

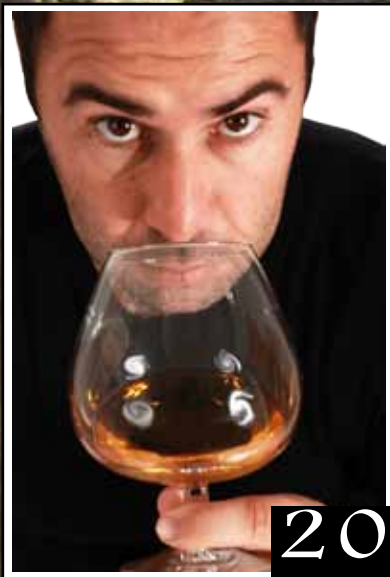
# Got Rum?™

AUGUST 2014

FROM THE GRASS TO YOUR GLASS!



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



# CONTENTS

AUGUST 2014

5	FROM THE EDITOR - <i>Penny Wise and Pound Foolish</i>
6-9	THE ANGEL'S SHARE - <i>Rum Reviews</i>
10-11	COCONUTS - Facts about Coconuts
14-15	COCONUTS - Recipe
16-19	RUM UNIVERSITY
20	BARTENDER'S CORNER
21	RUM EVENT
22-23	THE RUM HISTORIAN
24-25	RUM IN THE NEWS
26-31	EXCLUSIVE INTERVIEW - <i>Mr. Donald Michael Booth, Master Blender/Distiller, Blue Chair Bay</i>
32-35	PAIRING TOBACCO AND RUM



# Got Rum?™

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

Tel/Fax +1 (855) RUM-TIPS  
© 2014 by Rum Runner Press, Inc.  
All rights reserved.

## August 2014

Editor and Publisher:	<a href="mailto:luis@gotrums.com">luis@gotrums.com</a>
Executive Editor:	<a href="mailto:margaret@gotrums.com">margaret@gotrums.com</a>
Tobacco and Rum:	<a href="mailto:philip@gotrums.com">philip@gotrums.com</a>
Angel's Share:	<a href="mailto:paul@gotrums.com">paul@gotrums.com</a>
Rum Historian:	<a href="mailto:marco@gotrums.com">marco@gotrums.com</a>
Rum in the News:	<a href="mailto:mike@gotrums.com">mike@gotrums.com</a>
Advertising Services:	<a href="mailto:ads@gotrums.com">ads@gotrums.com</a>
Webmaster:	<a href="mailto:web@gotrums.com">web@gotrums.com</a>
Director of Photography:	<a href="mailto:art@gotrums.com">art@gotrums.com</a>

If you would like to submit news or press releases, please forward them to:

[news@gotrums.com](mailto:news@gotrums.com)

You can download the free electronic version of this magazine, or purchase the printed version at:

**[WWW.GOTRUM.COM](http://WWW.GOTRUM.COM)**



The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.



[facebook.com/GotRum](http://facebook.com/GotRum)

follow us on  
**twitter**

**@Got\_Rum**

ON THE COVER: Refreshing Coconut on the Beach.

INSIDE COVER: Beware of the falling coconuts,  
photograph by Luis Ayala.

## FROM THE EDITOR

### Penny Wise and Pound Foolish

As we enter into the second half of 2014, we are happy to see that more and more craft distillers are realizing the importance of proper training from the very early stages of their businesses. A couple of years ago, the prevailing attitudes among most would be craft distillers -as it related to education- were either arrogance (“I don’t need training”) or simply dismissiveness (“I will learn as I go” or “I will attend a class later if I have time”). Many have not survived their first year or two in the business; others are struggling to make the business work, even if it means getting part-time jobs elsewhere to help pay the bills.

While training alone cannot compensate for a lack of proper funding, training can make whatever funding is available go a longer way. If you wanted to be a pilot, would you buy the plane and refuse to take flying lessons because you thought they were expensive? This is a question we often ask entrepreneurs who mention an interest in getting into the distilling business. Purchasing a still only to “learn as you go” is an open invitation to “crash land” in several ways:

- You could cause an explosion, injuring yourself, your employees and/or loved ones
- You could poison unsuspecting consumers, causing illness or death
- You could do damage to the environment
- You could lose all your investment, causing you to move in with your parents, relatives or friends
- In doing any of the above, you could give a bad name to an industry that already gets too much negative attention

So why forego training and education? Here are some of the most common answers we’ve heard:

- Some entrepreneurs are fed up with 9 to 5 jobs and are looking into craft distilling as an opportunity to do something they sense as being adventurous and artistic
- Others come from families historically involved in some phase of legal or illicit alcohol production and feel that distilling “runs in their veins”
- Others simply believe that they can sell whatever distilled spirits they produce, quite profitably, and live a life of luxury and relaxation while doing so



Regardless of the above answer, the reality of craft distilling is that it is a tough, tedious, meticulous business that demands long hours and that gives little recognition early on. And bottling the finished product is only 10% of the race! The remaining 90% involves product commercialization and is more directly-responsible for a brand’s success than most people imagine.

Know the pitfalls of the journey before you undertake it. If you decide to move forward, hire a knowledgeable guide (trainer) and your chances for success will be much higher from the first step.

Properly planned and executed, distilling CAN be a rewarding profession, both from a satisfaction and a financial perspective.

To your success and happiness!

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!

## Koloa Kaua'i Coconut Rum

**K**oloa Rum Company began producing its rums in the Fall of 2009. Using native tall sugar cane grown on the island of Kaua'i, they use a 1210 gallon copper pot still to create their rums.

Each product is twice distilled, blended and bottled on site. Their distillery and bottling facility is housed in Kalaheo and produces both Koloa's Hawaiian rum and Kukui brand fruit products.

For more information about the history of the company and its product lines visit [www.koloarum.com](http://www.koloarum.com).

### Appearance/Presentation

The rum is delivered in the standard 750 ml Koloa tall bottle. The neck is easy to handle and the white and green label balances well with the white plastic screw cap. The neck label has a sketch of the islands of Hawaii and the front label has a finely sketched drawing of their tasting room on Kaua'i.

The rum at first glance appears clear; agitate the liquid and you will find tiny particles suspended in it. This gives me hope that I am looking at tiny bits of coconut.

### **Nose**

I open the bottle and pour an ounce into the tasting glass. Braced for a swell of sugar I am happy when it is not present. Sniffing the glass, I detect a light earthy tone along with what smells like fresh cut coconut meat. Pretty simple and straight forward; I am happy that nothing smells artificial about it.

### **Palate**

Sipping reveals an interesting dry burn up front that quickly leads to a balance of coconut and rock candy. As this settles I discover a light fruit note that leads to a light organic bitter note which fades with the finish. Subsequent sips showcase the coconut and balance it with the organic notes of the rum.

### **Review**

When it comes to flavored rums I always ask myself what was the company's intent and did they achieve it? In the case of Koloa Coconut rum the answer is a resounding yes. Overall a well balanced product and a new favorite in the Coconut category, this was a pleasant surprise, that is worth seeking in the stores.



www.koloarum.com

# THE ANGEL'S SHARE

## Kuknat Coconut Rum

One of the fun things about traveling the Caribbean and Central America is that each of the countries have different products that they specialize in.

When we were preparing for our first visit to Belize I looked into what items were recommended souvenirs. Travellers One Barrel rum, carved wood, and Kuknat Coconut rum were the three most mentioned items, so when we visited the Travellers Distillery we made sure to pick a bottle up to take home.

### Appearance/Presentation

The frosted white 750ml bottle is the only bottle in the Travellers line to have this treatment. The label is colorful and stands out against the white bottle. The bottle's gold screw cap is secured by a white security strip with the word "Travellers" on it. The back label provides a marketing statement for the company and the rum.

The liquid is crystal clear that produced really thick legs after I swirled the rum. These legs zip down the glass leaving an equally thick ring clinging to the side of the glass.

### Nose

When I first poured the rum it initially released a burst of higher alcohol vapors that carried a pleasant earthy oak note. I let the glass breathe and

coconut aroma really came out to play. It balances nicely in counterpoint with the oaky base and left me intrigued to try my first sip.

