

# Got Rum?™

SEPTEMBER 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 LIBRARY**







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# Got Rum?<sup>TM</sup>

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ON THE COVER: Pressing the sugarcane.

INSIDE COVER: Colombian street vendor selling *guarapo* (cane juice).

# FROM THE EDITOR

## Rum, The Noble Spirit

Merriam-Webster's dictionary defines **Nobility** as:

*"Noun: the quality or state of being noble in character or quality."*

Some of its synonyms are: *virtue, goodness, honor, decency, integrity; magnanimity, generosity and selflessness.*

Rum has often been referred to as "The Noble Spirit." It is unclear who coined the term, but it has been around for centuries. But why is it, a noble spirit? Are there other distillates that can also be considered noble?

It is my view that only spirits distilled from fruits and plants with high natural levels of sucrose (like sugarcane) can be considered "Noble," since their sugars are readily fermentable. Grain, potato and agave spirits, for example, must undergo a starch conversion process before there are simple sugars that can be fermented by yeast.

Making rum, represents a continuous fight against natural fermentation, which wants to start the moment the cane is harvested. It is this propensity to naturally ferment and transform its sugars into alcohol that make any spirits produced from sugarcane "noble". But can this type of "nobility" be strong enough to overcome other, less complimentary aspects of its existence? There are, for example, environmental, health (alcoholism) and labor aspects (slavery in the past, child labor in the present) that don't necessarily represent sugarcane agriculture and rum production in the most favorable manner.



But amidst all these obstacles to nobility, there are shining lights of hope, veritable examples of how, after all, rum can be a noble spirit. I am talking about those few companies that treat the craft with *virtuosity*, that treat their competitors with *honor*, that present their rums to consumers with *integrity* and that recognize the importance of sustainability and thus they treat nature with *decency* and *generosity*.

So next time you reach out for a rum, ask yourself if the company behind it has bottled a noble spirit or if it is acting simply as a merchant looking to turn a profit without asking questions.

Cheers,

A handwritten signature in black ink, appearing to read "Luis".

Luis Ayala, *Editor and Publisher*

**LinkedIn** <http://www.linkedin.com/in/rumconsultant>

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum?"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.



# THE ANGEL'S SHARE



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

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

## Real McCoy 3 Year Old

**R**eal McCoy 3 year old rum is produced by the Foursquare Distillery, located in Barbados, for the brand's founder Bailey Pryor. While researching his film *The Real McCoy*, Bailey traced the origin of the original rum that Captain McCoy ran to the states during Prohibition to the Foursquare Distillery. So it is fitting that its rums are produced under the supervision of Richard Seale, who uses a combination of column and pot stills to produce the spirits. He then ages the rum for three years in used American Oak Bourbon Barrels. It is then filtered and blended to 40 abv and bottled at Foursquare for distribution. Currently the product can be found in the U.K. and U.S. and is also available through several online retailers. For more information about the company and its history please check it out at: [realmccoyspirits.com](http://realmccoyspirits.com).

### Appearance/Presentation

The 750 ml bottle holds the crystal clear rum. The front label provides basic information about the rum, while the back has the basic history of *The Real McCoy* along with the required legal information.

### Nose

When I poured the rum in glass there was a nice solid pop of ethanol

vapors. I let the liquid settle and when I smelled the liquid discovered a lush banana note countered by a tart berry note. As these notes soften, the pleasant smell of oaky vanilla lingers.

### **Palate**

The first sip of the rum hits with a nice peppery pop and accompanying heat. As these initial notes fade savory vanilla envelops the tongue. Hints of oak and fruit weave in and out as the rum fades in a light refreshing finish.

### **Review**

When my wife and I began our exploration of rums one of the first islands we visited was Barbados and the very first distillery we explored was Foursquare. Saying this, I have to admit that this rum is like comfort food for me as this visit led me to exploring a lot of rums from that island. Real McCoy 3 is a solid, well rounded spirit with some characteristics that can be found in some of the best rums produced in Barbados and by Foursquare. If you are in the mood to sip something with a little fire behind it, this rum's for you. Should you want to punch up a cocktail calling for a white rum, grab this bottle and see what happens. As distribution continues to expand across the U.S. this rum is reported to be right around 20 dollars, which is a true bargain.



www.realmccoyspirits.com

# THE ANGEL'S SHARE

## Siesta Key Spiced Rum Distiller's Reserve

**S**iesta Key Distiller's Reserve rum was created by Master Distiller Troy Roberts as his own private rum to enjoy and share with friends and family. They enjoyed the product so much they talked him into bottling it and sharing it with the world. All of Siesta Key Distillers rums are hand crafted in small batch runs. The Distiller's Reserve is aged using Bourbon Barrels in a Solera method. During the aging process they use an infusion of honey and spices to create their unique flavor.

Siesta Key announced their first batch of this product, and on the day of its release, sold out in a matter of hours. They will continue to announce future batches as they become available.

