

Got Rum?™

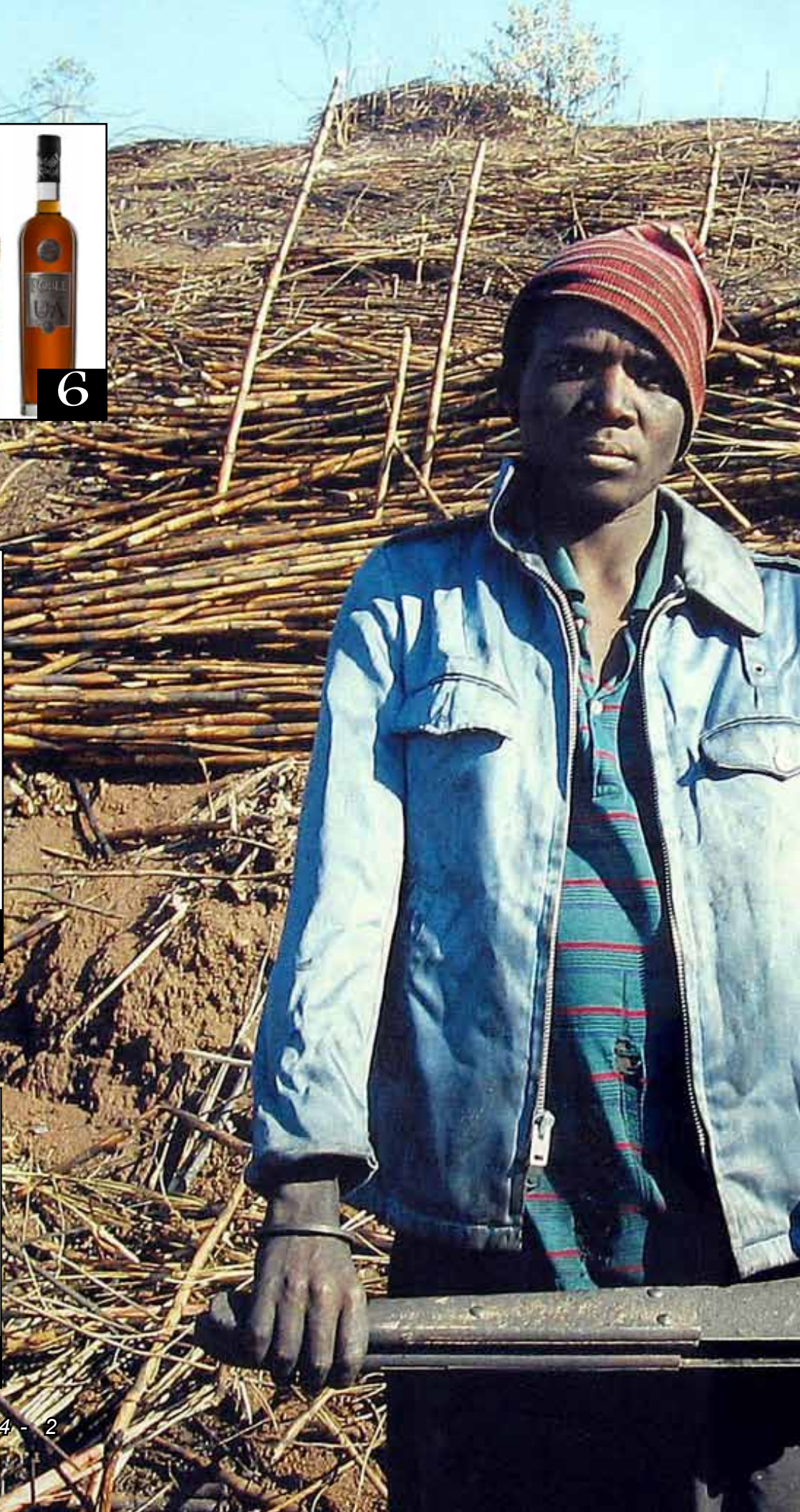
APRIL 2014

FROM THE GRASS TO YOUR GLASS!



ZULU Z RUM

**EXCLUSIVE INTERVIEW · ANGEL'S SHARE
· BARTENDER'S CORNER · RUM HISTORIAN ·
RUM IN THE NEWS · TOBACCO & RUM**



CONTENTS

APRIL 2014

- 5 FROM THE EDITOR - *The Quest for the Truth*
- 6-11 THE ANGEL'S SHARE - *Rum Reviews*
- 12-13 BARTENDER'S CORNER
- 14-15 THE RUM HISTORIAN
- 16-17 RUM IN THE NEWS
- 18 RUM LIBRARY
- 22-27 EXCLUSIVE INTERVIEW - *Mr. Clinton Wayne Wyness - Director, Zulu Rum*
- 28-30 PAIRING TOBACCO AND RUM



28



22

Got Rum?™

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ON THE COVER: Zwelethu Mthethwa Sugar Cane cutter Series untitled I 2003.

INSIDE COVER: Zwelethu Mthethwa Sugar Cane cutter Series untitled II 2003.

FROM THE EDITOR

The Quest for the Truth

How much truth do you want your food vendors (supermarkets, restaurants, bars, etc.) to disclose about the products they offer to sell you? If you are like most of us, you probably don't ask your waiter at the restaurant if the black peppercorns in the grinder are free of animal feces, insect parts, disease-causing bacteria and other foreign contaminants.

More than likely you don't ask either if the demineralized water used at your hotel is free from bacteria or other microorganisms or if their level is so low that it is deemed "safe for human consumption".