### Palate

That sip was actually full of surprises. The character of this 70 proof rum is really allowed to come out and play. Like the aroma the smoky, cinnamon laden oak takes the baseline, while the coconut takes the high. The rum is also a bit thicker on the tongue than expected. Doing a little research I discovered they use essence of Coconut to flavor the rum. This may be the reason for the thicker slightly oily mouth feel, it in no way detracts from the flavor, just provides another level to the experience.

As I took additional sips a nutty toasted almond note joins the base oak flavor. Toward the finish I experienced a quick bite of alcohol playing across the back of the tongue. As it fades so does the flavor of the rum in a short, coconut sweet finish.

### Review

I now understand why this rum made so many "must purchase" lists for Belize souvenirs. There is currently nothing quite like it in the North American market which makes it a fun and unique experience for me. So if you find yourself enjoying the beautiful country of Belize and want to take some of their rums home; I would recommend picking up a bottle of One Barrel and a bottle of Kuknat as remembrances of your travels.





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

Would you like to see your rum reviewed here?

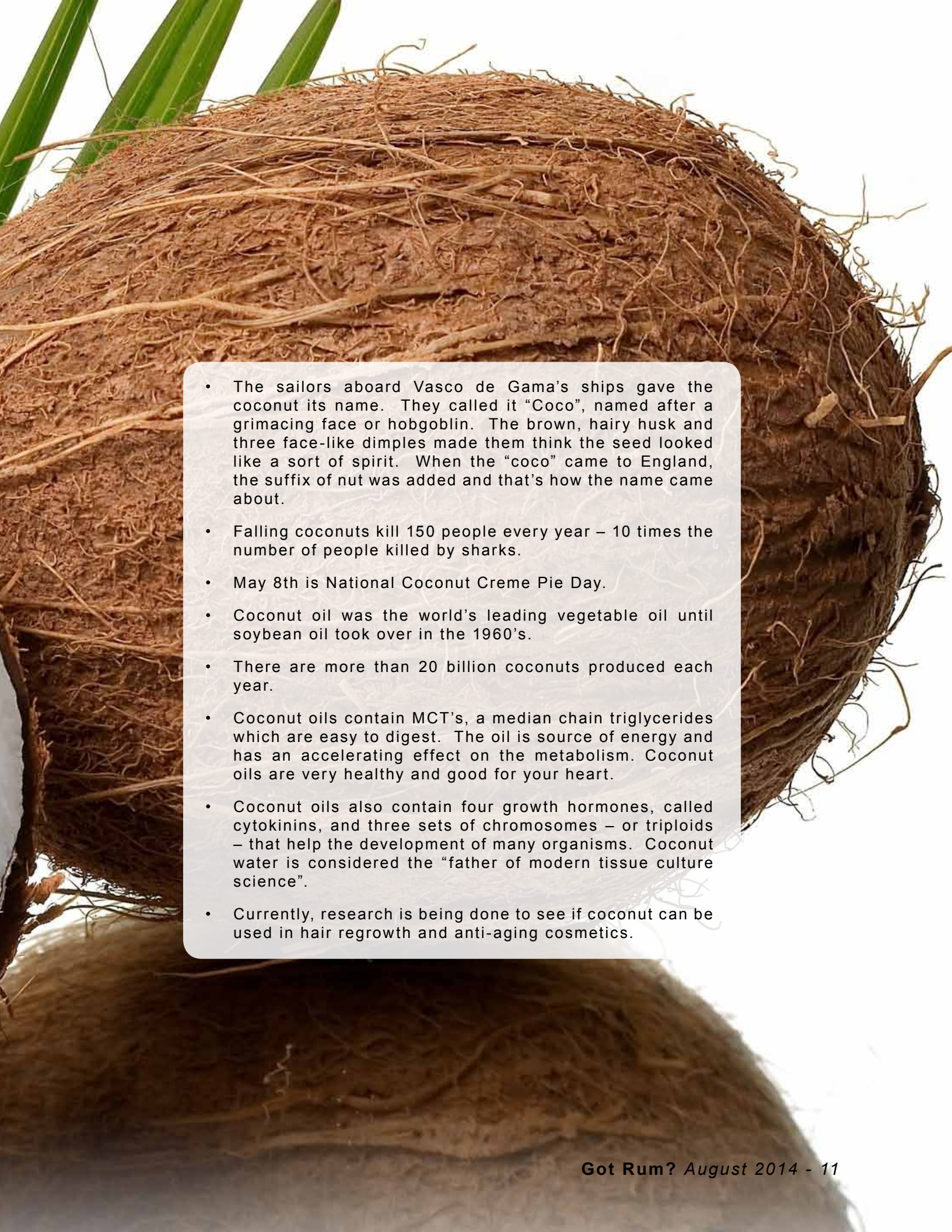
We don't charge fees to review rums, you don't even have to advertise, so what are you waiting for???

For more information, please send an email to: [margaret@gotrums.com](mailto:margaret@gotrums.com)

