

Got Rum?™

OCTOBER 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**



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Got Rum?™

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ON THE COVER: Raspberry Vanilla Daiquiri cocktail, garnished with maraschino cherry. Rum, raspberry, liqueur and lime juice.

INSIDE COVER: Happy Haunting Hour.

FROM THE EDITOR

Sugar's Bitter Journey

It is now October, sugarcane harvest has started or is about to start in most countries in the region (Central America and the Caribbean). For sugarcane growers, the cutting season symbolizes the impending payment they will receive for having planted, grown and harvested the cane during the prior 12 months. For rum distillers who only distill during the season (who use cane *bagasse* exclusively to fire their furnaces), harvest time means the beginning of a 24-hour-a-day, 7-days-a-week marathon that will last a couple of months, until the last stalk is crushed and processed. For residents around the cane fields and the sugar mills, harvest season means something completely different: dangerous road conditions, traffic jams, irresponsible truck drivers rushing to make deliveries and, last but not least, many will complain about smoke pollution from the burning fields.

The burning fields are, by their nature, sensationalistic, terrifying and, for those lacking the knowledge of how the industry works, hard to justify. Sugarcane fields can be set on fire before or after cutting the cane (before loading the cut cane onto transportation trucks). There are several reasons why this is done, among them:

- To eliminate razor sharp leaves that can injure cane cutters
- To drive off or kill animals and insects that can pose a danger to the cutters
- To eliminate excess weight from being transported to the sugar mill

Not burning the fields means that all three situations listed above would become a reality, resulting in increased costs to the producers, without being able to pass the cost hikes to the final consumer (sugar is a commodity).

I recall a newly-elected mayor, near one of the sugar processing plants where I do a lot of work. This official had ran his campaign promising to "put a stop to sugarcane field burning" and, true to his word, as soon as he took office, the ban went into effect. The unexpected consequence of this act was that



after the harvest, the town experienced its worst infestation of rats in recorded history, since the fields had provided for ample nesting habitat.

While I am not oblivious to the fact that the sugarcane trucks pose a threat to other commuters while on the roads and that burning the cane fields does affect the environment, I also have to look at this problem from the grower's perspective, in a highly commoditized market.

I hope we will find a solution to this challenge. In the meantime, the sweet grass continues to selflessly reward us with its sweet juice, allowing us to forget, even if it is for just one moment, how bitter is the road it has to travel to do so.

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 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!

Pumpkin Face Reserve

In the fall of 2012 the Itsko Imports Company began importing the Pumpkin Face rum line from the Dominican Republic. Using a custom designed bottle created by the Flow Design Company, the Jack-O-Lantern bottles have a different color design for each of the four expressions.

There are no details about the origin of the rum other than the country. It is advertised as "an Ultra-Premium Dominican Rum". Sadly, "Ultra-Premium" is a marketing phrase that is a bit overused in the spirits industry, especially in the vodka market. Because of this, instead of the phrase being an attractor, it has turned into a red flag as an over-used marketing phrase.

Appearance/Presentation

The Pumpkin Face Reserve 750 ml bottle has a brown tint with burgundy eyes and mouth. The bottle has a wooden cap with a metal medallion set in the top that holds a synthetic cork. The neck of the bottle has a burgundy label with silver type. On the back of the bottle at the base is a clear sticker with all of the legal requirements.

The rum is medium amber in color and when I agitate the liquid it creates a thick band around the glass with equally thick fast moving legs.

Nose

Sniffing the glass I detect brown sugar, orange peel, butterscotch, and a hint of spice and oak.

Palate

My first sip provides a heated full bodied mouth feel with a balance of alcohol, caramel, and spicy oak up front. As these flavors quickly subside they are followed by butterscotch, orange peel, and earthy tobacco notes which linger to form the baseline of a pleasantly sweet finish. Additional sips accentuate the spiciness of the oak and reveal a dark chocolate note that mingles well with the other flavors.

Review

When shopping for rums, the companies are always trying to find ways to attract consumers' attention. This unique bottle definitely achieves that. The problem with this type of bottle design is that they also make the consumer pause and wonder if it is just a low quality gimmick product. I am happy to report that is not the case with this rum. Pumpkin Face Reserve has a depth of character which allows it to be a good sipping and ingredient rum. I personally enjoyed it neat, in a hand warmed glass. The warmth really brought out the flavors creating an enjoyable flavor experience.



www.pumpkinfacrum.com

THE ANGEL'S SHARE

Rougaroux 13 Pennies Praline Rum

A Rougaroux is a legendary creature that is a part of Louisiana Bayou mythology. This boogey man has the body of a man with the head of a wolf like the classic Werewolf/Wolfman. There are several tales that detail what and how a Rougaroux is created, but they all agree they are bad news if you run into one during the night in the swamps and forests of Louisiana. Best to lay your 13 pennies at the threshold (Rougaroux can only count to 12) and keep them at bay until the sun rises.

The Donner-Peltier Distillers based in Thibodaux, Louisiana came together when two families joined together to produce rums and spirits made from Louisiana sugarcane and rice. Using a 3,000 liter copper Kothe still, they use a blend of sugar and molasses to produce their rums. 13 Penny Praline Rum is flavored with Madagascar vanilla beans, roasted pecans and Sweet Memories Cane syrup. The syrup is produced by the Cajun Daughters company in Schriever, Louisiana.

