



Got Rum?™

MAY 2013

FROM THE GRASS TO YOUR GLASS!

**RUM EVENTS - ANGEL'S SHARE
- RUM HISTORY - EXCLUSIVE INTERVIEW -
SPECIAL IDEAS FOR MOTHER'S DAY -
RUM LIBRARY - TOBACCO & RUM**



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Moisturizing and soothing lip balm
- 2. **3-1/2 Hour Rum Neutrene**
Anti-aging cream with rum extract
- 3. **3-Minute Soap Gel**
Gentle, foaming soap gel
- 4. **4-Hour Rum Skin Cream**
Moisturizing cream with rum extract

Mother's Day Celebrations Throughout The World

Whether you celebrate on the first Sunday in May, Mother's Day, or on a different day, it's a time to honor the women in your life. Celebrate the women in your life with a special gift. Choose from a variety of rum-themed gifts, including rum-themed jewelry, rum-themed home decor, and rum-themed apparel. For more information, visit www.rum.com.

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ON THE COVER: "A sip at a time"



FROM THE EDITOR

Alembic Allure

The misconception about where rum flavors come from has confused many consumers, even self-described “experts”. I often hear statements such as:

- Only pot stills produce flavorful rums
- Only column stills produce clean, high quality rums
- Only sugarcane juice/evaporated cane juice/molasses/unrefined sugar can produce good rum

The truth is that neither pot nor continuous column stills generate flavors or aromas: all they do is concentrate those that are formed during fermentation.

A skillful continuous column still operator can produce a rum that is virtually identical to one produced from an alembic still by knowing where to get the distillate from (first, second, third or subsequent columns). Likewise, a pot still “craft distiller” may add a rectifying column to the still, or may opt to re-distill multiple times in order to get a more neutral, higher-proof distillate. Unfortunately, both column and pot still operators can also produce horrible rums if they have poorly planned or mismanaged fermentations.

In previous columns I’ve spoken *ad nauseam* about the right and wrong type and volume of congeners needed in a rum for it to be considered “good,” based on its style and purpose (aging, flavoring, etc...). So why is there a perception in the industry about the stills themselves being responsible for the flavors present in the rum? The answer is very simple: stills are large, expensive pieces of equipment, often enshrined as part of distillery tours. These metal contraptions are very visible, provide for interesting photo opportunities for guests and represent a beating heart for the company. But this “beating heart” is not producing blood, it is only circulating it and, in the case of



rum, concentrating it. The lifeblood of the distillery comes from the smelly, messy and often shunned fermentation tanks where yeasts are happily transforming sugars into alcohol.

The industry is –unfortunately– afflicted by cane juice, molasses and sugar-based rums, horribly produced using equipment ranging from simple retort pot stills to continuous distillation columns. At the root of these poor distillates is a lack of understanding of fermentative processes and their undying impact on rum all the way down to the consumer’s glass.

Cheers,

A handwritten signature in black ink that reads "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.

THE ANGEL'S SHARE



My name is Paul Senft - Rum Reviewer, Tasting host, Judge and Writer. My exploration of Rums began by learning to craft Tiki cocktails for friends. I quickly learned that not all rums are created equally and that the uniqueness of the spirit can be as varied as the locales they are from. This inspired me to travel with my wife around the Caribbean, Central America, and United States visiting distilleries and learning about how each one creates their rums. I have also had the pleasure of learning from bartenders, brand ambassadors, and other enthusiasts from around the world; each one providing their own unique point of view, adding another chapter to the modern story of rum.

The desire to share this information led me to create www.RumJourney.com where I share my experiences and reviews in the hopes that I would inspire others in their own explorations. It is my wish in the pages of "Got Rum?" to be your host and provide you with my impressions of rums available in the world market. Hopefully my tasting notes will inspire you to try the rums and make your own opinions. The world is full of good rums and the journey is always best experienced with others. Cheers!



Bacardi Pineapple Fusion by Paul Senft



www.bacardi.com

In April 2013, Bacardi added a new flavored rum to their portfolio. Bacardi flavored rums have historically been a unique combination of taste experiences, mixing fruits and other exotic ingredients to entice the fans of flavored spirits. In my area, I usually see them in clubs and restaurants that cater to the college crowd.

