

Got Rum?™

NOVEMBER 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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Keith Laurie



In Memoriam, Mr. Keith Laurie. Photo and article from Barbados Today, October 1, 2014

Agriculturalist Keith Laurie passes away

The agriculture sector has lost one of its champions. That was the reaction of chief executive officer of the Barbados Agricultural Society (BAS) James Paul to the death of well-known agriculturalist Keith Laurie this afternoon.

Laurie's death came a month after he was diagnosed with pancreatic and liver cancers. He was 81.

His eldest daughter, Keithlan told **Barbados TODAY** he died at around 1:40 p.m. today.

"He passed away peacefully at home in bed with his family at hand and, thankfully, he did not suffer," she said.

Laurie was a former president of the BAS and Sheep Farmers' Association and also served as Barbados' Honorary Consul for Haiti.

Paul, who knew him for about 17 years, was shocked when he heard the news, saying that he had spoken to the family just this morning.

"He was obviously one of those persons who was clearly outspoken and who had always defended the cause of the sector and strove to ensure that whatever was best for the sector, was done. He lived with passion for it," the CEO said.

"He was always one of the persons who would encourage those around him to do the same and he was a true leader in that respect. For a long time he trumpeted the virtues of the Barbados blackbelly sheep even when others weren't prepared to go in that direction, so he was an innovator; he looked for opportunities. He was a true Barbadian in that he tried to do the best for Barbados and to push it in the direction that he felt it should go."

Laurie leaves to mourn his wife, Marina, and four children – Keithlan, Rae, Veronica and Andrew. **(CW)**

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ON THE COVER: Detail from "Cutting Sugarcane" by E. Lynton, from the Ayala Collection.

INSIDE COVER: Freshly Harvested Cane, Photograph by Luis Ayala.

FROM THE EDITOR

Approaching the Finish Line

It is hard to believe that we are in November, about to wrap up the year. Our Private Label clients are busy placing and receiving their last orders for the year, we are reviewing the numbers, updating the aging warehouses logs and forecasting aged rum volumes and costs for 2015. All things said, this has been one of the busiest years for us, which we hope means it has been one of the best ones for our clients in particular and for the entire rum industry in general.

All around us we see new craft distilleries, new aging warehouses, new rum festivals and renewed interest in the category. Sugarcane harvest is in full swing in some areas, while it is about to start in others: you could say the smell of sugar is in the air!

This month's column is not an early wrap up of 2014, we'll have that in due time. Instead, it is a reminder to consumers regarding the amount of work and effort required for rum to find its way into neighborhood retail stores and bars. In some cases, empty glass bottles from Europe have to be shipped across the Atlantic Ocean, to facilities in the Caribbean, Central or South America, only to be shipped back, properly dressed and fed (labeled and filled). The journey not only delays the speed with which products can make it into the market, but also increases the costs involved.

I am also sending a pre-emptive "thank you" to all those involved in transporting



supplies and finished goods, to all those who work on the fields cutting cane and to their families for agreeing to endure the rigors of the season. I've often said that rum "has many faces", speaking about its styles and characteristics, but it is during this time of the year that the point is brought home as I see a reflection of the rum supply chain in the actual faces of the workers behind the products.

So let's take a collective deep breath and do our best so that we close the year with the highest level of industrial safety, commercial success and customer satisfaction level possible.

Cheers,

Luis Ayala, *Editor and Publisher*

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

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

THE ANGEL'S SHARE



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

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

The Real McCoy 12 Year Old Rum

When Bailey Pryor was doing research for his award winning The Real McCoy documentary, he traced the origins of Captain McCoy's 1920 rum to Barbados and the Foursquare Distillery. When he decided to produce a rum he chose to partner up with Richard Seale and Foursquare to create his 3, 5, and 12 year old rums. For this 12 year old rum, Foursquare uses a combination of pot and column stills to create the rum, which is then aged onsite in used America Oak Bourbon barrels for 12 years. The product is then blended and bottled for distribution in Europe and the U.S.

Appearance/Presentation

The bottle is the same design as the 3 and 5 year old rums with a black, white, and gold label. The synthetic cork is secured to the glass with a black wrap that has a pull tab just below the cap.

In the 750 ml bottle, the rum has a dark mahogany color that lightened to a dark cherry wood when transferred to the glass. Swirling the liquid created a nice thick band around the perimeter that then created thick slow legs. No surprise the slight green halo -indicating the oak aging- appears around the glass.

Nose

When I poured the rum, a toffee aroma drifted up from the glass. I covered it and let the rum settle. I uncovered the glass and detected a quick release of higher

alcohol which settled into a pleasant balance of smoky oak, dark chocolate, honeyed banana, with a hint of nutmeg and baking spices at the fade.

Palate

The rum had a warm, full-bodied entry with sweet treacle forming the midline, while the smoky oak and dark chocolate from the aroma formed the foundation. The fruit and spice notes danced with the treacle notes creating a high quality flavor experience. Out of curiosity, I added a couple of drops of water to the glass and the warm entry immediately mellowed, subduing the char of the oak and really highlighting the fruity sweet notes in the profile.

Review

When I began my journey of exploring rums, Foursquare and Bajan rums in general were a big part of the experience. For that reason my expectations are pretty high as I enjoy other offerings from this distillery such as Doorly's XO, R.L. Seale and Rum 66. The Real McCoy 12 year old rum does not disappoint. Sold at around 45 dollars a bottle this 80 proof spirit is well balanced and stands out with the complexity I expect to find in a rum from this age range. With the gift giving season fast approaching, you may want to consider adding this to your holiday list or gifting it to a rum lover in your life.



www.realmccoyspirits.com

THE ANGEL'S SHARE

Origenes Reserva Especial 18 Years Old

One of the fun things about participating in rum festivals is that it gives you the opportunity to experience rums years before they reach your home market place. That is the case with almost every rum I have discovered that was produced by “Don Pancho” Fernandez. Without further ado, let us explore Origenes Reserva Especial: a rum that Don Pancho states is blended from a selection of barrels aged 18 years.

Appearance/Presentation

Origenes Reserva Especial has the same distinguished bottle design as the 8 and 30 year old rums. The bottle is sealed with a plastic cork with a wooden cap secured with a black and gold safety strip. The black, white and gold label provides the basic information about the rum and the legacy of Don Pancho.

The rum has a dark walnut color that only lightens slightly with an amber hue in the glass. Agitating the glass creates a solid thick ring that reluctantly releases equally thick, slow moving legs.