Appearance/Presentation

Rougaroux 13 Penny Praline rum comes in a tall 750 ml bottle with a black, red, pewter and silver label and secured at the top with a black security wrap. The back details the legend of the Rougaroux and why "13 pennies" is important. The front of the label has the right level of spooky to it with the Rougaroux's red eyes peering between the stalks of sugarcane.

The rum is dark honey rum color in the glass and then lightens to a medium honey gold once poured in the glass.

Nose

When I first sniffed the glass it immediately took me back to Savannah, Georgia and River Street Sweets. They make some of the best pralines I have ever had and anytime I visit Savannah they are on my must visit list. Just walk down River Street and the aroma of pralines in the air will guide you straight to the shop. Apparently they are quite popular in the French Quarter in New Orleans, but I have not had them there.

The aroma in the glass has the sweet sugary vanilla riding high with roasted funky pecans taking the body and rum taking the baseline.

Palate

The entry lights the mouth with the rawness of the spirit while delivering the sweet nutty swirl that the aroma promised. As the rum begins to fade, a slightly bitter note comes in and punctuates the brief finish.

Review

I have written this a few times and probably will again but reviewing flavored rums is always a tricky thing. I feel it is important to judge whether or not a company has done a good job achieving their goal of capturing a flavor in a bottle. In this case the Donner-Peltier distillers have achieved their goal of creating a praline rum. From the aroma to the taste they captured the balance of sugar and nutty pecan that was necessary to be successful.

When using this rum, my wife and I discussed it and believe it can be used in much the same way as Trader Vic's Macadamia Nut Liquor. The sweet and nutty profile would lend itself to coffee/cocoa drinks, apple juice or hot cider, and cocktails deploying fall fruit notes and spices could be a lot of fun.



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SPOOKY COCKTAILS

Witches' Brew

2 oz. mixed pineapple and cranberry juice
2 oz. 7-Up or Sprite
1-1/4 oz. shot Malibu Coconut Rum

Mix juices and 7-Up or Sprite in a highball glass. Pour shot of rum down the side of the glass right before drinking.

(recipe from www.hgtv.com, By Kelley Meredith, bar manager, Red Brick Tavern, Lafayette, Ohio)

Black Devil Martini

2 oz. dark rum
1/2 oz. dry vermouth
black olive
orange sugar

Stir and strain into chilled martini glass that has been rimmed with orange sugar, then garnish with black olives.
(By American Professional Bartending Schools of Illinois in Chicago)



Zombie

1 oz. apricot brandy
1 oz. light rum
1 oz. dark or Jamaican rum
1 oz. lime juice
2 dashes grenadine
orange juice
1 oz. Bacardi 151 rum

Mix light and dark rum and brandy in a cocktail shaker, add lime juice and grenadine. Shake well and strain into a highball glass filled with cracked ice. Fill glass with orange juice, but leave enough room to float the Bacardi 151 rum on top. Garnish with a cherry and an orange slice.

(By Double Eagle Restaurant, Mesilla, N.M.)

Zombie Slime Shooters

For cocktail:

1 ounce vodka
1 ounce peach schnapps
1 ounce sour apple schnapps
1 ounce coconut rum
1 ounce sweet and sour mix

For blood slime:

3 tablespoons corn syrup
1/2 teaspoon red food coloring

Rim Instructions

1. Mix corn syrup with red food coloring.
2. Dip the rim of martini glass into the mixture, and slowly spin the glass to coat it.
3. Turn the glass upright and the blood will begin to drip slightly. Set aside.

Cocktail Instructions

1. Pour all ingredients into a cocktail shaker half-filled with ice cubes.
2. Shake well and pour over ice cubes into slime-rimmed martini glass.

(By Andrea Correale, Elegant Affairs)

Blood Sucker

1 1/2 oz. Bacardi "0"
1/2 oz. Cointreau
2 oz. pineapple juice
1 Tbs. strawberry or raspberry puree

Pour rum, Cointreau and juice into a shaker with ice. Shake mixture, then pour into a rocks glass. Dip the end of a drinking straw into the berry puree, hold the tip of your finger over the other end and use the straw to squirt puree into the bottom half-inch of the drink, where it will sink in red blobs. Do not stir.

(By Ed Beaden, Charlotte Palm Restaurant, Charlotte, N.C)

The Devil's Handshake

1 1/2 parts Havana Club Añejo Blanco Rum
3/4 parts Lime Juice
1/2 part Simple Syrup
1 part Pineapple Juice
1 tsp Sweet Ginger Puree (or ground fresh ginger)
1/4 part Egg White
Lime wedge for garnish

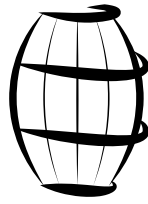
1. Dry shake vigorously, ice and shake again.
 2. Strain onto fresh ice in a highball glass.
 3. Garnish with a lime wedge.
- (recipe found at <http://bit.ly/1t6jQc5>)

The Electric Chair

1 oz. Brewed Espresso
1 oz. Chocolate-flavored Iced Coffee
1 oz. Matuslaem Platino Rum
1 oz. Amaretto

Fill a blender with ice and add all your ingredients. Blend until the mixture is thick; pour into a cocktail glass and Garnish with a plastic spider for added effect!

