

Got Rum?™

JULY 2013

FROM THE GRASS TO YOUR GLASS!

Hemingway Special

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



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II INTERNATIONAL RUM CONFERENCE
 A RUM TASTING COMPETITION - MADRID

The second edition of the International Rum Conference & Rum Tasting Competition was held in Madrid, Spain, from October 1st to 3rd, 2014. The event was organized by the Spanish Rum Association (ASR) and the Spanish Rum Tasting Association (ASRT). The conference was a great success, with over 100 rum brands participating and more than 1,000 rum enthusiasts attending. The event was a great opportunity for rum lovers to learn more about the rum industry and to taste some of the best rums in the world.

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Rumos Agrupati (ASR)

Brand	Category	Score
1. Rumos Agrupati (ASR)	White Rum	95
2. Rumos Agrupati (ASR)	White Rum	92
3. Rumos Agrupati (ASR)	White Rum	90
4. Rumos Agrupati (ASR)	White Rum	88

www.CongresoDeRum.com

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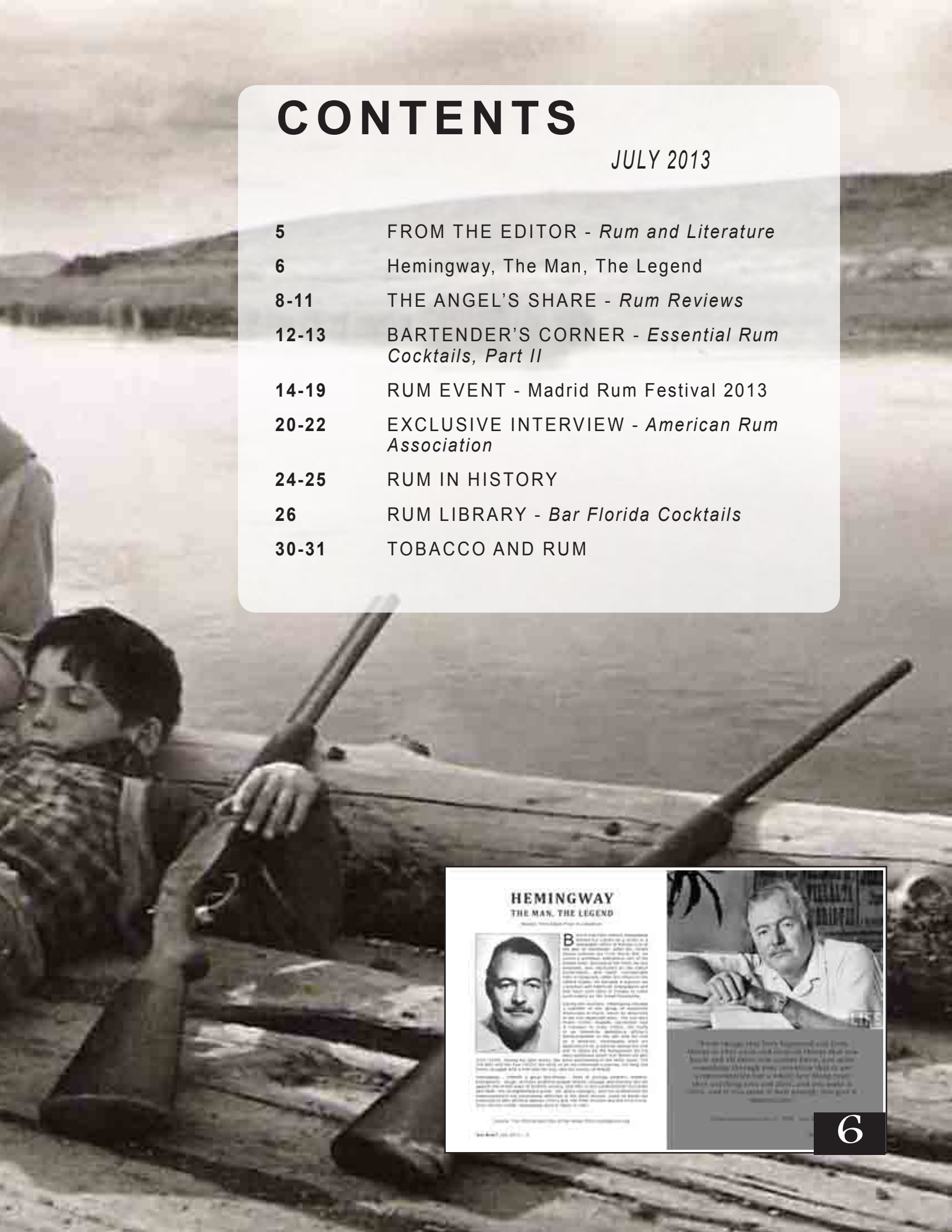


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HEMINGWAY THE MAN, THE LEGEND

By [Author Name]



Bernstein was a great writer, a great man, a great legend. He was a man of many faces, a man of many lives. He was a man who lived on the edge, a man who lived for the moment. He was a man who was always looking for the next adventure, the next challenge, the next thrill. He was a man who was always looking for the next rum cocktail, the next rum drink, the next rum experience. He was a man who was always looking for the next rum story, the next rum legend, the next rum hero.



From August 1944 to August 1945, Ernest Hemingway was in Cuba. He was in Cuba because he was looking for the next rum cocktail, the next rum drink, the next rum experience. He was in Cuba because he was looking for the next rum story, the next rum legend, the next rum hero.