Appearance/Presentation

All of the bottles in the Bacardi flavored line are tall, with coordinating neck wrap and clear labels communicating the basic product information. Easy to handle and pour they are easy to spot on the shelf or in a bar.

One optical trick I have often enjoyed in the stores is that when the bottles are lined up on the shelf, the Bacardi Bat logo is magnified by the bottle in front of it. It successfully grabs your attention whether you are interested in the product or not. The liquid is clear in the bottle and glass, a fine example of Bacardi's charcoal filtration techniques.

Nose

Initially the smell of Pineapple wafts from the bottle as I fill the glass. There is nothing complex about it. I know toasted coconut is supposed to be part of the profile, but it is lost with the dominance of pineapple. After a few minutes as the rum settles, hints of coconut finally appear followed by the aroma of the rum.

Palate

When I sipped the rum, I found that as with the aroma, the pineapple flavor continues to dominate married with the rawness of the rum. There is a distinctive glycerol feel smoothing the rough edges of the immature rum. Much like the aroma, the toasted coconut appears in the finish but is barely present in the taste experience.

THE ANGEL'S SHARE

Review

As an ingredient rum it has promise but I was disappointed by how unbalanced the two flavors were along with the roughness of the alcohol. I mixed the product with Sprite and the pineapple played nicely with the lemon-lime but buried the coconut notes.

I recommend playing around with the product, have some fun with it, and see what type of drinks you can invent with it. Here is an example of what we came up with:

The White Queen

1 oz Bacardi Pineapple Fusion Rum
1 oz Coconut water
1 teaspoon CocoReal

Combine all ingredients in in a shaker filled with ice. Shake, strain and garnish with freshly ground nutmeg.



THE ANGELS NEED YOU!



Do you want to have your rum reviewed in The Angel's Share?

We are always looking for new and exciting rums to share with our readers. For information on how and where to ship the rum, please send an email to: Margaret@GotRum.com.

There is no cost associated with reviewing the rums, but priority is always given to those companies who advertise.

To learn more about our editorial calendar and advertising rates, please send an email to Ads@GotRum.com.

The Lash Spiced Rum by Margaret Ayala



www.thelashspicedrum.com

The Lash Spiced Rum (70-Proof, 4-Year Old). This rum has a deep mahogany color with burnt orange highlights. As stated on the label, this rum is not as filtered as other spiced rums, leading to the sporadic flavor particle in suspension and/or in sedimentation.

The aroma is rich but not overly sweet, with notes of vanilla, nutmeg, cola, cinnamon and a touch of honey. Once in the palate, the initial taste confirms the aroma very closely, then the rum unleashes a wave of very aromatic cinnamon, accompanied by high sweetness and a slightly-elevated viscosity. The finish is a bit warm and dry, ending with a bitter almond note and a strong cola flavor.

Consumers who enjoy drinking spiced rums mixed with coke will rejoice in the familiar cola notes built into The Lash. Mixing the rum with actual cola, however, may produce a cocktail that is too sweet to enjoy back-to-back, as the taste buds may saturate quickly.

Enjoy this rum on the rocks, with fresh coconut water, in a hot toddy or as part of a holiday eggnog.





1

1-Rum & Cola Lip Balm

brazen cosmetics.com/smartmouth-rumandcola.aspx

2-I Love Rum Necklace

www.cafepress.com/+i_heart_rum_necklace_oval_charm,567750203

3-Mojito Soap Set

www.beautybar.com/p/malin-goetz-mojito-soap-set-75382

4-Hot Buttered Rum Lip Shine

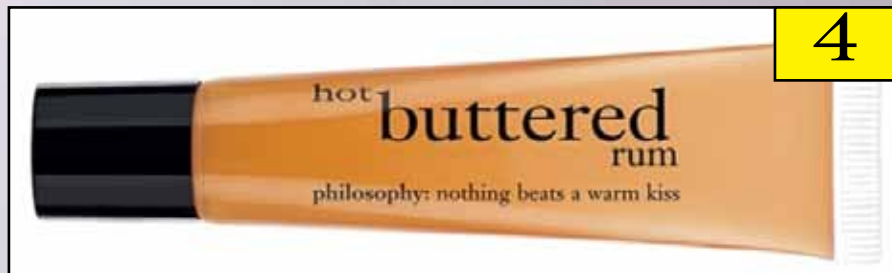
www.musingsofamuse.com/2012/09/philosophys-holiday-2012-collection.html