### **Appearance/Presentation**

The bottle is sealed with burgundy wax and the front and back labels resemble the original product but have burgundy and gold bands declaring "Distiller's Reserve Solera Blend". The rum itself is a dark copper hue in the bottle and only lightens slightly in the glass.

### **Nose**

The distinguished aroma of the regular Siesta Key Spice rum is amplified in this rum. As I poured the rum a strong

cinnamon note filled the air. After I let it settle for a few minutes I detected notes of cinnamon, ginger, vanilla, and allspice rising from the glass.

### **Palate**

The first sip has a nice amount of heat with hot ginger, cinnamon, clove, nutmeg, and allspice all riding on a vanilla and cocoa baseline. All of these flavors merge into a nice warm finish.

### **Review**

When I started down the path of reviewing rums, Siesta Key was in the early stages of production. I had the honor of meeting Troy and discovering their rum at my first rum festival. The aroma and taste of the original Siesta Key Spiced always reminds me and my wife of the winter holidays and Christmas. Siesta Key Distillers Reserve is like sitting by the pool basking in the heat on a glorious summer day. In some ways it actually reminds me of the island of Grenada with all the lush combination of aromas and flavors.

Currently this product is being produced in such a limited fashion that if you ever get the opportunity to obtain a bottle I recommend you pick it up without hesitation. I also recommend if you are ever in the Siesta Key area of Florida that you arrange a visit to the distillery and tasting room.





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Traditional medicine, as one would expect, evolves from real or perceived effects of natural ingredients or foods available regionally. While we at “Got Rum?” cannot prescribe these as cures, we thought it would be interesting to share them with you, so you can get yet another perspective of sugarcane’s importance in many societies, even today.

## Some of the Health Benefits of Sugar Cane Juice

- Sugar (sucrose) is a carbohydrate that occurs naturally in every fruit and vegetable. It is a major product of photosynthesis, the process by which plants transform the sun’s energy into food. Sucrose occurs in greatest quantities in sugar cane and sugar beets from which it is separated for our use.
- As stated above, cane juice contains sucrose, it does not contain simple sugars (like fructose and glucose); hence, it can be enjoyed by diabetics without any compromise to their health.
- Cane juice contains essential nutrients and minerals (calcium, potassium, iron, magnesium and phosphorous), unlike the refined sugar which is devoid of any nutrients and minerals (which are left behind in the molasses, as the sugar is crystalized from the juice).
- Cane juice helps in the treatment of jaundice, a condition characterized by the yellow pigmentation of the skin and membranes caused due to elevated levels of billirubin in the body fluids and poor liver function. Consuming one glass sugarcane juice mixed with lime provides relief of jaundice and helps to speed up the recovery.
- Cane juice is also believed to be extremely beneficial during micturation due to high acidity, genorrhoea, enlarged prostate, cyctitis and nephritis. To extract the best benefits of cane juice, dilute it with lime juice, ginger juice and coconut water.
- Some studies have proved that regular consumption of cane juice can help replace proteins lost during certain febrile disorders, such as fever.
- Since cane juice can be easily digested, it provides instant energy to the body and hydrates the body, thereby being extremely helpful during hot summers. Even though cane juice has high sugar content, it is good for diabetic patients due its low glycemic index. Refined sugar, on the other hand, has a moderate glycemic index, similar to that of wheat bread and brown rice.

Sources: [nutrition.indobase.com](http://nutrition.indobase.com), American Medical Association



## Types of Commercial Sugar

Powdered sugar is just white sugar that is ground into powder. And, depending on the amount of molasses left on the sucrose crystal, there are many types of brown sugars that add special flavors as well as important functional purposes. For instance, soft chewy cookies get their moistness from brown sugar.

### What is raw sugar?

Raw sugar is an intermediate product in cane sugar production. Produced at a sugar cane mill, it is a tan, coarse granulated product obtained from the evaporation of clarified sugar cane juice.

The raw sugar producer ships this product to a refinery for final processing. Today you will find raw sugar for consumer use. This sugar is similar to turbinado sugar explained below.

### What is turbinado sugar?

Turbinado sugar is raw sugar that has been refined to a light tan color by washing in a centrifuge to remove surface molasses. Many health food stores and supermarkets carry turbinado sugar.

### What is brown sugar?

Brown sugar consists of sugar crystals coated in a molasses syrup with natural flavor and color. Many sugar refiners produce brown sugar by boiling a special molasses syrup until brown sugar crystals form. A centrifuge spins the crystals dry. Some of the syrup remains giving the sugar its brown color and molasses flavor. Other manufacturers produce brown sugar by blending a special molasses syrup with white sugar crystals.

### What is demerara sugar?

Popular in England, demerara sugar is a light brown sugar with large golden crystals, which are slightly sticky from the adhering molasses. It is often used in tea, coffee, or on top of hot cereals.

### What is muscovado or Barbados sugar?

Muscovado sugar, a British specialty brown sugar, is very dark brown and has a particularly strong molasses flavor.