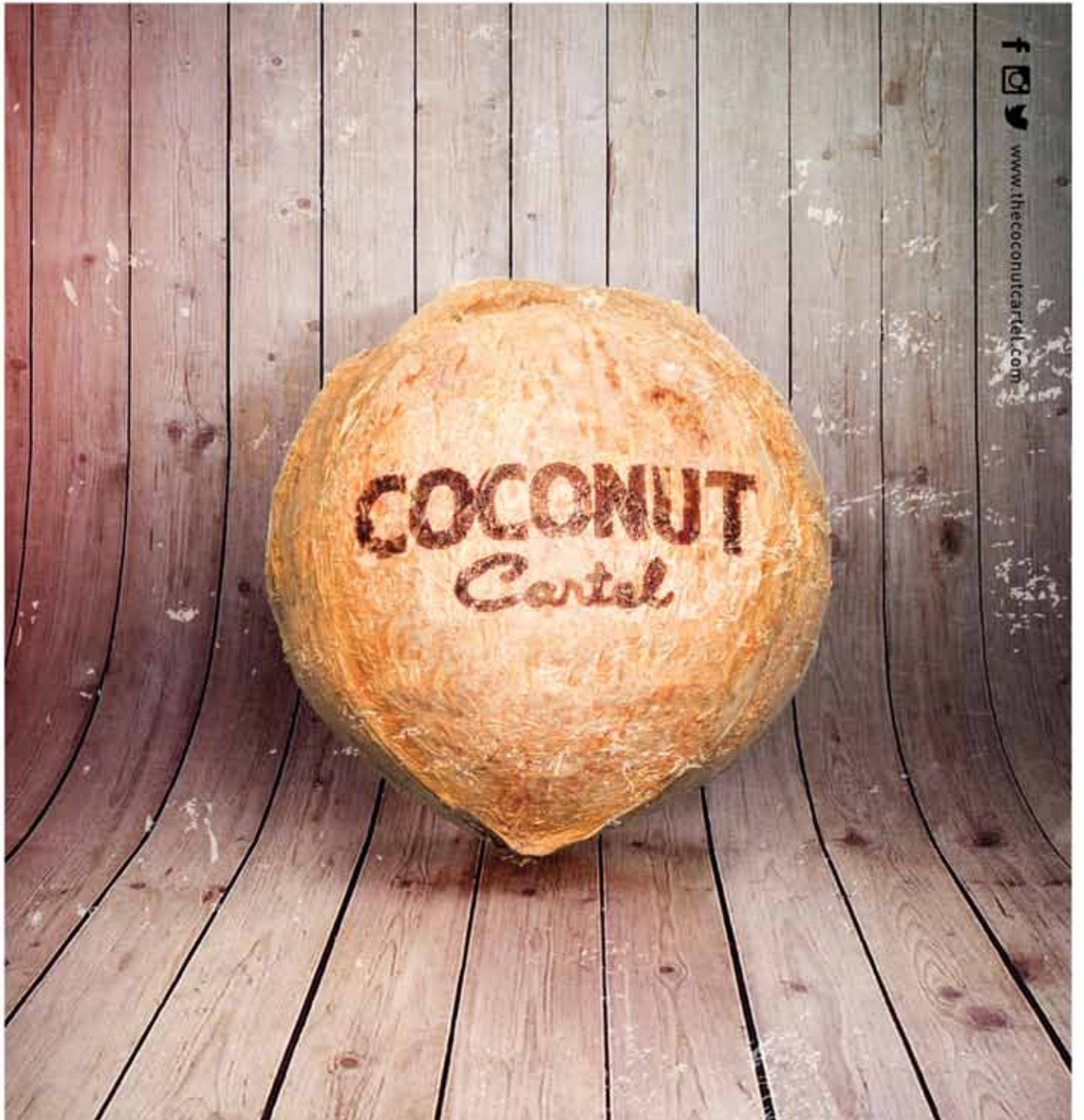


## Did you know that...

- Every bit of the coconut is used. As a result, coconuts are called the “Tree of Life” and can produce drink, fiber, food, fuel, utensils, musical instruments, and much more.
- When intra-venous (IV) solution was in short supply, doctors during World War II and Vietnam used coconut water in substitution of IV solutions.
- Botanically, the coconut palm is not a tree since there is no bark, no branches, or secondary growth. A coconut palm is a woody perennial monocotyledon with the trunk being the stem.
- Possibly the oldest reference is from Cosmas, a 5th century AD Egyptian traveler. He wrote about the “Indian nut” or “nut of India” after visiting India and Ceylon, Some scholars believe Cosmas was describing a coconut.
- Soleyman, an Arab merchant, visited China in the 9th century and describes the use of coir fiber and toddy made from coconuts.
- In 16th century, Sir Francis Drake called coconut “nargils”, which was the common term used until the 1700’s when the word coconut was established.
- It takes 11 -12 months for the coconut to mature.
- At one time scientists identified over 60 species of Cocos palm. Today, the coconut is a monotypic with one species, nucifera. However, there are over 80 varieties of coconut palms, which are defined by characteristics such as dwarf and tall.
- Coconut growing regions are as far north as Hawaii and as far south as Madagascar.

- 
- The sailors aboard Vasco de Gama's ships gave the coconut its name. They called it "Coco", named after a grimacing face or hobgoblin. The brown, hairy husk and three face-like dimples made them think the seed looked like a sort of spirit. When the "coco" came to England, the suffix of nut was added and that's how the name came about.
  - Falling coconuts kill 150 people every year – 10 times the number of people killed by sharks.
  - May 8th is National Coconut Creme Pie Day.
  - Coconut oil was the world's leading vegetable oil until soybean oil took over in the 1960's.
  - There are more than 20 billion coconuts produced each year.
  - Coconut oils contain MCT's, a median chain triglycerides which are easy to digest. The oil is source of energy and has an accelerating effect on the metabolism. Coconut oils are very healthy and good for your heart.
  - Coconut oils also contain four growth hormones, called cytokinins, and three sets of chromosomes – or triploids – that help the development of many organisms. Coconut water is considered the "father of modern tissue culture science".
  - Currently, research is being done to see if coconut can be used in hair regrowth and anti-aging cosmetics.

Nº1  
COCONUT IN THE WORLD



X  
**SMUGGLED  
FROM EL SALVADOR**

●  
CIRCA.2012

EL SALVADOR | MIAMI | NEW YORK | GUATEMALA

EXPLORING RUMS, COCKTAILS, AND ADVENTURES ALONG THE WAY.



# 2014 Rum Journey

## Rum Cruise

NOVEMBER 1ST 2014

8 Day Southern Caribbean

San Juan, Puerto Rico | St. Croix, USVI | Martinique, FWI | Grenada | Dominica | Grand Turk | Miami, FL



CONTACT OUR TRAVEL AGENT

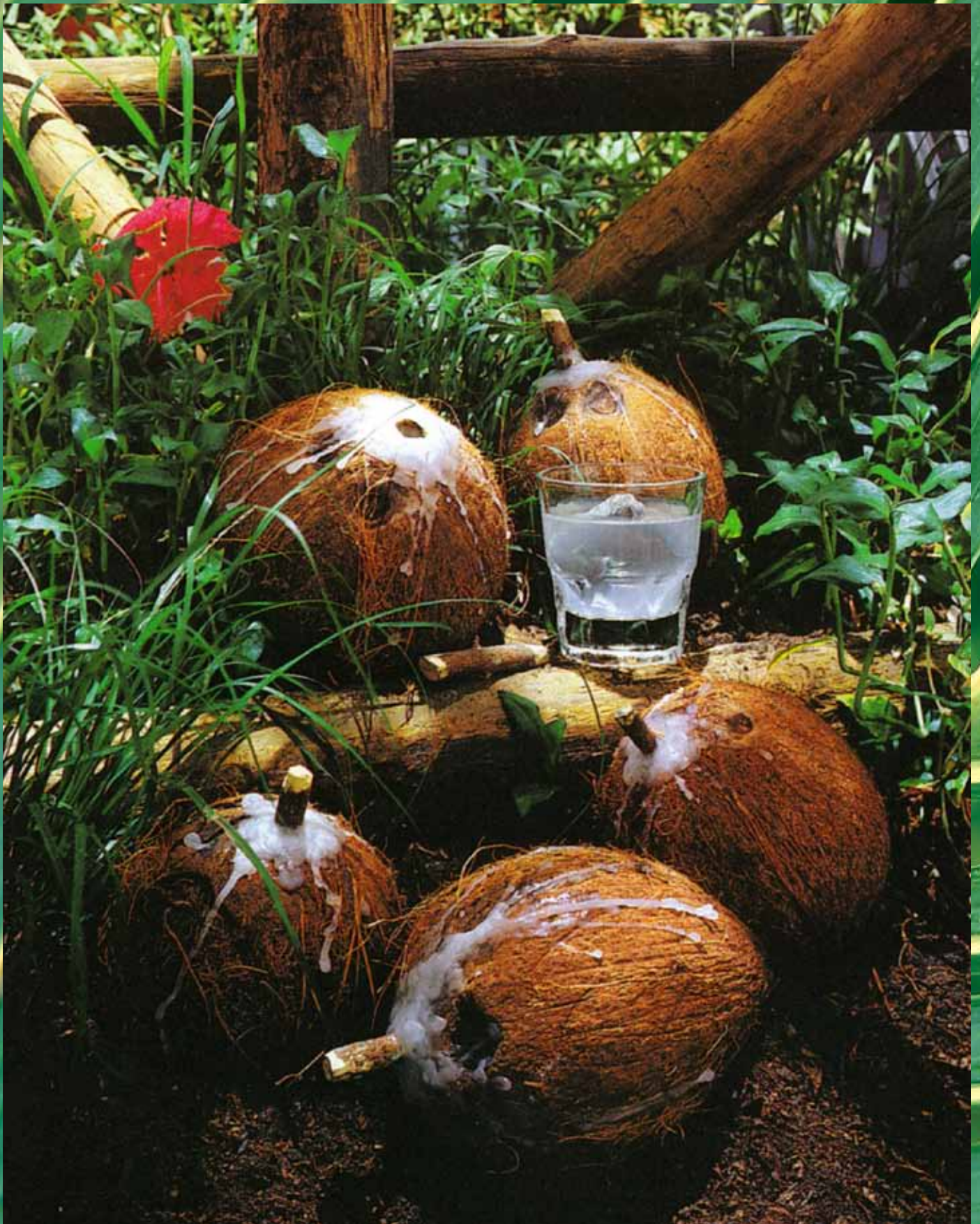
Deborah Fogarty CTA, at  
Deb@bewelltravelcruises.com  
Office: 954-778-5699

## Need Bulk Rum?

We have:

- Cuban & Puerto Rican Style
- Jamaican & Guyanese Style
- Spanish & French Style
- Naval & Overproof
- White/Gold/Aged/Spiced/Flavored  
and many more styles!