2



3



4



4 Ways to Pamper Mom On Her Day

by Margaret Ayala

Mother's Day Celebrations Throughout The World

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

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

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

II INTERNATIONAL **RUM** CONFERENCE & RUM TASTING COMPETITION

MADRID, SPAIN June 4-7, 2013



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MADRID RUM CAPITAL

A CLOSER LOOK



Mr. Javier Herrera, Director,
International Rum Conference

Q: How does Spain compare to the rest of the rum world?

A: Let's not forget that the world's oldest "trapiche" (sugar mill) is in Granada, dating back to the Arab occupation of Spain. Since then, the country has been a rum paradise, all our countrymen who had to seek a better future outside of Spain contributed to the success of today's rums. This includes Spaniards such as Facundo Bacardi, Juan Serralles, Andrés Brugal, Julián Barceló, J. Armando Bermúdez, Camp and Alvarez families and José Arechabala (just to name a few).

Everyone listed above was a legend in his own right. Rum was not only a distilled beverage to them, but it also represented life itself, for their families, their towns, cities, even their countries and symbolized wealth and prosperity. So magnificent was this distillate that it was even used to heal, cook, celebrate, mourn, pray, etc...

In the past, many families in the Canary Islands, in the south of Spain, depended on sugarcane for a living. Today the only place harvesting the cane is in Isla de la Palma, where my friends from Ron Aldea continue distilling their Aguardiente from locally harvested cane. Curiously enough, it is Cuban immigrants on the island who are in charge of the zafra (harvest). I believe that the current economic crisis in Spain could be used as an opportunity for people to return to their roots, planting sugarcane on the other Canary Islands.

Q: How did you fall in love with rum?

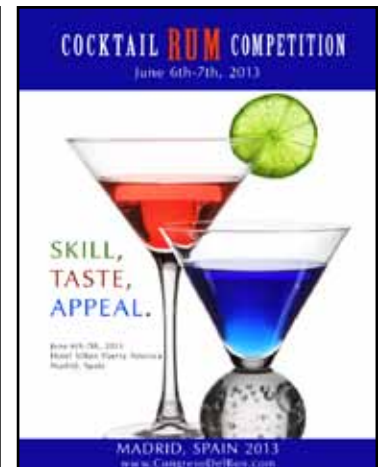
A: Well, I have my degree in Hospitality and Tourism which is where I learned a lot about our history with rum. I have relatives that live in Motril and Málaga, which are both regions know for their rums. In addition, I have close ties with the Canary Islands, specifically in La Palma, where they too have good rums. As you can see, my life has been surrounded by rum. For these reasons, I've set out to learn as much as possible. There is very little literature available about rum so knowing different languages has helped me further my research. I am a member of the Spanish Sommelier's Association and President of the International Rum Club. Rum has allowed for my passion and professional interests to come together.

Q: How did you come up with the idea for the Festival?

A: As I mentioned earlier, the rum world offers very little literature on the subject, so as I set out to learn more about rum, I made the decision to start the Festival and Conferences. I was convinced that these activities would go a long way in helping to educate consumers of just how wonderful the rum they enjoy really is.

Q: Will rum outsell vodka in the USA, as well as, in other parts of Europe just like whiskey?

A: I am convinced of it, since rum is a far more versatile beverage with an almost unlimited array of flavor combinations. Also, women typically are the game changers in this industry, and they have a sweeter palate than men. Since rum is usually sweet, if the rum industry really goes after them, we'll see a notable success by 2016, marking the first step towards the "premiumization" of rum.



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FREE COMPETITION REGISTRATION! VIP PARTIES RUM CONFERENCES

EXCLUSIVE INTERVIEW



The following interview is with Cellar Master, Mr. Charles Robert, with La Favorite Distillery, one of the last family owned distilleries, located in Martinique. The distillery was founded in 1842 and later, in 1905, was purchased by Henri Dormoy. It is the last distillery in Martinique still operating with only steam. Their distillery's steam engine was built in 1906, in Saint Quentin, France by Henri Marriol, responsible for activating the crusher for the sugarcane and running the column stills.