Source: The Sugar Association



# LOUISIANA SUGAR FACTS

## **How many Americans consume Louisiana sugar?**

Louisiana sugarcane growers provide the sugar needs for more than 53 million Americans.

## **What is the northernmost climate where sugarcane is grown?**

Louisiana. Sugarcane grows best in a tropical climate but researchers have developed sugarcane varieties that grow quickly with high sugar content in Louisiana's subtropical zone. Growers in Rapides Parish just south of Alexandria have the honor of growing the world's northernmost sugar cane crop.

## **Louisiana has how many sugar mills?**

11. Alma Plantation; Cajun Sugar Co-operative, Inc.; Cora-Texas Manufacturing Company, Inc.; Enterprise Factory, Lafourche Sugar Corporation., Louisiana Sugar Cane Co-operative, Inc.; Lula Sugar Factory; Raceland Raw Sugar Corporation; St. Mary Sugar Co-operative, Inc.; Sterling Sugars, Inc.; Westfield Sugar Factory.

## **How large a volume is Louisiana's raw sugar production?**

1.4 million tons. All of the raw sugar produced by Louisiana's 11 sugar mills would fill up half of the Louisiana Superdome.

## **Who invented sugar?**

God, but the sugar crystallization process was perfected by planter Etienne deBoré (pronounced DEB-OR-RAY) in 1795 at his New Orleans plantation, the home of present day Audubon Park. That means the Louisiana sugarcane industry is 219 years old.

## **Where is sugarcane planted in Louisiana?**

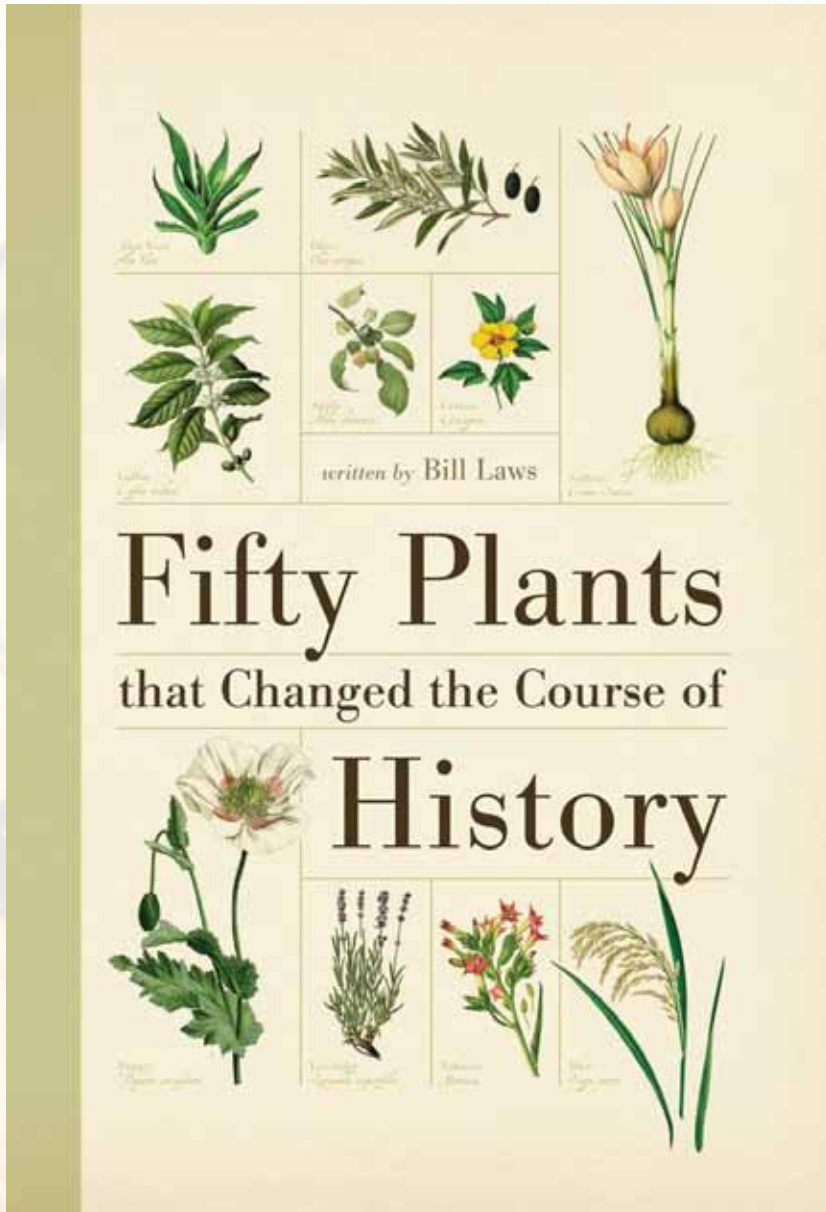
Sugarcane is grown in the Sugar Belt. The 22 parishes that grow sugarcane are Iberia, Pointe Coupee, Iberville, St. Mary, Assumption, Vermilion, St. Martin, Lafourche, St. James, Ascension, West Baton Rouge, Lafayette, Rapides, Terrebonne, Avoyelles, St. Landry, St. John, Jefferson Davis, Acadia, St. Charles, Calcasieu and Evangeline.

