccaneer, I tried a rum that I really did not care for, the rum was so bad (in my opinion) that I started joking with our friends that "I could make better rum". That was in 2005, and the rest...is history! I started building our distillery just a few blocks from the Buccaneer Bar and I have had product on the shelves of retail stores since 2007.

Q: What products do you currently produce?

A: RAILEAN White Rum: distilled multiple times to produce a pure, smooth spirit. It is crisp, clean, refreshing and absolutely perfect for making tropical drinks such as Mojitos, Rum Punch, and Daiquiris. It possesses an exceptionally dry taste and immediately comes alive on the palate with subtle notes of vanilla, sugar cookie, citrus and spice. The finish is smooth, clean and flavorful.

RAILEAN Spiced Rum: aged in small, new, double-charred, American oak barrels with a proprietary blend of spices and natural flavors. It is aged to perfection making it smooth, yet flavorful and perfect when mixed with cola. The nose is sweet and spicy with vanilla bean, toffee, honey and nutmeg. The palate is of good body with notes of molasses and spice, and a hint of butterscotch. The finish is medium with spice and sweetness.

RAILEAN Reserve XO Dark Rum: aged in small, new, double charred, American oak barrels. It is aged to perfection making it smooth, yet flavorful and perfect for a premium Cuba Libre. The Reserve XO has fabulous aromas of chocolate, spice and oak. It is soft and well-rounded and as it opens up, it reveals an array of chocolate, caramel and toasted walnut notes. The finish is smooth, warm and relaxing.

RAILEAN Small Cask Aged Rum: a "single barrel" rum and it has twice the age of the Reserve XO. It is aged in small, new, double charred, American oak barrels, just like the Reserve XO, but for the Small Cask we hand select each barrel and then filter and bottle one barrel at a time. The Small Cask Reserve is rich & sophisticated with notes of oak, leather, and mocha. The first sip reveals toasted sugar notes, with hints of dark caramel and chocolate following close behind. The finish is long and full bodied with a delicious earthy and woody quality. This rum is perfect for sipping on the rocks, or with just a splash of water or cola.



Q: Is there something unique about your distillery and/or your products?

A: My products are handcrafted (seriously, I make the stuff) and I am one of just a few women distillers in the country. I actually ferment and distill everything, I am not just purchasing rum and rectifying my products. Most importantly, my products are "Certified Made in USA". Railean is the first (and currently only) rum to be certified "Made in USA". To obtain this certification I had to submit to a rigorous third party audit to verify that my products were indeed manufactured in the USA, with domestic raw materials, and my products must even be packaged in bottles made here in the United States.

Q: I understand that you use small barrels in your distillery for aging. What size barrels are you using and why? Do they play a key role in particular characteristics that make your rum(s) unique?

A: I use 15 gallon barrels. I purchase them new and they are heavily charred. Couple reasons for using 15 gallon barrels....faster aging (more surface area of wood to volume of spirit) and I can maneuver them myself! I definitely get more color and flavor out of my barrels in a shorter period of time and I think the key to my Reserve XO and Small Cask rum is the fact that I am using new barrels, not used whiskey or bourbon barrels. I do re-use my barrels, a small portion of my Reserve XO is aged in 2nd use barrels, my Spiced Rum is aged in my 2nd and 3rd use barrels and my Blue Agave Reposado is aged in my 3rd, 4th and maybe even 5th use barrels. I am toying with the idea of aging some of my white rum, so I will be keeping my used barrels to experiment with that.

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

A: Yes, I am going to start working on an aged white rum and maybe some specialty small batch aged rums. Right now my flagship Small Cask Rum (which is a single barrel rum) is aged in new barrels for up to three years. I want to play around with a high-end aged rum using some of my used barrels and then age the product for a much longer period of time. Since I am using new, small barrels, I really cannot age my Small Cask for more than 3 years because it tends to become over oaked.