Have you ever asked if bird nests have been found inside the cellars aging your favorite wine or if rats have been seen roaming the floors of your favorite restaurant's kitchen?

You probably don't ask either if the food offered to you in your country is allowed to be sold in other countries with the same ingredients. The truth is that food companies often have to change their ingredients to comply with regulations that ban certain practices or ingredients in some countries but not in others.

But why am I asking all these uncomfortable questions? Recently I've been approached by individuals who clamor for "full disclosure" when it comes to the things that are formulated into their spirits, claiming a "right to know" and a desire to "act from a position of information."

While I fully understand those who think they want full disclosure, I also see that they don't go into restaurants asking for the recipes of the dishes served, or into water treatment plants demanding to see results showing 100% purity.



Breweries, wineries, distilleries and some food producers derive much of their mysticism from the notion of "secret recipes", terroir and specialized know-how that impart their products with added value not found elsewhere. Full disclosure, while innocuous-sounding, can also have the effect of standardizing mediocrity, creating a world where no one has an edge or even desires one.

In the quest for enlightenment one should always seek a balance between the practical, the reasonable and the ridiculous.

Cheers!

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 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!

Denizen Merchant Reserve Rum

April 2014 witnesses Citizen Spirits introducing the second spirit in the Denizen Rum line. Merchant Reserve is a blend of rums from Jamaica and Martinique. I found the idea a bit fascinating.

The Jamaican rums are a blend of Plummer pot stillled rums sourced from Worthy Park, Hampden, New Yarmouth, and Clarendon. It is my understanding that the largest portion of the aged rum comes from Worthy Park where slow working yeasts are used during the fermentation process to contribute the high ester flavors the blenders wanted to use in the rum. From Martinique, they use a rare molasses based component used in Rhum Grand Arome created at the Le Galion S.A.E.M distillery.

60% of the rum is aged in used American Oak Bourbon barrels for eight years and then all of the rums are blended to 86 proof.

Appearance/Presentation

The first thing that struck me was the purity of the amber of this rum. In the bottle it has the dark gold amber that we find in jewelry. In the glass the darkness lightens providing a more pure amber that I have seen glistening on the side of trees where the sap has leaked out. Agitating the glass creates a thick band that provides thin slow moving legs. A subtle green halo rings the liquid, confirming that the rum is barrel aged.

The 750 ml bottle has a short neck and is secured with a screw cap. The signature design of the labels is consistent with their first product. The front provides the basic information, while the back tells the story that inspired the rum along with the required legal details and bar code.

Nose

I found the aroma of this rum to have a unique flair about it. The esters of the pot still rums in the blend dominate; I detect orange peel, banana, black pepper, dried apricots and rounded out by an airy vanilla note.

Palate

When I sipped this rum, my first surprise was the buttery caramel note that enveloped my tongue. All of the fruit notes I detected in the aroma swirl across - especially the dried apricot. These are punctuated by a spicy heat that melts quickly accentuating the oak tannins in the liquid. As the rum starts to fade a light pineapple note comes out to play providing a lush fruity sweet note to the finish.

Review

When Citizen Spirits developed this product they consulted with cocktail historians in an effort to achieve a rum unique to the market. They wanted a product reminiscent of what Trader Vic would have used in his original Mai Tai blend which used both Jamaican and Martinique rums. For an eight year old blended rum this was a really enjoyable sipper that has the diversity to be a quality multi-use ingredient for any rum cocktail that requires an aged gold rum. Denizen Merchant Reserve is scheduled to launch in New York City and San Francisco with plans for expansion as other distributors reach agreements.

Monitor denizenrum.com for updates.



www.denizenrum.com

THE ANGEL'S SHARE

Kahakai Coconut Spiced Rum

This is the third rum I have reviewed from the Kahakai line. The first time I spotted the familiar Lono smiling from the shelves it was a pleasant surprise. To my knowledge this is only the second coconut spiced rum combination I have seen in the Georgia market.

Appearance/Presentation

The 750 ml bottle holds to the theme of other Kahakai products only with a light and dark orange color variant in the neck wrap and center label. The rum in the bottle has a golden caramel color that maintains its consistency in the glass.

Nose

This aroma begins with a strong punch of coconut balanced by the fireball cinnamon that I remembered from Kahakai Spiced rum. I detect a hint of caramel married with the immature alcohol along with a weak blend of baking spices.

Palate

The coconut and cinnamon from the aroma are front and center as I sip the rum. The rawness of the immature rum hits immediately followed by allspice and glycerol, then fades into a bitter chemical finish.

Review

Reviewing flavored rums neat is often not the fairest thing for a product. As a rule most are designed to be mixed and not imbibed in this manner. In this case, like so many others, the flavor combination and the way the rum comes together does not make a pleasant sipper. However, as soon as you mix it, this rum works. I tried it with some pineapple juice and discovered that the flavors played well together. Coca-Cola and almond milk proved interesting. So I encourage experimentation to discover how you will best enjoy this rum. Like the other Kahakai rums, this one is blended to 70 proof and at under 15 dollars a bottle is competitive with other flavored rums in the marketplace.



Wicked Dolphin Florida Spiced Rum

I discovered Wicked Dolphin Silver rum during the blind tasting at the 2013 Miami Rum Renaissance Festival. I was impressed with the rum and made a note to track it down at the event. Later in the year I had the pleasure of visiting their distillery and tasting room based in Cape Coral Florida. This company has a lot of positive things in the works and is definitely on my list of ones to watch. In 2014 they have rolled out a new spiced rum using locally grown Florida ingredients. It is currently available in locations across central and southern Florida. Check their website for availability.