## **What is the value of the Louisiana sugarcane crop?**

The harvested and milled value of the sugarcane crop was worth USD \$1 billion in 2012. When economic multipliers are factored into the equation, Louisiana's sugarcane is worth \$2.79 billion to the state's economy.

Source: American Sugar Cane League, [www.amscl.org](http://www.amscl.org)





There are few plants that have changed the world as much as sugarcane has, from the economic potential it represented, to the deplorable slavery it demanded in order to exploit that potential. In this book, author Bill Laws takes us on a botanical journey aimed at opening up our eyes so we can see just how much our lives have been shaped by this “sweet grass,” along

with an additional 49, equally impactful, gifts from nature.

Most people can guess what some of the plants in this book are or should be, based on the prominent place they have in today’s commerce. Plants such as tobacco, cotton and rice are easy to envision in the lineup, but what I enjoyed the most was the inclusion of lesser known or “lower profile” plants such as pineapple, eucalyptus, hemp and peas.

While this is not a botanical reference book, nor does it present concise economic data as to the impact of each plant presented, the book derives its entertaining value from the richness of the anecdotal accounts and how thought-provoking they are. The book is also illustrated gorgeously, further inspiring the reader to investigate each of the plants portrayed.

Reading this book is like journeying through the world on a cruise ship, every new page being a new port-of-call, with a flavor and culture of its own.

I recommend this book to anyone interested in getting a broader sense of how simple, oxygen-producing plants have the ability to shape our lives.

*Margaret Ayala, Editor*  
*Margaret@GotRum.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 #9: English Rum Shrub

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

This recipe is for a party of twenty

### Ingredients:

- 3 Gallons Jamaica Rum
- 1 Quart of Orange Juice
- 1 Pint of Lemon Juice (thinly peel the lemons and reserve the peels)
- 6 lbs. Powdered White Sugar

### Directions:

To three gallons of best Jamaica rum, add a quart of orange juice, a pint of lemon juice, with the peels of the latter fruit cut very thin, and six pounds of powdered white sugar. Let these be covered close, and remain so all night; next day boil three pints of fresh milk, and let it get cold, then pour it on the spirit and juice, mix them well, and let it stand for an hour. Filter it through a flannel bag lined with blotting-paper, into bottles; cork down as soon as each is filled.



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# THE RUM HISTORIAN



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

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

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

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

## RUM CONQUERS THE BRITISH DOMESTIC MARKET

By the beginning of XVIII Century, England was one of the great European and world powers. Its foreign policy hinged on two fundamental objectives: to defend and expand its colonial and commercial empire and to maintain the balance of power in Europe, so that no one country was strong enough to dominate the continent.

Both these objectives brought England to fight numerous wars and above all to clash with France, the only real competitor in the fight for supremacy.

It became, therefore, increasingly intolerable to finance the enemy through the massive imports of wine and brandy.

Regarding wine, an alternative was quickly found. Trade agreements were signed with Portugal, and Portuguese wine replaced French wine to a large extent, thanks also to the British fondness for sweet wines.

But brandy was a hard nut to crack. The English upper classes loved it and didn't want to do without it.

During one of the wars of the period, the English Army spent a long time in the Low Countries and there the soldiers learnt to appreciate gin, a local alcoholic drink which had been recently invented.





Printed by Edward Suter, printer to the Infant School Society, 19, Cheapside, London, for the *Ladies' Society for Promoting the Early Education of Negro Children*. This aquatint plate print was first published in 1823, in William Clark's *Ten views in the Island of Antigua* and was later re-used, along with other plates in the same series, by the Ladies' Society to teach children to read.

The history of gin is extremely interesting, and perhaps sooner or later we will deal with it as it deserves. For now, all we need to know is that in a few years England became a great producer and consumer of gin. But gin remained a drink for the poor. On top of that, gin was made from grain, necessary to make bread, the staple diet of the lower classes.

And then someone discovered rum.

Rum was entirely produced in the English colonies, so the wealth spent to buy it stayed at home. Rum was not made from precious grain, it was a by-product of sugar production, available in huge quantities. It was therefore the perfect beverage to replace brandy.

But English people were not well acquainted with it yet, and its consumption, at the beginning of the century, was still almost non-existent. And the upper classes did not consider it suitable for themselves: it was rough, not refined enough and anyway, it was too cheap.

It was necessary to get the people used to drinking rum, and, at the same time, to improve its image in order to make it worthy of the upper classes. It did not seem an easy undertaking, but the lobby of the West Indies planters, the Parliament, the Government and British officials in general joined forces to devise what today we would call a massive promotional campaign to boost rum consumption.

