

Got Rum?™

APRIL 2015

FROM THE GRASS TO YOUR GLASS!



**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM -
BARTENDER'S CORNER - RUM HISTORIAN -
RUM IN THE NEWS - EXCLUSIVE INTERVIEW -
RUM UNIVERSITY - RUM LIBRARY**



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Got Rum?™

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

Tel/Fax +1 (855) RUM-TIPS
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April 2015

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

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ON THE COVER: A Toast to Spring

INSIDE COVER: Serene Sunrise in Tulum,
photograph by Luis Ayala

Got Rum?™

FROM THE EDITOR

Of Oak and Tannins

Tannins are an abundant substance found throughout the plant kingdom. Their existence is attributed as a form of self-defense for plants to fend off nibbling insects, thanks to their inherent bitter and astringent taste. It is ironic to me, then, that the largest predator of all, has found so many practical uses for these tannins that those plants rich in them are specially cultivated and harvested.

In the early days, tannins were valued for their ability to tan animal hides, thus their name. Soon after, their use as an oxygen scavenger was exploited by the wine producers, since it was determined that oxygen was the main culprit responsible for the undesirable transformation of wine into vinegar. Nowadays, wine producers also cherish tannins for their color fixation properties.

The role of tannins in the aging of spirits has been the topic of numerous discussions, many by yours truly, so I'll spare you from having to read it once again here. Suffice it to say that tannins have played an important role in the quantification of qualification of aging statements and procedures and have also been brought up inside courthouses in cases where it has been important to differentiate original products from illegally-made counterfeits.

The medical establishment has also spent considerable time and resources exploring the curative properties of tannins, with valuable results coming out of the fields of bioavailability and carcinogenicity.

Making rum is all about alchemy, starting with the extraction of sugarcane juice from a tropical graminea, followed by the



conversion of those sugars into desirable alcohols, then the concentration and separation of those alcohols through distillation and finally refining the rum into a superb final product through careful aging. What makes the end product even more enjoyable, is that neither the cane nor the oak tree were designed by nature to easily give up their bounty, it required thirst, imagination, savvy and a hefty dose of hard work to create an industry out of all these disparate elements.

Well oxidized tannins are a true delight. I'm thankful none of the smaller creatures out in nature have developed a taste for them!

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

by Paul Senft



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!

Ron Cihuatán Gran Reserva Solera 8

Ron Cihuatán is the first rum produced in El Salvador at the Licorera Cihuatán, a subsidiary of Ingenio La Cabana.

When I was inspecting the bottle the image of Tlaloc immediately grabbed my attention and imagination. This Mayan God of water symbolizes the bounty of the land and its beauty. The name of the rum, "Cihuatán" comes from the name of an ancient city that existed minutes away from the distillery.

Ingenio La Cabana is a century old sugar mill and the source of the fresh molasses used for fermentation. The entire rum production from cane to bottle is on site, proudly showcasing Salvadoran sugarcane. The rum is aged in used bourbon casks and aged in the solera style. It is then blended to 80 proof and bottled.

Appearance/Presentation

The front of the medium sized bottle has three labels using a black, white, grey, and blue color scheme. The blue and white image of the Mayan God Tlaloc is centered on the bottle. The image is also repeated on the neck wrap in silver.

The rum has a mahogany base with dark amber highlights. Agitating the liquid creates a razor thin band that spins off a prolific amount of fast moving legs.



Nose

When I poured the rum the scent of sweet vanilla filled the air. After I let it rest a few minutes I detected hints of brown sugar, caramel, and charred oak.

Palate

My first sip revealed the vanilla from the aroma followed by caramel, coffee, a light touch of leather as the rum transitions mid palate. At this point some light mineral notes come into play along with a brief warmth from the higher alcohols. The vanilla and minerals blend and transition as smoky tannins from the oak barrel intrigue the tongue creating a pleasant finish.