Appearance/Presentation

I was happy to see they kept their distinctive award winning 750 ml bottle design for their second offering. The label was adapted from the original with plenty of gold and red highlights. Each bottle is labeled with the batch number and mine is from batch number 1. This copper rum has a nice solid orange hue in the bottle and in the glass. Swirling the glass reveals fast moving legs that cling to its side and take some time to dissipate.

Nose

Pouring the rum in the glass unleashes a tangy orange aroma that filled the air. It took the aroma a few minutes to settle, the orange note remained becoming the baseline, while honey, cinnamon, nutmeg, a light hint of anise tickled the nose.

Palate

Sipping the rum revealed a strong upfront hit of spices: anise, cinnamon and allspice followed by a light kiss of honey and orange across the tongue. After those flavors faded it was immediately followed by the caramel of the rum then faded in a lightly acidic finish.

Review

When the representatives of Wicked Dolphin first spoke of producing a spiced product they set out with the goal of making sure it tasted like nothing else in the market and had a signature Florida flair about it. I think this complex little tongue teaser achieved that goal for them. The flavor profile plays naturally with anything citrus based and is enjoyable with cola or lemon-lime soda. The orange note is a nice added nuance to any cocktail requiring spiced rums. If you happen to find yourself in a Florida store that carries Wicked Dolphin, I recommend taking a bottle home to enjoy.



www.wickeddolphin.com

THE ANGEL'S SHARE

Roble Viejo Ultra Añejo Rum

Roble Viejo Ultra Añejo rum is produced in the Valles del Tuy region of Venezuela by the Rums of the Caribbean company, with distribution handled by Oliveira House. Created by award winning master rum maker, Giorgio Melis, the rum is aged for nine years in used 220 liter American Oak Barrels. The product is then blended to 80 proof and bottled.

Appearance/Presentation

The dark caramel rum is housed in a squared based Chilean made bottle. The pewter and silver raised label helps give the bottle a distinctive look that distinguishes it from other designs on the shelf. "Roble" in Spanish means "oak" and the oak tree logo appears on the metal label in the upper center of the bottle, the water mark on the back, and on the cap. The off white back label provides brief details about the rum along with the required Venezuelan legal information.

The bottle is enclosed with a plastic cap holding a real cork. The black and silver neck wrap secures the cap to the bottle and descends halfway down the neck.

In the glass the rum maintains its dark hue and when I agitated the liquid I could clearly see the green halo around the edge of the liquid indicating this is an aged rum. The rum forms a solid ring around the glass with thick, quick moving legs that descend quickly down the side. The rings and legs cling to the side of the glass taking a few minutes to dissipate.

Nose

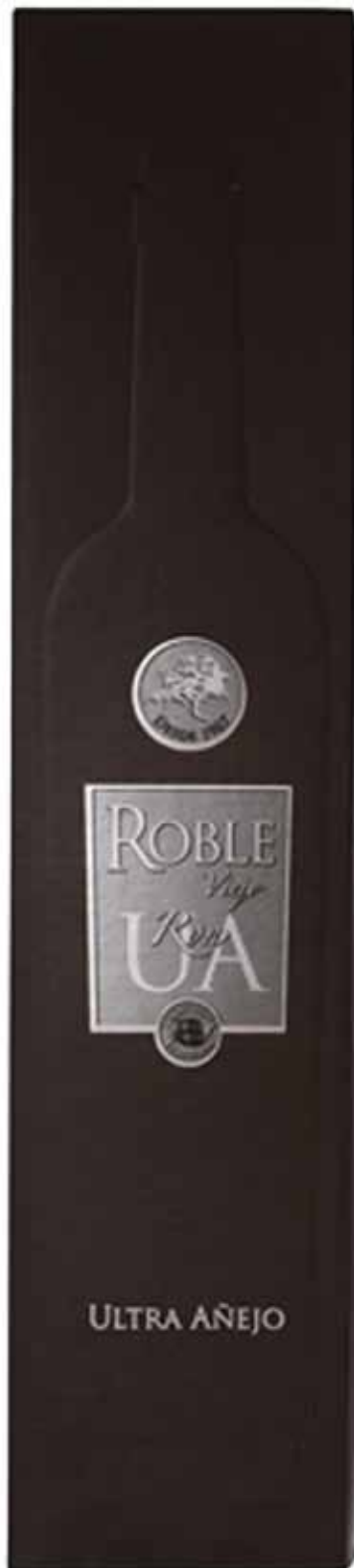
I poured the rum in the glass and a wash of oaky caramel emanated from it. I covered my snifter and let the rum's aroma settle. When I removed the cover I discovered a lovely blend of oak, dark coffee, sweet vanilla bean, caramel and the faintest whiff of char.

Palate

Sipping the rum reminded me briefly of one of my favorite coffee drinks: Caramel Macchiato. The coffee, caramel and vanilla notes swirl in a pleasant flavor fusion centered around a bitter-sweet dark cocoa core. The rum dances around the edge further focusing the enjoyable flavor and silky feel of the liquid. The finish is long with a slightly acidic charred oak note that fades with the bitter-sweet cocoa note.