And they were extremely successful:

- In 1697 England and Wales imported only 22 gallons of rum.
- In 1710 22.000 gallons.
- In 1733 500.000 gallons!
- As of 1741, rum imports regularly overtook those of brandy.

How did they do that?

In order to know, you must have the patience to wait until the next installments.

# RUM IN THE NEWS

by Mike Kunetka



N E W S

## **AVALON GROUP'S WILD GEESSE RUM COLLECTION**

The Avalon Group has had tremendous success with their Wild Geese Irish Whiskey bottlings. Now they are exploring the rum market with their Wild Geese Rum Collection. The first in the collection is their Golden Rum, aged in bourbon oak barrels for up to five years and bottled at 37.5% ABV. Next is a Spiced Rum, a mixture of golden Caribbean rum, tropical fruit and spice, bottled at 40% ABV. The Wild Geese Premium Rum is a blend of rums from Barbados, Jamaica and Guyana, some aged up to eight years, and is bottled at 40% ABV.

## **EL PROHIBIDO RUM**

Fraternity Spirits, known for their fine Tequilas and Zaya rum, have introduced Ron Prohibido, a premium, artisan rum produced under a 12 year solera system. Its truly distinctive sweet and bitter taste is acquired by combining rums of different aging profiles and adding a touch of raisin wine. This blend results in a wide range of delicious aromas and flavors. During the 18th century, the Spanish ships reached America with sweet wine reserves in barrels. Instead of going back with empty barrels, they filled them with Chinguirito, known as Mexican rum. During the trip, the rum absorbed the aromatic characteristics of the barrels, which resulted in a high quality product. Prohibited during the reign of the King of Spain Felipe V De Borbon for the disastrous effects caused on society by its excessive drinking, this alcohol beverage known as Habanero comes back to light in its original recipe for the lucky fans of the real rum.

## **CH DISTILLERY'S AMARO**

The folks at Chicago's CH Distillery have created their take on the classic Italian digestive by combining their CH Rum, made from pure molasses, with a proprietary blend of ingredients, including Gentian Root, Cocoa Nibs and Clover Honey. CH Amaro is bottled at 40% ABV.

## **DEEP ISLAND ORGANIC HAWAIIAN RUM**

Starting September 1, Hawaii will have a new rum in the market: ultra premium, organic Deep Island Hawaiian Rum from Hawaii Sea Spirits LLC, the makers of Ocean Organic Vodka. Made from organic sugar cane and blended with deep ocean mineral water, Deep Island Hawaiian Rum is produced at Hawaii Sea Spirits Organic Farm and Distillery in Kula, Maui, Hawai'i. The rum will be available for purchase and sampling at The Farm starting September 1 and will be available for distribution throughout Hawai'i starting October 1. Hawaii Sea Spirits Organic Farm and Distillery in Kula, Maui highlights the company's commitment to socially and environmentally conscious business practices, utilizing solar panels to power 100% of the operations and sustainably farming and harvesting organic sugar cane.

## **APPLETON ESTATE RUM**

Gruppo Campari has announced the first major new marketing campaign for Appleton Estate in the US since acquiring the distribution rights for the Jamaican rum brand last year. "From Jamaica With Love" focuses on the "authentic, undiscovered Jamaica". Andrew Floor, Senior Marketing Director, Dark Spirits at Campari America, said: "This new marketing campaign allows us to offer consumers a window into an authentic Jamaica – a Jamaica that delivers rum with a distinctive, rich and complex flavor found nowhere else in the world." Check out the hot video on YouTube.

## **WEST INDIES RUM & SPIRITS PRODUCER'S ASSOCIATION**

The Authentic Caribbean Rum (ACR) Marque was developed as a symbol of authenticity, provenance and quality for rums within the WIRSPA family. As usage of the marque grows it will act as a visual symbol to help trade and consumers identify ACR brands, but in the short-term it will be used to promote the development



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.

of Authentic Caribbean Rum as a distinct sector within the drinks industry, again both for trade customers and consumers. Eighteen rums have been awarded the Marque; the most recent include:

#### **HAMPDEN GOLD**

The Hampden Estate in Jamaica dates back to 1753, and still specializes in the making of Heavy Pot Still Rum. Hampden use fermenters that are over 100 year old, culture their own yeast and utilize traditional pot stills but combine these traditional practices with the latest technology and laboratory techniques to carefully control the final output of its rums. Hampden Estate rum is widely used in the blending of other rums throughout the world but they have recently developed their own brand.

#### **WESTERHALL VINTAGE**

The Westerhall Estate in Grenada dates back to the 1700's and remains a family owned business. The original sugar mill and pot stills are preserved within the Estate grounds and its focus now is on the ageing, blending and bottling of rum. Westerhall Vintage Rum is made from rums aged for a minimum of ten years it is rich in flavors and superbly smooth.