La Favorite is full of history and tradition and I thank you Mr. Robert for your time for this interview. I also want to thank Ms. Emmanuelle Parent for her assistance in translation. This interview would not have been possible without Ms. Parent's help.

I wish you and your team much success.

-Margaret Ayala, Publisher

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

I left school when I was 14 years old and began working with Mr. Boldair, the old Cellar Master. He taught me everything I know today. It was also the Manager, Mr. André Dormoy (father of the current Manager), who decided to give me a chance, an on-the-job training to become Cellar Master.

Q: What products do you currently produce?

- White Rum: Coeur de Canne (available in 55°/110 Proof and 50°/100 Proof)
- Gold/Amber Rum: Coeur d'Ambre (100 Proof, 18 months old)
- Aged Rums: Coeur de Rhum (80 Proof, 5 Years Old) and XO (blend of up to 35 year old rum)

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

La Favorite is the last distillery in Martinique still working only with steam. Our steam engine was built in 1906 in France. Thanks to this closed-circuit supply, we are completely self-sufficient, while reducing our environmental impact at the same time.

We produce AOC Martinique rums, and our fermented cane juice is distilled in Creole Still Columns, particular to La Favorite, producing a very sweet and floral white rum. The aged rums are very sweet, with spicy and delicate aromas.

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

Yes, we are developing others ranges of very old rums, one as a tribute to Grandfather Dormoy, and another one named "La Réserve du Château", inspired by the Castle, which was built in the 1920s.

This is a way for us to offer different aged rums to our consumers.



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

To make ourselves stand out, when compared to the industrial rums (95% of the industry), produced around the world!

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.?

Shuffle the white in big vats before bottling, determine the fill level in the oak barrels (lost by the angel's share – natural evaporation), work on new products, manual bottling of the XO rum range, and some other things, because, you know, at La Favorite, every person is multi-talented!

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?

People are increasingly better at tasting, their palates are better informed and more developed. They are looking for fine and elegant products. In addition, they are interested in learning more about every step of the production process. They love visiting the Distillery and seeing the different machines working.

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

The image of rum is stronger than it was 10 years ago. The consumer is looking for luxury and rarity, as with Champagne or Cognac. We are far away from the "Negrita". This beverage has a high quality image. Don't forget that it is the number one alcohol consumed in the world!

Q: Do you offer tours of your distillery? If so, what can guests expect to experience during their tour?

continued on page 16



Yes, of course. There is a free tour of the distillery where people can follow the cane-processing line, from the grinding to the aging. Guests will have the opportunity to speak with our technicians at each step of the process, who are happy to share their knowledge. The best time to visit our distillery is from February to July, during the sugarcane harvest season.

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

They can contact us through our website, www.rhum-lafavorite.com, by email at rum_favorite@yahoo.fr, on Facebook and Twitter to learn more about us and know how to get a bottle of our rum!

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

We are an independent and family-owned distillery, the same family has owned it since 1905. We produce rums for discerning consumers who like the proximity between the producer and the consumer. We pay attention to quality, in order to make it easy for people to love what they drink!



