

# Got Rum?™

JANUARY 2014

FROM THE GRASS TO YOUR GLASS!

**EXCLUSIVE INTERVIEW - ANGEL'S SHARE  
- RUM HISTORY - BARTENDER'S CORNER -  
- WRITER'S CORNER - TOBACCO & RUM**



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**EXCLUSIVE INTERVIEW**

### AMERICAN CRAFT DISTILLERS

By [Name]

Over the past few years, the craft distillery industry in America has grown rapidly. From a niche market of a few hundred distilleries in the early 2000s, the industry has exploded to over 3,000 distilleries today. This growth has been driven by a combination of factors, including a renewed interest in local products, a desire for higher quality spirits, and a growing awareness of the economic benefits of the industry.

The American Craft Spirits Association (ACSA) has played a key role in supporting the industry's growth. Through its advocacy efforts, the ACSA has helped to secure favorable legislation, such as the Small Business Tax Relief Act, which allows small distilleries to deduct their production expenses from their federal income tax. The ACSA has also worked to establish a regulatory framework for the industry, ensuring that consumers are protected and that distilleries are held to the same standards as larger commercial producers.

Despite the industry's rapid growth, it still faces many challenges. One of the biggest is the lack of a consistent regulatory framework across all states. While some states have established clear rules for distillation and distribution, others have not. This creates a complex and often confusing environment for distilleries, particularly those that operate in multiple states. The ACSA continues to work with Congress and state legislatures to address these challenges and ensure a level playing field for all distillers.

Another challenge is the high cost of production. Small distilleries often lack the economies of scale that larger commercial producers enjoy, which can make it difficult to compete on price. However, many craft distillers have found success by focusing on quality and unique flavors. By offering products that are not available from large-scale producers, they have been able to build loyal customer bases and command premium prices.

The future of the American craft distillery industry is bright. As consumers continue to seek out high-quality, locally produced spirits, the industry is expected to continue its rapid growth. With the support of organizations like the ACSA, craft distillers are well-positioned to meet this demand and contribute to the economic vitality of their communities.

# Got Rum?™

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ON THE COVER: Sugarcane Farmer, by E. Mayorga, from the Ayala Collection

INSIDE COVER: William Clark, "Slaves Cutting the Sugar Cane, 1786," Ten Vies in the Island of Antigua.

## FROM THE EDITOR

### Copper Thieves

**A** mere 12 months ago, I remember talking to a few of our consulting clients about their planned copper pot still purchases. At that time, the still manufacturers were back-logged, experiencing turnaround times for new orders ranging between 3 and 6 months. We knew back then that the timely acquisition of a still was becoming more and more likely to be a bottle neck in the already lengthy and cumbersome process of setting up a new distillery.

Fast forward to today: thanks to the continuously increasing demand for copper stills, the same manufacturers have now updated their delivery times to be twice as long as before, which means some potential new craft distillers may have to wait almost a year to take delivery of their still.

This situation has created an opportunity for blacksmiths and other metal workers to showcase their skills as they construct, quickly and affordably, boiling kettles and condensers to satisfy the needs of a growing industry. The biggest problem is that many of these “alternative” still manufacturers lack the experience to either make them safe (using lead-based soldering and other non-food grade materials, for example) or make them practical (I’ve seen beautifully-polished stills that are too thinly constructed or lack even the most essential fixtures needed for cleaning). Companies or individuals purchasing these non-traditional stills may think they are getting a bargain, up until the point when they start using the equipment and realize they will need to replace it quickly with something better built.

We frequently see news articles about how thieves break into unoccupied buildings to strip them down of the copper pipes and wiring (they sell the stolen loot to metal recyclers). People who purchase pot stills that only last a few batches before needing to be replaced are, in essence, being robbed



of the price they paid for the equipment, but are not even able to file the loss with their insurance companies!

Before my inbox is flooded with angry emails, I want to make it clear that there are many small pot still manufacturers, both domestic and international, who DO know what they are doing. The challenge is identifying them.

Do you need help figuring out the right equipment for you? Do you already have a still but are unsure if it can produce the type of rum you want to? Do not become a victim to copper thieves!

Do not hesitate to contact me, I am here to help.

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.

# 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](http://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!



## Thomas Tew Single Barrel Rum



In the 17th century Thomas Tew was a privateer and pirate who sailed out of Rhode Island and Bermuda. He is most noted for discovering the sailing route known as the Pirate Round in 1693. The route began in the Western Atlantic down to Africa, then to the coasts of India and Yemen. While his career as a pirate was brief, the route captured the imaginations of sailors at the times and encouraged others to attempt the route.

It was during this time that the rums produced in Rhode Island and other colonies were created using molasses with copper pot stills. As the British cracked down on the manufacturers with various taxes and tariffs, the distillers all went out of business or switched to distilling whiskies. Due to this, Rhode Island rum became something of the distant past.

That is until 2007, when the Newport Distilling Company was granted the license to produce rum. Using a 105 gallon copper pot still and aging the rums in used Bourbon barrels, 2008 saw the return of Rhode Island rum to the market place with the aptly named Thomas Tew Single Barrel rum. Over time they have expanded distribution to three states and continue to amass a loyal following that are fans of traditional craft distilled rums.

### Appearance/Presentation

The dark amber rum is secured in a 750 ml bottle by a plastic cork sealed with black wax. The front of the bottle displays the Thomas Tew logo in white and notes on a small label that it is hand bottled, with the barrel number noted. This review was from a bottle produced from barrel number 145.