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ON THE COVER: Ernest Hemingway, photo by Yousuf Karsh

INSIDE COVER: Ernest Hemingway relaxing after a day of hunting



FROM THE EDITOR

Rum and Literature

This issue of “Got Rum?” is dedicated to Ernest Hemingway, a literary genius whose work has survived the test of time. Hemingway’s liberating lifestyle and sense of adventure have indelibly associated him with rum, but -in my opinion- this link goes beyond his enjoyment of rum and the cultures associated with its production.

Writing a novel is very similar to producing and blending a rum: one has to pay attention to the opening statements, the interplay between the characters and, very importantly, the end or finish of the story must be satisfying and memorable. Perhaps this is why I’ve always thought of Hemingway’s passion for rum as an extension of his love for writing, as an additional way of expressing his thoughts and ideas through a new medium.

Formulating a rum boils down to storytelling: what images or sensations does the name of the rum communicate? How about the color of the rum, is it deep and enigmatic or clear and iridescent? Once we evaluate the aroma, does it transport us somewhere magical? And when we taste it, do we like the way the congeners and tannins interact? And at the end of the story, what do we remember most? Was our interaction with the rum something we would recommend to our friends?

A Master Writer, just like a Master Distiller/Blender, knows almost intuitively how



to combine his “ingredients” to produce something that transcends the linear sum of its parts. Ernest Hemingway mastered his craft in a way that is still revered today, but the nature of his mastery is so natural that the principles can be translated into other industries. The quote on page 7 illustrates this point very elegantly.

Everyone at “Got Rum?” responded with great excitement to the idea of devoting this issue to Papa, hopefully you’ll enjoy reading it as much as we did putting it together.

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.

HEMINGWAY

THE MAN, THE LEGEND

Winner, 1954 Nobel Prize in Literature.



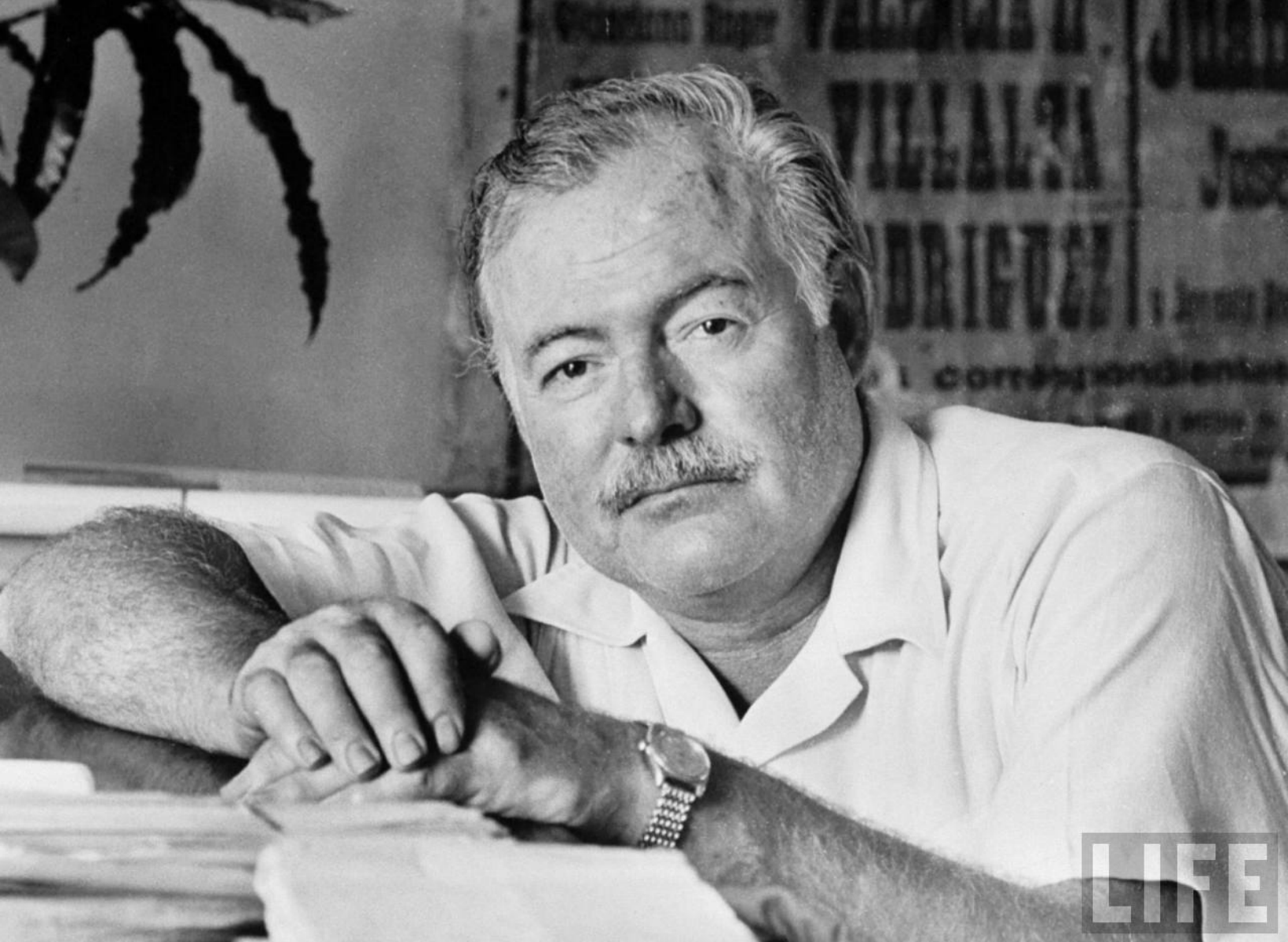
Born in Oak Park, Illinois, Hemingway started his career as a writer in a newspaper office in Kansas City at the age of seventeen. After the United States entered the First World War, he joined a volunteer ambulance unit in the Italian army. Serving at the front, he was wounded, was decorated by the Italian Government, and spent considerable time in hospitals. After his return to the United States, he became a reporter for Canadian and American newspapers and was soon sent back to Europe to cover such events as the Greek Revolution.