Nose

When I poured the rum into the glass the smell of caramel filled the air. I covered the glass and let the liquid settle for a few minutes. When I returned to it I discovered notes of honeyed fruit, cocoa, a hint of leather, and oak.

Palate

The rum was silky smooth as it hit my tongue. A wash of caramel enveloped my mouth. As it began to settle, dark cocoa sat firmly in the middle of my tongue with hints of Bourbon and oak popping and leading to the finish.

My second sip was consistent with the first, but I discovered hints of dried fruit, with just a touch of honey, dancing with the Bourbon and oak finish.

Review

Don Pancho Origenes Reserva Especial comes in at 80 proof which is consistent with the rest of the line. This rum has the subtle balance I expect to find in a spirit with the age statement of 18 years. I am a bit surprised at the strength of the bourbon note, but find it quite enjoyable paired with the fruit and cocoa notes.

The Reserva Especial has been in the European market for quite a while and will hopefully be seen in the U.S. market by the end of 2014.



www.facebook.com/OrigenesRum

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THE MYSTIQUE OF PERIQUE



Daughters & Ryan, Inc. is excited to introduce the 1881 Perique Cigar from Tabacalera Incorporada. These premium cigars are beautifully constructed with an Indonesian (Java) wrapper, Philippines (Isabela) binder, and Brazilian, USA (Perique), and Philippines filler. This cigar is full bodied with abundant flavor, and will add a new bold cigar profile to the Tabacalera line.

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The introductory release of the 1881 Perique line is in two sizes, a Torpedo (5x52) and a Torpedito (4x52). Perique tobacco has earned the reputation of being one of the most complex and flavorful tobaccos in the world, and is highly coveted for its unique spicy flavor. This rare tobacco is blended with other premium long leaf fillers in the new 1881 Perique to produce well crafted cigars that burn evenly, draw effortlessly, and possess exceptional taste.



Daughters & Ryan, Inc.

P.O. Box 609 Smithfield, NC 27577

RUM LIBRARY

While this book is geared primarily towards organic gardeners and probiotic-minded consumers, anyone in the rum industry, with more than a passing interest in fermentation, will benefit from the immense body of knowledge presented within its pages.

I was surprised to learn such interesting facts as:

- All the plants and animals in the world weigh as much as the world's total microbial bio-mass
- Nine out of ten cells in our bodies are intestinal microorganisms (and these cells contain 99 percent of the DNA in our bodies!)
- When scientists looked at healthy intestinal flora, they found more than 400 species of bacteria!
- Every gram of our intestinal contents have around a trillion bacteria!

It is very clear that in gardening or agriculture, microorganism density and health affects plant growth and disease control; the same can be said of the human digestive track. In both of these previous scenarios, biodiversity is key to success/health. When fermenting for alcohol production, however, specialized organisms (yeasts) are introduced into our ecosystems (mash/wash) and are provided with the appropriate support in the form of nutrients, pH and oxygen.

But the goal in all cases is the same: allow the biomass to do its job while preventing infections (undesired organisms) from getting established.

After a thorough description (philosophical at times) about the health benefits of naturally-fermented food, the book goes on to describe fermentation in dairy products, vegetables, grain and flour, bean and seed and finally in beverages.

I feel rewarded for the time I spent reviewing this book. I feel that author Jeff Cox did a superb job in communicating his passion and I am looking forward to extending my fermentation practices beyond the molasses lab and into the kitchen!

Margaret Ayala, Publisher
Margaret@GotRum.com

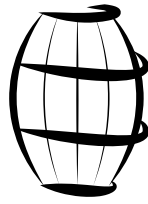
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Jeff Cox, author of the bestselling *From Vines to Wines*



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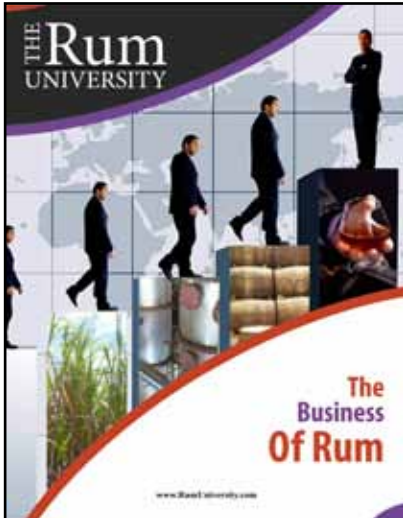


The Rum University and Moonshine University have joined forces to offer the most comprehensive rum training to existing and future rum distillers and brand owners from around the world.

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.



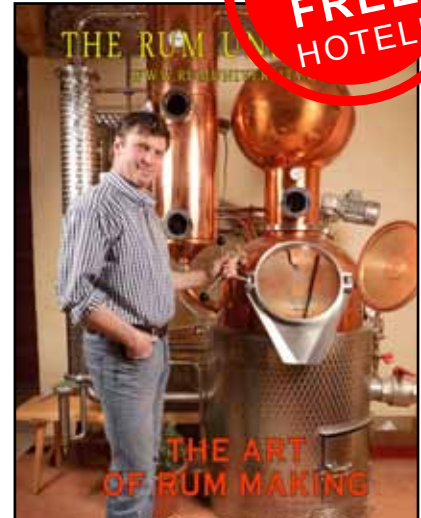
5-Day Course Schedule



The Business of Rum
(1 Day)



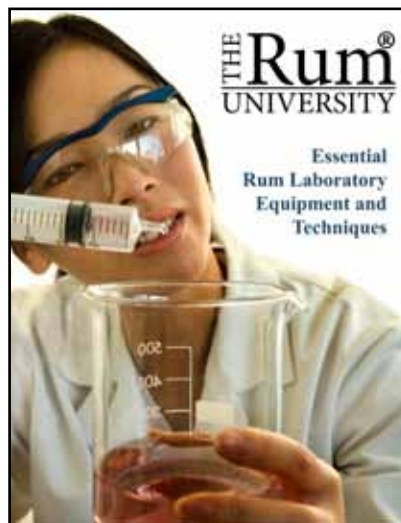
The Classifications of Rum
(1 Day)



The Art of Rum Making
(1.5 Days)



History and Science
of the Barrel (0.5 Days)



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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