Original recipe source: NY Daily News. Recipe found at <http://bit.ly/1qJjvfl>



5-Day Rum Training, February 2-6 2015, Kentucky, USA

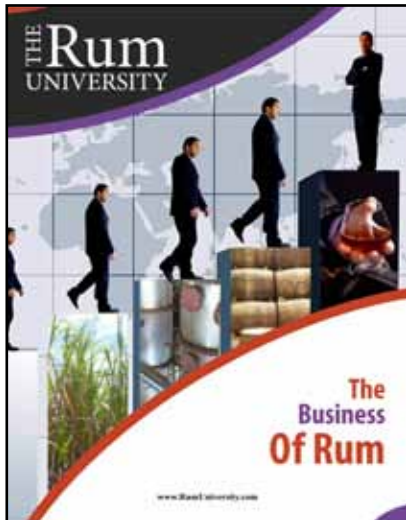


The Rum University and Moonshine University have joined forces to offer the most comprehensive rum training to existing and future rum distillers and brand owners from around the world.

The 5-day course will guide attendees through the financial, marketing, production, aging and blending of rum, so each person can leave with a complete understanding of how rums can fit into the economic landscape. The course will offer a great combination of theory and practice, making it the ideal learning tool for anyone whose livelihood will depend on their ability to properly produce and commercialize excellent rums.



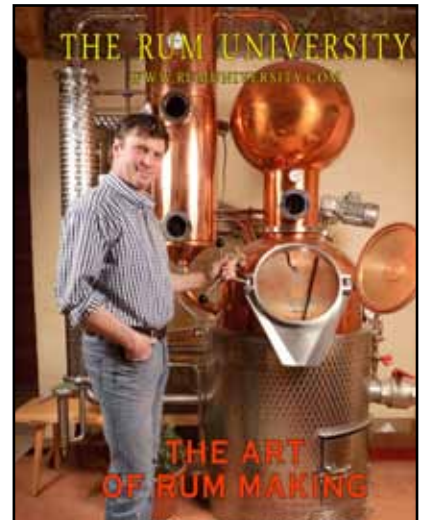
5-Day Course Schedule



The Business of Rum
(1 Day)



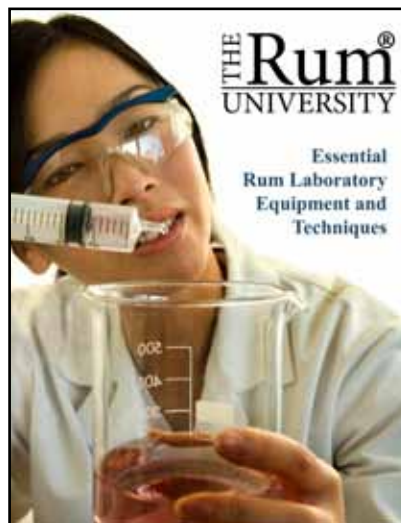
The Classifications of Rum
(1 Day)



The Art of Rum Making
(1.5 Days)



History and Science
of the Barrel (0.5 Days)



Essential Rum Laboratory
(0.5 Days)



Introduction to Rum
Blending (0.5 Days)

How to Register

Online at www.moonshineuniversity.com
Via Telephone at +1 502-301-8126

The cost is USD \$5,495, it includes:

- All class related materials
- Breakfast, lunch and refreshments daily
- Networking Dinner/Reception Wednesday evening
- Transportation between The Brown Hotel and Moonshine University

Early Bird Special – Registrations received by January 5, 2015 include 4-night's stay at The Brown Hotel

Learn more about The Rum University at:

www.rumuniversity.com

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

Bartender's Corner

by Dr. Ron A. Ñejo

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

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

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

-Dr. Ron A. Ñejo





Photo Credit: www.sweetsaucy.com

Early American Rum Cocktails #10: Pine-Apple Punch

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

Ingredients (for a party of ten):

4 Bottles of Champagne
1 Pint of Jamaican Rum
1 Pint of Brandy
1 Gill of Curaçoa
Juice of 4 Lemons
4 Pine-Apples, sliced
Sweeten to taste with pulverized white sugar

Directions:

Put the pine-apple with one pound of sugar in a glass bowl, and let them stand until the sugar is well soaked in the pine-apple, then add all the other ingredients, except the champagne. Let this mixture stand in ice for about an hour, then add the champagne. Place a large block of ice in the center of the bowl, and ornament it with loaf sugar, sliced orange, and other fruits in season.

UPCOMING RUM EVENT

4TH GERMAN RUM FESTIVAL 2014 (4TH/5TH OF OCTOBER 2014 IN BERLIN)

Celebrating the diversity of rum the 4th German Rum Festival 2014 is not only focussing the variety of taste, but also the multifaceted origins of our exhibitors this year. As well as the Caribbean and South America will of course remain the cradle of rum, excitement for the liquor rum and the skills in production are also growing in other parts of the world. Following this year's festival motto – „Colors of Rum“ – we are looking forward to welcoming exhibitors from all over the world, from South America to the Philippines, from Germany to Japan.

No sleep in Berlin – expect a stream of highlights if you are planning your weekend trip for the 4th German Rum Festival 2014. Starting with a long list of extraordinary rum tastings guided by professionals you will experience the Finals of the „BOTUCAL GERMAN TOURNAMENT“ live on stage at the 4th German Rum Festival 2014. The ten best bartenders from the completed first round will be mixing their rum-cocktail-creations in front of an expert panel. The winner qualifies for the DIPLOMATICO WORLD TOURNAMENT in April 2015 in Venezuela.