Q: I have noticed that you have changed the look of your labels on your bottles, what made you decide to change them? Is this due to marketing demands, eye appeal, etc...?

continued on page 16

Starting in March 2013, US-based Rum Specialist will Offer Fair-Trade, White and Aged Organic Rums to its Exclusive Clientele

Texas-based Rum Runner Press, Inc. is satisfying the demand from health-conscious consumers, distributors and retailers by introducing a line of USDA-certified organic rums.

Round Rock, Texas ([PRWEB](#)) February 25, 2013 -- [Rum Runner Press, Inc.](#), has been named the exclusive USA agent for Fairly Traded Organics. Located in Paraguay, South America, Fairly Traded Organic's sugar mill has been producing organic certified raw cane sugar since 1994. The mill is the oldest continuously-operating organic sugar mill in the world and is also one of only three worldwide to produce Organic and Fair-Trade certified sugar.

All of the organic raw cane sugars, molasses, alcohols and rums are 100 percent GMO-free and are certified organic under the USDA National Organics Program (NOP), Japan Agriculture Standard (JAS), EU 2092/91, and Bio Suisse (Switzerland) standards.

“It is clear the beverage industry has been ready for a certified organic rum for quite some time,” says Luis Ayala, President of Rum Runner Press. “Undoubtedly there has been an emphasis on reduced calories and on reduced carbs, but the coffee industry has taught us that retailers and consumers are also interested in organic and fair trade practices. This is where we come in with these rums” he adds.

Initially, the fair-trade, organic rums will be available only in bulk; buyers can then bottle the rums “as-is” or flavor them with other ingredients to make spiced rums, or use them as the basis for RTDs, baked goods, sauces, etc.

During the past two decades, rum has been steadily stepping outside of the shadows cast by vodka and whiskey, deliberately inching its way towards a position of market dominance. Today, two of the four top selling distilled spirits brands in the USA are rums and, due to its momentum, this trend is likely to continue into the coming decades. In 2011, Americans consumed 225 million liters of rum, up from 153 million in 2001.

For almost two decades, Rum Runner Press has been one of the closest-guarded secrets in the rum industry. The company specializes in bulk rum brokerage, rum formulations, and turn-key private label solutions. Luis and Margaret Ayala are the specialists who Master Blenders from around the world turn to when they have questions or need assistance. The Ayalas are behind many successful private labels and the brain trust behind the establishment and optimization of many existing craft distilleries. Starting with only one type of rum, today the Ayalas have more than 50 different types and continue adding new types periodically.

“We derive a lot of enjoyment from fine tuning rum formulations to better reflect the changing palate of today’s consumers,” explains company Vice President Margaret Ayala. “Most of our clients initially feel that they cannot afford a consultant, but it is quickly evident to them that they really cannot afford not to have us on board,” adds Luis.

Additional Resources:

["Got Rum?" Magazine](#)

[Bulk Rum Website](#)

[The Rum University](#)

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A: We wanted to upgrade our packaging a little bit. Also, we went to an American Made bottle in order to receive our "Made in USA" certification. Some folks in the market and industry had told us our name was a little hard to read on the old label since it was written vertically as opposed to horizontally. We took the constructive criticism and came up with a fantastic package and label. We added a few nice touches like the silver and gold foil, and our Small Cask Rum and both Blue Agave products are now packaged in a heavy, high-end style bottle.

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

A: Outdated Texas liquor laws, crazy regulations, and taxes! Here in Texas we cannot sell our product to ANYONE other than a licensed distributor. We do tours and tastings at the distillery and most folks want to buy a bottle to take home with them. Unfortunately, it is against the law for me to sell my own product! Another challenge for us (and any other rum made in the USA or made in a country other than Puerto Rico and the USVI) is the tax subsidies and disadvantage in pricing that we have once our products hit the shelves. Spirits manufacturers must pay a Federal Excise tax (about \$13.50 per proof gallon). Rum manufacturers in Puerto Rico and the US Virgin Islands also pay these excise taxes, but then receive the funds back in the form of a rebate. Rum makers in the USA and other countries do not have the luxury of this rebate program. In addition to the Federal Excise tax issues, rum companies in Puerto Rico and USVI have also received generous tax subsidies from our Federal Government to the tune of billions of dollars over the years. Puerto Rico and USVI rum makers have an unfair price advantage over all other rums in the USA and elsewhere. To try and combat these unfair trade practices, I have just recently founded the American Rum Association. Currently we have 15 members. For the first time in history, the American rum industry will have a unified voice for media, politics and regulatory agencies. The American rum industry will have a cohesive marketing strategy for American rum that will differentiate it from imported brands and we plan on defining the quality standards for "American Rum".