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



## Coco Escondido (Hidden Coconut)

### Ingredients

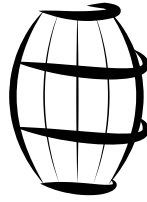
- 1 Ripe Coconut
- Enough rum to fill the coconut
- Small wooden or bamboo sticks to plug the eye holes
- Melted wax

### Instructions

Pierce 2 eyes of coconut and drain the coconut water. Pour in the rum, insert the plugs and seal the holes carefully with the warm, melted wax. Store the coconut in a cool and dry place for 1 to 2 weeks. When ready to serve, remove the plugs, pour the rum (by now infused with coconut flavor) into small glasses over cracked ice. As an additional treat, crack open the coconut and enjoy the rum-flavored coconut meat.

### Credit:

The photograph (left) and the recipe are from the book "*The Spirit of Puerto Rican Rum*", by Blanche Gelabert. The photograph is by William Gelabert. ISBN 0-9633216-1-7. This is a great rum book that deserves a space in every rum-lover's library.



**July Rum Training - 5-Day Distiller Course**



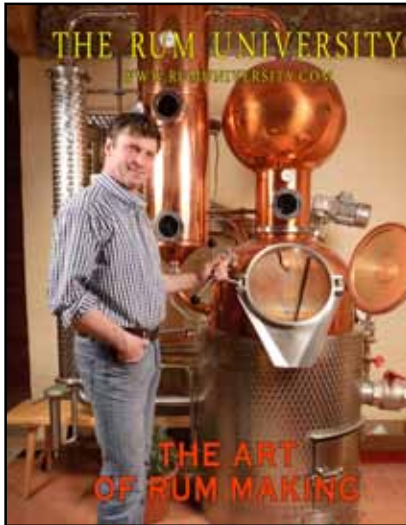
Luis Ayala, President and Instructor of The Rum University, had the pleasure of conducting rum training as part of the 5-day Distiller Course at the Moonshine University in Louisville, Kentucky, USA.

The training involved heavy doses of theory, accompanied by rum sensory evaluations. Attendees learned about molasses fermentation and distillation at the adjacent *Grease Monkey Distillery*, featuring renowned Vendome stills.

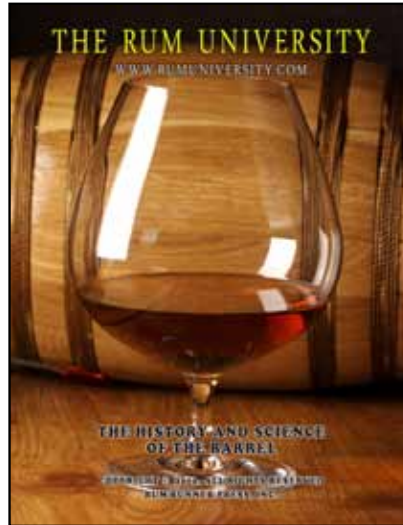




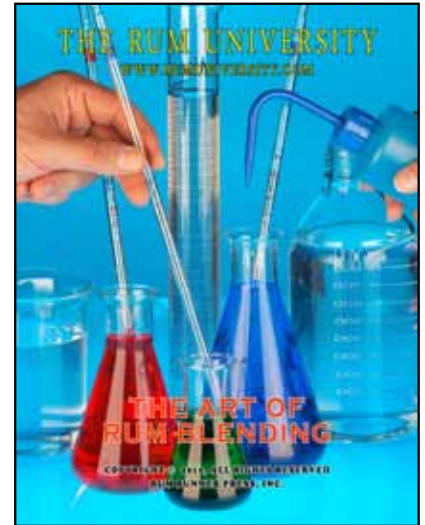
### Our Most Popular Courses



The Art of Rum Making  
(2 Day)



History and Science  
of the Barrel (1 Day)



The Art of Rum Blending  
(2 Day)

### Additional Courses

- The Classifications of Rum (1 Day, for Brand Ambassadors, Journalists, Bloggers and Rum Afficionados).
- Advanced Rum Making for Craft Distillers (1 Day, only for current distillers).
- Advanced Rum Tasting Techniques (1 Day, for Brand Ambassadors, Journalists, Bloggers and Rum Afficionados).
- The Business of Rum (5 Days, for current or future Craft Distillery Owners).
- Developing a Private Label Rum (2 Days, for current or future Brand Owners).
- Custom Training Programs for Master Blenders, Aging Warehouse Managers, Laboratory Technicians and other Industry Members.

### Upcoming Courses

#### 2014 Courses

- September-October: no public training available
- November: VIP - Limited Space, Texas, USA
- December: USA - Sold Out

#### 2015 Courses

- January: no public training available
- February: 5-Day Rum Course, Moonshine University, Kentucky, USA

For more information, please visit:

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

or call us at:

+1 855 RUM-TIPS ext. 3 (+1-855-786-8477)

The Rum University is a Registered Trademark of Rum Runner Press Inc. in both the U.S.A. and in the entire European Union. The use of the "Rum University" name without the approval of the trademark holder will be legally prosecuted.



Rum University courses are available in Spanish and in English, depending on the official language of the host nation.



## 5-DAY VIP RUM TRAINING

# THE Rum<sup>®</sup> UNIVERSITY

NOVEMBER 3RD-7TH, 2014.  
TEXAS, USA

### November 3rd: The Business of Rum (1 day)

For current or future craft distillers, private label owners or anyone seeking and in-depth understanding of the business. Learn about the financial, legal, administrative and environmental aspects of the rum industry.

### November 4th: Classifications of Rum (1 day)

Ending up with the perfect rum, whether you distill it or not, requires an organoleptical and chemical understanding of commercial rums. Journey through the classifications to better understand goals and pot still limitations.

### November 5th-6th: The Art of Rum Making, Pot Still (2 days, hands-on)

Proper rum-making starts with careful yeast selection, followed by controlled fermentation and ends with skillfull application of distillation knowledge and best practices. Learn to prevent and deal with infections, weather changes and other factors affecting fermentation and distillation.

### November 7th: History and Science of the Barrel (1 day)

Understand the impact of wood selection, barrel size, toasting vs. charring and aging warehouse climate BEFORE you tie up your capital in inventory. This course is a must for any distiller whose goal is to have an excellent, affordable and consistent aged rum.

**WWW.RUMUNIVERSITY.COM**



## 5-DAY VIP RUM TRAINING

This VIP training is offered only as a 5-day package. Please check the Rum University's website if you are interested in attending any of the individual courses at a later date.

### This 5-Day VIP Rum Training Course Includes:

- Airport Transfers (AUS to/from hotel)
- 5-nights hotel accommodation (including breakfast)
  - Daily lunch plus 2 dinners
- Special rum tasting session with rare, private stocks
- A Rum University Diploma for each of the courses completed

Cost for the 5-Day Training: USD \$5,499

Our VIP training courses are very limited (6 seats only) and exclusive. Registration priority is given to existing distillers or distilled spirits brand owners, followed by other already-established beverage businesses and ending with entrepreneurs or investors in business-planning or exploration phase.

THE ORIGINAL  
ESTABLISHED IN 2004  
BEWARE OF IMITATORS!  
by Rum Runner Press, Inc.

Theory  
History & Art  
Hands-on Classes  
Complete Courses & Labs  
Rum Business Administration

THE Rum UNIVERSITY

WWW.RUMUNIVERSITY.COM

Upcoming Courses:  
March - June 2012  
Cuban Rum  
Cognac

For more information, please visit:

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

or call us at:

+1 855 RUM-TIPS ext. 3 (+1-855-786-8477)

The Rum University is a Registered Trademark of Rum Runner Press Inc. in both the U.S.A. and in the entire European Union. The use of the "Rum University" name without the approval of the trademark holder will be legally prosecuted.



Rum University courses are available in Spanish and in English, depending on the official language of the host nation.