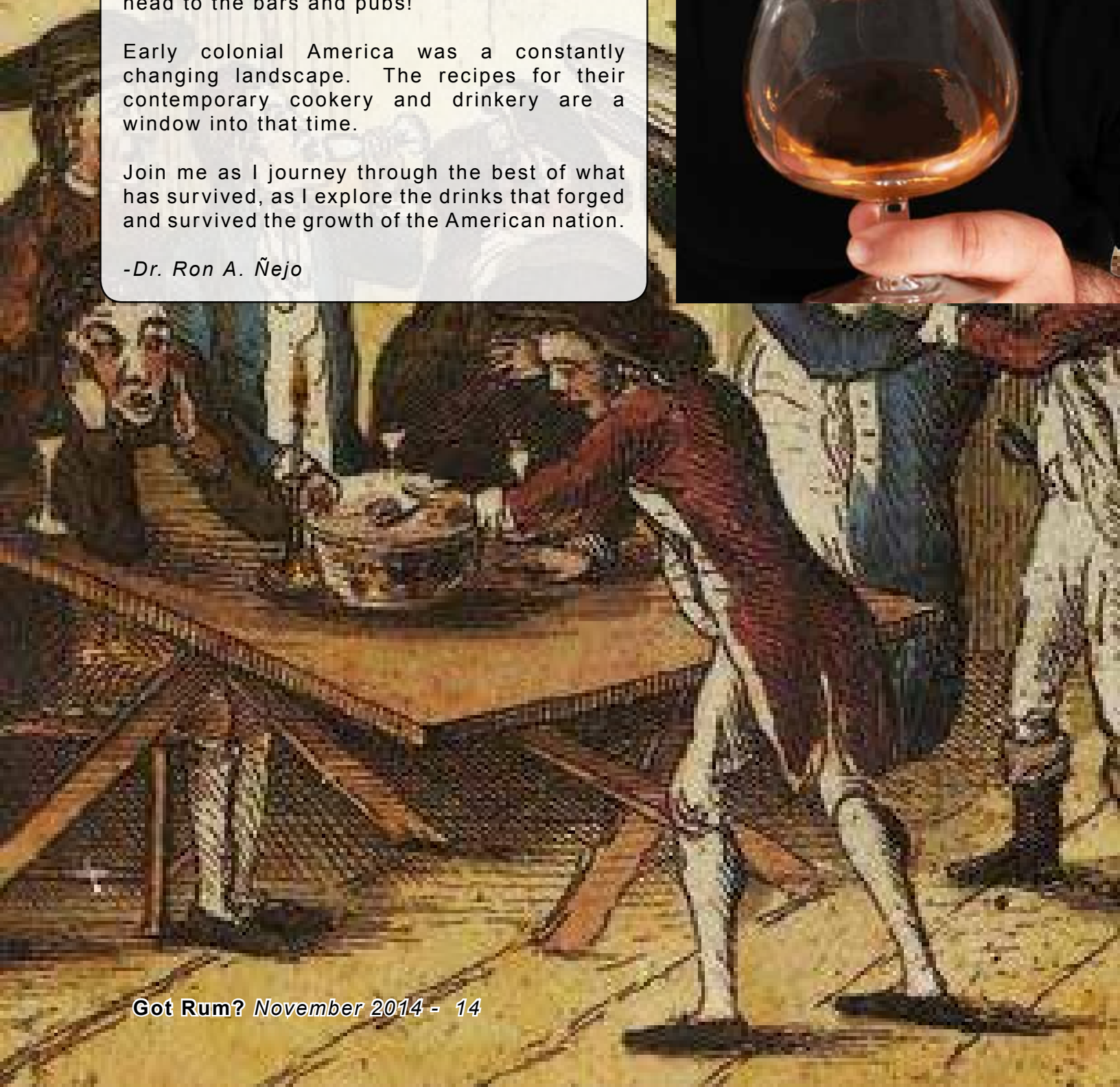
by Dr. Ron A. Ñejo

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





The famous Sons of Liberty punch bowl made by Revere in 1768; now owned by Marsden J. Perry, Esq., Providence, R. I. The salt cellar, another patriotic Revere piece, is the property of R. T. Haines Halsey, Esq., New York

Early American Rum Cocktails #11: Hot Brandy and Rum Punch

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

Ingredients (for a party of fifteen):

- 1 Quart of Jamaican Rum
- 1 Quart Cognac Brandy
- 1 Pound White Loaf-Sugar
- 4 Lemons
- 3 Quarts Boiling Water
- 1 Teaspoon Nutmeg

Directions:

Rub the sugar over the lemons until it has absorbed all the yellow part of the skins, then put the sugar into a punch bowl; add the ingredients well together, pour over them the boiling water, stir well together; add the rum, brandy and nutmeg; mix thoroughly, and the punch will be ready to serve.

As we have before said, it is very important, in making good punch, that all the ingredients are thoroughly incorporated; and, to insure success, the process of mixing must be diligently attended to. Allow a quart for four persons; but this information must be taken *cum grano salis*; for the capacities of persons for this kind of beverage are generally supposed to vary considerably.

THE IMPORTANCE OF SUGAR


Sugar's Amazing Function in our Food Supply

For most of us, sugar and foods sweetened with sugar conjure up life's happiest moments—birthday parties and special holidays.

But pleasure is only part of the story. Fruits get their natural sweetness from sucrose and other sugars. Vegetables, such as carrots, taste best when their sugar content is at its highest.

Sugar provides a balanced sweet taste that other sweeteners attempt to imitate.

Sugar is not hidden in food. In fact, sugar has always provided many necessary functional properties in cooking and baking.



How many of these facts about sugar do you already know?

- Absorbs water and inhibits flour gluten development providing proper texture in baked goods (a little sugar results in a dense texture like a roll; a lot of sugar results in a fluffy texture like a cake)
- Helps prevent spoilage of fruit jellies and preserves by stealing the water from bacterial cells, killing them and preventing spoilage
- Is hygroscopic and absorbs water from the atmosphere keeping baked goods moist and fresh
- Balances sour, bitter and spicy components in foods like spaghetti and barbeque sauce
- Provides nourishment for yeast to help bread rise
- Helps baked foods brown (called the Maillard Reaction), which is why the crust of bread and rolls turn brown
- Adds flavor and balances acidic elements in rubs, brines, dressings and cures
- Strengthens fiber and cell texture in fruits and vegetables during cooking
- Incorporates air into shortening during creaming
- Acts as a whipping aid to stabilize egg foams
- Enhances smoothness, flavor and mouth feel in dairy products

Source: How Well Do You Know Sugar, from The Sugar Association

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

PUNCH

Punch comes from India. On this topic, there is (almost) a general consensus.