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

A: I work at the distillery making and bottling rum, and working on new products and recipes, usually 5 or 6 days a week for 4-6 hours per day. A couple of days a week I might have a helper (or two) to assist with bottling and overall production. The majority of my time is spent actually making my rums. I spend a few hours a day on marketing and working in the market....things like seeing accounts, giving staff seminars, speaking at events and conducting rum dinners. The weekends are the toughest, I sometimes have 50 or more people at the distillery on a Saturday for tours and tastings, and then I typically have events and tastings that I sponsor on Fridays, Saturdays and Sundays. Most evenings I spend a couple of hours doing paperwork and reporting that is required by different government agencies. Keeping up with government regulations and reporting is quite time consuming and must be done on a monthly and bi-weekly basis for both the Federal and State governments. In addition to the work I do, I also have a VP of Sales that deals with our distributors here in Texas and other states. Erik Bauer takes care of pricing, inventory issues, meets with distributors and works with chain accounts to promote Railean products. Erik also helps out at the rummery and represents Railean Rums for tastings, seminars and other events.

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

A: I think palates are becoming more refined and rum consumers are becoming more sophisticated. I watch the market trends, but I am careful not to chase the trends. My spiced rum is the perfect example. For the past couple of years, individuals, retailers and even some distributors were asking me about making a Texas Spiced Rum. I initially resisted. I really did not want to make some sticky-sweet spiced rum that was really nothing more than a white rum with color, flavor and sugar added to it! What I did want to make (and did end up making) was a handcrafted spiced rum that is oak barrel aged with only natural spices and pure cane syrup added to the product. As far as our target market, I believe it is growing. The distillery is located near Galveston Island, we are a waterfront community and one of the largest boating centers in the country. Years ago, our target market was mostly the "salty dog" sailors. Today, I see folks that once only drank Bourbon or Whiskey are now trying aged rum and younger consumers are also becoming interested in rum.

Q: Have you seen a change in how consumers perceive rum since your involvement in the industry?

A: Years ago when I first started drinking rum I would typically drink aged rum, while most of my friends were drinking white rum in fruity drinks (not that there is anything wrong with that!). People used to associate rum as something to drink while on vacation at a tropical location, a bright and fruity drink with an umbrella in it! When I first started making rum in 2007, the demand was higher for my white rum than my aged rum. We are seeing a shift in demand as sales for our aged rums have steadily increased. These days, more and more folks are looking for a sipping style rum, something to drink on the rocks and a rum that is rich and full bodied. I think more and more consumers are realizing that there are fine, handcrafted, small production sipping style rums available to them and that rum really can be something more than just a mixer for colas and frozen drinks.

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

A: It is a lot of work! It can be a very dirty job, there is a lot of manual labor involved and be ready to deal with a ton of red tape, reporting and regulations. I encounter people all the time that think liquor companies are just rolling in the dough. That is really not the case with small distilleries. Spirits manufacturing is labor intensive and expensive, while profit margin per bottle tends to be low. Bottom line....you have to sell a lot of cases to just break even, let alone make a profit. I started the distillery because I am really passionate about rum and spirits, not because I thought "Gee I'm going to make millions of dollars". Also, really consider the state where you plan to build your distillery; some states have very strict laws concerning spirits manufacturing. I talk to folks all the time who would like to start a distillery and they are so focused on making the product, the equipment and the facility....and that is really the least of your worries! The real tough part of this business is getting your product to market, convincing the consumer to try your product and dealing with the headaches of the distribution model for spirits here in the United States.

Q: I understand you offer tours of your facility, can you tell us a little bit more about it.