During the twenties, Hemingway became a member of the group of expatriate Americans in Paris, which he described in his first important work, *The Sun Also Rises* (1926). Equally successful was *A Farewell to Arms* (1929), the study of an American ambulance officer's disillusionment in the war and his role as a deserter. Hemingway used his experiences as a reporter during the civil war in Spain as the background for his most ambitious novel, *For Whom the Bell*

Tolls (1940). Among his later works, the most outstanding is the short novel, *The Old Man and the Sea* (1952), the story of an old fisherman's journey, his long and lonely struggle with a fish and the sea, and his victory in defeat.

Hemingway - himself a great sportsman - liked to portray soldiers, hunters, bullfighters - tough, at times primitive people whose courage and honesty are set against the brutal ways of modern society, and who in this confrontation lose hope and faith. His straightforward prose, his spare dialogue, and his predilection for understatement are particularly effective in his short stories, some of which are collected in *Men Without Women* (1927) and *The Fifth Column* and the *First Forty-Nine Stories* (1938). Hemingway died in Idaho in 1961.

Source: The Official Web Site of the Nobel Prize (nobelprize.org)



“From things that have happened and from things as they exist and from all things that you know and all those you cannot know, you make something through your invention that is not a representation but a whole new thing truer than anything true and alive, and you make it alive, and if you make it well enough, you give it immortality.”

Ernest Hemingway (July 21, 1899 - July 02, 1961)

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!



Hemingway Special

Papa's Pilar Blonde

This light rum is a blend of column still rums ranging between three, five, and seven years old. Coming in at 84 proof, it is Solera blended using a combination of Bourbon and Port Barrels. After the rum is blended it is finished in Sherry casks.

Appearance

In the bottle and glass the color of rum is a light straw color. I did observe a small bit of particulate suspended in the liquid and a tiny bit of cork. As I swirl the glass, surprisingly thick legs form and descend quickly down the glass filling the air with the rich citrus aroma of the rum.

Nose

The first aroma to kiss the nose is fresh cut grapefruit, as it fades I detect an oak undertone while sweet vanilla floats over the top, dried orange peel, honey almond and just a hint of lime as the scent fades.

Palate

The rum leads with buttery vanilla and caramel followed by notes of grapefruit and pineapple. As this fades tobacco and dried orange peel provide a rich, darker feel; a light almond note pops up in the finish.

Review

It is not often that I find a young rum that I enjoy sipping but this one was fun to play with. The lovely robust combination of flavors provides a good taste experience. Considering in whose honor the rum is made, I had to make a classic Hemingway Daiquiri with it. I suggest when you acquire a bottle that you try the recipe. It has to be one of the best Daiquiris I have ever made. A good challenge for this rum is take one of your favorite rum cocktails and substitute Papa's Pilar Blonde and see how it enhances your drink.

www.papapilar.com



THE ANGEL'S SHARE

Papa's Pilar Dark

The Dark Rum uses a combination of pot and column distillation. Blended to 86 proof using a variety of hand selected aged rums with the oldest coming in at 24 years old.



Appearance

In the bottle the rum has a lovely chocolate hue as the sherry refracts through the bottle. In the glass the darkness of the rum balances with the sherry and transitions to a pleasant cherry wood color.

Nose

The aroma of the rum has a dynamic complexity. I pick up coffee, cinnamon, chocolate, orange, charred oak, tobacco leaf, vanilla and nutmeg, with a light kiss of sherry.

Palate

The first sip provides a full buttery caramel feel, followed by notes of chocolate, cinnamon, nutmeg, vanilla, molasses, smoky oak, Bourbon and orange peel, that transitions into a long dry sherry finish.

Review

There is a lot going on with this rum. The spiciness of the flavors could easily slide it into the spiced rum category. The aroma promises a rum that has multi level complexity which leads to a surprise on the palate as it is a bit sweeter than expected. The spiciness and sweetness balance into an enjoyable flavor experience.

I recommend sipping Papa's Pilar Dark after dinner or experimenting with it in your favorite Hemingway cocktail.

Hemingway Special

Papa's Pilar Blonde and Dark Rums are produced by the Florida Based Hemingway Rum Company. Named for Ernest Hemingway's beloved yacht, Pilar, the company challenges the consumer to live life as fully as Hemingway did. In their rums they succeeded in creating two dynamically different products. The dark is supposed to embody the land and the blonde the sea. Both are a blend of rums sourced from Florida, Barbados, the Dominican Republic, and Panama using a complex Solera method that involves aging the rums in Bourbon and Port Wine barrels, blending them, and finally finishing them in Spanish Sherry casks.