After exploring the 4th German Rum Festival 2014 we recommend you to have a break for a smoke in our huge and comfortable VILLIGER-Cigarlounge. Rum and cigars – a perfect combination of tasty pleasures.

Talking about tasty pleasures we have to mention our food partner, the renowned FILETSTÜCK BERLIN. Chef Sascha Ludwig allowed us to catch a glimpse of what he is planning for the menu: Pulled Pork Burger, Caribbean Stew, Barbecue-sauces based on rum and of course some specials for our vegetarian guests.

As we promised no sleep in Berlin we also kindly invite you to our Opening Party on Saturday, 4th of October. Join us for the party at 40SECONDS, one of the hottest and highest clubs of Berlin. Enjoy the unique view, special rum-cocktails and selected tunes of Latin House mixed by DJ Storm, one of Germany's most popular Djs. The winners of the GERMAN RUM FESTIVAL AWARDS 2014 will be announced at the Opening Party at 40 SECONDS, too.

Closing with one of the best news: Save your ticket for the premier of the 4th German Rum Festival Rarity Tasting. Be fast and one of a few who will be able to taste real rum rarities once in a lifetime.

See you in Berlin for the 4th German Rum Festival 2014.



Master Piece In a Bottle



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



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THE RUM HISTORIAN



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

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

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

I try to cover all of this in my Italian blog on Rum, www.ilsecolodelrum.it

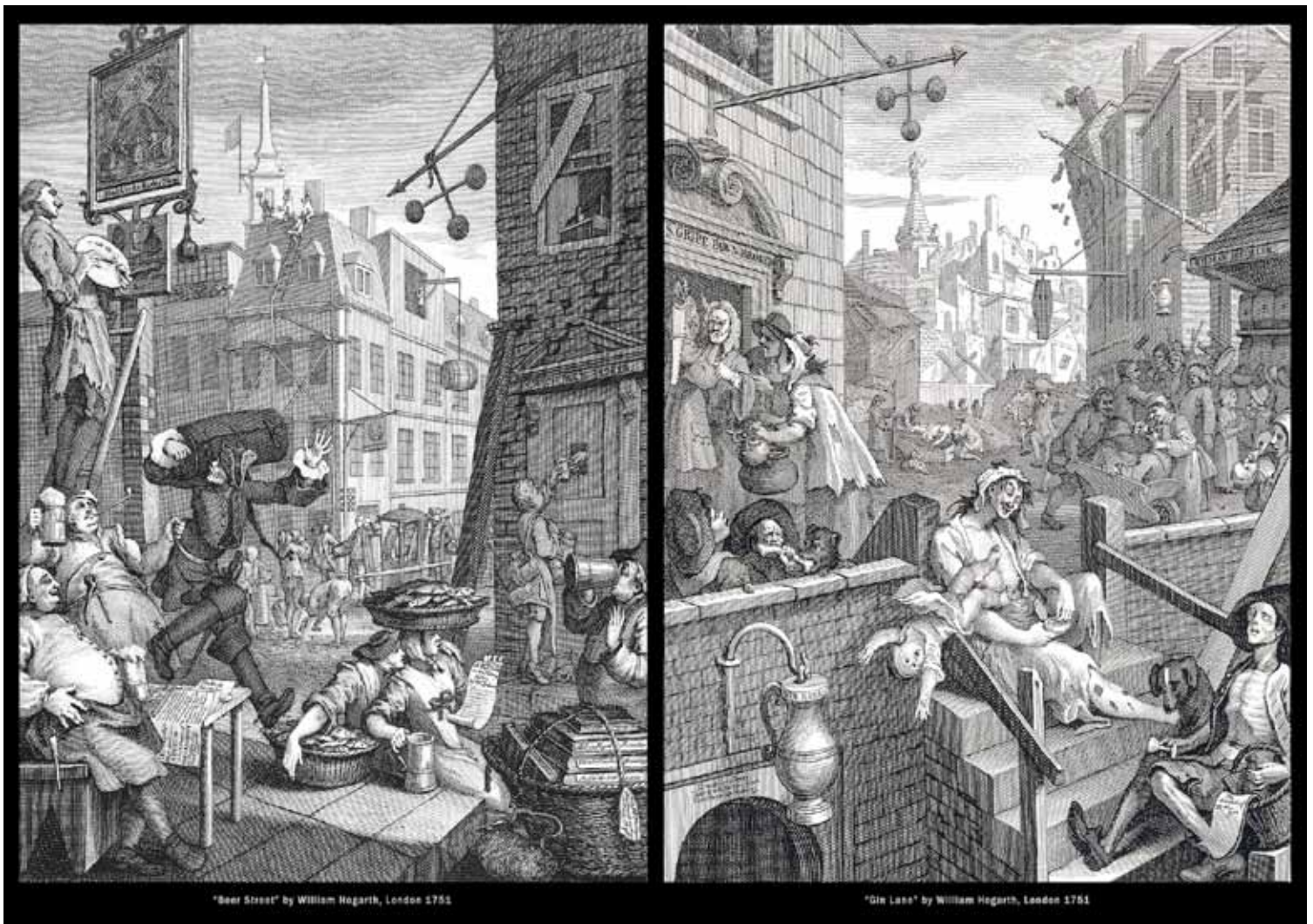
RUM AND WELLNESS IN XVIII CENTURY BRITAIN

As I wrote in previous articles, the Italian distillers of the XIII Century called the spirit they produced aqua vitae, water of life, because they believed it was a panacea for many ills and since then the link between alcohol and wealth in European culture has been very strong.