Review

This eight year old rum certainly has a lot going on presenting complexities often discovered in older spirits. I have discovered that the time period of 7-12 years in a rum's maturation is a favorite for me as a reviewer. The skills of the Master Blender as well as the strengths and weaknesses of the rum shine or dim on their merits. The versatility of this rum would make it a fun addition for any cocktail calling for an aged gold ingredient. I enjoyed it neat but realize the profile would not be for everyone. I found this to be an impressive first release from Licorera Cihuatán and hope to see more from them in the future. I absolutely enjoyed this taste of El Salvador.



www.licoreracihuatán.com

THE ANGEL'S SHARE

by Paul Senft

Skotlander Rum I

Skotlander Spirits Company has proudly brought rum production to Denmark. The first rum in the series is known as Rum I (Raw Rum). The spirit is created using molasses sourced from Brazil at the Nordisk Distillery in Northern Denmark. This is then distilled using a Copper Pot Still and blended to 80 proof using local spring water. Finally each hand craft batch is bottled and numbered. The bottle for this review is from batch number five and is bottle number 807.

Appearance/Presentation

The squat bottle is secured with a wooden cap holding a plastic cork in the bottle. The rum in the bottle and glass is crystal clear. The front and back labels showcase a few details about the rum and its accolades. Agitating the liquid created a solid band with thick fast moving legs. The band quickly evaporates leaving small beads around the glass.

Nose

Pouring the rum in the glass released a fruity sweet aroma with the slight tang of higher alcohol vapor. I capped the glass and let it sit a few minutes allowing the aroma to settle. After a few minutes I returned to the glass and discovered notes of cherry and light vanilla with a light touch of minty esters at the end.

Palate

The cherry flavor from the aroma is present with tart raspberry balancing the botanical sweetness. A soft caramel note forms the baseline with spicy alcohol popping in the middle. As the cherry and raspberry notes fade the rum drifts into an anise dominated finish.

Review

When I smelled the aroma's cherry note I remembered it standing out during a blind tasting competition of other white rums. The entire flavor profile is a bit different than others in the market place. With the blend of botanical flavors in the rum this product might be an interesting substitution in gin cocktails.

Everything about the Skotlander rums has me a bit curious to try the others in the line. With aging outside the hot environments of traditional rum companies it will be an interesting exploration that I hope to share in future issues of "Got Rum?" magazine.



www.skotlander.com

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 - Regulatory Support
 - International Compliance
 - Supply Chain Management
 - Valuation, M&A Support
- W

- Concept Exploration
- Business Model Planning
- Financial Model Planning
- Packaging Design
- Branding Strategy
- Fermentation Training
- Distillation Training
- Aging Cellar Training
- Laboratory Training
- Best Practices Training
- Regulatory Support
- International Compliance
- Supply Chain Management
- Valuation, M&A Support

RumRunnerPress.com

THE RUM UNIVERSITY LIBRARY

www.RumUniversity.com



THE TMRum UNIVERSITY

Welcome to The Rum University Library. In addition to the material found on our official website, we also periodically publish on "Got Rum?" reviews of books on topics including fermentation, distillation, aging, mixology and many more. You can also find additional valuable material at

www.RumBook.com

Aging is at the core of the final and most profound metamorphosis a distilled spirit can go through. But simply having wooden barrels is not enough to understand -or guarantee- the expected transformations.