Opinions vary, though, as to who actually invented it. Some people maintain that it was a traditional Indian drink, which the English then made their own. Others, on the contrary, believe that it was invented by *factors*, that is, commission agents of the East India Company in order to better bear the boredom, the loneliness, the overbearing presence of a vast, alien world.

One of the greatest experts on the subject, on the other hand, has put forward the hypothesis that it was first concocted by British sailors in the East.

As far as we know, the word *punch* first appeared in a letter written by a soldier of the East India Company to a factor of the same Company, in 1632. Soon afterwards, in other letters written by employees of the Company, it is explained that punch is made from 5 main ingredients: water, spirit, citrus fruits, sugar and spices. And to this day this has remained its basic composition.

Punch is a constant presence in the British social life of the XVIII Century. The literature of the time is full of references to it. For instance, Henry Fielding has a prison chaplain say "*If we must drink, let us have a Bowl of Punch – a Liquor I rather prefer, as it is nowhere spoken against in Scripture.*"



It is 4:00 a.m. in a clubroom said to be St. John's Coffee-house, Shire Lane, London. The candles are burning out on a night consigned to drinking, and the revelers betray every state of drunkenness from rowdiness to stupefaction. In spite of William Hogarth's admonition in his caption — "*Think not to find one meant resemblance there, we lash the Vices but the Persons spare*" — people took delight in associating individuals in the print with various reprobates in London society.

And Ned Ward opined that Punch "*if composed of good ingredients, and prepared with true judgment, exceeds all the simple, potable products in the universe*"

It was consumed in great quantities, cold or hot, with any kind of spirits, citrus, spices and whatever else caught the fancy of those making it. And it was drunk at balls and weddings, at parties and every kind of social event.

A group of friends would often gather for a long night of revels around the *flowing bowl*, as it was called by its devotees. A real culture of Punch developed, which brought together a great number of gentlemen (respectable women were naturally debarred from it), adult and well-off.

This kind of party was immortalized by the great satirist (and much more) William Hogarth in his wonderful "A Modern Midnight Conversation" that illustrates this article.

Soon rum became the spirit most often used in the concoction of Punch and this improved its image greatly. The point is, Punch was expensive.

In XVIII Century Britain, citrus fruits were not easy to find, they were often rotten and anyway they were always expensive. Just as expensive were spices, among which nutmeg was the most highly valued. And then, Punch had to be prepared every time in great quantity, so as to allow a large group of people attending a social gathering to enjoy it. Eventually the very vessel, the bowl, became more and more elaborately decorated, embellished with precious metals and decorative motifs.

And precisely because it was expensive, Punch was largely consumed by the upper classes.

Rum, which was used to prepare Punch, lost therefore part of its bad reputation as a spirit of low quality, suitable only for soldiers, sailors and people of low class, and started to be appreciated by "*the better sort*", that is, good society too.

RUM IN THE NEWS

by Mike Kunetka



NEWS

BLUE CHAIR BAY RUM CREAM

Kenny Chesney and the folks at Blue Chair Bay Rum will cover the flavored rum market, the spiced rum market and the rum cream market this Holiday with their Coconut Spiced Rum Cream. This limited release will combine toasted coconut, silky vanilla, cinnamon, nutmeg and cloves with a creamy, rummy base. Forget Egg Nog this Holiday Season and reach for the festive red bottle.

DESTILERIA CANECA

Destilería Canéca, LLC, a Miami-based company, with operations in Miami's Wynwood Design District, began production December 2011 and is now delivering the first rum ever produced in the City of Miami. The company is inspired by the founder's five generation family tradition of rum production in Mayagüez, Puerto Rico, dating back to 1911. Malone stated, "There is a sense of winning in the air here in Miami. I am very grateful for the opportunity to raise my family and to grow a business in this great city. We hope residents and visitors alike embrace "The Spirit of Miami"." A panel of international judges at the 2013 San Francisco World Spirits Competition awarded the Gold Medal for Best White Rum to Miami Club Rum, its flagship brand.

BERRY BROTHERS & RUDD

In the past I have written about BB&R's Pink Pigeon rums, but they also have a collection of their own bottlings. Sourcing rums throughout the Caribbean, they offer a 12 year old rum from Panama, a 14 year old rum from Guyana, a 15 year old rum from St. Lucia and a 10 year old from Barbados. If you are looking for that very special gift this holiday season, take a look at their Exceptional Cask Collection's

1977 Jamaican Rum Overproof (58.0% ABV). Here is their description: "Rare, very old, Jamaican rum, aged in a Bourbon cask, high strength, probably pot-distilled. We don't know a great deal more about this rum but when we tasted a sample, we were bowled over. Its over-proof strength is an enhancement to its complex character. This charming 35 year-old rum exudes aromas of cigar boxes, coconut, spice and ripe banana. The palate has a rare complexity, rich, juicy and balanced by the judicious oak influence. This is a connoisseur's rum and one to savor." If you are interested, you had better hurry, there are only 110 bottles available.

DRUM CIRCLE DISTILLING

In the September issue of Got Rum, our very own rum reviewer, Paul Senft, gave rave reviews for Drum Circle's Distiller's Reserve Spiced Rum. Now they are experimenting with aging their spiced rum in barrels that previously aged craft beers. Every batch is unique because the barrels are all different and impart different flavors into the spiced rum. Beer Barrel Finish is released at a higher proof (80 proof/40% ABV) than the regular spiced rum. The upfront flavor has hints of the beer that was previously in the barrels. The middle is characterized by spice flavors mellowed by the time spent in the barrels. The finish carries through smoothly with the taste of honey prevalent. Siesta Key Beer Barrel Finish Spiced Rum will be available primarily through the tasting room at the distillery. While you are at the distillery, be sure to inquire about their upcoming Coconut Rum. Head Distiller, Troy Roberts, has been working for two years to perfect this combination of rum, honey and real toasted coconut.

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.