# WWW.RUMUNIVERSITY.COM

# Bartender's Corner

by Dr. Ron A. Ćejo

**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. Ćejo*



## Early American Rum Cocktails #8: Rocky Mountain Punch

(From Jerry Thomas' Bartenders Guide: How To Mix Drinks, 1862)

This recipe is for a party of twenty

### Ingredients:

- 5 Bottles of Champagne
- 1 Quart of Jamaican Rum
- 1 Pint of Maraschino
- 6 Lemons, sliced
- Sugar to taste

### Directions:

Mix the above ingredients in a large punch bowl, then place in the center of the bowl a large square block of ice, ornamented on top with rock candy, loaf-sugar, sliced lemons or oranges, and fruits in season



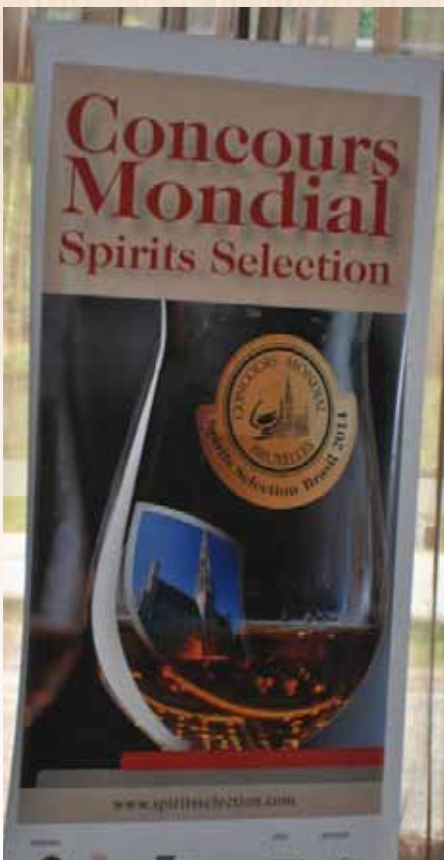
## World Cup of Spirits – Concours Mondial de Bruxelles by Carl Kanto

In 2014 Brazil, the country, became a household name with regards to sports – football to be exact. This is the year of world cup football and the competition is being held in Brazil, the largest South American country with land space of approximately 8.5 million square kilometers and a population of approximately 195 million people.

Florianopolis – capital city and second largest city of Santa Catarina state is located in the southern region of Brazil with coordinates 27° 50' S and 48° 25' W. It is made up of a main island – the Island of Santa Catarina and a part of the main land.

Costaodo Santinho resort is located facing the sea on the lush Santinho beach, north of Santa Catarina Island and permeated by dunes, cliffs, trails and archaeological sites. Set in the natural back drop of preserved Atlantic Forest and built area, the resort includes a golf course, sport complex, seven restaurants and the largest collection of indoor and outdoor heated pools in resorts in Brazil.

On 06 – 08 June, 2014, Concours Mondial de Bruxelles held the 'world cup' of spirits at the Costaodo Santinho resort in Florianopolis, Brazil. What a way to start the festivity of world cups – spirits (cachaca) and football.



At the end of the 3 days of judging, the whisky Octomore 5 years Old Scottish Barley from the Bruichladdich distillery (Remy Cointreau) was awarded the Best Spirit Award.

I have sat on a number of judging panels for various competitions but was blown away by the organizing of this competition. The selection of the teams and the environmental setting gave the tasting a business like atmosphere. The special evaluation sheets, the tabulation of results and the final discussions gave credence to the uniqueness of the team of judges. It should be noted that medals are awarded and only the elite can aspire to be rewarded a medal. Medals are stringently awarded to the highest achievers as follows: Double Gold medal – 92.5 – 100%, Gold medal – 87 – 92.4% and Silver medal – 84 – 86.9%.

Other than the competition, the judges were rewarded with knowledge. We all left knowing in detail how Cachaca and Pisco are produced and what makes them so unique. We also had the privilege of visiting a Cachaca producer and see the actual production of the spirit.

In all it was a fantastic world cup but unlike football there were no tears, only the sound of joyous laughter filling the air and nostalgic memories of so many friends you have gelled with over the three days.

Carl Kanto

# 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)

## BRITISH RUM MAKING IN THE EIGHTEENTH CENTURY

In the Eighteenth Century, rum making was an art, not a science. An art that relied on some rule-of-thumb principles and on the experiences and skills of particular planters and distillers.

The British plantation elite was usually educated and had a rational approach to rum making. They wanted to produce more, better and at a lower cost, in order to make a bigger profit from rum, and they were successful. After all, in the previous century they had managed to turn the by-products of sugar making into the raw material for an entirely new commodity, rum.

Various kinds of soil, of sugarcane, of juice were pondered in order to understand which were the most suitable. Fermentation and distillation were studied in order to comprehend and improve them. The press of the period is full of observations, discussions, advice etc., even though many practices were kept secret.

But the scientific knowledge of the time was too limited. Suffice it to say that nothing was known about microbes, bacteria or any kind of yeast. Sure, it had been understood that in the wash there was something that produced alcohol. The sources of the period mention "sweets" present in the wash, thus showing that the connection between sugar and alcohol production had been



understood. But what triggered off the process was not known. Wash was often referred to as something alive.

Therefore, at the root of rum production there was, first of all, the experience, the empirical methods of planters and distillers who learnt by trials and errors, failures and successes.

In that period the wash was made up of four basic elements: scum, molasses, dunder and water. The percentages varied noticeably according to the plantations, the months of the year and the choices of the individual planters. The initial natural fermentation lasted one day, but they learnt to prolong it by adding more molasses, and to slow it down by lowering the temperature of the wash with cold water, so as to produce more alcohol.

Experience also showed that it was better to distil during the dry season. Now we know that, at the molecular level, alcohol absorbs water from its surroundings and this, in the rainy season, lowered the temperature excessively. In certain cases it was advised to heat the Still House with fires.

As a general rule, rum was distilled twice. The first time, the so called "low wine" was produced, with low alcohol content. This was then distilled again to make rum.

In the course of the century the Stills became bigger and bigger, until they could contain thousands of litres. In this way, production costs were cut down considerably because building and heating a big Still was proportionally less expensive.

Anyway, making allowances for all these limits, the British planters managed to increase rum production and improve its quality. Thanks to these technical advances, during the XVIII century Barbados and Jamaica emerged as the greatest rum producers in the British Empire and in the world. Slowly Jamaica supplanted Barbados and established itself as the main producer, both in quantity and quality.

# RUM IN THE NEWS

by Mike Kunetka



NEWS

## RUMS OF BARBADOS

The Barbados Investment & Development Corporation (BIDC) is embarking on a multifaceted project to distinguish Barbados' rum above all others. Details of the Rums of Barbados Expansion Program were recently announced during a stakeholder consultation which sought to uncover solutions to the many challenges confronting the rum industry. The project, according to BIDC's Manager of Export Promotion, Paul Waithe, is intended to enhance the competitiveness and profitability of Barbados rum producers by assisting in the transition from the export of bulk rum to the export of high-quality, high-value branded rums. It will see the application of a Geographical Indicator (GI) and the development of a marque for Barbados' rums, which is to be used as a differentiating tool in the marketing of our local brands. It will also see the roll out of an integrated marketing communication strategy locally, regionally and internationally, intended to position Barbados as the premier rum producer in the world. Barbados currently exports the majority of its rum production in bulk quantities at a fraction of the price of the exported, branded/bottled rums. It is felt therefore that the island stands to benefit significantly more from the export of branded rum. The success of the project will however require the support of all industry stakeholders as well as increased collaboration across the manufacturing, agriculture and tourism sectors. The first phase of the program was recently completed when officials installed the official Rums of Barbados seal on three rum shops as they traveled to Pug's Bar in Charnocks, Christ Church; Island Pot in Government Hill, St Michael; and Paul's Place, Halls Village #2, St James. "It's a way of helping to stimulate economic development and increase sales and that can only happen if we make it known and remind Barbadians of what a wonderful product we have," said Minister of Industry, International Business, and Commerce, Donville Inniss.

## PUSSER'S RUM

Pusser's will now offer a 40% ABV version of its Blue Label Rum for sale in US Naval bases and Mess bars. The standard Blue Label version in the United States, Canada, U.S. Virgin Islands and British Virgin Islands will still be offered at 42%. Look for a new "Gunpowder Proof" Black Label, coming in at 54.5% and an "Overproof" Green label, possibly at 75%! Also in the works is a Pusser's Spiced Rum, a 35% ABV blend of rums steeped in ginger, citrus, vanilla, cinnamon, anise and other spices for seven days.