Review

At tastings I often state that the aroma is the promise the rum is making to the tongue. I have noticed with some of my favorite rums the aroma and flavor are a closely matched set with the flavor accented with some extra nuances. Roble Viejo Ultra Añejo is one of those rums. I enjoyed this rum as a sipper and if it was more readily available I would experiment with it in some classic cocktail recipes. However at this time it is only being sold in one duty free shop at the Simon Bolivar International airport in Venezuela. If you happen upon this product in your travels I suggest picking it up for yourself or for the rum lover in your life.



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margaret@gotrums.com

Bartender's Corner

by Dr. Ron A. Ćejo



When 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. Ćejo

GUIDE ALICE
MT. BUFFALO

Early American Rum Cocktails - Part 4

What is a Knickerbocker?

The term "Knickerbockers" traces its origin to the Dutch settlers who came to the New World -and especially to what is now New York- in the 1600s.

Specifically, it refers to the style of pants the settlers wore...pants that rolled up just below the knees, which became known as "Knickerbockers", or "knickers".



photo: www.esquire.com

Early American Rum Cocktails #4: Knickerbocker

Ingredients:

- ½ Lime (or Lemon)
- 2 tsp. Raspberry Syrup
- 1 wine-glass Santa Cruz (St. Croix) Rum
- ½ tsp. Curacao

Directions:

Squeeze out the juice of the lime (or lemon) and put the rind and juice in a small bar glass. Cool with shaved ice. Shake well and ornament with berries in season. If this cocktail is not sweet enough, put in a little more raspberry syrup.

THE RUM HISTORIAN



My 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

A JOURNEY TO BARBADOS 2 – MUSEUMS, LIBRARY AND ARCHIVES

I went to Barbados also to study.

About 2 years ago, I formulated the hypothesis of the Dutch/Brazilian origin of rum which I described in my previous articles, by speculating on what Richard Ligon wrote.

But Ligon was not enough. So I read many other books about Barbados, the West Indies and rum trying to unearth further proof. And I have found plenty of leads, but they are clues rather than conclusive evidence.

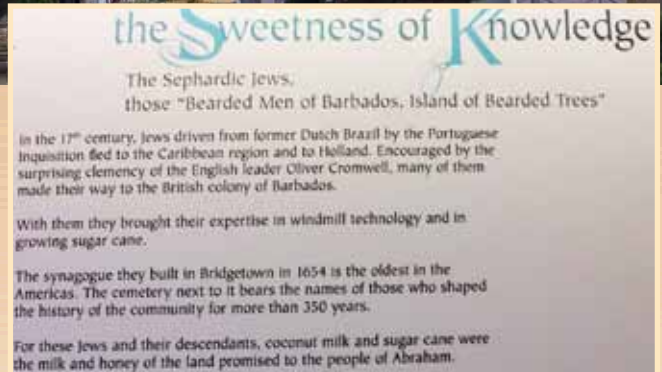
The thing is that very few have carried out real historical research on rum and no one, as far as I know, on its origin.

On the one hand, most of the books on rum are excellent books, but not scholarly publications, they are written by journalists and experts, not by professional historians.

On the other, there is plenty of solid historical research on sugar, on the colonization of the Americas, on the Atlantic economy, etc. Very little on rum. So, we must get to what interests us, rum and its origins, by studying books which mainly deal with something else.



In the space of an article I can't mention all the clues I have found. But you can trust me: (nearly) all the sources underline the importance of the Dutch and of Pernambuco in the English settlement of Barbados and later in the development and production of sugar. And rum was born as a by-product of sugar. But I would like to share with you some of the most intriguing ones, though.



“Some Dutch vessels, which were specially licensed by the court of Spain to trade to Brazil, landed in Barbados on their return to Europe, for the purpose of procuring refreshment. On their arrival in Zeeland they gave a flattery account of the island, which was communicated by a correspondent to Sir William Courteen, a merchant of London, who was at that time deeply engaged in the trade with the New World.” So writes Schomburk’s in his classic History of Barbados, published in London in 1847. It is worth remembering that Sir William Courteen is the merchant who promoted and financed the first English settlement in Barbados. And then: “It is asserted that previous to the revolution the Dutch possessed more interest in the island than the English, which they gained by their liberal spirit in commercial transactions.” The “revolution” is the Civil War which brought to power Oliver Cromwell and put an end to the friendly relations between Holland and England.

“The Dutch, their control of the sugar industry at Pernambuco threatened, proved the island’s salvation. They taught the Barbadians how to grow, harvest, and process sugarcane, loaned them the capital to build plantations, sold them the slaves to do the work, shipped the product across the Atlantic, and marketed it in the major European trading centers.” This is what Russell R. Menard, the well-known economic historian, wrote in 1993.

To sum up, in Barbados I found many clues that support my hypothesis, but not the final proof, not the real smoking gun. In order to unearth it, it would be necessary to work on the inventories, share purchase agreements, accounting records etc. of the sugar plantations in Brazil under Dutch occupation. But this is historical research for scholars, well beyond my possibilities.

And yet. And yet ...

In Barbados I also visited the Synagogue and the Jewish Cemetery and the adjoining Museum, solid evidences of the historic importance of Jews in the Caribbean. I also bought a little book, Monumental Inscriptions in the Jewish Synagogue at Bridgetown Barbados.

In the Introduction, among other things, we can read:

“[...] the founder of the Bridgetown Synagogue, Joseph Jessurum Mendes, alias Lewis Dias, was active in the Pernambuco (Recife) Synagogue from 1649 to 1652”... .