CANE LAND DISTILLING COMPANY

The Cane Land distillery will break ground on its new plant off River Road in Baton Rouge later this year, producing rum from fresh Louisiana sugar cane and molasses grown on the Alma Sugar Cane Plantation. Cane Land co-founder and Baton Rouge native Walter Tharp said the distillery's proximity to the sugar mill is key to producing rum agricole, a rum spirit made from sugar cane juice, instead of molasses. "Fresh pressed cane juice starts to ferment immediately so that's the reason we chose Baton Rouge to be close to the mill," Tharp said. "Once the sugar cane is pressed or is crushed, you have about a two hour window to distill it. The only other producer of rum agricole in the country is the California-based St. George Spirits", Tharp said. "They're only able to produce about 500 bottles annually, but we'll be able to produce more in 30 minutes than they can in an entire year."

Tharp said the Alma Sugar Cane Plantation has been owned by his family for years, and produced more than 400 million pounds of sugar last year and 10 million gallons of molasses.

Tharp said he and his co-founder, Jim Massey, are hoping to make the distillery a part of the Baton Rouge and Louisiana State University community. They are even working on a possible internship program for students as well as allow people to visit the distillery and bottle rum. "People can come to the distillery and do a 30 minute tutorial on how to bottle spirits, and we'll let them work in the distillery for about five hours and then they'll leave with a bottle of rum and a T-shirt," Tharp said. "We think it's going to be a pretty cool program, and it will build brand ambassadors. It will give students at LSU and Baton Rouge citizens a sense of ownership of the distillery."

Tharp said Cane Land has a distribution agreement already in place to get the spirits out to stores once production gets underway. Cane Land will produce a few types of rum and rum agricole, with different aging and production processes for each.

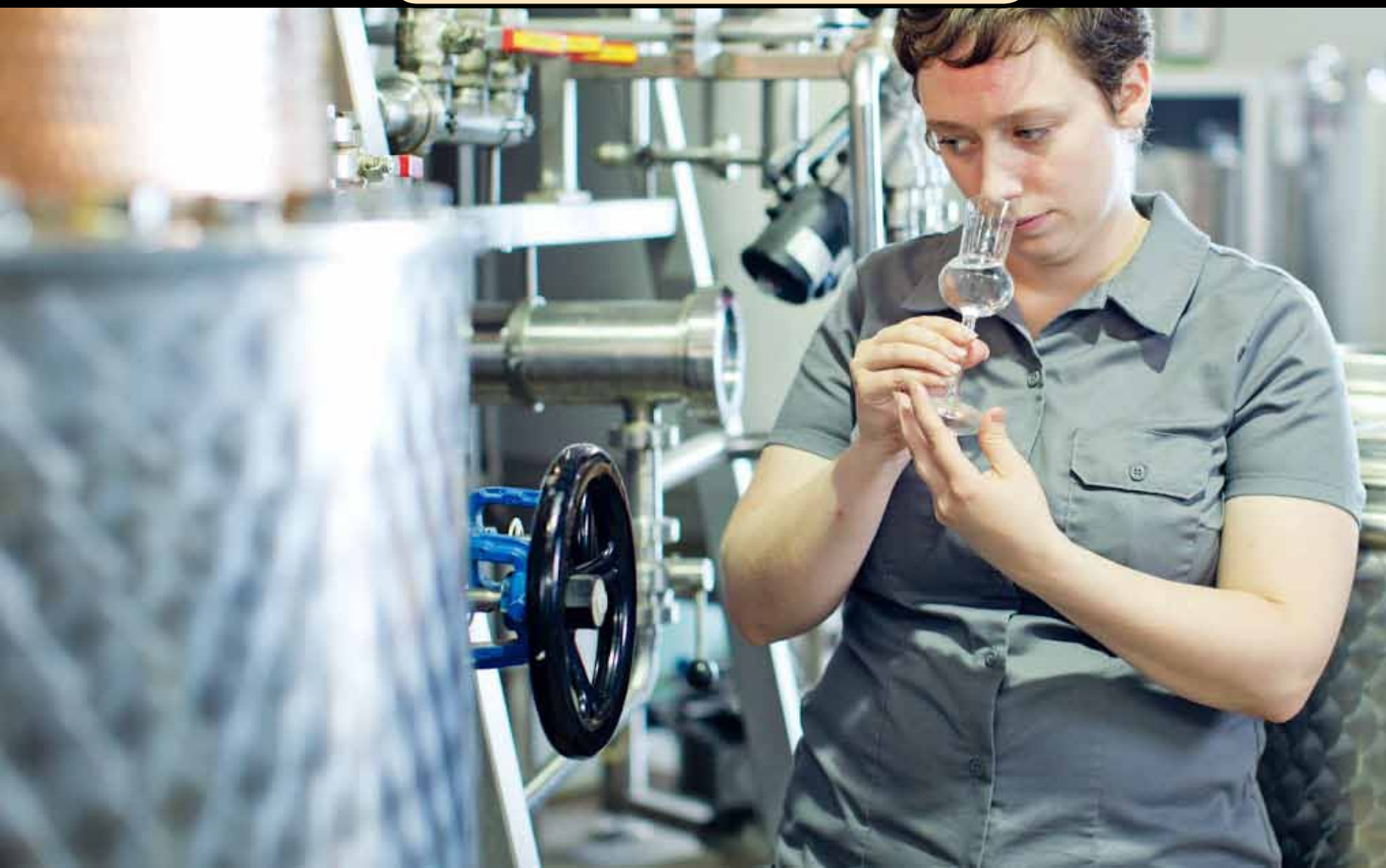
DOS MADERAS

The folks at Dos Maderas are famous for their double cask aging process. Dos Maderas 5+3 is first aged in oak casks for five years in the Caribbean (Guyana & Barbados) and then sailed across to Spain for an additional three years of aging in casks that once held the internationally acclaimed "Dos Cortados" 20 year old Palo Cortado sherry. Dos Maderas Rum PX then undergoes a third and final aging step when the rum rests for two years in casks that previously held Don Guido, a 20 year aged Pedro Ximenez sherry. Their latest offering is Dos Maderas Luxus. It is matured for 10 years at its place of origin in the Caribbean, before being transferred to the Spanish Sherry house of Williams & Humbert. There it matures for a further 5 years using the Solera system method in American oak casks which have previously contained the internationally renowned 20 year old DON GUIDO, a Pedro Ximénez Sherry with extraordinary aromas and flavors.