A: I do tours by appointment at the distillery. Tours are \$5 per person, it will take about an hour, you must be 21 years or older to participate and you will get a chance to try all the rums I make. I typically do tours Monday-Saturday usually between the hours of 10 AM and 2 PM (depending on our schedule of events).

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

A: www.railean.com, krailean@railean.com, ebauer@railean.com or 713-545-2742.

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

A: Rum is the Original American Spirit™, dating back to the American Revolution. Over taxation, government regulation and finally Prohibition destroyed the American rum industry. Now in a market dominated by mass produced imports, against all odds, and with grassroots support....RAILEAN is restoring American Rum™. A new revolution of rum making is taking place in America!



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RUM IN HISTORY

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March Through The Years

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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.





1733



1856

1733 - The Molasses Act is passed by Parliament to tax British colonists, imposing heavy duties on molasses, sugar and rum imported from non-British West-Indian islands. At this time, the average American consumes 3.75 gallons of rum per year.

1856 - Cessation of letters of marque at the Convention of Paris is the first step to the abolition of privateering.

1807 - Slave trade is outlawed by Britain.

1852 - Prohibition laws are adopted by Massachusetts, Vermont, and Louisiana.

1734

1784

1834

1884

1802 - The world's first beet sugar factory goes into production but soon runs deep in debt.

1917 - United States purchases the Virgin Islands from Denmark.

1814 - French beet sugar production declines sharply as imports of cane sugar resume and undercut prices.

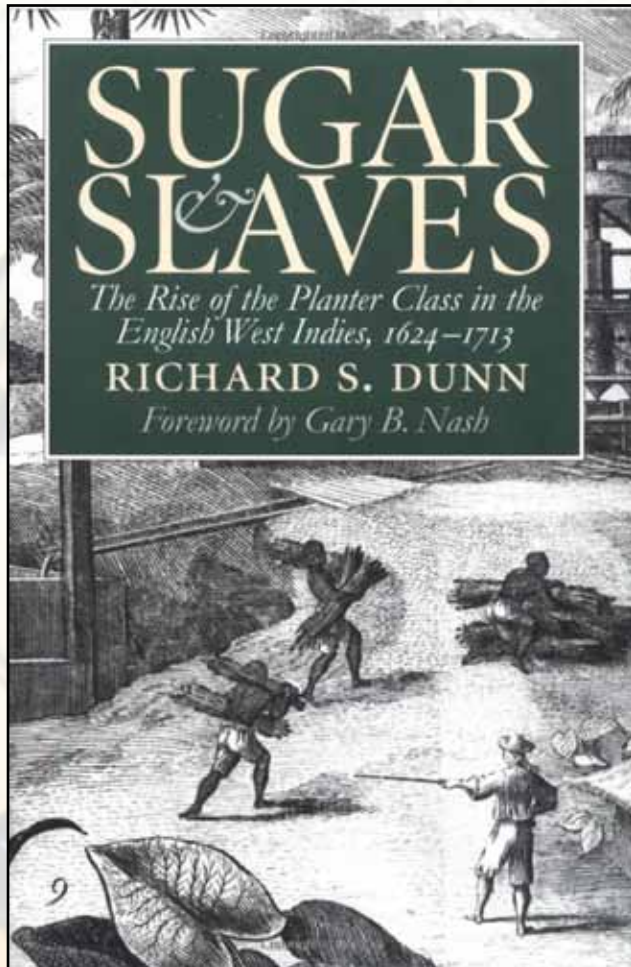


1802



1917

RUM LIBRARY



In this book, author Richard S. Dunn captures in great detail the effect of slavery in the British West Indies. The topic of slavery, although crucial in the establishment of tobacco and sugar empires based in the Caribbean, is often overlooked by modern rum distilleries and their consumers.

To read -and understand- the book is to embark on a journey of epic proportions, witnessing the rise of the "Planter Class" and its effect on displaced slaves from near and far. This Master Class was unprecedented and would go to impact daily life in the Caribbean for almost three centuries.