XVIII Century Britain was rich and powerful. No grave political or economic perils threatened it. And, like today, good society was very concerned about health. Air, climate, food, beverages, habits of life, etc... were studied to learn how to defend the people's health and improve their wellness.

Then, in order to promote the consumption of rum, it was necessary to present it as something healthy and useful for the well-being of the people. As we know, rum had two competitors: brandy among the upper classes, and gin among the lower ones. And both of them were targeted.

In 1690, Dalby Thomas wrote that rum is "*wholesomer for the Body [than Brandy], which is observed by the long living of those in the Colonies that are great Drinkers of Rum, which is the Spirit we make from Mellasses, and the short living of those that are great Drinkers of Brandy in those parts*".



"Beer Street" by William Hogarth, London 1751

"Gin Lane" by William Hogarth, London 1751

Beer Street and Gin Lane are two prints issued in 1751 by English artist William Hogarth in support of what would become the Gin Act. Designed to be viewed alongside each other, they depict the evils of the consumption of gin as a contrast to the merits of drinking beer.

And again in 1770 when rum imports had surpassed those of brandy for decades, one Robert Dossie, physician, wrote: *"The drinking of Rum in moderation is more salutary, and in excess much less harmful, than drinking Brandy"* Dossie filled his pages with medical evidence, chemical dissertations, scientific experiments and so on .

The British élite continued to drink brandy, but rum achieved social respectability.

Gin was an easier target. It was a dangerous competitor for bread in the use of the precious grain and its huge diffusion among the poor was a major social problem at the time. We are going to write about the laws against gin later, now it is enough to quote an anonymous author that in 1760 wrote:

"Since the Suppression of Gin the Consumption of Rum has been greatly increased, and yet the Dram Drunkenness with all its dreadful Effects, has entirely ceased." And *"Gin is vastly more destructive to the Human Frame than the Sugar Spirit."*

Later he claimed that rum is good for "weak and depraved appetites and Digestion, and in many other Distempers of the declining sort. "

And, after a lot of recommendations from authoritative physicians, our anonymous wrote: *"Gin is a Spirit too fiery, acrid, and inflamating for inward Use – But ... Rum is a Spirit so mild, balsamic, and benign, that if it's properly used and attempered it may be made highly useful, both for the Relief and Regalement of Human Nature"*.

So, with the help of Science and Medicine, rum began to conquer the minds of British people.

RUM IN THE NEWS

by Mike Kunetka

A stack of newspapers is on the left, and four white dice are arranged in a row to the right, spelling out the word 'NEWS' in large, bold, black letters. The dice are resting on a textured surface, possibly a tablecloth or paper.

DOGFISH HEAD SMALL BATCH SPIRITS

Back in 2002, in a rural Delaware scrapyards, Dogfish Head founder Sam Calagione picked up a little stainless steel feed bin that he had big plans for. Sam worked with engineers and welders to reshape the tank in the form of a pot still – lovingly named ‘Frankenstill’ – and Dogfish Head’s days of hand-distilling gin, rum and vodka began. For a dozen years, Dogfish’s little “distillery that could,” perched on the second floor of the Rehoboth Beach brewpub, has been putting out an extremely limited selection of rum, vodka and gin. Most has been sold right out of the pub and at select retailers in Delaware. But now, after an expansion at the nearby Milton brewery, Dogfish will have the space to kick the distilling up a notch (or three). With a twin 500-gallon copper pot still and a 26-foot column still from Louisville’s Vendome Copper & Brass Works, spirits like Brown Honey Rum (made with Delaware honey), Dogfish White-Light Rum and Dogfish Wit Spiced Rhum (with Curacao orange peel and coriander) might just make it past the Delaware border.

SUGAR ISLAND RUMS

In 1731, in accordance with the Regulations relating to His Majesty’s Service at Sea, British sailors were given a daily ration of rum. Coincidentally, mermaid sightings in the Caribbean rose significantly around this time. Sailors believed mermaids rescued shipwrecked sailors and brought them to Sugar Island. Sugar Island Rum Company has introduced two rums with great packaging and artwork. They have a Coconut Rum, that comes in at 21% ABV and a Spiced Rum, that is 46% ABV.

FOURSQUARE’S RUM SIXTY SIX

Recently, some good friends (very good friends) brought me back a bottle of Sixty Six from their Bajan holiday. Hopefully, Got Rum’s official reviewer, Paul Senft, will write a professional evaluation someday. In the meantime, I will tell you that this winter, when it is 5 degrees and snowing here in Colorado, I will sit by the fire with a good book and this wonderful elixir. The Foursquare website describes Sixty Six like this: RUM SIXTY SIX Family Reserve is distilled from fermented molasses in small batches (usually 112 barrels) and tropically aged for a minimum of 12 years in small American white oak casks. Tropical ageing describes the fact that spirits in the Caribbean age more quickly than in Europe due to the warm climate. After 12 years’ tropical ageing RUM SIXTY SIX Family Reserve has a maturity and complexity comparable with European spirits twice this age. Availability is limited and sporadic, but if you are headed to Barbados, this is definitely a bottle to look for.