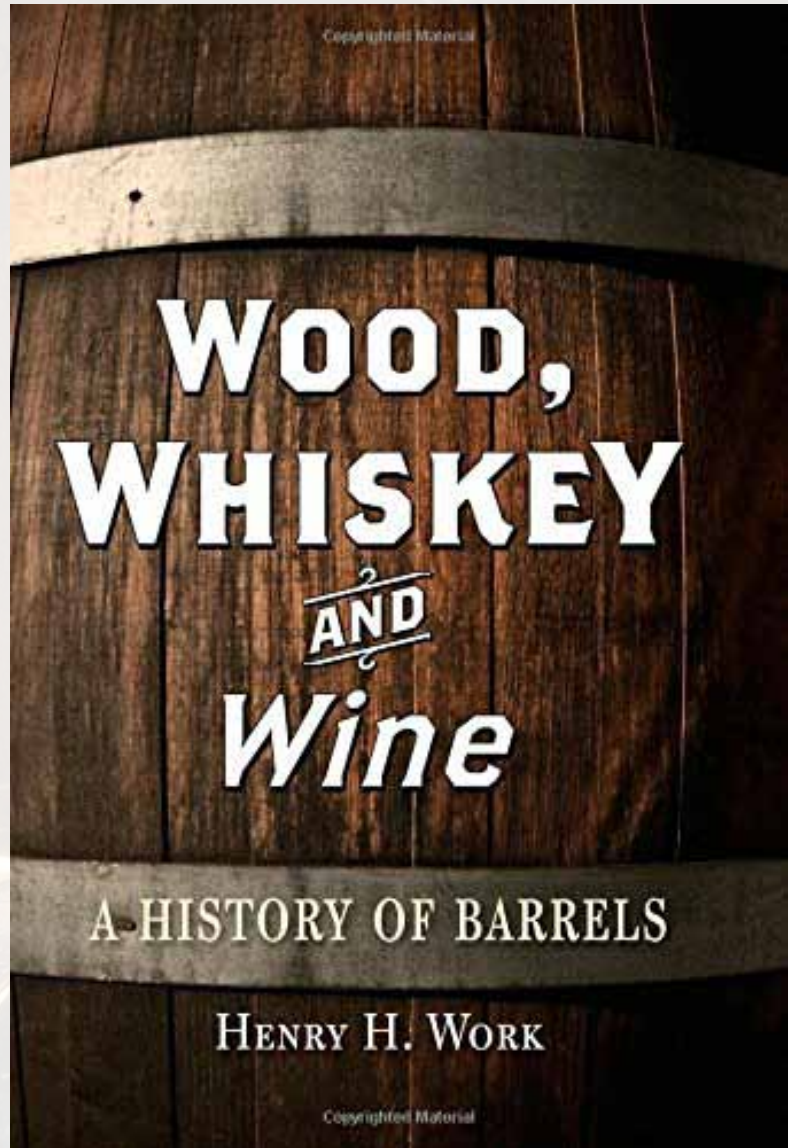
In this book, author Henry H. Works takes us on a journey of discovery, through the pragmatic, commercial and organoleptic needs that have shaped the cooperage industry over millennia.

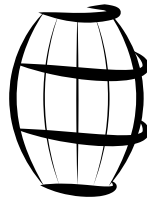
I have to admit that I was expecting this to be yet another book that repeated the same popular facts about barrels, but I was pleasantly surprised by the attention to detail Mr. Work devoted to researching history and uncovering obscure facts. I was fascinated, for example, by the description of job responsibilities of coopers aboard shipping vessels and warships. I also enjoyed reading how coopers, like most other tradesmen, came to align themselves by creating influential and powerful associations.

This book is a must read, not only for cellar masters, but also for brand owners and even tour operators who want to shower their guests with colorful yet factual accounts of how modern barrels came to be.

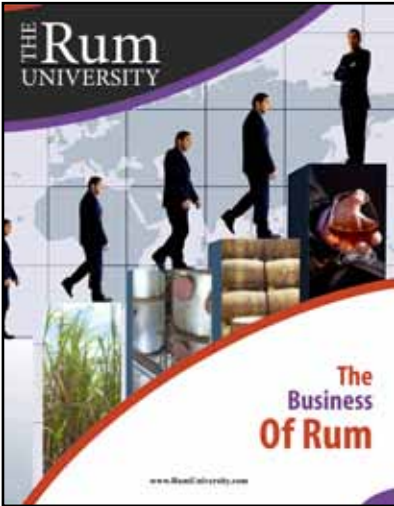
The material is presented in a very easy to follow manner, the language is engaging yet simple, making this a quick and delightful read, from cover to cover.

Margaret Ayala, Publisher
Margaret@GotRum.com





Upcoming 5-Day Rum Course: Oct. 5-9 2015, Kentucky, USA



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Successful rum brands start with the end in mind. Our curriculum is designed to take you “from the grass to the glass!”