#### **MONYMUSK PLANTATION SPECIAL RESERVE RUM**

National Rums of Jamaica Limited, now the NRJ Group, comprises Clarendon Distilleries Limited (Monymusk Distillery), Long Pond Distilleries Limited and an ageing facility at the former Innswood Distillery. For many years the company has provided the rum that makes some of the world's best known rum products but it has also recently developed its own brand utilizing the vast and diverse resources at its disposal. Monymusk Plantation Special Reserve is a blend of the finest, matured Jamaican rums, carefully handpicked by the Master Blender from select barrels. These rums are aged in charred American oak barrels to allow maturation and the taste to mellow.

#### **PLANTATION STIGGINS FANCY PINEAPPLE RUM**

Alexandre Gabriel, proprietor of Cognac Ferrand, with help from the spirits and cocktail

historian David Wondrich, has created Plantation Pineapple Rum Stiggin's Fancy. Gabriel and Wondrich relied on several ancient recipes to recreate it, and added a few traditional techniques from their own bag of tricks. The 1824 English Journal of Patent and Inventions and the 1844 Journal of Agricultural Society were their main sources of inspiration. They infused ripe Queen Victoria pineapple in rich, aged PLANTATION ORIGINAL DARK RUM for 3 months. Meanwhile, they macerated, also in rum, the bare rind of the fruit (where the pineapple's essential oil chiefly resides) and then distilled it, creating a bright pineapple essence to blend with the lushness of the infused Plantation rum. Stiggins was introduced at this year's Tale of the Cocktail in New Orleans.

#### **TIPPY COW RUM CREAMS**

Midwest Custom Bottling, the folks that bring us Rum Chata, have introduced Tippy Cow Rum Creams. They are made from Caribbean rums and Wisconsin cream and the packaging will bring back memories of old school milk bottles. The flavors are a flash from the past as well. Orange Cream – think Dreamsicle; Chocolate – a Wendy's Frosty; Vanilla Softserve – an adult Dairy Queen cone in a bottle. Tippy Cow Creams are bottled at 14% ABV in 50 and 750 ml bottles.

#### **DON PAPA RUM**

Don Papa is a premium aged small batch rum from the isle of Negros Occidental, the Philippines. Distilled from some of the finest sugar cane in the world, Don Papa is first aged 7 years in oak barrels in the foothills of Mount Kanlaon before being blended to perfection. Negros Occidental is and has always been the sugar capital of the Philippines. Due to the perfect combination of climate, geography and the rich volcanic soil on the island, Negros is ideally suited for sugar cane production. The rum's name comes from Papa Isio, one of the leading figures in the Philippine revolution on the island of Negros. Don Papa's amazing packaging was designed by Stranger & Stranger and the rum is bottled at 40% ABV.

## EXCLUSIVE INTERVIEW



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

My name is Nancy L. Fraley, and I run a distilled spirits consulting firm called Nosing Services, located in Berkeley, California. I am the principal of my company, and I work as what I call a “ghost blender,” formulation expert, sensory analyst, and teacher.

**I know you have been offering “Nosing Services” to spirits distillers around the world, can you tell us a bit more about what these services entail?**

I had the pleasure of meeting Ms. Nancy Fraley for the first time at an American Distilling Institute (ADI) Conference in Louisville, Kentucky a couple of years ago. We hit it off great instantly. She was very pleasant and easy going. When I found out her role in the industry, I knew right away that she would be a great person to interview. So here we are, a couple of years older and wiser, still doing what we love. It is truly an honor to bring to you, our readers, this interview with a leading expert who is also female “gem,” always shinning like a sparkling diamond in a male-dominated industry. I wish Ms. Fraley much, much success with her consulting business.

Margaret Ayala, Publisher



Primarily, I work with distilleries- most often craft distilleries- on their warehousing, maturation and blending of aged distillates such as rum, whiskey, bourbon, and brandy. I also work with distillers on analyzing potential faults found in new make or white spirits, from rum, brandy, whiskey, eau de vie, grappa, tequila, gin, vodka, etc. I then help to remedy those faults. Quite often, I end up working for many of my distillery clients as a “de facto” master blender and quality control manager. Consequentially, I usually become very well acquainted with all the barrels of my long-term clients aging warehouses!

**Do you feel you were born with an above-average sense of smell or have you solely developed your skills through training?**

Yes, I definitely feel that I was born with an above average sense of smell. In fact, it can be rather freakish at times. For example, with some particularly intense scent memories and impressions, I can even remember what I was thinking at the time I experienced the scent, and if I was eating, what the whole dinner consisted of, what the weather conditions were like that day, etc. These experiences go back to when I was six or seven years old, and I am now in my mid-forties. Imagine a lifetime of such highly impressionistic scent memories!

I have augmented this natural ability by also studying a fair amount of distilled spirit aroma chemistry, oak chemistry and physiology, sensory analysis techniques, etc. Natural ability certainly helps, but one must always be practicing to sharpen one’s skills through scientific methodology.