KO HANA RUM

About a decade ago, Robert Dawson set out to catalogue and plant all the old varieties of sugarcane that he could get his hands on—sugarcane that sugar companies passed over for hybrids that grew straighter and taller and were easier to harvest via machine. Now, he has 12 acres of sugarcane on the North Shore and is planting another 15 acres in Kunia, next to the distillery where he makes his Hawaiian agricole rum, Ko Hana (translation: "work of the cane"). And the beauty of cane juice rum is that Dawson can produce rums from single varieties of sugarcane. So far, his batches have included lahi and manulele varieties, the lahi "very green and grassy with soft notes of cream and butterscotch," Dawson says, while the manulele has an "earthiness at the forefront, then finishing with rock candy and cinnamon." By this fall, Dawson hopes to open a tasting room next to the distillery, where people will be able to sample the rums, including a few aged in Bourbon and Chardonnay barrels.

EXCLUSIVE INTERVIEW



Some people wander through life without knowing -or recognizing- what their destiny, their *raison d'être* truly is. Fortunately for the distilling and the rum worlds, this is not the case with Maggie Campbell. Her eyes were opened to her true calling in Oban, Scotland, through a simple question: "what should I do while I wait for the ferry?". Unbeknownst to her, the answer would change the rest of her life.

It brings me great pleasure to publish this interview with Maggie. Join us on an adventurous journey through the wine industry, the world of spices, the complicated and demanding maze of product distribution and ultimately ending up here, in our beloved world of rum!

I want to thank Maggie for this wonderful interview, but also, I can't wait to see and taste her next creations!

Margaret Ayala, Publisher



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

Maggie Campbell, Head Distiller, Privateer Rum, Ipswich MA.

Can you give our readers a little history of how you got involved in the rum industry?

I always say that rum picked me. My first introduction to spirits was in Oban, Scotland, when I was 20, where I asked a woman in the street what I should do while I waited for the ferry to Tobermory. She said to visit the distillery. That was when I first realized this was a job that people do and I could do too. I returned to the states, finished my degree in Philosophy and began wine school. At the time, 10 years ago, there were no distilling schools, books or even a strong online community. Wine sommelier school taught me the chemistry, history of

alcohol and tasting technique needed to recognize balance and flaws. I began working in a boutique wine, beer, and spirits store while simultaneously going around Denver and getting to know my local craft distillers. I quickly volunteered to help bottle and brought snacks and treats to get face time and build friendships with these great pioneers. I also attended the very first course by the Siebel Institute in Craft Distillation and Technologies and made friendships and mentors of my teachers there. I eventually started emailing craft distillers all over the country to learn new things, this is how I found Germain-Robin. I originally emailed to ask for any references for learning Cognac distillation. They were impressed with my wine knowledge and offered me the position of Assistant Distiller. It was Hubert Germain-Robin (see photo, right), who later met the founder of Privateer and recommended me for the job. When he reached out to me, I was skeptical. Rum?



Really? I make whiskey and cognac! I promised him I would meet them, and like the wise man he is, he knew Privateer was exactly what I was craving, I just didn't know it. On the flight to my interview I read Wayne Curtis' 'And a Bottle of Rum' and instantly fell in love. When I landed and met Andrew Cabot, the founder of Privateer, I learned he was fully dedicated to making rum as a fine spirit, reviving American rum, and making the best choices for the rum above everything. I knew I was home.

I understand that you have a background in the world of spices, how did that opportunity present itself? How much did that help you to develop (or improve) your olfactory "data bank"?

Working in a spice house turned on my nose and palate and I have never been able to shut them off since! I had just graduated college before the holiday season and I was shopping at Savory Spice getting some ingredients. I had no idea where to start my career in an industry that barely existed so I asked if they needed help. I learned the subtle nuances of a Zanzibar clove vs a Ceylon clove. I could taste the strength on the first attack of a Chinese cinnamon, the softness of an Indonesian cinnamon and the length and complexity on Vietnamese Saigon. I would select a brighter citrus driven California Bay leaf for homemade vermouth or a softer earthier Turkish bay leaf for a barley risotto. They are dedicated to sourcing quality spices and grinding them fresh, and with that came the biggest lesson, learning to taste for quality. It is a very different thing for something to be quality and correct as opposed to whether it is to your taste. This has been one of my most important career lessons and I am so grateful to Mike, the owner, for teaching me this. Today, when I taste gin, I'm plagued and blessed by tasting the quality of the spices behind it, same with vermouths (though, sadly, many vermouths are artificially aromatized these days). It also illuminated the labor and trade concerns of spice production, something distillers rarely, if ever, discuss.

Where and how did you gain your distillation knowledge?

Learning about distilling was, and continues to be, a long and winding road. I learned most from fellow distillers and industry pros. You can't just walk into a distillery and start asking questions, the people are busy and have their own needs. You have to make the

relationship valuable. You have to offer friendship, truly listen, thank them and as you learn new things share with them as well. I learned an invaluable amount from studying wine. There is so much more research and writing in wine that your resources are very rich. The taste training alone makes me who I am as a distiller. I also learned brewing, my assistant distiller and I were originally brewing partners, but that was a much smaller piece of the puzzle. Spirits live their life like brewing beer for 5 days, distillation is 1-2 days of its life, and aging is 3 months to years and years of its life! That aging is very closely related with wine aging. From proper barrel prep, seasoning, blending, selection, storage, maturation, esterification, tannin polymerization, and long chain fatty acid formation, as well as, looking for contamination and flaws in barrels you can look to the wine world for guidance (though please, keep the sulfur and potassium metabisulfite away from the high proof).

Can you walk us through your typical day at the distillery?

I get in and put on my music first thing. Then I typically charge the spirit still and fire it up, my assistant distiller charges and fires up the stripping still, and the founder, Andrew Cabot, puts together a fermentation all at the same time. I taste a few barrels everyday and take notes, look at our production schedule, work on an article and research some journals on fermentation and distillation. I set aside at least 30 minutes everyday to dedicate to professional friendships to keep in touch, work on a project, ask advice, connect people who can help each other, but it's never enough. We often host bartenders or other distillers, about 2-3 days a week. On those days I dedicate my time to distilling side by side with them and answering as many questions as I can. By 4pm I try to sit down and work on my wine studies, I have just been accepted to join the Masters of Wine study program, while I wait for the tails cut and wrap up my day.

What has been your greatest challenge as Head Distiller?

It's hard to be a good manager and teacher. I know how to distill, I just do it, I learn something new, I change things and it just works in my mind. I struggle to teach concepts in meaningful ways to others and give them all the background they need to understand the choice and make it meaningful. Being a good teacher is a skill and it's something I've worked on a lot. Managing is the same, I can direct easily, but managing is harder for me. It takes conscientious time and effort to stop, meet the other person and coach them effectively in the way their mind needs as well as taking extra time to make sure they are set up for success in the minutia that is inherently natural for me to understand, but is new or unknown to them.