WICKED DOLPHIN RUMSHINE

In March, I wrote about the success that Cape Spirits was having with their White and Spiced rums. Now they are introducing RumShine, inspired by the Gladesmen who worked in the Florida Everglades circa 1900 and learned how to turn sugar into ‘shine’. Owner JoAnn Elardo says “we take a lot of pride in using as many fresh, Florida ingredients that we can.” They are introducing three flavors: Strawberry RumShine – fresh Florida strawberry’s infused in their Award winning Rum made with the very best Florida Sugar cane, creating a flavor of creamy sun

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.

ripened strawberry's ending with a cool sweet refreshing finish and a kick. It's bottled at 50% ABV. Blueberry RumShine – fresh Florida blueberries infused in Wicked Dolphin Rum produce a nice full bodied berry taste with sweet notes throughout. A great spirit to enjoy on its own or with a mixer, Blueberry Rumshine is also bottled at 50% ABV. Apple Pie RumShine - reminiscent of having a great slice of apple pie – with a fresh clean apple taste that is sweet and delicious and the spices of nutmeg, cinnamon and other homemade spices. Apple Pie is bottled at 35% ABV.

BACARDI

Bacardi will be expanding distribution of the Facundo Rum Collection to California. The collection of four super- and ultra-premium rums sourced from the Bacardi family's private reserves, is slowly being rolled out to "markets primed for luxury rum", where the category is being introduced to consumers as "an art form". Comprised of Neo, Eximo, Exquisito and Paraiso, the Facundo collection was first unveiled in late 2013 in Miami and New York. Neo, the entry-level expression, is a clear blend of rums aged up to eight years; Eximo is a medium-bodied dark rum blended before ageing in a barrel for 10 years; Exquisito features rum matured for between seven and 23 years before being finished in Sherry casks; and Paraiso is a blend of dark rums aged up to 23 years that's filtered through carbon and rested in French XO casks.

TANDUAY RUMS

Tanduay Distillers, Inc., will join forces with California National Trading Inc. (CNT, Inc.), to increase distribution in California and bring the award-winning rum to several Asian supermarkets throughout the state. Founded in the Philippines in 1854, Tanduay is the second-largest rum producer in the world, selling over 18 million cases. Tanduay has won multiple awards for its high quality rums, which enjoy a tradition of blending established nearly 160 years ago. Tanduay Rum is currently available in Connecticut, Florida, Illinois and Tennessee.

PINK PIGEON RUM

Berry Brothers & Rudd will be unveiling a new clear bottle package for its Pink Pigeon vanilla-spiced rum during London Cocktail Week. Up to this point, Pink Pigeon has been available in a classy matte black bottle. They have chosen the new transparent design to make the amber color of the rum more noticeable. Luke Tegner, Berry Bros. & Rudd Spirits Brands Marketing Director, said: "In order to lead the discussion with the trade and consumers on the ever-growing world of spiced rum, we will be conducting spiced rum master classes during London Cocktail Week providing insight on the three botanicals which give Pink Pigeon its distinct flavor profile. This gives a perfect opportunity to unveil our clear glass bottle that showcases the rum so well."

SAILOR JERRY RUM

In another packaging change, Sailor Jerry has chosen a new bottle shape and redesigned their label. The new bottle design has been developed to reinforce the brand's premium credentials, authentic heritage and personality and provide clearer standout on shelf in retail and on the back bar. While the liquid remains unchanged, the new design is an evolution of the previous look with clearer cues to Norman 'Sailor Jerry' Collins, the father of old-school tattooing. The bottle neck is now embossed with the iconic brand anchor and dates. The front label has also been split into two sections to allow more prominence of the hula girl iconography and script, whilst highlighting the proof and style, bold and smooth. A new bottle shape has also been introduced, ensuring the brand is clear and recognizable amongst its competitors. Inspired by the famous tattoo artist, six new Sailor Jerry pinup girls have been added to the inside front label of the bottle. Brand fans already remove the label to collect the existing range and the new pack includes a new, removable label so that Sailor Jerry fans can easily continue their collections with the new artwork.

EXCLUSIVE INTERVIEW



One of the things I enjoy the most about real craft distillers is that their products, even their company names, are often inspired by true stories. Some of these stories, however, are not easily shared with consumers, since it would be impossible to spend enough face-to-face time with all of them. For this reason, we at "Got Rum?" strive to interview the people behind the products, to give them an opportunity to share the origin of their passion, the driving force and motivation behind the arduous day to day work needed to make their rums a reality.

I recently had the pleasure of interviewing JoAnn, whose passion and dedication to the craft is reflected in the high quality rums she produces with her team. Cheers!

Margaret Ayala, Publisher



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

JoAnn Elardo – Founder, Cape Spirits Inc. – Brand: Wicked Dolphin Rum. We're located at 131 SW 3rd Pl, Cape Coral, FL (239)242-5244

Can you tell us a little bit about Wicked Dolphin Distillery, what inspired you to start the company and how you came up with your company name?

I have been a Rum drinker and connoisseur for years. I sold my previous company in 2008, the same year this area of Florida was devastated with the economic downturn. I had been following the Sugar business in Florida for some

time— Florida grows about 50% of the Sugarcane for the US market. As I was reading about this one night, I was having a cocktail. After a sip of a very bad drink I looked to see where the rum was made and decided we need to have a Florida Rum! So, it started...

My husband and I live on the Caloosahatchee River right off the Gulf of Mexico. Everyday my dogs run along the seawall after the dolphins. One evening after going to sleep I was awoken about 3am by a low growl. I

woke my husband and told him I thought someone was breaking in. He checked the house and replied, "That Wicked Dolphin is Back!" As I laid in bed and thought "That's funny and would make a pretty good name." I am glad he did not say something I can't print.