The 750 ml bottle is shaped like a 20th century Infantry Canteens. This shape honors Hemingway's time as an ambulance driver in World War I and journalistic coverage of Normandy in World War II. The cap is secured to the bottle with a chain. Originally the company was going to use natural cork but has since switched to synthetic. Centered high on the bottle, a silver medal with red ink features a rooster states "Solera Blended in the USA". Each bottle provides the details of the rum with a side label that provides the basic information of the product's creation. On the other side of the bottle you will find the required legal information. The back has a small statement and features Hemingway's signature.



Bartender's Corner

by Dr. Ron A. Ñejo

From Rum Sour to Frappe to Daiquiri

People clamor for fame as much as for richness and, in the case of renowned cocktails, claiming their origin can become a matter of national pride. So it is with the Daiquiri, a cocktail undeniably born in Cuba (it is, after all, named after a Cuban mining town), but one whose inventor is either Cuban or American, depending on who tells the story. My research suggests the events leading to the birth of this iconic cocktail unfolded as follows:

The year was 1896, Cuba was in the middle of its war of independence from Spain, a war that would last another two years before the “liberation” was successful. American interests in the island nation were numerous. One such interest was in mining, as Cuba was (and still is) a rich source of raw minerals. American engineer Mr. Jennings Cox was supervising work at a tin mining operation in the town of Daiquiri, near Santiago de Cuba.

After a long day of arduous work at the mine, Mr. Cox joined a friend for an afternoon of camaraderie, cigars and cocktails. Some stories suggest his companion was a fellow American, Mr. Harry E. Stout, while other stories suggest he was a Cuban, Mr. Francisco D. Pagluichi, Commander of the Liberation Army. While fighting the Spanish to gain their independence, José Martí was also becoming increasingly worried about the threat of the Americans replacing the Spanish, claiming Cuba as their own territory. Martí's fear was well known among his generals and commanders, so I find it hard to believe that Mr. Pagluichi would allow himself to be seen fraternizing with the American during the war, so I opt to believe instead that his companion on this momentous occasion was fellow American Mr. Stout.

Tired of drinking the ubiquitous Planter's Punch of the era, the drinking companions called for some creole lemons, white rum, sugar and ice. They mixed the ingredients well and poured the cold drink into glasses, making what we know today as a Rum Sour. Pleased with the result and eager to repeat it, they baptized their creation and named it after the nearby mining town.

Back at their hotel in Santiago de Cuba, the defunct Hotel Venus (known at the time as the “American Hotel”), they shared the recipe with the bartender, who promptly began making *Daiquiris* for all customers present. The drink gained popularity, not only at the Hotel Venus, but throughout the entire town of Santiago. A Spanish-born bartender by the name of Emilio Gonzales was visiting Santiago and heard about this new cocktail. He learned the recipe and took it back to Hotel Plaza in La Habana, where he further promoted the drink.

Mr. Gonzales then shared the recipe with his friend Mr. Constantino (Constance) Ribalagua, who was the owner of “La Piña de Plata”, better known today as “El Floridita” (also known in the past as “La Florida”). Mr. Ribalagua experimented with variations of the recipe until he came up with the new famous Daiquiri Frappe. His creation kept most of the original ingredients, but added maraschino and replaced creole lemons with limes. He also changed the elaboration method (added shaved ice) and the presentation, but out of respect for the original recipe, decided to keep the name “Daiquiri”.



Essential Rum Cocktails - Part II

Essential Rum Cocktail #2: DAIQUIRI

As we smell and taste it, rum should always remind us of its origin. That origin is, of course, the noble sugarcane. By the same token, a Daiquiri should remind us of freshly-squeezed lime juice and low-congener rum. A Daiquiri must have a good balance between citrus aroma and citric taste.

Classic Daiquiri

Ingredients:

1 1/2 oz. Light, Dry White Rum
1 oz. Fresh Lime Juice
1 tsp. Simple Syrup or Superfine Sugar

Instructions:

Shake all ingredients well with ice, then strain into a chilled cocktail glass.

Daiquiri Frappe (also known as Floridita Daiquiri)

Ingredients:

1 1/2 oz. Light, Dry White Rum
1 oz. Lime Juice (approx. the juice of 1 lime)
1 tsp. Sugar
Crushed Ice
10 Drops of Maraschino Liqueur

Instructions:

Shake all ingredients well with ice, then strain into a chilled cocktail glass.

Papa's Daiquiri

This is the version of the cocktail that Hemingway allegedly preferred. It is identical to the Floridita Daiquiri, it only substitutes lime juice with grapefruit juice. It is said that Hemingway drank this cocktail with no sugar and doubled the rum.



Dr. Ron is a seasoned bartender devoted to exploring the many facets of rum. It has been said that he has rum running through his veins! He is used to serving up fine spirits and words of wisdom to all those lucky enough to find an open seat at his bar. Fortunately for us, Dr. Ron has agreed to be a regular contributor to "Got Rum?" magazine. He happily answers questions on topics ranging from mixology to relationships and etiquette.

II INTERNATIONAL RUM CONFERENCE

& RUM TASTING COMPETITION - MADRID

The second installment of the International Rum Conference in Madrid, Spain (June 4th-8th, 2013), proved once again that the rum industry worldwide is poised for growth, both in volume and in quantity. Qualified Rum Judges from around the world, all with veritable professional experience in the world of distilled beverages, were summoned once again by the organizers to taste and rank the best rums from around the world.