Many of Luis' and my clients come to us with the thought that fermenting and distilling are the toughest aspects of bringing a new product to the market, but we tell them that those activities represent only about 10% of the work, that the main challenge is distribution and promotion. I understand that you spent quite a bit of time on distribution and product promotion before getting into production, so with this experience behind you, would you agree or disagree with our statement?

I absolutely agree. The most unexpected, but truly pragmatic experience I had was the year and a half I took between distilling gigs to work with a distributor. The company distributed two portfolios of fine wines and spirits. I learned the ins and out of how distribution works, what is standard practice and what makes sales successful for distributors. This is something I wish everyone wanting to start a craft distillery would do, it saves a lot of water treading and headaches when you understand how they work.

There is a marked tendency for companies to sell sweet distillates and most of this sweetness is the result of post-distillation additives. I happen to like drier spirits, with richness and complexity coming from the distillates and their careful aging, how about you? How do you feel about added sweeteners?



I think people need to make the spirit they passionately believe in. I passionately believe in unadulterated spirits. I want to leave our spirit bare so you can taste the complexity of the fermentation, distillation and aging. I even did a lecture where I served our rum, as is, next to a sample of our rum treated with glycerol. The glycerol knocked down the complexity and nose while adding one-note sweetness to the palate. I also believe that sweeteners can hide a multitude of sins. If we make it right we don't need to add or remove anything, we can leave it with the natural harmony the still and the barrels created.

Do you think success as a distiller should be tied to commercial success of the finished products, or is it possible to have masterpieces that won't ever be recognized as such by the majority of consumers?

I think a masterpiece should be celebrated no matter the success. I'm impressed with those who reach commercial success with an excellent product, but really I'm impressed by the excellent product. I make something because I love it and that is where the virtue is in it for me.

Which of your rums are you the most proud of and why?

I'm really proud of the silver rum. Coming mainly from a brown spirits background I didn't have much clear spirit experience. I love that it has the aromatics of an eau de vie but the body of something aged on the palate. Because we don't sweeten, filter or aromatize the rum you can taste everything in it and we couldn't do that if we were not so dedicated and committed.

Who do you aim to please with your rums (who is your ideal consumer)?

I always say we don't have to sell to everyone, we just have to sell to the right people. That 'right person' can be anyone. We look to connect with food lovers, craft beer enthusiasts and boutique wine fans. We are lucky to be small enough that we are very intimate in marketing our rum, something a larger producer would struggle to do. We connect well with those looking for craft and authenticity in their purchases.

Will your future rums be influenced by feedback you get from visitors to the distillery or will they be a response to new trends you are seeing in the rum industry or both?

We try not to get caught up in fads, criticism, or the blindness compliments can create. We really want to make products we believe in, not try to get in on a trend or get led astray chasing something that is not deeply connected to us. We have a couple of projects in the works, both we have been aging for over two years now, but are still aging. They were born of our own natural curiosity and desire. One, a Navy Proof Rum, will happily meet bartenders' desires for high proof blending tools, and the other, our Queen's Share, will be a full bodied sipping rum. We love and hear all the feedback we get, but in the end we have to walk our path.

Are you currently producing spirits other than rum? If so, can you tell us a bit about them?

We did a single batch gin that used my spice experience. We sold out quickly and are planning to do another. I love *eau de vie* and hope to do some fun stuff with that in the future.

Do you have any advice for someone who wants to become a distiller?





Research from as many sources and people as possible. It gives you a world of tools to pull from to decide what's right for you. I have seen bad and dangerous advice online and as I travel to other distilleries I see that a few people have googled the same thing and it causes this dangerous and bad advice to spread. Make sure to double and triple check advice you get online.

Last month I interviewed JoAnn Elardo from Wicked Dolphin in Florida and asked her if their distillery foresaw the shortage of oak barrels, did you anticipate this shortage as well?

Yes, the shortage has been intense to watch. We have been lucky that my history has given us some long term relationships that have really saved us. It's been hard on a lot of people. I see people turning to lower quality wood as an alternative, something we are dedicated to stay away from. I also see people using old wine barrels, but this is something that needs to be done very carefully! There are numerous contaminants and treatments that need to be accounted for. From sulfur treatments that will infuse with high proof, but blows off in wine, all the way to acetic or other biological infection that can infuse a flavor of vinegar or TCA into your spirit from the scents it has created before the alcohol was added.

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

Maggie@privateerrum.com or on twitter/instagram: @halfpintmaggie

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.