# THE ANGEL'S SHARE

## Nose

For me, Pot Stilled rums are always fun to explore. Depending on the region of the world and distiller, each one brings its own unique flavor and funkiness that cannot be found in most column still rums. When I smelled the aroma of Thomas Tew it was no exception. I detected a nice funky mineral note, sulphur, charred oak, vanilla, molasses and a very light apricot note.

## Palate

The first sip provided a lovely wash of sweet caramel balanced by smoky oak. As the oak fades a strong hit of vanilla comes into play that is punctuated by another pop of oak that is married with a light hit of sulphur and apricots. The apricot and mineral note linger into the finish.

## Review

Thomas Tew Single Barrel rum is an interesting and fun exploration into the world of craft distilled pot still rums. Distilled to 84 proof, it provides a nice punch and a flavor profile that lends itself to be a nice sipper for those brave of heart, or a good versatile rum that can play well with a long range of rum cocktails. In some rums a sulphur note can be a deterrent to this, but in this case it is just subtle enough to augment fruit and syrup flavors in such a way that it accentuates the cocktails. Over the years I have heard some fuss about this product costing 40 dollars. However due to the fact that the rum is made using a small pot still with a focus on classically styled production methods, in my mind at least it is money well spent. If you discover this rum on your travels I believe it is a worthy addition to your cabinet. It is currently in three states in the North East United States with plans to expand in the near future.

## Cockspur Overproof Rum

In 1884 a Dutch sailor by the name of Valdemar Hanschell settled in Barbados and founded a trading company that supplied ships with ropes, sails, salt, food, and fresh water for their voyages. It was during this time that he also founded Cockspur rum for local consumers and sailors in port. He partnered up with the Stade brothers, owners of the West Indies Rum refinery, and let them create his product lines. Founded in Brighton Beach in St. Michael, the distillery was built beside the coral filtered aquifer. They used pot stills and introduced the first continuous still to the Caribbean. The brothers sold the distillery to a Barbadian business group and the new owners renamed the company "The West Indies Rum Distillery Limited."

Present day Cockspur has several products in the market place with a range of rums from a young gold to a 12 year-old product. Their latest release for the U.S. market is Cockspur 130 Overproof rum. Bottled straight from the still, this rum cuts the midline of its competitors in the overproof market that range from a little over a 100 proof on up to 151 proof.

## Appearance/Presentation

Most of the Cockspur rums have a standard 750 ml bottle that is easy to handle with uniform red screw tops. Both the front and back labels are white, red and black. The front displays the basic information, showcasing the 130 proof boldly, and the back shares the story of the rum company.



### Nose

When I poured the rum, a floral bouquet rose from the glass. As the bouquet faded I detected vanilla, molasses, sweet banana, balanced by sharp citrus notes. It is hard to miss the ethanol note but it is not as harsh as I expected.

### Palate

The first sip provides a nice black pepper pop, followed quickly by the sweet swirl of vanilla and molasses. As the heat of the overproof alcohol pops the fruit notes also come into play. No surprise even with subsequent sips the fire of the liquid kicks into play mid palate and lingers into a dry and slightly acidic finish.

### Review

When I evaluate overproof rums I always take small sips. Anything more will oversaturate the palate and fry it. I also balance it out with a healthy amount of water.

Overall I believe this will be a good addition to the overproof market and, like all overproof liquors, must be carefully balanced with the other flavors of the cocktails in which they are used. I think the pepper and fruit combo will play well with most Tiki cocktails or provide a nice float. At around twenty dollars a bottle, the price is right to experiment and discover what works best for you.



www.cockspurrum.com

# Bartender's Corner

**W**hen studying the history of a country, some scholars undoubtedly head to the libraries, to read and re-read manuscripts of yesteryear. I, on the other hand, prefer to start by exploring the culinary and mixological legacy of the bygone eras: I head to the bars and pubs!

Early colonial America was a constantly changing landscape. The recipes for their contemporary cookery and drinkery are a window into that time.

Join me as I journey through the best of what has survived, as I explore the drinks that forged and survived the growth of the American nation.

*-Dr. Ron A. Ñejo*



# Early American Rum Cocktails - Part I



## Early American Rum Cocktails

### #1: Hot Rum Flip

The original recipe calls for one "wine-glass" of rum, which could range between 4 and 6 ounces. Start with 4 and adjust based on taste.

#### Ingredients:

Use large bar-glass, heated  
Take 1 tea-spoonful of sugar  
1 wine-glass of Jamaican Rum  
Yolk of one egg

#### Directions:

Dissolve the sugar in a little hot water, add the brandy and egg, shake up thoroughly, pour into a medium bar-glass, and fill it one-half full of boiling water. Stir gently to mix. Grate a little nutmeg on top and serve.

# Master Piece In a Bottle



For Zafra we hand selected American Oak casks, to ensure their optimal condition in preparation for aging this extraordinary rum. These casks are carefully cellared under the watchful eye of our Master Ronero, where the rum interacts with the oak casks and is masterfully blended, into this fine 21 year old "Master Reserve".



Discover This Authentic Rum Treasure.