The tasting competition was conducted blindly, supervised by Mr. Luis Ayala, Commissioner General, in collaboration with an independent Notary Public, guaranteeing the accuracy and transparency of the competition at every level. The tastings were conducted using official glassware that was hand-selected for the competition.

The field of rum entries was divided into two main categories, Fresh cane juice (AOC Agricole) and Molasses/Cane Syrup.

About the Rum Categories: All rums were entered into the category indicated by the respective distillery or brand owner. Each rum entry was accompanied by a legally-binding registration form guaranteeing the rum's age and production style (Agricole or Molasses).

Rhum Agricole (AOC)

Category	Gold and Double Gold	Silver	Bronze
Fruit Flavored	Les Rhums de Ced, Mangué Passion	Les Rhums de Ced, Ananas Victoria	
Spiced	Famille Oksen Creative Spirit, Baton de Cannelle Entier	Famille Oksen Creative Spirit, Gousse de Vanille Fendue	
White Rum	Clement Canne Bleue DOUBLE GOLD Neisson Vieux Esprit 70 ORO	Distillerie Neisson Blanc 55 Saint James Rhum Blanc	Héritiers Madkaud Rhum Agricole Blanc
Rum 0-5 Years	Clement Rhum Vieux VSOP DOUBLE GOLD Dillon Trex Vieux Rhum Agricole VSOP	Heritiers Madkaud Rhum Agricole Vieux	St. James Rhum Paille Neisson Rhum Agricole Vieux
Rum 6-10 Years	Cuvée Homère Clément Rhum Vieux DOUBLE GOLD Clement Tres Vieux Rhum Agricole 6 Chantal Comte La Tour de L'Or Bourbon Finish	Depaz Rhum Vieux Agricole XO Neisson Rhum Agricole Extra Vieux J. Bally Rhum Vieux Agricola Millésime 2002 Damoiseau XO Rhum Vieux J. Bally Rhum Vieux Agricola 7	



II INTERNATIONAL RUM CONFERENCE

& RUM TASTING COMPETITION - MADRID

Rum from Molasses (all grades) & Cane Syrup

Category	Gold and Double Gold	Silver	Bronze
White Rum	Serralles Don Q Cristal DOUBLE GOLD Cartavio Blanco Carta Vieja Extra Claro	Diplomatico Blanco Reserva Atlántico Platino Caliche	Negríta Silver Dry Elements 8 Platinum Rum Flor de Caña Extra Dry 4 Cubaney Plata Natural
Rum 0-5 Years	Destilería Serralles, Don Q Añejo DOUBLE GOLD Contrabando Añejo 5 Años DOUBLE GOLD Ocumare Ron Añejo Especial Number Zero Ron Añejo (nº. 0) Santa Teresa Gran Reserva Añejo Antigua Distillery English Harbour 5 Años Cartavio Selecto 5 Años	Havana Club Ritual Cubano Cartavio Superior Diplomático Añejo 4 Años Ron El Mondero Veroes Ron Añejo Ron Cartavio Black Legendario Dorado Ron Santafe Añejo Chariman's Reserve Extra Old St. Lucia Rum	Ron Cubaney 5 Años Arecha Ron Carta Oro Ron del Barrilito 3 Estrellas Bardinet Negríta Club Havana Club 3 Años Medellín Añejo 3 Años Legendario Carta Blanca Superior
Rum 6-10 Years	Roble Viejo Extra Añejo DOUBLE GOLD Ron de Jeremy Reserva DOUBLE GOLD Cubaney 8 Años DOUBLE GOLD Flor de Caña Grand Reserve 7 Santafe Reserva Exclusiva 8 Años Roble Viejo Ultra Añejo New Grove Old Tradition 8 YR Bardinet Negríta 8 Caney Añejo Centuria Ron Medellín 8 Años	Ron Diplomático Reserva Dos Maderas 5+5 PX Ron Lambreo 7 Años Angostura Gran Añejo English Harbour 10 Años Reserva Ron Añejo Arecha Habana Club 7 Años Atlántico Reserva Ron Mabaruma	Angostura 1919 Pellegrini, Panama 2001 10 Años Ron Santa Teresa Selecto Ron Ingenio Manacas Elements 8 Gold Ron Legendario Añejo Ron Marques del Valle 8
Rum 11-15 Years	Zaya Gran Reserva 12 Años DOUBLE GOLD Ron Diplomático Reserva Exclusiva DOUBLE GOLD Presidente Martí 15 Años Solera Exquisito Solera 2000 Legendario Gran Reserva Optimus 15	English Harbour 1981 Ron Medellín 12 Años Havana Club Selección de Maestros Millonario 15 Reserva Especial XM Millenium Rum Ron Cartavio Solera 12 Años Ron Botrán Reserva Ron Carúpano Oro Reserva Especial Ron Dictador 12 Años	Casa Caibari Izapa 12 Años Ron "Sumum" Reserva Especial 12, 43% Flor de Caña Centenario 12 Ocumare Añejo Especial Ron "Sumum" Reserva Especial 12, 38%
Rum 16-20 Years	Cartavio X0 DOUBLE GOLD Botran Solera 1893 Exquisito Solera 1995 Centenario Fundación 20 Años	Mount Gay 1703 Flor de Caña Centenario 18	Ron Vigía Gran Reserva 18 Años Ron Dictador 20
Rum 21 Years or more	Ophthimus 25 Whisky DOUBLE GOLD Exquisito Solera 1990 DOUBLE GOLD Dos Maderas Luxus DOUBLE GOLD Cubaney 25 Ron Lambreo 21 Años Vizcaya VXOP Cask 21 Puntacana XO 50 Aniversario Carupano Añejo XO	Dictador XO Insolente Carupano Legendario Carupano Solera Centenaria	Millonario XO Don Q Gran Añejo Santa Teresa Solera 1796 Dictador XO Perpetual
Fruit Flavored Rum	Cubaney Orangerie	Casa Caibari, Izapa Chocolate	Koko Caribe Coconut Rum Liqueur
Spiced Rum	Cartavio Licor de Ron DOUBLE GOLD Cubaney Caramelo Cimex/MASOLIVER, Varadero Elixir	Legendario Elixir de Cuba Elements 8 Barrel Infused Exotic Spices Ron Miel Ribera Caribeña Elixir Ribera Caribeña	New Grove Spiced Rum Ron de Jeremy Spiced Arecha Punch a Rhum
Rum Cream	Cartavio Menta & Chocolate	Cartavio Milky Cream	
Overproof Rum	Hampden Estate, Rum Fire Velvet		