HABITATION
La Favorite

Fondée en 1842



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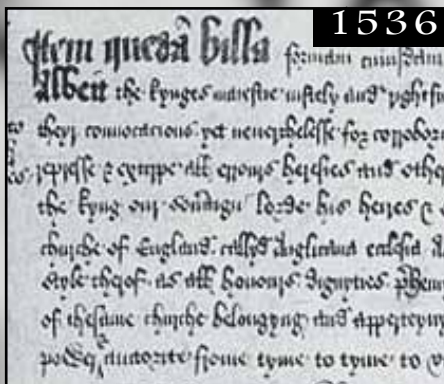
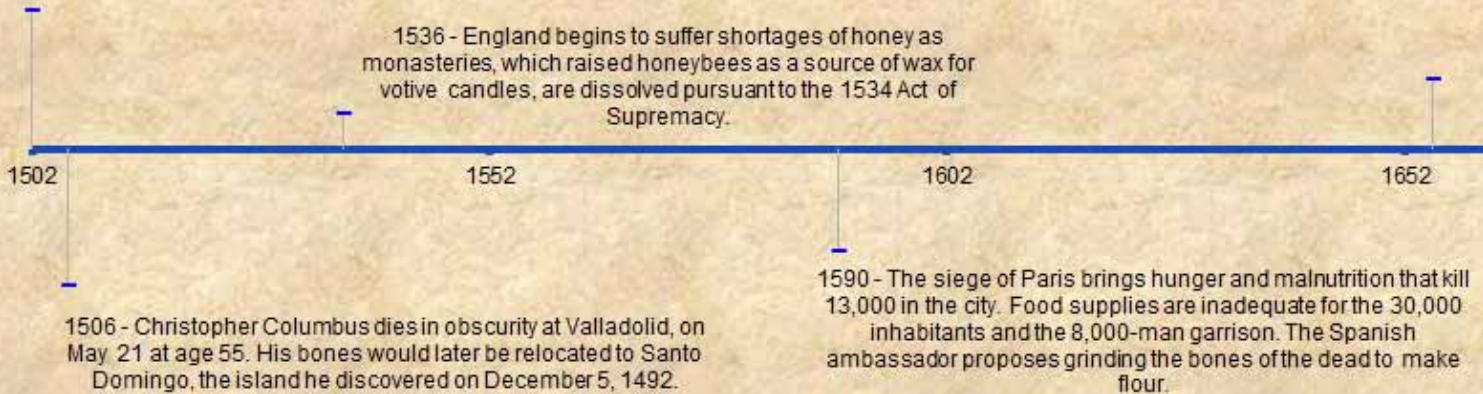
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RUM IN HISTORY



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

May Through The Years



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

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

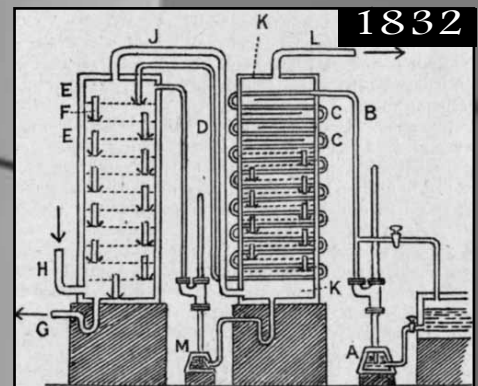
1832 - Aeneas Coffey perfects his Still, which allows for the first time to distill alcohol continuously, leading to higher production volumes and greater purity. The principles behind the Coffey Still are the foundation of modern column distillation.

1702

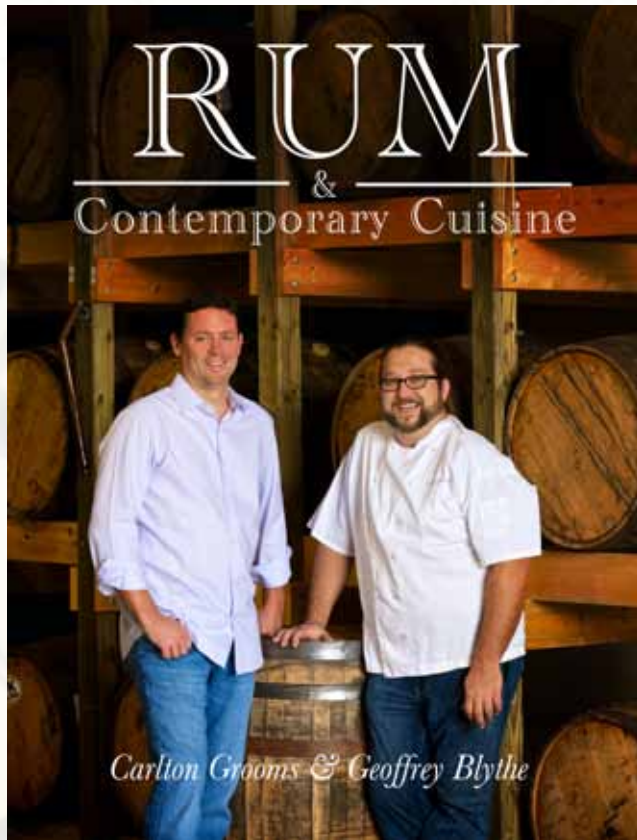
1752

1802

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



RUM LIBRARY



This Spring introduced a new book concept that married rum and technology with the world of cook books. Released by Carlton Grooms and Geoffrey Blythe, *Rum and Contemporary Cuisine* is an 183 page iBook that showcases the collective knowledge and skills of both co-authors. Coming in at a hefty 1.54 GB download, this book costs (USD) \$14.99 on iTunes. Each section of the book is defined by the classification of rum being used in the recipes. For example, in the White rum section you will find a recipe showcasing Sammy's Beach Bar Rum.