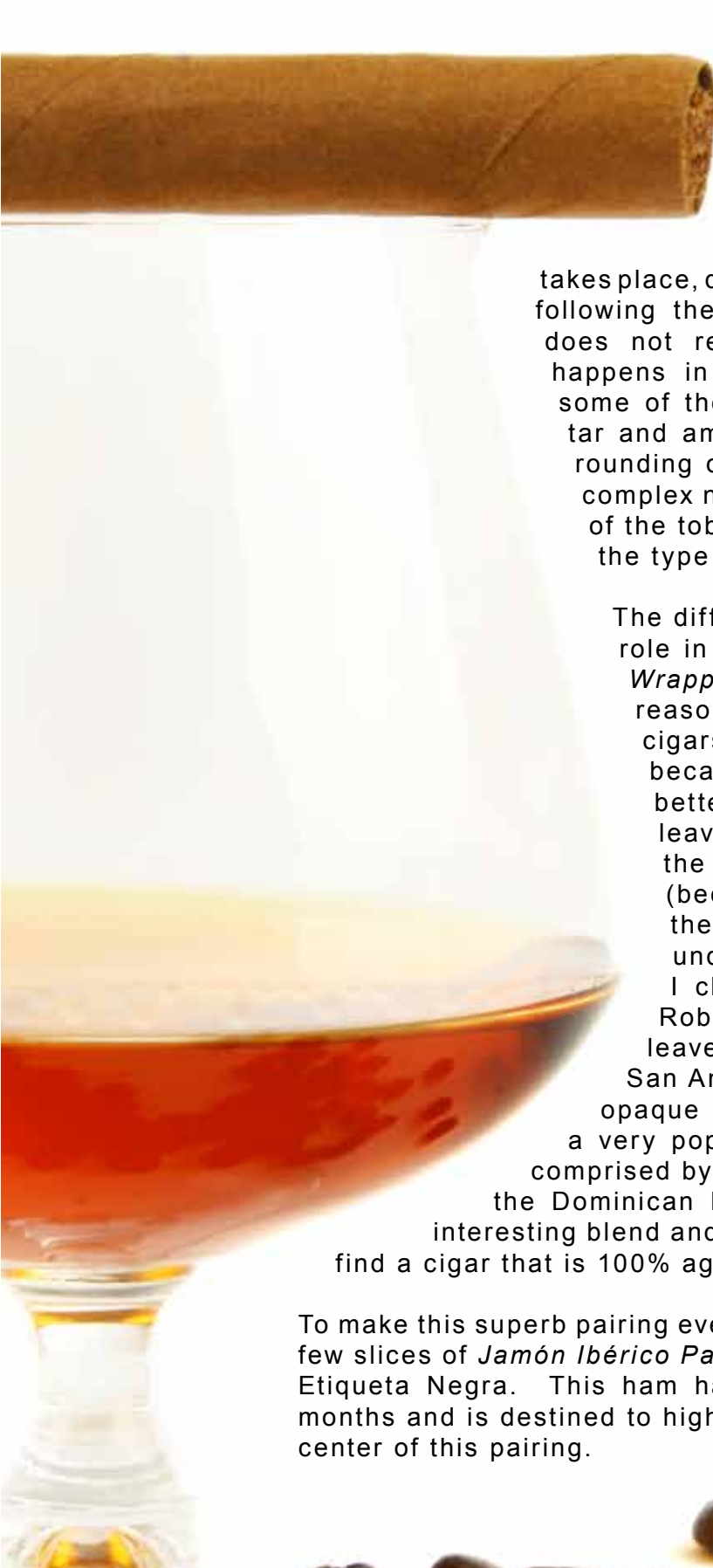
I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

The Essence of Aging

For this pairing I wanted to explore a basic concept in our industry: aging. When it comes to rums, there are several environmental or external variables that can influence the aging, such as: geographical location, orientation of the warehouse, average temperature ranges during the seasons, the decision to employ new or used barrels and the size of the barrels.

Then there are the intrinsic or internal variables, such as the congener level (low levels for light rums and high levels for heavy rums) and the acidity. All these and many more factors come together to give each rum its unique personality. There are so many of these personalities out there, that we could spend years and years looking for the perfect one, a mighty good task if you ask me!

For this pairing I selected Ron Añejo Dos Maderas 5+5, the result of a triple aging process: the first 5 years in the Caribbean (Guyana and Barbados, to be precise), then off to Spain to the warehouses of Williams Humbert, where the rum is aged first in used

A large, thick cigar with a textured brown wrapper is positioned horizontally at the top of the page. Below it, a glass filled with a dark, amber-colored liquid, likely rum, is shown. The glass is partially filled, and the liquid has a rich, warm hue. The background is a plain, light color, making the cigar and glass stand out.

Palo Cortado barrels and later on in Pedro Ximenez barrels.

In the tobacco world a similar process takes place, during the Curing and Fermenting phases, following the harvest (here, the term fermentation does not refer to the same transformation that happens in the alcohol world), the leaves lose some of the excess nicotine content, the level of tar and ammonia also decrease, allowing for the rounding of the flavors, the development of more complex notes and, in general terms, the focusing of the tobacco notes (which varies depending on the type of leaves we're dealing with).

The different types of leaves will play a crucial role in the manufacture of the cigar, from the *Wrapper* to the *Binder* to the *Filler*. For this reason, the technical descriptions of the cigars always mention the diverse origins, because certain tobacco valleys have better reputation than others. When the leaves come from different countries then the cigars can no longer be called "*puros*" (because they stop being "pure"). Then there are certain lines of tobacco that undergo an additional aging, such as what I chose today, a Camacho Triple Maduro Robusto (50x5) from Honduras, with 5 aged leaves, all different. The wrapper is from San Andrés, México and it features a dark and opaque color. The binder is a Corojo Maduro, a very popular and good choice and the filler is comprised by aged leaves from Honduras, Brazil and the Dominican Republic. Without a doubt, this is an interesting blend and a very unique at that, since it is rare to find a cigar that is 100% aged.

To make this superb pairing even better, I had saved for this occasion a few slices of *Jamón Ibérico Pata Negra*, from Jabugo, made by Trujillo Etiqueta Negra. This ham has been dry aged between 18 and 32 months and is destined to highlight the concept of aging that is at the center of this pairing.



Photo: @Cigarlli

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Once I have all these symbols of aging, it is time to start the pairing. Without a doubt I will start with the Jamón Ibérico, accompanied by the rum. Here the result is very predictable: the delicious oiliness and the meaty flavor with salty touches is accentuated even more by the opposing rum, whose sweet touch features the essence of the Spanish barrels, something that makes the combination unforgettable.

Once I finished the ham, it was time to light up my cigar. The aroma from the cigar's "boquilla" (the end of the cigar that you light) immediately told me it was a difficult cigar for beginners, nothing smooth about it, but ideal for the pairing we had lined up table-side.

The first third rewarded me with a good draw, resulting from the bullet cut, ideal for a Robusto. The cigar was coming across with a medium to high intensity and the rum was able to keep up with its sweet and lingering notes in the palate.

As I approached the second third, this Camacho cigar started to impose itself, showcasing its full robust body with all the classical notes typical of Honduran tobaccos. While the rum was complex in both aromas and flavor, as a good Spanish rum, it was struggling to maintain the balance with the intensity from the cigar.

This has been my second pairing attempt with a Camacho Triple Maduro. The first pairing was even harder to pull off. And while I would recommend this second pairing blindly, I also believe that it is better suited for heavier rums, perhaps from Guyana or some specially-selected rums from Jamaica, as the cigar requires more aggressiveness or intensity from the rum, not necessarily from an aging perspective, but from a congener one.

If you are looking for a pairing where you highlight the profile of a cigar with a flavor intensity that is medium to high, this one would be ideal. Some people will be drawn more towards the rum than the tobacco, while others, particularly for tobacco enthusiasts, they will cherish the wide range of tobacco flavors within which to explore the pairing.

Personally, I think the pairing was very good, but Camacho has an even larger potential. I hope you are able to replicate it at home, where I'm sure it'll be a great topic of discussion.

Cheers,

Philip Ili Barake
Philip@gotrum.com



Photo: @CigarIli

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