**What are some of the most common mistakes craft distillers make, regarding organoleptic/sensory evaluation of their products?**

Quite often, the mistakes are similar time and time again. They usually originate from a variety of potential problem areas during the production process; for instance, sub-standard raw ingredients, water contamination, lack of cleanliness and sanitization of fermentation vessels, too high of a fermentation temperature or incorrect pH, a poor choice of yeast, imprecise distillation cuts, wrong matching of the particular distillates’ congener profile to the appropriate cooperage, under or over-matured spirits, and last but not least, issues with processing and packaging.

However, occasionally a client will send me a sample that truly mystifies me, and I have to do some serious detective work by researching the chemistry behind the aroma. This is where the real fun begins!

**Have you developed methodologies for evaluating different spirits, or do you use the same approach regardless of what you have in front of you (rum, vodka, brandy, bourbon, etc...)?**

Excellent question! Most of the time, I use a very similar methodology to analyzing distillates. More or less, one often finds many of the same issues across the spirit categories. For instance, I will find too much lactic or acetic acid, or too many unoxidized tannins or unbound solids from oak, etc., in the range of spirits I analyze.

Yet, some distillates do have their own unique issues. For instance, pomace spirits such as pear or apple can be notorious for having high methanol levels, due to the breaking down of pectin during fermentation. In the making of rye whiskey, dry clumps of ground grain can form what are known as “rye balls” in the mash. Bacteria can form in these balls, giving the rye whiskey serious off-aromas. Rum can also have its particular issues, depending upon a variety of factors as well. Over all, I try to use a general methodology while also being sensitive to the special problems of certain distillates.

**Most of our consumers have a preferred (or default) glass they use to consume their spirits, do you think this is a good idea? In other words, how much more (or less) enjoyment could they be getting from their spirits if they used different glasses?**

Absolutely, as there is definitely something to consuming one’s favorite spirit in a preferred glass. In general, I tend to prefer a glass with a small bulb at the bottom, which tapers upward into a chimney, which in turn tames the volatile aromas that would otherwise be directed into the nose. If one finds that a particular glass enhances one’s enjoyment of rum or any other spirit, by all means, use it!

**There is a lot of science behind what you do, what are some good books or courses that you’d recommend to those interested in improving their nosing abilities?**

There is not a whole lot out there in the way of books that aren’t highly technical, at least of which I’m aware. That said, though, I really like *Fermented Beverage Production*, edited by Andrew G.H. Lea and John Piggott, as well as *Alcohol Beverages: Sensory Analysis and Consumer Research*, also edited by John Piggott.

I’m currently working on a book that will be a bit more accessible to most people with an interest in nosing. It will be geared primarily to distillers as a practical guide, and is primarily focused upon identifying & remedying faults in distillates, and looking at methods of quality control. However, I also hope to make it accessible to connoisseurs who like to “geek out” on such technical things.

**I know that you’ve been to many aging cellars around the world, what are some of the more unique smells that you’ve found in them and can you find them in the bottled version of those spirits?**

Oh yes, some of the most unique and interesting aromas I’ve experienced have come from the Armagnac region in southwestern France. In particular, there is a kind of prune aroma in this region that comes from the native prunes, what the locals call “pruneau,” that tends to permeate the local “chais” (aging warehouses). It is an absolutely rich, dark fruit aroma that taxes the superlative! And the locally grown prunes are often aged in sugar syrup coupled with Armagnac. It is a delicious treat, served to special guests. And you can actually smell this decadent prune aroma in the warehouses and casks, and





taste it in the Armagnac once it is bottled. I've never quite smelled or tasted anything like it anywhere else in the world.

Also, sometimes in a brandy, and occasionally with other matured spirits, one can perceive something the French producers call "rancio," which is essentially the aroma of the oxidized esters of fatty acids from the "lees," or residual yeast. It has an almost Roquefort cheese aroma, mushrooms, or maybe even an oily nuttiness like blanched almonds or walnuts. It is something one can smell from the spirit in the cask itself, which then gets bottled. It is a very special and unique aroma, and quite unforgettable.

**Are you currently working on any exciting projects? Are you able to share any details?**

Well, although I'm under a Non-Disclosure Agreement and can't discuss details, I am currently working on resurrecting a 122 year-old American whiskey that was a high-end best product in its day. The recreation of this whiskey is certainly







keeping me on my analytical toes!

**I've often said that the appreciation of rum can be influenced by one's mood, do you agree? If so, how do you make sure your state of mind or mood is consistent when you review spirits?**

Indeed, the appreciation of rum or any spirit is certainly influenced by one's mood, as well as external factors such as time of day, season of the year, environment, the social context, etc. I certainly find that all of these factors come into play when I am consuming rum for pure enjoyment.