Through their creative collaboration they set out to create a marriage of food and cocktails not only using text but also audio and video components throughout the book. This was a special treat as you turn the page to a new recipe and

find a nicely photographed image of the food. In the bottom right hand corner you discover an audio icon. Press the icon and hear Carlton narrate a brief story and background about the rum used in the recipe. Turn to the next page, review the list of ingredients and watch a video of Geoffrey demonstrating how to cook the food to perfection. Finally at the end of each section we find a selection of creative cocktails with additional audio notes voiced by Mr. Grooms.

While I enjoyed the technological elements of the book I had it lock up on me several times or had several pages turn with the swipe of a finger. Whether this was due to the iPad I was using or the program, I could not decide. I did not have any difficulties with the audio and video files when they were activated.

I found the six chapters of recipes to be very eclectic with something to offer every kind of palate. Together the authors collaborative efforts highlighted their inventiveness in their respected areas. The rum notes in the back of the book are the text versions of Carlton's audio notes. While they may function as a reminder for specific recipes, it felt a little fluffy compared to the substance provided in the rest of the book.

I thought the audio-video elements were an interesting and creative way to showcase the recipes. Sadly, Kindles and Android devices are not up to the challenge of the book so if you wish to check it out make sure you have a compatible Apple product.

-Paul Senft



Rum enthusiasts tend to praise the skills of the distillers and blenders behind their favorite brands, but those skills would be useless without the arduous labor performed first by the sugarcane harvesters.

Thank you for being the unsung heroes of the rum world!

감사합니다 Natick
Grazie Danke Ευχαριστίες Dalu
Thank You Köszönöm
Спасибо Dank Tack
谢谢 Merci Seé
Obrigado
ありがとう

A sugarcane planting can produce up to four



Louisiana has 609 sugarcane producers in 23 parishes and 12 factories. This is the Lafourche Sugar Corp. factory in Thibodaux, La. (Photo by Ron Olivier)



Loading cane on farm.



Core samples taken at mill.



Stubble plowed out and rows reformed.

Year 1 Fallow/Plant

March-August

Plow out old stubble from previous crop
Fallow and seedbed preparation

Field operations

August

Machine or hand plant
seedcane



Residue burned to enhance crop regrowth.

Year 5 3rd Stubble Crop

January-August

Herbicide, insecticide, fertilization
and tillage field operations

September

Harvest third stubble cane crop
Sugarcane sent to mill for processing



Crop residue after harvest.

SUGARCANE Yearly Crop Rotation

Year 4 2nd Stubble Crop

January-September

Herbicide, insecticide, fertilization
and tillage field operations

October

Harvest second stubble cane crop
Sugarcane sent to mill for processing



Billet harvested sugarcane.

Year 3 1st Stubble Crop

January

Herbicide, insecticide, fertilization
and tillage field operations

November

Harvest first stubble cane crop
Sugarcane sent to mill for processing



Sugarcane for processing prior to harvest.



Late season insecticide application.



Layby cultivation in May.



Whole stalk harvest.

Every year a portion of a farmer's acreage is replanted to

crops.



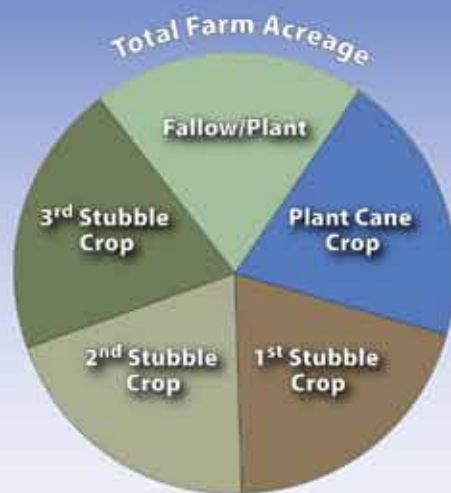
is opened for planting.