## CAPTAIN MORGAN

The Advertising Standards Authority (ASA) in the UK upheld a complaint filed by the Youth Alcohol Advertising Council (YAAC) claiming that a picture posted on Captain Morgan's Facebook page was "irresponsible because it implied alcohol could overcome boredom". With a headline that read "Wednesday, I'm declaring war on mid-week boredom", the artwork showed the Captain raising a glass and cheering. The ASA said that it interpreted the post as suggesting viewers could alleviate mid-week boredom and change their moods by drinking Captain Morgan rum, thus breaching its advertising code. Last February the ASA ruled to pull a television advertisement for Captain Morgan rum which it claimed "linked alcohol with aggressive behavior".

## BACARDI

The Costa Rican Investment Promotion Agency (CINDE) and the Foreign Trade Ministry on Tuesday confirmed that rum manufacturer Bacardi will open a Latin American Service Center in Costa Rica on Sept. 1. The facilities will offer technical, financial and professional services to the company's operations in the region and will be located in Escazú, southwest of San José. The Service Center will be managed by Bacardi Corporate Solutions SA, a subsidiary of Bacardi Limited, based in Hamilton, Bermuda.



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 land-locked rum enthusiast, he is based in Colorado, USA and is our newest contributor.

As part of its Sustainable Future Initiative, Bacardi has focused on its packaging. Just as the making of rum is an exacting science, so is the crafting of every bottle bearing the iconic bat logo. Bottles for each distinctive brand are highly engineered – crafted for beauty and environmental efficiency. One example is the bottle for BACARDÍ Classic Cocktails. Through careful, creative redesign, it now weighs 30% less than it did just a few years ago. That makes shipping more streamlined, resulting in lower CO2 emissions.

#### **FLOR DE CAÑA**

Flor de Cana will introduce a white sipping rum, Blanco Reserva 7 in duty-free outlets in Mexico and Central America. The super-premium variant, aged for seven years, will feature the same packaging redesign introduced last summer on their other rums. “Flor de Caña’s new Blanco Reserva 7 will expand our consumer base by offering a super-premium white rum that provides a richer drinking experience,” said Robert Collins, managing director of Flor de Caña.

#### **PENNY BLUE XO RUM**

In May, I mentioned this rum, named after a famous, rare postage stamp. Following the success of the first batch, Penny Blue Batch 2 is now being released. A limited edition of only 7,000 bottles will be offered. This version is a blend of rums aged in Cognac, Scotch and Bourbon barrels for five to eleven years and bottled at 43.2% ABV.

#### **DUPPY SHARE RUM**

Caribbean folklore has its own twist on the “Angels Share”, the portion of rum that evaporates from the aging barrels. There are tales of dark spirits called ‘duppies’ that travel from distillery to distillery, stealing rum. This explains the name Duppy Share, a blend of three-year-old Jamaican rum and five-year-old Barbados rum which has been aged in Bourbon barrels and then bottled in London at 40% ABV. It has been launched by the Westbourne Drinks Company and is only available at Selfridges in England.

#### **BRUGAL RUM**

Dominican Republic President Danilo Medina met recently with Ian Curle, CEO of the Scottish

spirits band Edrington, the group that in 2008 bought a 60% stake in Brugal. In his first meeting with the Dominican leader, Curle lauded the President’s efforts to maintain a good and stable business climate and level playing field for foreign investment, which could be expanded in the near future. Medina and Curle agreed that having a 126 year-old brand such as Brugal in the global market provides benefits and opportunities for the country. Curle affirmed that Edrington has already placed Brugal in more than 40 countries on five continents and has invested almost \$37 million in improving technologies at its operations in the Dominican Republic since the 2008 acquisition. The two were joined at the meeting by Brugal CEO Augusto Ramirez and Graham Hutcheon, President of the Board of Directors of Brugal and the company’s Director of Communications, Luis Concepcion.

#### **LA HECHICERA RUM**

In his book, Rum, Romance & Rebellion, Charles William Taussig, who was president of the American Molasses Company – and an adviser to US president Franklin Delano Roosevelt wrote “Where we find rum, we find action, sometimes cruel, sometimes heroic”. Colombia has certainly seen both. But despite having one of the longest Caribbean coasts and being home to Cartagena, a port linked to rum-drinking navigators of all trades, good rum was never associated with Colombia – until now. La Hechicera, or the enchantress, founded and run by siblings Laura and Miguel Riascos De Castro, together with designer Martamaria Carrillo, boasts the only privately produced, aged and bottled premium rum in Colombia.

“This is the first quality premium Colombian rum in the world,” says Miguel Riascos, “so we are basically defining what Colombian rum is, which is a big challenge, but I think we are up to the task.” To create the drink, Cuban-Japanese Maestro Ronero, or rum master, Giraldo Mituoka Kagana, blends 12- to 21-year-old rums matured in American white oak casks in the coastal city of Barranquilla. The product was first launched in London a little over a year ago – where it is currently available in hotels such as the Dorchester and The Ritz – and then brought home to native Bogotá late last year.

## EXCLUSIVE INTERVIEW



Every year in August we feature one of my favorite nuts: the Coconut. In my home state, Texas, August is the hottest month of the year and Coconuts to me are so refreshing and really help beat the Texas heat. I got to thinking, who could I interview this month that is known for blending Rum with Coconuts? I didn't need to search very far... I am very honored to bring to you this interview with Mr. Donald Michael Booth, Master Blender/Distiller of Blue Chair Bay Rums. I want to thank Mr. Booth for taking the time for this interview and allowing me to share his story and passion for this wonderful spirit.

Margaret Ayala, Publisher

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

Donald Michael Booth  
President and Master Blender/Distiller  
Michael Booth Spirits and Wine  
Kingsville, Ontario, Canada

**Q: What inspired you to get started in the rum industry and how did you become a Master Blender?**

Since my University days, I have always had an interest in spirit beverages and how they are manufactured. I began my career working for a large multinational spirits

company with head offices located in Canada. They owned many international brands. I worked in several areas of the company and eventually became a distiller/blender of whiskies, rums, gins, vodkas and liqueurs. This base knowledge of many categories, along with having the opportunity to share know-how with many blenders throughout the world in Scotland, France, Japan, USA, Mexico, Spain, Portugal, Italy, the Caribbean and South America, provided a unique and privileged learning experience for me.

I soon learned that repetitive tasting, comparing brands and discussions with other blenders, was the best way to appreciate the means to create superior tasting and smooth products. You cannot study the skills needed to be a Master Blender in school. It is something that is learned with time and experience. Eventually, I became the Master Blender for several major international brands.

My specialization was in whiskies, rums and flavored liqueurs. When I started my own consulting business a few years ago, I decided to concentrate on rums. I enjoyed the places and the people where rums were made and there was also a growing interest in rums in the marketplace, so I had several opportunities for work within the rum category. Rum is a more fun and exotic spirit than some of the other categories like whiskey, liqueurs, gins, vodkas and cognacs. Rum is where I prefer to be at this time, and Blue Chair Bay embodies all of the things that attract me to the rum category.

**Q: I understand you have been working with a celebrity in order to develop Blue Chair Bay Rums. How did this relationship begin and what rums have you produced?**

I have been working with Kenny Chesney and his team to create the line of Blue Chair Bay Rum portfolio since the inception of the company, and continue to create new flavor profiles as part of the company's ongoing expansion.

I had worked with Castle Brands of New York a few years ago and blended a special premium rum for them. The Chairman of that company is now Chairman of Savvy Drinks in New York and his team was approached by FLO {thinkery} who was charged with bringing the Blue Chair Bay rums to life. I was asked by Savvy Drinks to be a part of the project and gladly accepted the challenge.

To date, we have created four rum expressions – White, Coconut, Coconut Spiced and Banana.