Note for 2014 Rum Competition: In response to requests by participating companies, the Flavored Rum Category will be subdivided into individual flavors (i.e. "Chocolate"), provided at least three entries are received featuring said ingredient as a primary/only flavor.

Javier Herrera, Director

II INTERNATIONAL RUM CONFERENCE & RUM TASTING COMPETITION - MADRID



Rum industry members gathered in Madrid once again to discuss the past, present and future of rum. This page, clockwise from top left: Mr. Andres Contreras (Ocumare, Venezuela), Mr. Cyrille Hugon (Rhum Fair Paris), Mr. Philip Ili Barake (Cigar Sommelier, Chile) and Ms. Isabel Medina (Botrán, Guatemala).

Below, left to right: Mr. Pedro Ramón Lopez Olive (Oliver International, Dominican Republic) and Mr. Alberto Vollmer (Ron Santa Teresa, Venezuela).





This page, above, clockwise from top left: Mr. Roberto Serrallés (Serrallés, Puerto Rico), Mr. Luis Ayala (Rum Runner Press, USA), Mr. Mauricio Perez (BPS, Panama) and Mr. Pedro Alves (JC Ribeiro, Portugal).

Right: Mr. Javier Herrera (Director, Spain).

Below, left to right: Mr. Leonardo Pinto (Isla de Rum, Italy, with interpreter Mr. Marco Pierini) and Mr. Miguel Pérez and Miguel Angel Jimenez (Master Mixologists, Spain).



continued on page 18

II INTERNATIONAL RUM CONFERENCE & RUM TASTING COMPETITION - MADRID



II INTERNATIONAL RUM CONFERENCE & RUM TASTING COMPETITION - MADRID



EXCLUSIVE INTERVIEW



I would like to extend my gratitude to Kelly Railean for granting us this interview. I am happy to share it with our "Got Rum?" readers in July, a month when Americans celebrate their independence.

Kelly and Matt Railean are founders of a very important association and I find it very valuable to share the organization's purpose and role with all our readers from the rum industry. I wish them both much success with the ARA.

-Margaret Ayala, Publisher

When was the American Rum Association (ARA) established?

The American Rum Association incorporated as a 501(c)(6) non-profit in December 2012. We are a trade organization representing the manufacturers of rum with production facilities and headquarters located in the United States of America.

What is the mission of ARA?

Our mission is to grow the domestic rum category to one that rivals the world's imports by promoting the production and appreciation of American rum through education, marketing, and regulatory influence.

Who can become a member and what can they expect with their membership?

We have two types of membership. Trade Members are manufacturers of rum with production facilities and headquarters located in the United States of America. Trade members must be fermenting and distilling rum at their facilities, not simply rectifying. In addition to Trade Members, we have an Associate Member program for rectifiers, rum enthusiasts, suppliers, vendors, educators, and consultants.

What kind of feedback are you getting from your current members about ARA?

There is a lot of excitement. Although making rum is not new in the United States, it has had quite a resurgence in the past couple of years. Members are interested in promoting American made rum and its heritage. Most folks think that Whiskey was the original American spirit, when actually it was rum. Our members are very passionate about rum.

Have you encountered any obstacles since you founded ARA?

Funding an organization such as ours is always an obstacle. Like most non-profit organizations, finding the time to focus on the ARA is hard when you are running a full time business. We are up for the challenge, because we are really excited about restoring the

American RUM ASSOCIATION

American rum industry and hope the US will be recognized internationally as a major rum producer, not just a consumer.

I know that one of ARA's roles is to define the quality standards for "American Rum" to be included in TTB's Standards of Identity. Why should this be important to American rum producers and what has been done thus far? In addition, are there any plans for ARA to interact with international associations of rum producers, such as WIRSPA, to get them to also recognize "American Rum"?

Yes, our first goal is to establish American Rum Standards and incorporate them into the TTB Standards of Identity. Just to be clear or intent is not to change the existing TTB Standard of Identity General Class definition of rum, but to develop a specific "Type" of rum as is the practice allowed for other spirits. We think we can accomplish this because just recently, the TTB has added Cachaca as a Type of Rum under the General Class Definition. It can get confusing but we do have a plan and we have spoken to the TTB about our intent.