RUM IN THE NEWS

by Mike Kunetka



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MOUNT GAY REFINERY VS. MOUNT GAY DISTILLERIES LIMITED

There was some confusion recently when the media announced the closure of the Mount Gay Rum Refinery in St. Lucy, Barbados. However, in a statement, Raphael Grisoni, Managing Director of Mount Gay Distilleries Limited, noted that while it had a historical and supply relationship with The Rum Refinery of Mount Gay Limited, the entities were indeed separate. "The operations of Mount Gay Distilleries Ltd have not been affected by the recent events at the Rum Refinery of Mount Gay Limited and our production of Mount Gay Rum continues as normal" said Grisoni.

TOO MANY PIRATES: CAPTAIN MORGAN VS. ADMIRAL NELSON

Diageo, owner of the Captain Morgan line of rums, has filed suit in Canada against Heaven Hill Distilleries, claiming the packaging of the Admiral Nelson Rum is too similar to Captain Morgan. Diageo is taking this action to protect Captain Morgan's "legendary trade dress, label and trade mark."

Diageo said "Heaven Hill's use of blatantly confusing trade dress, including blatantly confusing historical characters, in connection with the sales of the Admiral Nelson rum brand is clearly intended to mimic the Captain Morgan brand, to trade upon the brand's goodwill and create consumer confusion."

AMERICAN CRAFT DISTILLERS ASSOCIATION ANNOUNCES RUM MEDAL WINNERS

The newly formed American Craft Distillers Association conducted their first Craft Spirits

Judging this Spring. The event was touted as the first major craft spirits competition to be conducted by craft distillers for craft distillers. This judging marks the beginning of a new era in craft spirits: a not-for-profit trade association bringing the highest levels of peer achievement to bear on the ever-increasing quality of American craft spirits.

This year's Bronze Medal winners in the Rum category were:

- Ballast Point Brewing and Spirits for their Three Sheets Barrel Aged Rum
- Louisiana Spirits Distillery for their Silver Bayou Rum
- R. I. Seale, Real McCoy Spirits for their Real McCoy 5 Year
- Stein Distillery for their Stein Distillery Dark Rye Aged Rum
- Square One Brewery & Distillery for their Island Time Rum
- Treaty Oak Distilling Co. for their Treaty Oak Barrel Reserve Rum

A Silver Medal was awarded to Louisiana Spirits Distillery for their Spiced Bayou Rum

There were no Gold Medals awarded to rums.

RUM ORIGENES 8

Look for an eight year old expression in Rum Master Francisco Fernandez's Don Pancho's Origenes rum line later in the year. While Don Pancho has produced luxury rums for other clients for years, it is only in the last year that he believed the quality of his aged rums merited putting his own name on them.

Renowned for his exacting standards in crafting fine aged rums, Don Pancho dates

These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send an email to Mike@gotrum.com. Mike Kunetka is a landlocked rum enthusiast, he is based in Colorado, USA and is our newest contributor.

his rums by the age of the youngest rum in the blend, and he personally selects each barrel from his own prized collection, collected over many years.

MONTANYA DISTILLERS

At the recent American Craft Distillers Association Convention in Denver, Karen Hoskins, President of Montanya Distillers, discussed plans to release a third rum to their collection. This añejo-styled spirit will be a longer-aged dark rum, finished in a different style barrel from their Platino and Oro.

Although she wouldn't say what kind of barrel, Karen did say *"As ever, we are a rum company. We are excited about a new expression of that passion."* Montanya was awarded 2013 Craft Distillery of the Year by the American Distilling Institute.

LOST SPIRITS DISTILLERY NAVY STYLE RUM

Bryan Davis is a master at using authentic fermentation and distilling techniques. His absinthe and whiskeys have won numerous awards and now he is making rum. And what a rum it is. Made from Grade A molasses and evaporated sugar cane juice, Bryan then adds a tropical fruit dunder of overripe bananas.

"A carefully made dunder can yield more carboxylic acid than many years in a barrel. In my case, the overripe bananas are a critical component of the yeast starter" says Bryan. This high-ester rum marries the best of traditional Jamaican and Guyanese rum styles, but it is made in California.

BEACHBUM BERRY'S POTIONS OF THE CARIBBEAN

The grand-master of Tiki drinks is back. His latest effort, Potions of the Caribbean: 500 Years of Tropical Drinks and the People Behind Them strains five centuries of fascinating history through a cocktail

shaker, serving up 77 vintage Caribbean drink recipes — 16 of them "lost" recipes that have never before been published anywhere in any form, and another 19 that have never been published in book form.

Even more delicious are the stories of the people who created, or served, or simply drank these drinks. As "a hybrid of street-smart gumshoe, anthropologist and mixologist" (The Los Angeles Times) and "the Indiana Jones of Tiki drinks" (The New York Times), the Beachbum is uniquely qualified to tell this epic story-with-recipes, lavishly illustrated with vintage graphics and rare historical photos.