You are not the first distillery in Florida, but you are certainly the one making the biggest waves. Was this the plan from the beginning?

Our plan from the outset was to make rum we can be proud of, using the best ingredients we could get our hands on. We started winning awards early on, from some of the most respected people in the industry, so we knew we had to stay on that track.

What types of obstacles did you encounter in Florida when you tried to get all the licensing needed to start your distillery? When it comes to starting a craft distillery, do you think your state is easier or tougher than others in the country?

I would say Florida is a very tough state. I was not the first, but one of the first to try for distillery licensing. The authorities, not having existing companies to reference, did not have anyone to ask. So it seemed no one wanted to help or approve us. We learned a lot in that first year.

Why did you decide to produce rum and not another distilled spirit?

The simple answer is: Florida's rich and fertile Sugarcane fields are 35 minutes from the distillery and I love all types of Rum. In the near future you will see us producing a few different varieties. I have also been experimenting with a few other spirits, so do not be surprised to see something else from Wicked Dolphin soon.

Please tell us a little bit about each of your rums.

Our first rum, Wicked Dolphin Silver, which we launched in April of 2012, is a premium rum made with Grade A brown sugar. We take a short hearts cut to get really high quality rum. We take that rum and age it for a minimum of 1 year in some of the best

once used bourbon barrels we can find. Before we bottle, we take that aged rum and mix it with premium rum off the still, and blend. Our Silver has a blond hue, from the aged rum, and smooth taste with hints of vanilla and butterscotch. It really is great with Rum & coke or just on the rocks!

Our next Rum was Wicked Dolphin Spiced Rum, and this was a lot of fun to create. Dan, my nephew and gifted Distiller, wanted something different...a Florida Spiced! We noticed a lot of the main stream spiced rums were so similar and not authentic tasting. We are in the land of spices and citrus here in Florida, and we wanted to use them. Our Spiced has aged rum added to it to give it a creamy finish; you cannot forget that Florida is famous for oranges, so we used plenty of them along with honey from bees in our area. It is different, but feels right in this tropical environment.

RumShine is our newest Spirit. I was looking for something different, a new product that was not being done a lot in the industry or by large brands. I love History and was inspired by local lore. The result is RumShine, a great tasting, quality product, using simple ingredients. Here is the story on our label: "The River of Grass" – The Everglades was worked by a rough bunch of men, called Gladesmen. They worked in the summer heat, in the Swamps, with snakes and alligators as big as boats. These Gladesmen supplied the East coast with Cane Juice – Sugarcane. They worked hard and long. These men and women brought with them the skill to turn Sugar into Shine.

We honor that tradition with Wicked Dolphin's "RumShine."

We have 3 RumShine flavors at the moment: Strawberry, Blueberry & Apple Pie.

Strawberry RumShine – Fresh Florida strawberry's infused in an Award winning Rum made with the very best Florida sugarcane. This creates a flavor of Creamy sun ripened strawberries, ending with a cool sweet refreshing finish with a kick. Strawberry RumShine is 100 proof.

Blueberry RumShine – Fresh Florida Blueberries infused in an Award winning Wicked Dolphin Rum made with the very best Florida sugarcane. A nice full body berry taste with sweet notes throughout. This is a Great Spirit to enjoy on its own or with a mixer. Blueberry RumShine is 100 proof.

Apple Pie RumShine – This RumShine flavor is reminiscent of having a great slice of apple pie. A fresh clean apple taste, that is sweet and delicious, is enhanced by the spices of nutmeg, cinnamon and other homemade spices. Apple Pie RumShine is 70 proof.

Do you have plans to produce more rums?

So many more...We love to experiment. Our next release will be Wicked Dolphin Coconut Rum. Dan & I have worked on this for 2 years and we know we now have it right. Look for this in November.

We also have a Gold Reserve due out in December; it's a special blend that we are eager to launch for the holidays. It's great in cocktails and even better on the rocks.



Are your new rums a response to customer feedback from traffic coming through your distillery or are they a response to new trends you are seeing in the rum industry?

It is a bit of both. People on vacation seem to want a tropical cocktail and rum, while the more seasoned rum aficionado prefers a neat or a stronger cocktail. We are currently doing some really different barrel aged cocktails that seems to be a trend in the industry.

Do you have any advice for someone who wants to start a craft distillery in the USA and more specifically in Florida?

We get about 4 people a week coming in with plans to start a distillery in Florida. I tell them, it might look fun and it is sometimes, but it is not a hobby. It is hard work. Our distillery hits temperatures of 100°+ and we work very hard for long hours. The rules and regulations for the super brands are not the same for us, so it is not a level playing field. It's a tough fight that is constant. On the other hand,



we love our jobs. We create a Spirit that is meant to be enjoyed. When I am in a bar or restaurant and see someone ask for Wicked Dolphin Rum, it really makes it all worth it.

We are currently seeing a shortage of new and used oak barrels in the industry, did you anticipate this shortage and prepared ahead of time?

Dan Termini, our Distiller, saw this problem start more than a year ago, and has made provisions. It has also pushed us to try some new interesting barrels. This is not something negatively affecting us at the moment.

“Craft distilling” seems to be a very loose term to describe many of today’s small distilleries. Do you believe the term should be tied somehow to the quality of the distillate being produced, or only to its quantity?