[www.zafrarum.com](http://www.zafrarum.com)



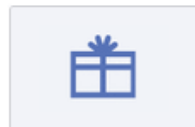
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# THE RUM HISTORIAN



**M**y name is Marco Pierini, I own and run a small tourist business in my seaside town in Tuscany, Italy. A long time ago I got a degree in Philosophy in Florence, Italy, and I studied Political Science in Madrid, Spain. But my real passion has always been History. Through History I have always tried to know the world, and men. Life brought me to work in tourism, event organization and vocational training. A few years ago I discovered rum and it was love at first sight. Now, with my young business partner Francesco Rufini I run a bar on the beach, La Casa del Rum (The House of Rum), and we distribute Premium Rums across Tuscany.

And most of all, finally I have returned back to my initial passion: History. Only, now it is the History of Rum.

Because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavours; it has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions. And it has a complicated, interesting present too, made of political and commercial wars, of big multinationals, but also of many small and medium-sized enterprises that resist trivialization.

I try to cover all of this in my Italian blog on Rum, [www.ilsecolodelrum.it](http://www.ilsecolodelrum.it)

## THE ORIGIN OF RUM - A QUEST PART 6: THE FORGOTTEN EMPIRE

Present day Holland is quite a nice country. Civilized, tolerant, rich, peaceful: European civilization at its best. Few remember that in XVII century Holland built a vast colonial empire with sword and fire. While at home they were fighting a long, bloody war of independence against the Spanish armies, the Dutch threw themselves into the conquest of the seas. In Asia they overwhelmed the Portuguese and secured the control of the Indian Ocean and of the spice trade. In Africa they built fortresses and trading posts along the coast and they became the main slave traders. In America they were the first to colonize Manhattan, occupied several Caribbean islands and some mainland territories and they almost monopolized the trade among the English colonies and between the colonies and Europe. Their merchant fleet was by far the largest in the world and Amsterdam was the center of world trade and finance. And of sugar refining.

At the beginning of XVII century, Holland was the most modern and technologically advanced country in all Europe. In those years, the Dutch were the pioneers of commercial distillation on a large scale. The very word brandy is thought to derive from the Dutch *gebrande wijn*, which meant, basically, burnt wine. In 1624 the Dutch West India Company occupied the coastal region

Pernambuco, Brazil

A Dutch West India  
Company Outpost

From Joan Blaeu's  
masterpiece, the  
Atlas maior, sive,  
Cosmographia  
Blauiana (Amsterdam,  
1662), volume II,  
maps of America.  
A sugar plantation  
in Dutch-held  
Pernambuco, Brazil,  
circa 1640.

Based upon a drawing  
by Frans Post. The  
scene is idyllic, but  
the work was done  
mostly by African  
slaves.



of Pernambuco, now Recife, in Brazil, great producer of sugar. The Company made great investments, bringing from Holland men, capital, technical skills and equipment.

Therefore, when the English settlers from Barbados went to Pernambuco, they met the Dutch there. In the next decade the Portuguese struck back and regained the lost ground, forcing the Dutch to leave Brazil and relocate to Barbados, Martinique and the Caribbean. Dutch were the foreigners who time and time again taught the English settlers the difficult and expensive art of sugar production. Besides Ligon, we have numerous accounts of the key role played by the Dutch in the development of the Sugar Revolution in Barbados (and Martinique). They lent the capital, taught the know how, sold the slaves and the equipment; finally, they shipped the sugar to Europe. We know that the English set up a technically advanced sugar industry in Barbados on the basis of the earlier Dutch experience in Brazil. We can safely infer that the same thing happened for that accessory of the sugar industry represented by the distillation of the by-products of sugar.

This may explain Ligon's reticence too. During the years of the Sugar Revolution, Holland and England were friends and allies, both Protestant countries fighting against Catholic Spain. But when in 1657 Ligon wrote his book, things had changed. The Navigation Act of 1651 had banned Dutch ships from English ports and soon afterwards the first Anglo-Dutch war had broken out. Suffice it to say that it was expedient to overlook the Dutch contribution to the origin of sugar production.

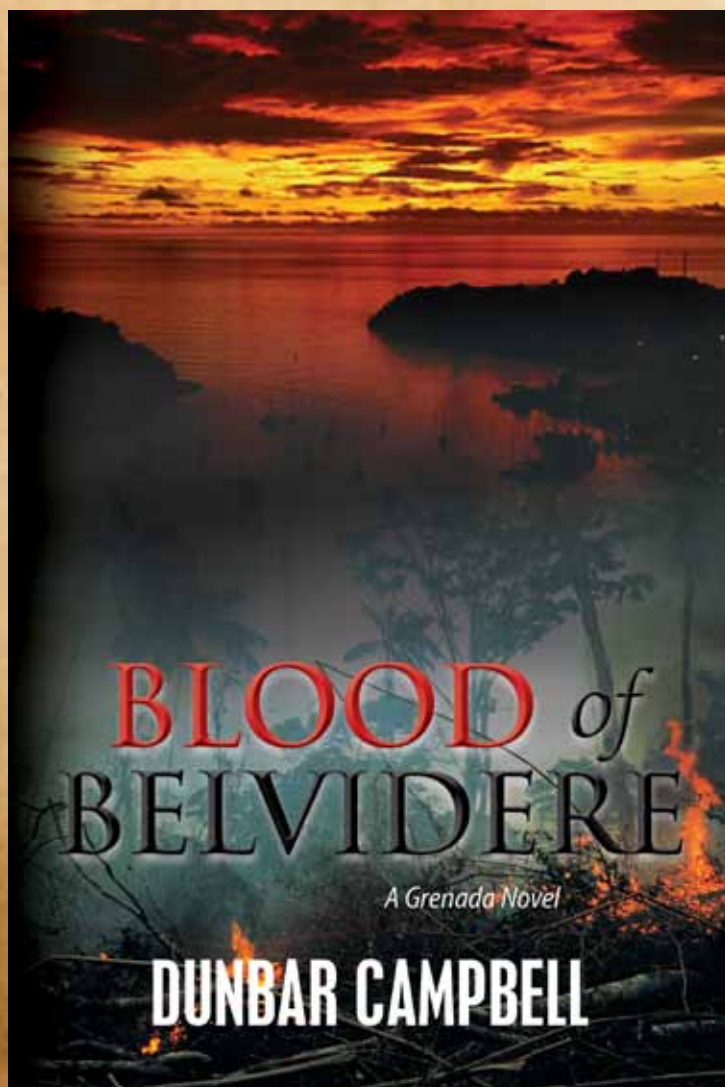
To sum up: for a century Brazil had been the biggest producer of sugar in the world. In Brazilian plantations from the beginning a fermented beverage made from sugarcane had been produced and drunk on a massive scale. Someone there, during that long century, had perhaps already had some experience of distillation. Then the Dutch came. They had the knowledge, the technical skills, the equipment, the capital, the mentality. And in Brazil they also had the raw material in abundance. It is reasonable to think that it is them who upped the level towards real large scale commercial production of the new beverage.