However, before I prepare to work with rum or other spirits, I make sure that I am in a well-lit, quiet, and peaceful place. Then I meditate for a couple of minutes before I began to nose samples. By quieting and calming my mind, I find that my senses are not only more acute, I also feel more "objective" in my analysis. As one of my mentors says, "Good spirit

makes for good spirits!"

**What are some of the more complex spirits you've encountered in your career?**

That depends upon what you mean by "complex"! As far as the mature, well-balanced spirits I have encountered, I have had the pleasure to enjoy and work with some truly superb rums, Armagnac and Cognac brandies, and whiskies.

If one means "complex" in terms of critical analysis, or creating absolute harmony and balance in the spirit, then I've found that botanically influenced distillates such as Amaro or gin can be very complex to work with.

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

They may reach me at [nancy@fraley.com](mailto:nancy@fraley.com), or at my business at 510-316-6879.

**Is there anything else you'd like to share with our readers?**

Whether one is enjoying rum or other spirits for pleasure, or if one analyzes it as part of one's profession, the key is practice, practice, and more practice!

Again Nancy, thank you so much for this interview and I wish you much success.

Cheers!

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).

## Japanese Craft Pairing

This pairing took place at 3:00 pm on a hot summer Texas day. We started by enjoying a Daiquiri, to cool down the palate. Here is the recipe we developed:

### Japanese Daiquiri

- 2 oz. Nine Leaves Clear 2013 Rum, 50%
- 1 oz. Simple Syrup
- 1 oz. Orange Rum Liqueur
- Juice of 1 Fresh Lime

Fill shaker with ice, shake, drain

We all decided to smoke a different cigar for this pairing. Here is what we each chose:

I chose a Hops Craft Beer Cigar, handmade in the Dominican Republic. It was a Dobles 6,1"x 50. The cigar showed some veins/stems, meaning it was not made from the finest leaves (which are usually de-veined prior to rolling).





Margaret chose a San Cristobal Elegancia Imperial, Toro 6 x 52 made in Nicaragua by Don Pepin Garcia's heralded Nicaraguan factory and Luis chose a Robusto 3x3 from the Dominican Republic.

Each cigar had a different size and a different burning time, so we started lighting up at different times, first Margaret, then me and finally Luis.

### **The first third...**

**Philip:** The aromatic dimension imparted by the hops before lighting up the cigar, almost disappeared once the cigar was lit, revealing more of the underlying tobacco notes, very mild. Combined with the Daiquiri this proved to be a very mild, round and refreshing experience.

**Margaret:** The subtleness of the cigar allows the rum to play its role very well. The cigar is very enjoyable, creamy and unctuous with oak tannins and vanillin. The vanillin note in the cigar gives an added sweetness that complements the lime juice in the Daiquiri.

**Luis:** The cigar started mild enough, not saturating the palate with nicotine or other spicy or smoky notes. This allowed the white rum in the cocktail to showcase some of its own terroir and the complexities formed during fermentation and concentrated during distillation. The lime from the Daiquiri helped balance both the tobacco and rum notes, making the experience refreshing.

### **The second third...**

At this point in the pairing we switched from the white rum to the Nine Leaves Angel's Half, American Oak Cask Rum, 50%.

**Philip:** My cigar continues showcasing a medium to light body, is not really able to keep up with the rum flavor or strength, even after I





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

added a couple of ice cubes to the rum. The rum is featuring some honeydew notes that dominate on my palate.

**Margaret:** The rum straight was a bit aggressive, after drinking the Daiquiri, so I added four small ice cubes to my snifter. The creaminess of the cigar still comes across, with earth notes and nuts taking center stage. I can taste the White American Oak in the rum, which goes very well with the nuttiness from the cigar.

**Luis:** The cigar is developing some very nice spicy and peppery notes. When combined with the rum, however, they do not stand up enough and the rum dominates the combination. So I added one small piece of ice to my snifter and I achieved perfection at this stage of the pairing: the rum contributes its full body at a slightly lower proof, while the cigar adds some peppery heat to balance things off.

### The Last third...

At this time, we switched over to a Hitachino Nest Beer XH (8%).

**Philip:** I am now getting the taste of hops I had been expecting, but I am getting it from the beer and not from the cigar.

**Margaret:** The role changed completely. The creaminess from the cigar has now



disappeared going into the last third, becoming bitter and peppery. The creaminess is now coming from the beer, where I am also finding orange peel notes that are not necessarily complementing the cigar. In retrospect, perhaps I should have started this particular cigar with the beer and ended up with the Daiquiri.

**Luis:** The cigar and the beer are both attempting to grab the spotlight, neither one yielding, neither one winning.



**Philip:** seeing as how we were all struggling with the last third of the cigar, I reached out for a bottle of Apple Ale, brewed at 5% ABV, carbonated. The feedback was instantaneously and quite impressive.

We all enjoyed the refreshing mouth feel of the ale, which with its low flavor profile, allowed the cigar to better express itself.

Cheers,

Philip Ili Barake  
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