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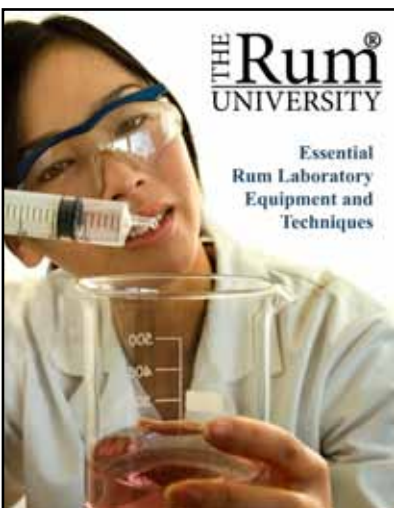
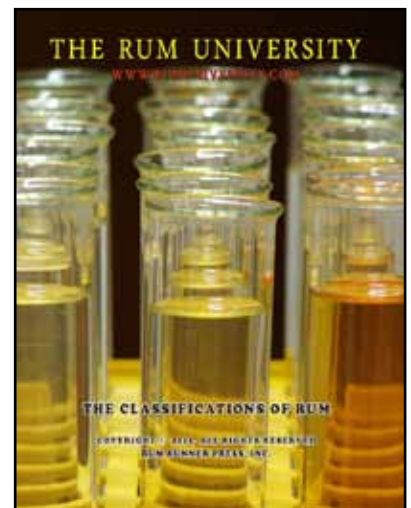
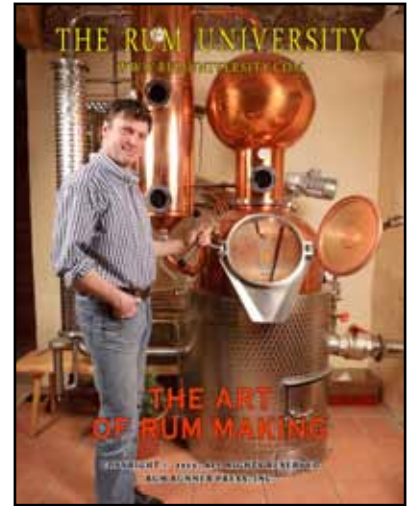
Day 2: The Classifications of Rum. We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

Day 3: The Art of Rum Making. You will spend an entire day exploring the distillation of rum, understanding cuts and derived styles, using laboratory and production stills.

Day 4: History and Science of the Barrel. You will spend a full day exploring and understanding rum’s transformation inside the barrel.

Day 5: Essential Rum Laboratory and Techniques & Introduction to Rum Blending. On the last day of the course, you will devote time to understanding and using laboratory techniques, culminating in your blending of three different rums.

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(B. Tierce, Texas)

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(F. Stipes, Puerto Rico)

"Congratulations! Keep up the great work. Tremendous learning experience (and humble). The course brought so much confidence about the topic."
(F. LaFranconi, Nevada)



"Very beneficial for me."
(D. Boullé, Seychelles)

Learn more about The Rum University at:

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“A man is a fool if he drinks before he reaches the age of 50, and a fool if he doesn’t afterward.”

~Frank Lloyd Wright

† m. *Acidum mineralis*
 † ⊕ *Acidum Vitrioli*
 † ⊕ c. *concentratum, d. dilutum*
 † ⊕ *Acidum Nitri, ⊕ a n. phlogisticatum*
 ♀ *Aqua fortis*
 † ⊖ *Acidum Salis ⊖ a s. dephlogisticatum*
 ♀ *Aqua Regis*
 † ♀ *Acidum fluoris mineralis*
 † ⊕ *Acidum Arsenici*
 † v. *Acidum Vegetabile*
 † ♀ *Acidum tartari*
 † ⊕ *Acidum Sacchari*
 ♀ *Acetum*
 † a. *Acidum animale*
 † ⊕ *Acidum urinae; phosphori*
 † ♀ *Acidum formicarum*
 ♀ *Acidum aereum; atmosphaericum*
 ⊕ *Sal alcalinus*
 ⊕ p. *Sal alc. purus (Causticus)*
 ⊕ v. *Alcali fixum vegetabile*
 ⊕ m. *Alcali fixum minerale*
 ♀ *Alcali volatile*
 ♀ *Terra*
 ♀ *Lapis*
 ∴ *Arena*
 ♀ *Calx, p. pura (ustulata)*
 ♀ ⊕ *Calx vitriolata (Selenites, gipsum)*
 ♀ *Terra ponderosa*
 ♀ *Magnesia*