My hypothesis is that the commercial distillation on a large scale of that by-product of sugarcane which today we call rum was started by Dutch settlers in Brazil during the first decades of XVII century. The origin of rum, therefore, is to be found in Brazil. Rum was born in Brazil, but it grew up in Barbados, and thence it has conquered the world.

Our Quest is over. Maybe.

## WRITER'S CORNER

Exclusively for  
"Got Rum?"



We are delighted to bring you this interview with Dunbar (DC) Campbell, author of "Blood of Belvidere". We have had the pleasure of knowing DC and his beautiful wife, Susie, for the past fifteen years.

DC is a passionate writer, he devoted a lot of time and effort in recent years to completing this book. We waited and waited for its publication and our patience was finally rewarded last month.

This interview is very special to us because it involves a dear friend and a country we love. We visited Grenada for the first time two years ago and had the pleasure of meeting DC and Susie's family. They shared a lot more stories about Grenada, accompanied of course by great rum cocktails!

We hope that, through DC's novel, you too will capture the richness of Grenada's history and that you will have the opportunity to visit it in person, to experience their culture and hear more stories from the Grenadians themselves.

We wish DC much success with this novel and with all future ones.

*Luis and Margaret Ayala, Publishers*



DC, I know you live in the United States now, but you are originally from Grenada, a beautiful island in the Caribbean, rich in history. As a young man, you were there when your island faced some very turbulent years, is it this part of history that inspired you to write your book "Blood of Belvidere"?

First of all, thank you both for interviewing me for "Got Rum?" magazine. I am excited to share some background on my novel with your readers around the world.

In answer to your question, I get my inspiration from both the turbulence and the experience of island bliss. Not that I had much materially growing up. Some of my happiest memories were of the years in the fishing town of Gouyave, before it had electricity. Back then we learned to read and write under kerosene lamps, made our own toys, kites, slingshots, ran away from school barefoot to swim and fish. Gas lamps were street lights, lit by Mr. Ferguson, who died a few years ago at the ripe age of 104.

The nights came alive with stars, moonlight, and storytelling. I went to sleep to the sound of waves, with moonlight and starlight coming through the window. The Gouyave experience embedded in me a sense of appreciation for the value of simplicity, history, and intrigue. But it also influenced me with a sense of appreciation for the richness in people. Simple people living profound lives. I wanted that experience to live on forever.

The political turbulence quickly changed that for me. Many teenaged Grenadians during those later years had to grow up fast and leave those early memories behind. My last year in Grenada was spent in protest marches, riots, and in rage. My writings take readers down both roads.

#### **When and where does the novel take place?**

Luis, the events span twenty years, from 1963 to 1983. It starts in Gouyave, moves to St. George's, and returns to Gouyave and Belvidere at the end. But there are a few detours, as the main female character moves to Trinidad and the main protagonist does some traveling as well. Those detours were small parts of the story, but had profound impacts on the characters' motivations when they return to Grenada.

#### **Who is the main character in the novel? Was this character developed based on someone you know in real life?**

The main character is Scott McDonald, the descendant of a family who inherited Belvidere Estate. This estate was owned in the eighteenth century by Julien Fédon, a mulatto of French and African blood who started a slave rebellion in 1795.

Fédon is a true historical character who disappeared mysteriously after the British crushed the rebellion. He became a legend, with several myths explaining his life



and disappearance. In the novel, Scott's family lives under a cloud of one of those myths. His youth is spent trying to unravel the truth behind the betrayals and violence that plague his family. The more he learns, the closer he gets to a Fédon truth that will change his life forever.

Most writers reach into their own lives for inspiration, events, and personalities. The story and characters are essentially fictitious, but I had a front seat to some of the events that unfold as modified versions in the book.

**Sounds like this is a historical fiction novel, but I can't help but notice some very strong parallels with your own life. Am I wrong? Can you elaborate?**

Grenada is such a small country it is easy for readers to see characters they might recognize as someone they know. I prefer to keep the fiction label on the book. Like the disclaimer says, any similarities are purely coincidental.