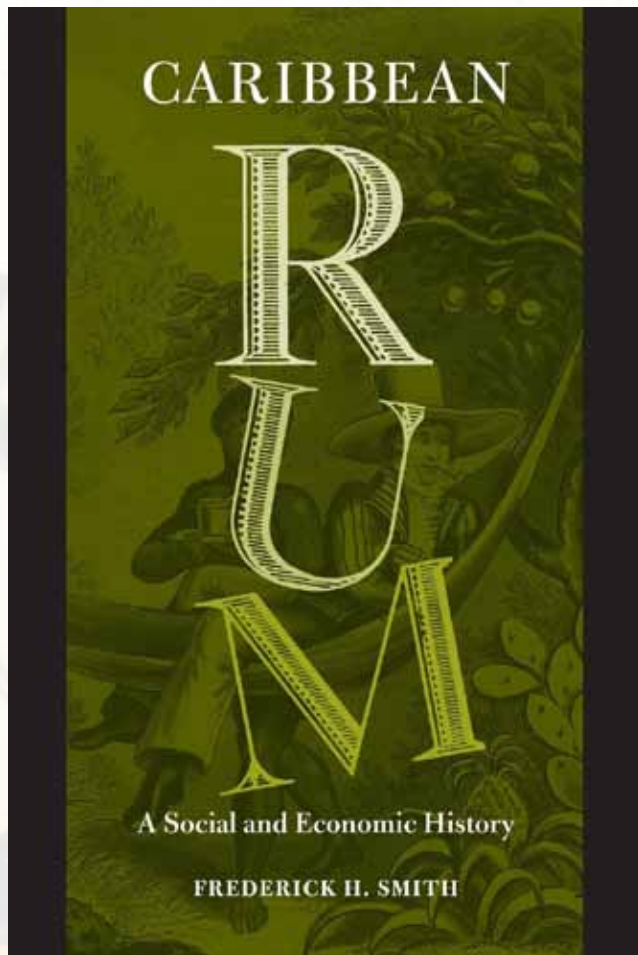
GREAT LAKES DISTILLERY'S ROARING DAN'S RUM

The folks at Great Lakes have now added a rum to their collection of spirits. Roaring Dan's Rum is a hand crafted, small batch rum made from Grade A molasses. After the initial distillation, the rum is then macerated with 100% pure Wisconsin Maple Syrup and distilled again. Aging is done in both new charred American Oak and used Bourbon barrels and then bottled at 90 proof to provide a rum with big flavor.

GREENBAR DISTILLERY ORGANIC SPIRITS

"Organic Spirits taste better because organic ingredients taste better!" Such is the mantra for the folks at Greenbar. They describe their Crusoe Organic Rum as the combination of Caribbean type molasses and California Style fermentation. Their Spiced version includes whole cinnamon, clove, nutmeg, allspice, vanilla, orange zest, osthmanthus flower and molasses. Their Fruitlab liqueurs are great mixers and are created by macerating fresh, whole ingredients in rum for 3 to 4 weeks to capture the aroma, color and flavor. They currently have four varieties: Ginger, Hibiscus, Jasmine and Orange.

RUM LIBRARY



As I wrote in my column “The Rum Historian” in this issue of *Got Rum?*, there is very little scholarly research on rum. However, when some years ago I began to approach the rum world, I had the good luck to come across one of these rare works: *Caribbean Rum. A Social and Economic History* by Prof. Frederick H. Smith.

Published in 2005 by the University Press of Florida, the book brings together years of historical and anthropological studies on rum and its role in the history of the Caribbean, and it is also the outcome of archaeological excavations carried out by the author himself and other scholars.

This book is a multidisciplinary work in which History, Anthropology and Archaeology come together in order to tell us how a new beverage, of low-quality, and very cheap, has managed to be one of the distinctive

features that the popular culture of the Caribbean islands have in common. Many things have struck me, but I would like to mention two in particular.

First of all, the use of Archaeology to investigate modern and contemporary history. For me, as for many in Italy, Archaeology was a discipline necessary to understand the ancient world, the Middle Age at the very most, certainly not such recent times. But, in fact, it works also for the centuries between XVII and XIX.

Secondly, I found it extremely interesting when Smith reflects upon the reasons that led the French and English colonists to produce locally alcoholic beverages and consume rum in huge quantity. His answer, in a nutshell, is that the very large consumption of alcohol was the colonists’ response to a new, hard, very dangerous environment, a form of escapism.

However, starting from the local dimension, the book widens its scope to encompass the whole Atlantic world and its complex economic, political and human saga. And the modern diffusion of rum all over the world.

Personally, I owe a lot to this book. It made me know Richard Ligon, it introduced me to the complex world of the Caribbean, it provided me with a boundless bibliography and, most of all, it made me think.

“... evidence indicates that the British island of Barbados and the French island of Martinique were the cradles, if not the birthplaces, of Caribbean Rum.” This sentence, written almost at the beginning of the book, struck me immediately, it entered my head, and my mind started revolving around it. This sentence is what got me started on my quest on the origins of rum.

To sum up, I would strongly recommend this book to all rum lovers. Also because, as well as being a scholar of the highest repute, Smith can write very well and is a talented story-teller.

Marco Pierini, Rum Historian
Marco@GotRum.com

A bottle of rum is the central focus, partially buried in a rocky, dark landscape. A light-colored ribbon is wrapped around the bottle, with the text 'THE RUM THAT CHANGES EVERYTHING' printed on it. The background shows a dark, mountainous terrain under a cloudy sky.

THE RUM

THAT CHANGES

EVERYTHING

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

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“ISO Certifications are necessary in the rum industry. But they only guarantee that companies have good management and administrative practices, they do not guarantee that the rum produced by them is of the highest quality possible.

Our certification programs go beyond ISO, by ensuring that consumers are protected, getting what they expect and deserve.”

Javier Herrera, Director

**For more information, please contact: Mr. Javier Herrera
info@congresodelron.com or +34 665138996**



We would like to congratulate Complejo Industrial Licorero del Centro (Ron Ocumare) 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
info@congresodelron.com or +34 665138996

EXCLUSIVE INTERVIEW



Clinton Wyness (L) and Wayne Oliver (R)
Photographer: Brandon Wyness

ZULU RUM

Interview by Margaret Ayala



Q: What is your full name, title, company name and company location?