Many of the lessons recorded in the book are still applicable to today's society, such as Dunn's explanation that early English planters "made their beautiful islands almost uninhabitable . . . from New England to

Virginia to Jamaica, the English planters developed the habit of murdering the soil for a few quick crops and then moving along. On the sugar plantations, unhappily, they also murdered the slaves."

According to the book, in 1710 a Barbadian named Thomas Walduck wrote a letter to a London friend, condemning the new wave of Masters who were driving the colony into decay:

*"Barbadoes Isle inhabited by Slaves
And for one honest man then thousand knaves
Religion to thee's a Romantick storey
Barbarity and ill got wealth thy glory
All Sodom's Sins are Centred in thy heart
Death is thy look and Death in every part
Oh! Glorious Isle in Vilany Excell
Sin to the Height - thy fate is Hell."*

While the reality of sugar and rum production today is far from that described by Dunn, the demographic of the sugar-producing countries, the culture and lore surrounding the industries still resonates with the voices from the past.

This book is a must-read for anyone interested in the origins and the development of the sugar and tobacco industries in the Caribbean. While the atrocities described are hard to stomach, one must be able to recognize them as such if one is to fully appreciate the respective industries in their modern forms today.

Kudos to The University of North Carolina Press for re-printing this valuable document, originally written in the late 1960s.

-Margaret Ayala



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PAIRING TOBACCO & RUM



By Philip Ili Barake, Cigar Sommelier

Big Ones

My dear readers, we all know that when a person tastes a product, he/she begins to recall certain things, events, a product or an instance that occurred at a specific time. This pairing reminded me very much of certain locations due to the aromas they demonstrate as well as their blend. For this occasion I elected two very special products and I was greatly surprised at just how well they went together.

The rum I chose was an excellent production of Panamanian origin, from the hands of Don Pancho, Rum Master, with a long Cuban history, whom since 1991 can be found in Panama developing excellent elixirs.

I chose one of his products, Zafra Master Reserve 21 Year Old Rum. This rum was aged with high quality sugarcane "aguardiente", with a level of well-balanced





congeners from various rums, whose time spent in Bourbon barrels gives this rum its Spanish style, making this rum one of the most excellent products one can find today.

The cigar I chose for this pairing was from a Limited Edition from Cuba that I had been saving for a very special occasion and this pairing felt like the perfect time to bring this cigar out. I chose the Cohiba 1966 Limited Edition 2011, with a dark skin escaping from its classic color indicative of the Cohiba line. The leaves come from the “superior leaves” of the shaded tobacco plant and the interior leaves (filler) have been aging for at least 2 years.

The Cohiba 1966 has a ring gauge of 52 and 166 mm in length, called a Vitola Galera “Cañonazo Especial”. Its leaves come from very special Vegas from San Juan & Martinez and San Luis, both from Vuelta Abajo, Cuba.

THE RUM

Zafra Master Reserve 21 Years

THE CIGAR

Cohiba 1966 Limited Edition 2011

After the brief description of these fine products came the most important part, serving myself a snifter of Zafra and lighting up my Cohiba.

The aromas of this rum were very mellow, reminding me of almonds and caramel well assembled with a long and silky finish. The cigar, meanwhile, was burning through its first third, demonstrating a good, even burn, with complex toasted notes typical of tobacco from the Pinar del Rio region. This reminded me very much of my days in Habana smoking with my colleagues and discussing pairings near the boardwalk, Balcón Bayamanaco. I recall these moments with some nostalgia because, unfortunately, I will not be attending the “Festival del Habano” this year.

As I began the next two-thirds of my cigar, the rum continued to demonstrate its excellent quality, it continued with its mellow notes that mixed very well with the notes of the Cuban tobacco that was well crafted, leaving on the palate very enjoyable tannic notes of toasted coffee with a long smooth aftertaste.

This is, without a doubt, one of the best pairings I have ever had to describe and talk about. The truth of the matter is that I lack the right vocabulary words to truly express just how wonderful this pairing was. If you have the opportunity to get your hands on these two outstanding products, please think of me, do not hesitate for a moment to try this pairing out.

Philip Ili Barake
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