**What is it about Grenada that, to this day, continues to be both alluring and misunderstood at the same time?**

Margaret, that's a great question. I believe one of the reasons for the misunderstanding is that most of our literature and history were written and interpreted by people who did not know Grenada. I recently had a conversation with someone who said the U.S. invaded Grenada because a thousand American students had been held hostage. No such thing ever happened. Yes, everyone on the island, American students and Grenadians alike, faced danger during the 1983 coup and the invasion that followed. But no one was held hostage. It's painful for Grenadians to see and to read things like this.

When I was in the Marines, I constantly had to remind people that I was not from Granada, Spain, but from Grenada in the Caribbean. That's when I discovered we also had another Grenada, in Mississippi! I hope my experience, both growing up in Grenada and in experiencing the misunderstandings from abroad, would go to great lengths to not only entertain readers, but educate as well. My story does not whitewash Grenada's history, and I hope readers see it as an authentic story, based on years of research.

**As a writer, do you always envision your characters the same way, or do you see them evolving as you get older?**

Yes, indeed. People change as the years go by. Characters in novels also change. My characters are molded by motivations and events that had profound impacts on their lives. They change, they grow, they become wiser in the danger and challenges they face in the book.

**Our readers are avid rum lovers, does rum play a role in your book?**

Luis, absolutely! There are Grenadians who will argue that you can't experience the authentic Grenada without spending time in a rumshop. As a boy about eight years old, I followed my father from rumshop to rumshop. Heard all the jokes, the stories, and the colorful fables that grew with every shot of rum. Some of this also shows up in the book.

Rum also played a role in Grenada's history, not only as a byproduct of the

slave sugarcane-economy. But also in the 1795 rebellion. When the British counter-attacked Fédon in Gouyave, he abandoned the town and retreated to Belvidere, leaving behind a generous supply of rum for the thirsty British soldiers. Next morning, the British plan to attack Belvidere quickly fell apart as the inebriated troops preferred to remain in bed or to have another drink. The general who led that charge was in such despair, he committed suicide. The lost momentum against the rebellion caused it to last another year. As a matter of fact, the opening paragraph of *Blood of Belvidere* shows a British general helping himself to a drink of rum straight from the bottle.

**Is there anything else you want to share about your novel or your experience writing it?**

Writing this novel was a labor of love. I was motivated to write a book Grenadian readers would immediately experience as authentic, while readers from other countries would place the book down after reading the last page and say they understand, respect, and love Grenada a little more. The Grenada I know and love.

**Where can people purchase your book?**

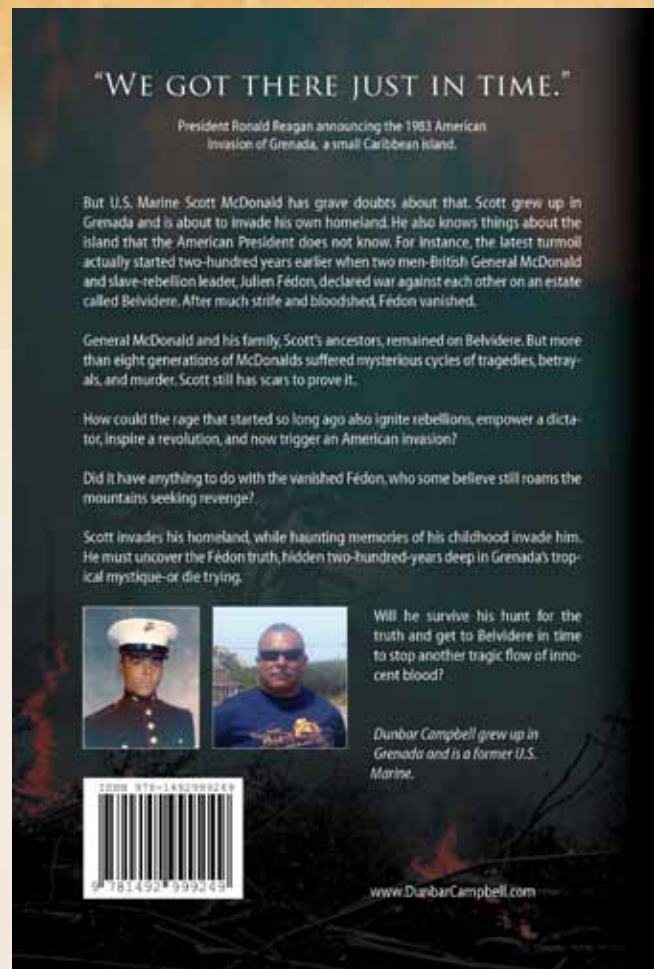
They can go directly to my website [www.DunbarCampbell.com](http://www.DunbarCampbell.com). It has more background on *Blood of Belvidere* and a link to order it from Amazon.Com.

**Any plans on writing more novels in the near future? If so, what other adventures do you have planned for your readers?**

Margaret, I recently completed another novel called *The Bianca C Still Burns*, and I hope to have it published in the coming year. It's based on the Italian cruise ship that burned and sank a mile off shore from Grenada in October 1961. As lifeboats were crippled aboard, almost 700 passengers and crew had to be rescued by Grenadian boats, yachts, and even row boats. It's another under-told story of Grenadian courage and generosity. I am currently working on a third Grenada novel, but this one is too early in the research to reveal yet.