Clinton Wayne Wyness , Director. North Shore Trading, Durban North, Durban, KwaZulu-Natal, South Africa

Q: What inspired you to get started in the rum industry?

The first locally produced Rum from the sugar cane in KwaZulu-Natal. Zulu Rum was first thought of by me in 1999 when I was a regional sales manager in KwaZulu-Natal (KZN), South Africa selling bicycles. While travelling all around KZN and seeing all the sugar cane around the province I thought it strange that KZN does not have its own Rum as in most other sugar producing areas, such as Mauritius, Caribbean and Bundaberg Australia.

I started going to talk to people I knew for support, but no one shared my same passion to start local Rum. One day I mentioned it to a close friend, Wayne Oliver, now partner in Zulu Rum. He supported it right from the beginning and made all his staff and office equipment available for the research to start Zulu Rum. So began the story of Zulu Rum.

Q: When I think of South Africa, rum is not the first thing that comes to mind, when did sugarcane get introduced in your country and by whom?

In 1848 the first sugar cultivars were imported from Mauritius, and proved to be so successful that the first mill was built on the Compensation flats in 1850, and in 1852 the Jane Morice sailed into the bay with a cargo of 15,000 cane tops from Mauritius.

Following protracted negotiations between the Natal Government and the Colonial Secretary, the Natal Parliament passed the Coolie Law No 14 of 1859. This made it possible for the Colony to recruit Indian laborers who could be brought out to South Africa under a five-year contract of indenture.

On 17 November 1860, the first contingent of 341 laborers from India to find employment as indentured workers on Natal's cane-fields, entered the bay aboard the SS Truro.

The Phoenix Settlement, established by Mahatma Gandhi in 1904, is situated on the north-western edge of Inanda, some 20 kilometers north of Durban. Sita Gandhi writes "my grandfather's farm ... was fifteen miles away from the city, and in those days around us were plantations of sugar cane fields..."

Q: How much of the sugarcane production is destined for local vs. export markets?

The R12 billion South African sugar industry is cost-competitive, consistently ranking in the top 15 out of approximately 120 sugar producing countries worldwide. Stretching across two provinces of South Africa, namely Mpumalanga and KwaZulu-Natal, the sugar industry makes a positive difference to the lives of more than a million people and is a catalyst to economic growth and development.

Sugarcane is grown by approximately 24 000 registered sugarcane growers farming predominantly in KwaZulu-Natal with substantial operations in Mpumalanga, and some sugarcane production in the Eastern Cape. Sugar is manufactured by six milling companies with 14 sugar mills operating in the cane-growing regions. The industry produces an average of 2,2 million tons of sugar per season. About 75% of this sugar on average is marketed in the Southern African Customs Union (SACU). The remainder is exported to markets in Africa, Asia and the USA.

There is also direct and indirect employment through numerous support industries in the provinces where sugarcane is grown and processed. The sugar industry creates approximately 79 000 direct jobs, which represents over 11% of the total agricultural workforce in South Africa. In addition there are the registered cane growers supplying cane for processing to sugar mills. Indirect employment is estimated at 350 000 jobs. Approximately one million people or 2% of South Africa's population depend on the sugar industry for a living.

Q: Who is behind the production of your rums (who is your distiller and/or blender)? What is his/her history and experience (where did that person learn the craft)?

Greenpoint Alcohols based in Durban SA.

Distiller has been in the Liquor Industry since 1988, specializing in production with the likes of Stellenbosch Farmers Winery (now Distell) and Diageo, before opening up Greenpoint Alcohols in 2005.

Whilst with Diageo, covered an overseas assignment for Diageo in Mauritius where he headed up Operations. It was here that the interest in Rum was conceived what with the popular brand of Green Island Rum, for which the Island is well known.

Greenpoint has both pot stills and columns on sight which are used in the production of Zulu Rum.

Q: What products do you currently distill? (List each one along with a description).

The Rum is available in three smooth varieties. We can state smooth as the test results that it had to go through to get passed by the Government Agriculture Department in Stellenbosch showed it to be one of the smoothest rums to be tested in their laboratories. We have also been told this on numerous other occasions at different shows and tastings we have attended.

Zulu Rum: a clear White rum, light in flavour. Great to use in cocktails and particularly suited for mixing with fruit juices, it has really brought life to cocktails in the KZN region.

Zulu Impi Rum: a Dark Rum with a woody flavour for those who prefer the more traditional rum and cola it is also doing very well in some local mixes such as ginger beer and called the Dark and stormy.

Q: Has the production of your rums helped create new jobs in KwaZulu-Natal? At your bottling facility, are you mainly labeling and sealing the bottles by hand or are you using an automatic machine?

Yes we are creating jobs as we grow in the market and all the labels are put on by hand. Also the packing into boxes is also done by manual labor.

Q: How well have your rums been received by consumers in and outside South Africa?

We have been received fantastically well in South Africa and even though we are only in the province of KwaZulu-Natal so far we have consumers flying down from Johannesburg and buying stock to take back with them. We have also had lots of queries from the rest of South Africa and from USA and Australia. We are also currently in talks with Russia, China and Singapore.

Q: What countries are you currently selling your rums in?

So far we are only in Kwazulu-Natal Province, one of nine provinces of South Africa, but will be launching into the other 8 provinces during this year. We will also be in Mozambique by the time this interview goes to print.

Q: Prior to your rums, what was the main spirit being consumed in South Africa? Who are your main competitors (local or foreign)?