I was disappointed recently because I purchased a Craft Artisan Bread and when I looked at the label, found out it was a major brand charging an enormous amount for a mass produced product. Should I have been disappointed? I just don’t know, it was good bread and it was made with good ingredients. I think we all think “craft” is small and specially made. It would be good if we could come up with a way to actually have a special rule that makes it “craft.” I just don’t have a clue as to how to do this. I do think the American Distillers Institute and American Craft Distillers reputable organizations have been working on some good solutions by actually having a certification stamp. It’s a start.

Do you offer tours of your distillery?

We do have tours here at Wicked Dolphin Distillery. Presently we offer them three times per week Tuesday, Thursdays and some Saturdays. Please check our webpage, www.wickeddolphin.com, for available dates, reservations and tour times. In Florida, the current law allows us to sell only 2 bottles of spirits to a customer, per year. (I told you Florida was tough.) This is not enough to sustain a Distillery Tour business. You really need to have great distribution.

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

Drop me a line at joann@wickeddolphin.com or you can call Wicked Dolphin at (239)242-5244.

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

If you are ever in our neck of the woods, Southwest Florida, please give us a call or stop in. We have great tours and tastings here at the distillery. Our staff, led by Dan, Matt and John, love what they do, and do an exceptional job at it. They strive to put out an exceptional Florida Rum and are always interested to hear ideas and thoughts.



PAIRING TOBACCO & RUM



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

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

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

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

The Walking Dead Pairing

While brainstorming about a pairing for October, it occurred to me that Halloween is celebrated in many countries around the world, so I drew my inspiration from it. At first I thought about carrying out the pairing while wearing costumes, but this would not help the pairing in any technical way, so I opted instead to select a cocktail that accurately reflect the spirit of the pairing, and there is nothing more perfect than a Zombie. A Zombie is an old cocktail, not quite a classical one, but it is characterized by having several distillates among its ingredients. There are many different recipes for Zombies out there, some calling for up to three types of rums and two types of brandy. Facing all these options, we opted instead to create our own recipe, one aimed at maximizing the pairing we had in mind. For this pairing, since it called for special mixology skills, I decided to ask Luis Felipe Cruz to join me.

Regarding the cigars, I selected two of them from Rocky Patel, both from the lineup from The Edge Toro (6" x 52).



One was a *Maduro*, the other one a *Corojo*, so we could compare both as part of the pairing. These are cigars that mention 5 years of aging and that are not recommended for beginners, due to their strength. As for their composition, they have filler from Nicaragua, a small amount from Honduras and the producers hint at having tobacco from a third country in the blend, I would dare say perhaps from Ecuador or from even from Peru.



We conducted the pairing from the terrace of the Restaurant Miguel Torres Santiago, located in the heart of the Bosque de Providencia neighborhood. This terrace kept reminding me of a movie where zombies surround a group of survivors inside a shopping mall. Thinking about being in a similar situation, I imagine I would be looking for the cigar store, so I could then smoke them from the roof of the building, as I watch the sea of zombies underneath. I also thought of the TV series *The Walking Dead*, imagining that I would be a character who'd be looking for cigars instead of food, and would guard the cigars with my life. At the end, they say that tobacco could cause death, but in this situation it would all be the same!

For the *Zombie* we used the following ingredients:

- 2 oz. Myers Rum
- 2 oz. Captain Morgan Rum Private Stock
- 1 oz. Rhum Bielle
- 1 oz. Brandy Torres 10
- 1 oz. Lime Juice
- 1/2 oz. Pineapple Juice
- 1/2 oz. Orange Juice
- 1 dash of Simple Syrup

I chose the *Maduro* cigar for myself and left the *Corojo* for Luis Felipe, since he does not have as much tobacco experience as I do. Immediately





Photos: Danna Bordali



upon lighting them, we perceived hints of whole coffee beans, accompanied by dry fruits, toasted pistachios and almonds. Both cigars also had a subtle spicy note way in the back. Both Luis Felipe and I perceived warm notes reminiscent of coffee, but while he was reminded of espresso, I was of whole roasted beans.

As we all know well, cigars such as these deserve to be paired with good distillates, plus Zombies are not really easy-to-drink cocktails, but with our recipe we managed to create an approachable drink, well balanced and able to clean the palate. It was important to make sure that the fruit juices in the cocktail would not take center stage, muffling the notes from the distilled ingredients, something that I believe we achieved successfully.

Halfway through the cocktail, the flavor of the alcohol from the distillates started to increase and the cigar, in my case, became very aggressive. If this had been a pairing made with straight rums, at this point I would have reached for some aged rum, perhaps from Guyana, but this being a Halloween pairing, we had to continue moving forward.



Photos: Danna Bordali

Towards the end of the second third of the cigar, I started perceiving a note that was hard to identify or, more exactly, it was hard to remember where else I had perceived it, but it was a potpourri flower note, perhaps fueled by the juices in the cocktail combined with the strength of the tobacco. This didn't bother me, so I continued with the pairing. Luis Felipe, however, could not reach the same smoking point, since the last third became too aggressive for him.



While I admit that this could be perceived as another one of my crazy ideas for a pairing, the idea was not all that bad once it was executed. While pairing with cocktails, it is important to remember a few base rules, such as not hiding the flavor of the base alcohols. The fact that we had several such flavors made this an interesting combination, highly recommendable for cooling you off on a hot day or when you are feeling like a walking Zombie...

Cheers,

Philip Ili Barake
Philip@gotrum.com

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