**If people want to contact you, how may they reach you?**

My website [www.DunbarCampbell.com](http://www.DunbarCampbell.com) has a contact email, or they can email me directly at [dunbar@dunbarcampbell.com](mailto:dunbar@dunbarcampbell.com).



# The World's First Rum Industry Certification Program



Level	Rum Producer
<b>Standard Quality</b>  Free	Applicants will be subject to the following audits: <ul style="list-style-type: none"> <li>• RS104-Basic Sanitation Audit</li> <li>• RS109a-Preliminary Inspection of Tanks, Barrels and Bottling Lines</li> <li>• RS120-Market Literature Audit</li> </ul> <p style="text-align: center;">Requires a score above 80/100</p>
<b>Superior Quality</b>  Contact us	All the requirements from the <b>Standard Quality Level</b> , plus the following: <ul style="list-style-type: none"> <li>• RS109b-Detailed Inspection of Tanks, Barrels and Bottling Lines</li> <li>• RS210-Review of Quality Control Practices</li> <li>• RS225-Test of Personnel's Training Level</li> <li>• RS205-Alcohol Plant Inspection</li> <li>• RS230-Consumer Education Program Audit</li> </ul> <p style="text-align: center;">Requires a score above 90/100</p>
<b>Maximum Quality</b>  Contact us	All the requirements from the <b>Superior Quality Level</b> , plus the following: <ul style="list-style-type: none"> <li>• RS305-Audit for compliance with domestic and international (USA and EU) standards for Rum</li> <li>• RS320-Environmental Impact Audit</li> <li>• RS330-Social Responsibility Audit</li> <li>• RS340-Under-age Employment Audit (includes suppliers)</li> <li>• RS315-Corporate Citizenship Audit</li> </ul> <p style="text-align: center;">Requires a score above 95/100</p>

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Javier Herrera, Director

For more information, please contact: Mr. Javier Herrera  
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We would like to congratulate Industrias Licoreras de Guatemala (ILG) as the latest rum producer to join the certification program at the **Standard Quality Level**.

We are looking forward to working with them and our many other clients on additional Certification Levels.

Javier Herrera, Director



For more information, please contact: Mr. Javier Herrera  
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# RUM IN HISTORY



1474



1750

## January Through The Years

1474 - 23 year-old Christopher Columbus begins entertaining the possibility of a westward passage to Cathay (China). The young navigator uses projections made by German mathematicians and Italian mapmakers at Sangres to revive the ancient Greek knowledge

1609 - The Virginia colony declines in population to 67 by January as food stocks run low despite the introduction of carrots, parsnips and turnips.

1474

1524

1574

1624

1526 - First shipments of Brazilian sugar leave to Europe.

1623 - Sir Thomas Warner establishes the first English colony in the West Indies on the island of St. Kitts.



1526



1623

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

1662 - Catherine da Braganza introduces to the London court the Lisbon fashion of drinking tea. Sugar demand increases as a result.

1674

1799 - Friedrich Wilhelm III of Prussia receives a loaf of beet sugar from Berlin chemist Franz Karl Achard and is persuaded to provide land and financing to Achard to continue his work with sugar beets in Silesia.

1724

1774

1795 - The Royal Navy orders lime juice rations aboard all vessels after the fifth or sixth week at sea, following confirmation last year of James Lind's theory that citrus juice is an anti-scorbutic. The juice is usually combined with the rum ration.



## EXCLUSIVE INTERVIEW



It gives me great pleasure to bring you this exclusive interview with Mr. Pennfield Jensen and Ms. Leah Hutchinson from the recently-created American Craft Distillers Association (ACDA). Penn and Leah are extremely experienced in the distilled spirits arena and their passion is evident from the moment you meet them.

The ACDA is here to address the needs of an evolving industry. The manner in which these needs are identified and addressed will be crucial for the industry's long-term survival.

I wish them much success!

*Margaret Ayala, Publisher*

Dear Penn and Leah,

Thank you very much for taking the time for this interview. You are founders of a new association with great potential to change the craft spirits industry in the USA for the better. I find it very valuable to share the organization's purpose and role with our readers and I wish you both much success!

### **What is your full name, title and role in the Association?**

**Penn:** Pennfield Jensen, Executive Director. My primary role is to clarify and to execute the twin core missions of ACDA: to promote and protect craft distillers in the U.S.

**Leah:** Leah Hutchinson – Marketing & Events Director.

I have & will continue to oversee many facets of this association's formative year & wear many hats.

Developing the membership benefits and relationships with the associations, organizations and companies that will provide additional opportunities for our members

### **What is ACDA's mission?**

**Penn:** As noted above, in broad-brush terms, ACDA's mission is to promote craft distillers and protect them by creating favorable business environments for them. Within that big-picture view, there exists what we call "the triangle," the three areas of greatest concern and interest for craft distillers:

**Leah:** 1. Assistance in facilitating legislation on a local, state and national level.

2. Developing liasions with Distributors, wholesalers & retailers.

3. Marketing Solutions and building platforms for the craft distiller to get their spirits out there.



# AMERICAN CRAFT DISTILLERS ASSOCIATION

## **What are the short-term and long-term goals?**

**Penn:** In the short term, our goals have been to (A) secure sustainable funding through memberships, founding memberships, and founding sponsorships, (B) to establish the critical structures and programs to support the Association, such as elections, judging, an annual convention and internships. In the long term, we are working to build an organization that serves the craft distilling community, especially through the state distilling guilds, is valuable to our sponsors, and has a clearly defined process for succession and long-term growth.