This is very important to American rum producers because this will allow consumers to differentiate American Rum from all of the imported brands. Creating an American rum category will help manufactures compete on attributes other than just price, and this will in turn build demand internationally for American rum spirits. Most importantly, stricter standards will be better for consumers because they will have confidence that an American Rum it is actually produced in the USA under a set of quality and labeling standards that must be adhered to in order to be called "American Rum".

We do have plans of working with other rum organizations such as WIRSPA but first we must get consensus among our Trade Members.

Are there any "hot" topics that ARA is currently addressing? If so, what are the topics and how can members assist?

Hot topics right now are the American Rum Standards and working with legislators to address the US subsidies for Puerto Rico and the US Virgin Islands. We have spoken



to a few legislators and we are putting together a positioning statement on how these subsidies affect the American Rum Industry. The likelihood of abolishing this long standing subsidy is futile to say the least, but we are considering our own legislation that may help to fund marketing and branding of American Rum. This funding could also assist in building the domestic rum category and supporting the American rum and sugar industry.

I know there is a big debate about the US subsidies Puerto Rico and US Virgin Islands are getting. As a distiller, has this had an impact on your ability to make and/or produce rum? What is ARA's stance on this matter?

Yes, the subsidies have an effect on our business two fold. First, the obvious is that these imports have a lower overall cost to produce a bottle of rum. They can either take a higher margin or lower their price to the consumer. If they take a higher margin they put this money to work building brand awareness. They may also pay their distributors incentives to focus on their brands. On the flip side, they could just decide just to have a lower price point and drive volume. Essentially there is a rum cartel that has total control over the supply and demand of the American rum market, how American is that?

Secondly, a good portion of these subsidies end up promoting rum from their respective county. For example, pick up any spirits trade magazine and you will see an advertisement for "Rums of Puerto Rico". We can't wait for the day when we have similar ads for "American Rum - Fermented, Distilled, and Bottled in the USA".

If people want to know more about your Association and how to become a member, how may they reach you?

Here are my contact details:

Kelly Railean
 Founder & President, American Rum Association
 Phone: (713) 882-3091
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Once again, Kelly, thank you for taking the time for this interview and for supplying such valuable information with us and our readers. I wish you all the very best.

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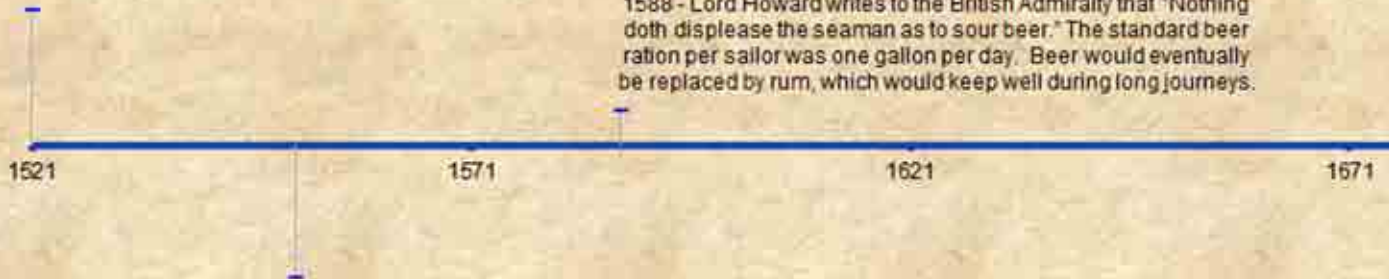
RUM IN HISTORY



1521 - Spanish conquistadors found the city of San Juan, Puerto Rico, paving the city's streets with stones brought as ballast in ships from Spain.

July Through The Years

1588 - Lord Howard writes to the British Admiralty that "Nothing doth displease the seaman as to sour beer." The standard beer ration per sailor was one gallon per day. Beer would eventually be replaced by rum, which would keep well during long journeys.



1551 - English and Welsh alehouses are licensed for the first time (Ale Houses Act of 1551)



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

1855 - Prohibition laws are adopted by Delaware, Indiana, Iowa, Michigan, New Hampshire, New York, and the Nebraska Territory

1791 - Congress imposes a 9¢-per-gallon tax on whiskey to discourage frontier farmers, blacksmiths, and storekeepers from diverting grain needed for food to use as distillery mash (and from competing with rum made in New England).