Mechanical planting of sugarcane.



Hand planting of sugarcane reduces seeding rate per acre.



pp

Year 2 Plant Cane Crop

January-September
Herbicide, insecticide, fertilization
and tillage field operations



Sugarcane stalks covered with 2-3 inches of soil.

December

Harvest plantcane crop
Sugarcane sent to mill for processing



Rows packed to seal soil.

m

Year 3 Stubble Crop

January-September
Herbicide, fertilization
and tillage field operations
November
Harvest stubble cane crop
Sugarcane sent to mill for processing



Herbicide applied and incorporated.



Spring cultivation.



Herbicide is used in April for johnsongrass control.



Fields at different times of the rotation cycle.

Start a new crop cycle.



www.lsuagcenter.com

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with the United States Department of Agriculture.
The Louisiana Cooperative Extension Service
provides equal opportunities in programs and employment.

Illustration first presented in
Louisiana Agriculture, Spring 2008

Sugarcane Seedcane Expansion Cycle

Initial Seedcane Purchase
Year 1

Purchase Cultured Seedcane
Hand Plant Seedcane

1st Seedcane Expansion
Year 2

Harvest Seedcane Planted in Year 1
Hand Plant at 10:1 Planting Ratio

2nd Seedcane Expansion
Year 3

Harvest Seedcane Planted in Year 2
Machine Plant at 6:1 Planting Ratio

PAIRING TOBACCO & RUM



By Philip Ili Barake, Cigar Sommelier

The Sweetest Thing


The inspiration for this pairing came from all the mothers around the world who've given life to and who've nurtured all of us.

From the beginning it was clear to me that this pairing needed to involve something with a sweet personality and that the cigar could not be aggressive so that it would make for a perfect companion for one very pleasant evening.

For this occasion I selected an aged rum liqueur from Hacienda Saruro in Venezuela. The rum was distilled using a pot still and it was aged up to 6 years.

Due to its high level of sweetness (between 70 and 100 grams of sugar per liter), this rum is categorized as a liqueur. But more than the sweetness, it is the complex notes of caramel, vanilla and subtle hints of fruit that





make it stand out along with its alcohol content of 35% ABV (70 Proof).

The question I had was what to pair this rum against. Almost immediately I knew I really wanted to crown the pairing with a chocolate soufflé, ideally one made with a Venezuelan chocolate that would match the rum's country of origin. But what about the cigar? For this special pairing I chose a Vintage 2003 Vitola Coronas by Sancho Panza from Cuba, with a 42 ring gauge and a length of 142 mm, this is a local brand by Habanos SA., the oldest cigar in my collection at the time of the pairing. I've owned the box of cigars since 2003 and I kept it in perfect condition, so this is why I call this a "Vintage Cigar". Aging makes the cigar much smoother and mellow by reducing the ammonia and nicotine notes. The weight also becomes lighter when compared to "fresh" cigars from the store, due to loss of moisture and of the aforementioned elements.

THE RUM

Hacienda Saruro (Venezuela)

THE CIGAR

Coronas de Sancho Panza (Cuba)

As I prepared my palate for the pairing, I first tasted the rum liqueur. It was very well balanced, showcasing hints of honey and almonds, similar to what I would have found in a serving of Frangelico, with subtle notes of pistachios at the end, blended amongst dried fruits that linger in the palate.

Then the time came to light up my cigar. It started with smooth nicotine notes, followed by a touch of spice that slowly began to dissipate as I burned through the first third of the cigar. It became very clear that both products, thanks to their respective smoothness, were made to be enjoyed together. No other pairing could come close to celebrate Mother's day more elegantly.

As you recreate this pairing, if you follow my recommendation and cap the experience with a chocolate soufflé, fresh out of the oven, then this pairing will be one you will never forget. The Hacienda Saruro Rum Liqueur has a finish with notes of burnt caramel and a very pleasant bitterness that combine incredibly well with the freshly baked soufflé.

Believe me, this pairing was one of the best ways to complete a meal geared towards Mother's Day. I hope you enjoy it and remember it throughout the entire year, just like you should remember and celebrate Mother's Day all year long.

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