## **When was the American Craft Distillers Association (ACDA) established?**

**Leah:** Late 2012, but was not fully up and running until early 2013 when Penn, Leah and the BOD formed a true, not-for-profit trade association.

## **Did you face any unexpected challenges when establishing ACDA?**

**Leah:** Starting a not-for-profit trade association is not an easy venture. I work side by side with our Executive Director and Board of Directors. We are building an infrastructure for the long haul.

## **How different are you from the other trade organizations for craft distillers?**

**Leah:** ACDA is the ONLY not-for-profit trade association representing the craft spirits industry. We have a 501 C-6 Trade Association designation and have modeled ourselves largely after the Craft Brewers Association. We have established important relationships with other associations & organizations like the State Craft Distilling Guilds, DISCUS (Distilled Spirits Council of America) & WSWA (Wine & Spirits Wholesalers of America). We are governed by a Board of Directors who are themselves DSPs and who have organized ACDA for DSPs! Our association has developed strong affiliations and partnerships across a broad array of key industry leaders such as RNDC-USA, event promoters such as Whisky Live and DSTILL, and suppliers from every aspect of production.

## **Who can become a member?**

**Leah:** Anyone, but only DSPs who produce less than 100K PG per year (removed from bond) are eligible to vote.

## **What benefits does the ACDA offer its members?**

**Leah:** It is extremely important to note that we support the industry as a whole. Our programs and events are NOT exclusively limited to members. As policy, we believe this approach will build a strong and active membership over time.

**Penn:** Going back to our “Triangle” analogy above, we work closely to support pro-industry legislation on federal and state levels—especially through the Guilds. That



said, we are not a lobbying group. Our goal is to build a legislatively informed and active grass-roots constituency that will, as the Association grows, become, we believe, highly influential in every state and in Washington, D.C.

The programs we are developing now, especially our inaugural Convention in Denver offer in-depth answers to the advanced needs of our fast-growing industry and of the established operating distilleries. For example, our keynote speaker will be Dr. Peter Cressy, President and CEO of Discus, we will feature a roundtable of all the presidents of the current Craft Distillers Guilds around the US, and will present “narrow and deep” presentations by industry leaders in a two-day succession of Educational Tracts. With lots of time for one-on-one Q&A.

**How active do you expect your members to be within the Association?**

**Leah:** They already are very active & have established various committees to oversee our key issues and events. We have committees formed on legislation, elections, convention & spirits judging.

**As part of the mission of ACDA to promote and protect craft distilling, with respect to “rum”, does the mission include defining and protecting the quality standards of rum? As part of ACDA’s roles, are you also working (or planning to work) closely with TTB to define and/or enforce these standards?**

**Penn:** This is a good question and touches on a critical facet of ACDA’s core mission. All of the leaders and associations with whom we work are looking to ACDA to form a legitimate basis for addressing the delicate and highly charged issues surrounding the setting of standards, and the defining of terms. These will be the ongoing challenges facing the newly elected Board. Obviously, we will be delving at length into how to embrace and negotiate these issues at the Convention in Denver with as many members present there as we can muster.

**Will ACDA be holding annual events?**

**Leah:** Yes, our “inaugural” Distillers Convention and Trade Show will be March 13-15, 2014 in Denver, Colorado at the Marriott City Center. We have partnered with the



Leah Hutchinson (Center), of ACDA, stopping in at Rum Runner Press' headquarters to discuss the new association.

Colorado Distiller's Guild to provide a fabulous consumer and industry event, DSTILL in conjunction with our convention.

**Penn:** Leah was instrumental in assisting the OR Distillers Guild in creating TOAST (The Oregon Artisan Spirit Tasting) a few years ago and was on the steering committee last year to help co-create with the CO Distillers Guild, and Something Independent in forming a world class craft spirits event – DSTILL, which saw over 1200 in attendance. This year's DSTILL has expanded to a week of spirited dinners & events designed to orient & educate the consumer as well as industry VIP's and is a perfect example of creating platforms for the craft distillers.

#### **Where can people go to find out more information about the Association?**

Visit our website frequently at [www.americancraftdistillers.org](http://www.americancraftdistillers.org), sign up for our enewsletters & by contacting Leah Hutchinson at [leah@americancraftdistillers.org](mailto:leah@americancraftdistillers.org) or Penn Jensen at [penn@americancraftdistillers.org](mailto:penn@americancraftdistillers.org) any of our BOD members.

#### **Is there anything else you would like to share with our readers about ACDA?**

**Penn:** Stay tuned! We have barely touched on all the exciting news surrounding the launching of this Trade Association.

**Leah:** ACDA has also partnered with WSWA to have a craft presence at the their convention in April in Las Vegas & the Whisky Live Events throughout the US for 2014. These events are designed to create more exposure and opportunities for our distillers and there are more in the pipeline!

Once again, 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.

Cheers!

Margaret Ayala

## PAIRING TOBACCO & RUM



**M**y name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.


I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

### New Beginning

**I**t is very hard to start a new year, trying to put together an attractive pairing. During 2013, Paul Senft reviewed Papa's Pilar Dark 24 Year Old, a Solera rum aged in American barrels and finished in Spanish Sherry barrels. I liked Paul's description about the coffee, cinnamon, vanilla and nutmeg notes. I knew this rum could go very well with a cigar, but which one?