First is the classic White Rum at 40percent ABV. This is an ideal rum for preparing classic rum cocktails like Daiquiris and Mojitos, or as the base for more modern and exotic cocktail creations. This rum was blended to be smooth, yet is a clean and refreshing mixing rum with some light rum notes so that it cannot mistaken for a vodka.

Then there are three flavored rums.

The Coconut Rum is at 26.5percent ABV. The coconut flavor is natural and I believe an accurate expression of the natural sweet coconut taste that is familiar to all of us. The base is 100percent rum and the strength is slightly higher than most other flavored rums. The additional alcohol content helps to lift the aroma to the nose yet is still low enough to be smooth. This rum is delicious on the rocks or as an essential component of your favorite Caribbean cocktail.

The Coconut Spiced Rum is also at 26.5percent ABV. The coconut flavor is the same coconut flavor used in the original Coconut Rum. The spice blend is a natural Caribbean blend of nutmeg, cinnamon, clove, vanilla and black pepper. It is therefore quite a complex taste experience and more than just vanilla spice, which is the predominant flavor in most spiced rums. This rum is smooth on the rocks, as well as an excellent component

for some creative original cocktails.

The most recent addition to the line is Banana Rum, also 26.5 percent ABV. The banana flavor is natural and reflects the taste of the Caribbean. The flavor resembles a full flavored ripe banana or one that has been lightly seared or grilled by locals near a secluded beach. It blends very well with the other rums in the line or as a base for a special Caribbean rum punch. It is also very smooth on the rocks.

**Q: Is there something unique about Blue Chair Bay rums (the way they are made, ingredients, water, etc...)?**

The base rums used to blend every Blue Chair Bay Rum expression are all distilled in Barbados. Barbados light rum is considered to be one of the best quality light rums in the world and the birthplace of rum in the Caribbean. These rums have excellent pedigree.

The rums are aged in barrels housed in warehouses literally located on the beach, where the breezes are fresh and clean and impart the same to the resting rums that are surrounded by this fresh salty Caribbean ocean air. The water used in the preparation of these rums is naturally filtered through coral rock which is indigenous to the island and extremely pure for drinking.

These rums are distilled, blended and aged by rum makers who have been doing this for more than 150 years. They are authentic and are made professionally in all respects.

**Q: Does Kenny Chesney have plans for developing additional rums with you in the near future?**

Let's just say we're always playing with several new ideas.

**Q: During the process of formulating Blue Chair Bay rums, did you take into account the changing preferences in the market?**

When we entered into the process of developing these rums, there was definitely a great deal of consideration given to the changing preferences in the market. There was much discussion during the briefing phase on how to deliver rums that would be relevant and fun for the targeted consumers, as well as exciting for bartenders to use in their trade.

**Q: How have the rums been received by consumers? Do all rums appeal to the same demographics?**

These rums have been well-received by consumers. They have won several quality awards and I know they are selling because I am spending much of my time in Barbados blending new batches to meet the demands of the market. In terms of demographics, rum has a wide appeal to a variety of demographic strata's, as the beach is one of the universal human loves, and rum and the beach pretty much go hand in hand.

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

My challenges are always the same for every project. I want every batch prepared to be of the best quality it can possibly be and to be consistent. I have to be always thinking defensively like a surgeon in order to be certain that things do not go wrong.



I can't do this alone. This is why I always choose my partners carefully and work with suppliers I know and can trust to do things correctly and professionally. Cost is important, but quality and service are more important. Our suppliers have the same outlook on this important issue. I have worked with all of them in the past and know they can be trusted and that Blue Chair Bay Rum is in good hands.

**Q: Could you describe to our readers what your average day is like, as a Master Blender. (describe production, quality control, research and development activities, etc.)**

What is the day of a Master Blender like? That is a complex question.

In a production scenario, I have to review formulations and make sure the cellar people and I are in agreement on the math.

# BLUE CHAIR BAY

## OFFICIAL STORE NOW OPEN



I then review the sensory quality of each component in the blend to be certain that all are consistent with a reference standard. If there are variations in some, then the formula may have to be slightly adjusted. All of this prep work takes time but it is important to get everything right before we begin the blending of a large batch. There is too much at stake when blending components that have been resting in barrels for years. Mistakes can be costly so must be avoided.

When a blend is complete, I evaluate it personally and if I am pleased with the result I will then employ an independent sensory panel to assess the sensory quality. We use a number of panelists because some may be more sensitive to potential defects and others may not. I read comments from all panelists to make sure there are no red flags in the results. If the results meet specified standards, then the batch is approved for the next step in the process – filtering, bottling or shipping in bulk to a bottler elsewhere.

For me, the reliability of the ingredient suppliers is key, and it's my priority. I have to rely on our suppliers to deliver the same excellent quality every time. It is no different than a chef relying on his suppliers for the quality of his fresh ingredients.

Quality control must be present at all steps in the blending process. Nothing can be taken for granted.

Research and development is a different exercise. The pressures are different. It is

usually “speed to market” where the pressure lies. Sales professional and marketers have critical launch dates that have to be met so there is always pressure to get prototypes created and approved on time to meet plans. In order not to waste valuable time, I have to have clear communications from marketers on what they want. If I can get that, it is not difficult for me to write down a formula and prepare some prototypes for review by the marketers. I can usually get a result first time that is about 90 percent of expectations. If I can get a clear direction on what is missing I can usually get it right the second time. If the marketers aren’t clear on what they want, then it is more difficult and precious time is lost. Face to face communication with the marketers is critical for me to read between the lines to understand what is required.

I have worked with hundreds of marketers in my career so have good instincts for how they think, so can usually get it right if I can sit down with them and ask the right questions.

I spend considerable time communicating with suppliers who I know and who know me. This familiarity saves time and helps to meet deadlines.

I also work closely with the rum supplier and blending company and with the QC department to make certain that their sensory panel is trained and reliable with their performance.

**Q: Do you have a favorite cocktail and which Blue Chair Bay Rum would you use to make it?**

I like the classic cocktails.

My current favorite is a traditional Lime Daiquiri vintage 1950’s Havana Cuba and Hemingway. Blue Chair Bay White makes an excellent lime daiquiri. I blended it with that purpose in mind. A lime daiquiri is a simple cocktail with simple ingredients but it isn’t easy to prepare correctly.

When I am in Barbados, I ask for a lime daiquiri at every bar or restaurant I visit. It’s fun to compare and to award the prize to the bartender who does the best job.

**Q: If people want to contact you how may they reach you? If consumers want to know where to purchase Blue Chair Bay Rum, who should they contact?**

I can be reached at my e-mail [DMBooth@sympatico.ca](mailto:DMBooth@sympatico.ca)

Blue Chair Bay Rum’s website has a “Rum Finder” where consumers can head to learn where they can purchase each of the rums: <https://bluechairbayrum.com/where-to-buy>, and they have an app available for both iOS and Android that points you to both on and off premise locations that carry the rum.

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

Experience the adventures and the many wonderful journeys that rum has to offer. It is truly a fun and exotic beverage and there is so much joy in learning about it. But pace yourselves while learning, and taste responsibly and in moderation in your education. Enjoy the easy going journey.

Thank you again Mr. Booth, for this interview.

Margaret Ayala,  
Publisher



Margaret Ayala is the Publisher of “Got Rum?” Magazine. She is constantly looking for rum industry members who are doing their part to elevate the image of rum as a quality distilled spirit. Please contact her at [Margaret@gotrum.com](mailto:Margaret@gotrum.com) if you are interested in scheduling an interview.