Brandy is the main spirit in South Africa and our main competitors are foreign rums in dark and white categories as we are the only local rum.

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Q: What does “Impi” mean?

Impi is a word from the Zulu tribe for any armed body of men. However, in English it is often used to refer to a Zulu regiment, which is called an ibutho in Zulu.

Q: Is there something unique about your rums?

The Zulu Range of Rums have a uniqueness of being very smooth on the pallet and also of course being the first local rum in kwaZulu-Natal.

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

We will be launching Zulu Gold Rum in the near future: gold in colour with a raisin flavour that mixes well with cola or lemonade and is also to the same smooth Standards typical of the Zulu Rum range.

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

One of our greatest challenges was getting all of the legal paperwork in place and then getting the products tested and passed by the government agencies before we could even begin to start marketing. The next challenge was to break into a market that was only accustomed to imported rums and having no local rums in the market was a big mind set change for the public and still is as we roll out over South Africa.

Q: Luis and I had the pleasure of meeting you and your team at “Show Rum Italian Rum Festival” in Rome last year in October. What has happened since? Any rum events you plan on attending this year?

It was a great pleasure meeting you and Luis in Rome last year and yes lots has changed since then. We have grown to 117 outlets within KZN and we are adding new ones weekly. We have also been approached by group stores and will soon be launching nationally with them.

ZULU RUM

Zulu Rum will be represented at the Rum Festival in Paris on the 6th and 7th of April, but unfortunately without Wayne Oliver or I in attendance.

We do intend to be at the London rum festival in October 2014.

Q: Who has helped you come up with Zulu rum cocktails? What is your favorite cocktail and why?

We have had the International Hotel School of South Africa prepare and create some fantastic cocktails for the Zulu Rum range.

One of my favorites is called the Mnguni Cow which is named after a cow found in Zululand. The contents is 2 x tots of Zulu Impi Rum shaken with Amarula and crushed ice into a Sour Glass which is laced with Nachtmusik. It really brings out the smoothness in the Zulu Impi Rum.

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 reach me by Email: cwyness@zulum.com or at Zulu Rum on Facebook or Twitter.

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

Yes, I would like to say that since getting involved with producing rum we have discovered how small the world really is and that all rum drinkers are proud of what they drink.

United we stand!



PAIRING TOBACCO & RUM



My 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).

Cocktail Revolution

During the past couple of weeks I've had to attend a number of events for my employer, and at all of them there were cocktails that stole the show. For today's pairing I've selected two of these cocktails.

The first one is a classic Whisky cocktail that can be easily adapted to use Rum is the Old Fashioned. When made with Zacapa 23 it becomes a Zacapa Old Fashioned. When prepared well, one can leave aside the orange juice, often the pineapple juice as well, balancing it instead with the fresh notes from the orange peel. When prepared well, all it takes is one sip to change one's perception of mixology. Of course it doesn't hurt that Zacapa is also in the background, setting forth its rich oak barrel notes.

The second classic cocktail, one which has been around for over 100 years is the Manhattan, originally prepared with a Rye Whiskey and made famous during prohibition using Canadian Whisky. But of all its variants we are only concerned with one: the rum



variant. When prepared with rum, the classic drink becomes a Cuban Manhattan or a Captain Manhattan. But which rum should one use? For our experiment we'll create a Demerara Manhattan, since we will be using El Dorado Single Barrel EHP, which contributes the unique character of its pot-still alcohols to the drink, especially when it is garnished with a maraschino cherry.

Now that we have our two cocktails selected, each one made with a different rum, all that is left is to find a cigar to conduct the pairing.

Just like we did when we did the coffee and cigar pairing, in order to have the best results when dealing with mixed drinks, we should be reaching out for a short cigar, one that will allow us to enjoy the drinks promptly and at their best temperature, while allowing the cigar to showcase its tobaccos fairly quickly as well. For today's pairing I've selected H. Upmann's Half Corona, 44 ring and 90mm in length, with a smoking time of around 20 minutes, ideal for one or, in our case, two classic rum cocktails!

The Half Corona was released in boxes of 25 cigars in 2011, it was another addition to the list of "short smoke" options that have grown in popularity in recent years, due to the strict regulations and permits surrounding cigar smoking. I could not imagine smoking a Julieta N. 2, with over an hour of smoking time, accompanied by several cocktails, as it would defeat the purpose of this pairing (but is not necessarily a bad idea).

The cigar comes across as being very fresh, with pronounced notes of humidity, probably due to how young the tobacco is (mine came from a 5-unit pack just recently released into the market).

I was conducting the pairing with both cocktails and the cigar at the event, quite a sight if you could imagine it. It reminded me of how we





wrapped up last year for “Got Rum?”, smoking on the beach in Grenada. It was obvious my life was headed in the right direction.

I must admit that both variants from the classic cocktails (using rum instead of Whiskey) produce unique results. I would even dare say that, under certain circumstances, the results are better than the original drinks. This was one such circumstance: I was overwhelmed by how well the Demerara Manhattan paired with the second third of the cigar; it was truly a pairing destined to become a classic, one which I blindly recommend to any smoking lounge. I liked both cocktails because they don’t alter the essence of the rum used in their preparations and I am happy to recommend them as such.

To wrap up the night, and thinking about all the ladies who enjoy Cosmopolitans, I ordered one from the bar. Not one made with rum, but the classic one instead.

¡Viva la revolución!

Cheers,

Philip Ili Barake
Philip@gotrum.com



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