During my last trip to Miami I was given a bottle as a gift. I knew right away I would use it in one of my pairings for 2014. I didn't want to wait too long to taste it, so I opened up the bottle right away, trying to get a better idea of which cigar to use. Most people who come across a rum like this one would assume that it is a good match for just about any cigar, but one must be careful, as it is not that easy!

The day before the pairing I decided to try the rum neat. It truly reminds me of coffee and vanilla a lot, with hints of dry figs and Sherry, making the cigar selection a tougher task. The following day I noticed that I had left my snifter,

A photograph showing a cigar at the top, a glass of rum with a large ice sphere in the middle, and coffee beans at the bottom. The background is white.

uncovered, on the table. The aroma of caramelized coffee was permeating the room. My thoughts turned immediately to a cigar I had received in Miami, so I turned to the humidor and took it out. It is a Lancero (7.5" in length, 41 ring gauge) from Arturo Fuente, one of my favorite brands. It is made with full Dominican Republic leaves and is not part of the standard Opus X line. It has a Maduro wrapper and a black band on top of the cedar casing.

To better match the cigar to the rum's tough character, I decided to add an ice sphere to my glass. Ice spheres, made with distilled water, do not melt as quickly as ice in typical cube form, preserving the flavor of the rum for a longer period of time. At this point I proceeded with the lighting of my cigar.

The beginning of the cigar was marvelous, perhaps the draw was a bit tight initially, but the pairing was almost perfect: the peppery and orange peel notes from the cigar were being matched perfectly with the rum.

Meanwhile, the rum continued to showcase its dominant notes of coffee, vanilla and a bit of cocoa, probably enhanced by the pairing with the maduro cigar and something I had hoped for when I envisioned the pairing.

Shortly thereafter, the cigar started burning evenly and its notes began to fade in with those from the rum. The ashes were evenly distributed and very white, a testament to the soil where the tobacco was cultivated and to the craftsmanship behind its fabrication.

As I approached the second third of the cigar, the nutmeg and coffee notes from the tobacco started to dominate the pairing. At this point I had to shift from drinking the rum with ice to drinking it straight,





Photograph @Cigarlli

in order to maintain the balance. Lancero cigars, regardless of their brand, will become more and more aggressive as you smoke them. For this reason this shape of cigars are not recommended for beginning smokers, but rather for “Lancero Lovers,” as they say on the boxes of Cohiba Lanceros.

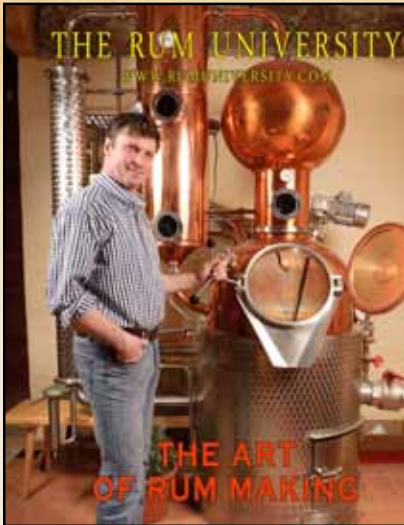
Switching to drinking the rum straight definitely helped, the aggressiveness of the cigar was kept in check with the even sweeter notes from the rum. This balance between bitter and sweet continued to work into the final third of the cigar.

It is possible some will think this was a simple pairing to make, others may suggest that this Arturo Fuente cigar should be smoked with something other than a rum, but I like to be defiant, to search for all the learning opportunities in this arduous quest for pairing perfection. I know perfection is not attainable, but it is good to look for it in everything we do in life.

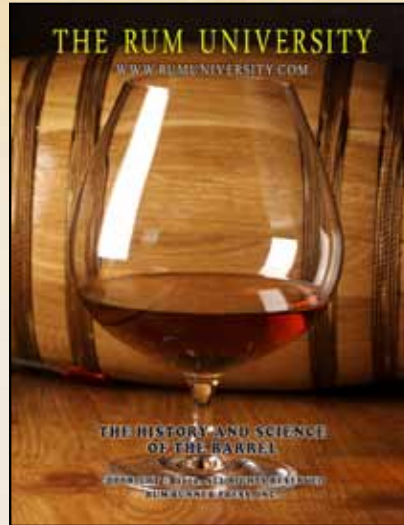
2014 will bring many pairing surprises, some more unusual than others, but all equally enticing. I wish you all much success in this new year, I promise you I will continue to bring you new ways to enjoy your cigars and rums.

Cheers,  
Philip Ili Barake  
Philip@GotRum.com

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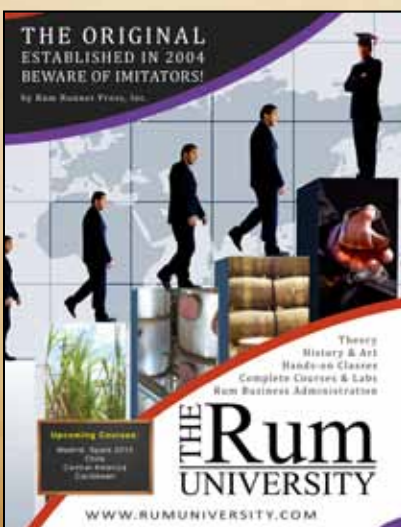
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of the Barrel (1 Day)



The Art of Rum Blending  
(2 Day)

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- The Business of Rum (5 Days, for current or future Craft Distillery Owners).
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