## 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).

### **"Locos por los Cocos" (Crazy for Coconuts)**

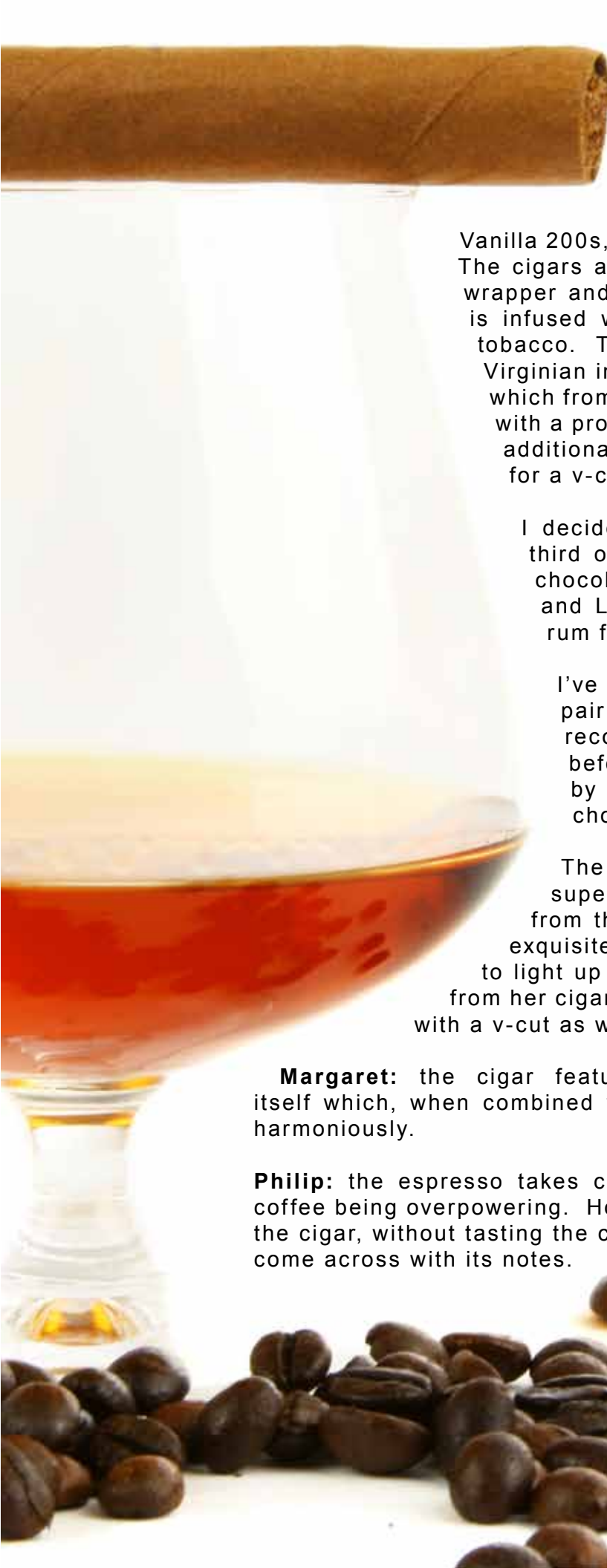
I took advantage of a recent Rum University training course in the USA to conduct a pairing with "Got Rum?" publishers and editors, Luis and Margaret Ayala. Since we had all agreed that the August issue of the magazine was going to be devoted to coconut, I decided to suggest something appropriate. The idea was for all three of us to smoke the same type of cigar and then each one of us would comment regarding the experience. This would allow you, the reader, to get a better idea of how some combinations may work better than others for some people.

The plan was very simple: incorporate coffee (first hot, then cold), chocolate, coconut rums and cigars into a relaxing afternoon by the swimming pool.

#### **The First Third**

We started this coconut-inspired pairing by preparing three cups of coffee using a Costa Rican peaberry coffee. I opted for a double espresso,





Margaret chose the Espresso with cream and Luis decided he wanted a *café americano*, all without sugar.

For the cigars, I chose for all three of us to smoke Arango Sportsman Vanilla 200s, which are Lonsdales, 155mm x 30-33. The cigars are box pressed, they feature a maduro wrapper and are infused with vanilla. The wrapper is infused with vanilla flavor, reminiscent of pipe tobacco. The filler gives the appearance of being Virginian in origin. The cigars have a perforation, which from the beginning I thought would interfere with a proper draw, so I opted to give the cigar an additional cut with a straight cutter. Luis opted for a v-cut while Margaret left hers “as-is”.

I decided we would start by pairing the first third of the cigar with the coffee and a dark chocolate flavored with vanilla, which Margaret and Luis obtained in Italy during last year’s rum festival in Rome (45% cocoa).

I’ve always said that when it comes to pairings there are no rules, but a good recommendation is to always enjoy liquids before solids, and thus we commenced by sampling the coffee, followed by the chocolate.

The cocoa notes from the chocolate were superbly matched with the acidic notes from the coffee, resulting in a prolonged and exquisite finish for both. We then proceeded to light up the cigars. Margaret noticed the draw from her cigar was a bit laborious, so she opted to go with a v-cut as well, which helped greatly.

**Margaret:** the cigar features some dark chocolate notes by itself which, when combined with the vanilla chocolate are blended harmoniously.

**Philip:** the espresso takes center stage, with the acidity from the coffee being overpowering. However when taking multiple draws from the cigar, without tasting the coffee in between, the cigar manages to come across with its notes.



Photo by Luis Ayala, at the "Got Rum?" Headquarters

**Luis:** the cigar is reminiscent of some pipe tobaccos I used to smoke a long time ago, although not as aromatic or intense. In its first third it provides for a very mellow background vocal for the coffee and the chocolate, which clearly steal the show from a taste perspective.

As you can see from the picture show to the right, the color of the wrapper becomes much lighter at the point where it meets the ashes. This is a clear sign that the dark color of the wrapper is enhanced/intensified artificially. The additives quickly burn away, revealing the tobacco leaves' original color.



### The Second Third

**Philip:** after enjoying the acidity of the coffee and getting the taste buds used to those flavors, the change to the Blue Chair Bay Coconut Spiced Rum was a very pleasant one, more pleasant than I could have anticipated.

**Margaret:** the subtle sweetness of the chocolate and the combination of the vanilla notes from the chocolate and from the cigar allowed for the transition from coffee to rum to be subtle but extremely enjoyable. The smoke is a bit hotter and peppery, which is balanced by the additional sweetness and silkier mouth feel from the rum.

**Luis:** the cigar continues to be consistent, suggesting very mild tobacco leaves selected for their ability to showcase vanilla without interfering with it. As I transition to the coconut spiced rum, my palate welcomes the additional sweetness as the missing ingredient needed to round up all the flavors in my mouth.

### The Last Third

As we began smoking the last and final third of the cigar, we reached out to a snifter full of Sangster's Old Jamaica Coconut Rum at 80-Proof (40% ABV).

**Philip:** the increased proof in Sangster's rum came across a bit too aggressive, so I decided to add an ice cube to it, and that did the trick. The cooler, slightly weaker strength of the rum with the ice, gives the cigar an opportunity to still be noticed and contribute its notes to this pairing.

**Margaret:** the cigar started getting more aggressive and hotter so the combination with the sweetness of the rum and the added ice cube allowed to tone the bitterness down and to give a more refreshing taste.

**Luis:** after chocolate, hot coffee and the first coconut rum, my palate was beginning to tire. The Sangster's rum with an ice cube gave me the coolness in the palate needed to re-invigorate the pairing. I like the extra proof in the rum, which matches the increased intensity from the cigar.



Photo by Luis Ayala

Additional comments from Philip: Analyzing the ashes from the cigars, it is clear that despite the fact that these are flavored cigars, the underlying tobacco leaves are not low quality. The combination of gray and white ashes speaks of the quality of the leaves, without recurring to an excessive use of manganese in the ground where the tobacco plants grew.

We concluded the pairing by enjoying a cooling and soothing serving of Frappuccino (iced coffee), which elegantly combined all the flavors previously experienced during the pairing, while at the same time giving the palate a cool and soothing break.

A themed pairing, like this coconut rum pairing, can be very tricky. The addition of the ice cube to the last rum made a big difference, reminding us that not only do we have the ingredients to play with, but also their order and the temperature at which they are served!

Cheers,

Philip Ili Barake  
Philip@gotrum.com

# This could be your own rum...

We have dozens of bottle shapes and sizes available, along with the largest selection of rums anywhere in the world



Request your free brochure  
and initial consultation from:

[PrivateLabel@GotRum.com](mailto:PrivateLabel@GotRum.com)