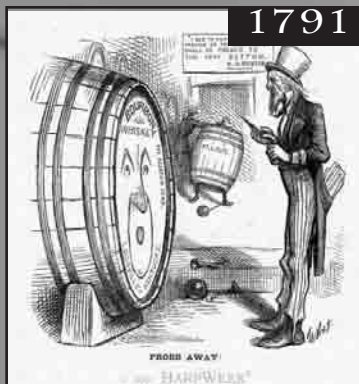
1721

1771

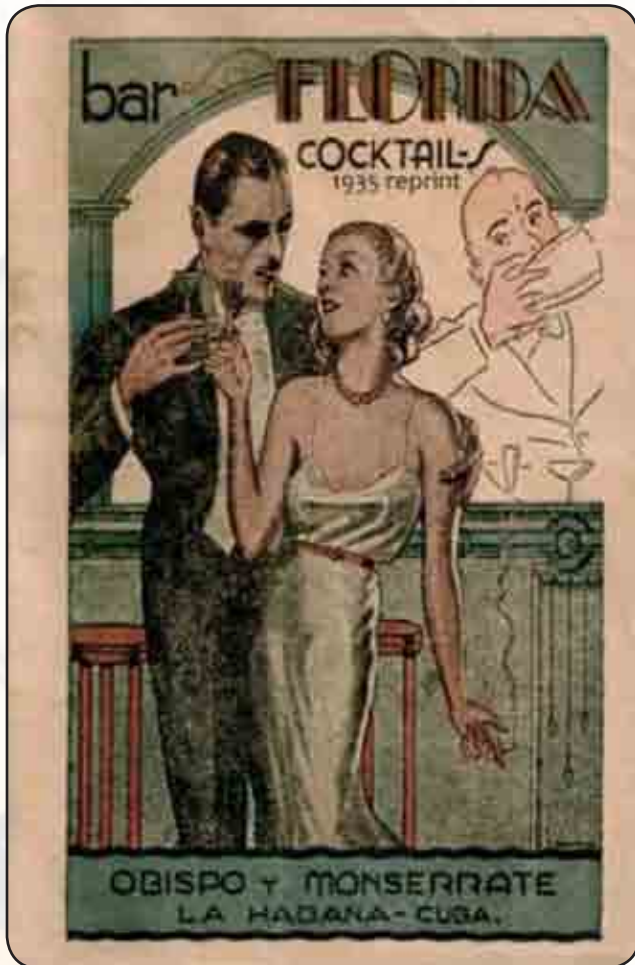
1821

1709 - Barbados has 409 windmills and 76 animal-powered cane mills, becoming the leading sugar producer of all the Caribbean Islands.

1824 - The Royal Navy reduces its daily rum ration from half a pint to a quarter pint, and tea becomes part of the daily ration.



RUM LIBRARY



The original book, published in 1935, was typical of cocktail books of the era: devoid of photographs, very straightforward in its writing style and full of advertisements from companies whose participation undoubtedly financed the publication. "Bar Florida" gives us a snapshot of the Cuban bar scene pre-World War II, a scene that modern day visitors would agree, has changed very little.

The book is almost entirely bilingual (English-Spanish), a rarity in the field of cocktail books from any era, this is a testament to the American presence in Cuba in the early part of the 20th century. Cocktail recipes include classics such as



Manhattans and *Martinis*, but also more obscure drinks like *Longines*, *Creole Mojitos*, *Paris Midis* and *Porto Flips*.

A great find for cocktail book collectors and rum aficionados!

-Margaret Ayala



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PAIRING TOBACCO & RUM



All photos by Danna Bordali Arias.

A Good Story...

July is a very special month for me: I celebrate my first year sharing pairings with fellow rum and tobacco lovers through "Got Rum?". It is also a month when we celebrate the birth and death of Ernest Hemingway, whose name is known by most and who was one of the most celebrated writers and journalists of the 20th century. Hemingway fought in several wars and, in the later years of his life, battled against depression, something that influenced his writings and novels, one of which won him the Pulitzer and Nobel Literature Prizes. But most of us will always remember him not for his literary achievements, but for his way of enjoying a seafaring life, ever surrounded by good cocktails.

This pairing is dedicated to his memory and special relationship with rum, particularly with the Daiquiri. I selected the small "Short Story" cigar, from the Arturo Fuente Hemingway line (of course), with a 49 ring gauge and a length of 4 inches (about 100 to 110 mm, depending on the finish of the mouth end). The filler leaves for this cigar all come from the Dominican Republic while the Maduro wrapper leaves come from Cameroon, giving the cigar a distinctive "dark horse" presentation, suggestive of full flavor.

Once the cigar was selected, I had to find the ideal location to conduct such an important pairing. The Hotel Noi (Santiago, Chile) was kind enough to host me on their terrace. Here, Mr. Luis Felipe Cruz (Bar Manager) created a Daiquiri for me, slightly modified to reduce the acidity a bit in order to compliment the cigar.

Luis Felipe started with a basic Daiquiri recipe, comprised of rum, lime juice and sugar, but substituted the sugar with a special syrup made especially for this occasion. The syrup was made with Havana Club 3 Year Old, ginger, honey and a touch of coffee and chocolate liqueur. This syrup was then combined with Havana Club 7 Year Old, in honor of the famous bar "El Floridita," which was immortalized by Hemingway.

The Daiquiri had subtle citric notes (just as we planned), but the honey and ginger notes allowed for the cigar to showcase its flavors, which in turn highlighted the coffee and chocolate traces in the drink. Each sip and puff was elegantly crowned by a lingering touch of honey.

While smoking the cigar, I was able to appreciate its peppery notes (highlighted by the ginger in the Daiquiri) as they mixed perfectly with the sweetness of the drink. This interplay lasted smoothly for the entire 20 minutes it took to smoke the cigar, which showed its medium to full body and whose intensity increased as I approached the end of the "story".

I know it is hard to believe that a cocktail can be paired with a cigar, and even though it was not a pairing that blew me away, due to the difficulty of playing with the acidity level, I can comfortably say that this was one of the best cocktail pairings I've ever done. The mission was completed to my satisfaction, the story came to a very pleasant end. I extend my gratitude to Luis Felipe and to Hotel Noi for allowing me to conduct this pairing in their fabulous setting. If Hemingway were alive and visited Santiago, he would undoubtedly enjoy a Daiquiri on the hotel's terrace!

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