making your own
**COFFEE &
 ORANGE**

Chocolate Rum Liqueur

Few ingredients have the alluring and enticing power of coffee, oranges and chocolate. Putting them together in the form of a liqueur produces something simply sublime. Here is an easy recipe for you to experiment. Try using different types and proportions of coffee and chocolate until you are satisfied that you've reached perfection!

Ingredients

- 1 1/2 cups of strong coffee. Start by combining water with 6 tablespoonfulls of ground coffee in a French press, then filter.
- 1 cup Water
- 3 cups Granulated Sugar
- 1/3 cup Chocolate Syrup
- 2 tsp Vanilla Extract
- 3 Tbsp Orange Essense or 1/2 cup of Orange Liqueur
- 1 1/2 cups White Rum, medium or heavy-bodied, at 40% ABV

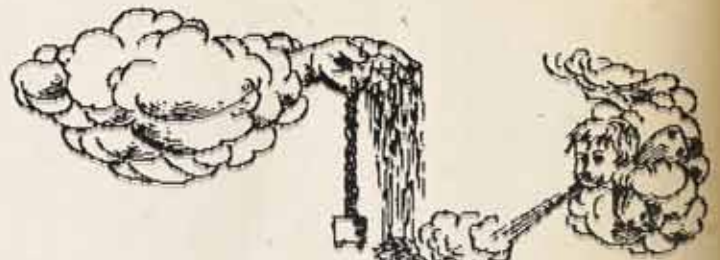
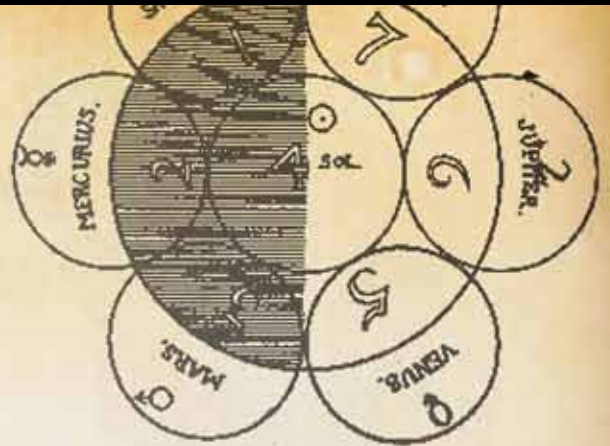


Procedure

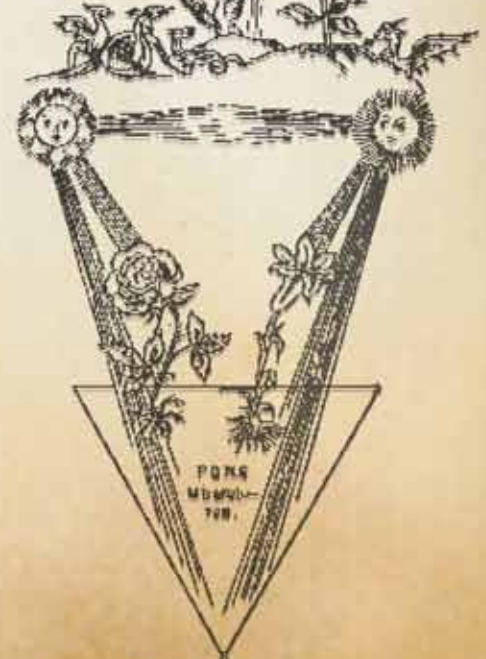
Combine the sugar and the water in a thick pan and bring the mixture to a boil over medium heat, stirring constantly to prevent burning or caramelization of the sugar.

Once all the sugar has been dissolved, turn off the heat and let the mixture cool down. Transfer the syrup into a large glass jar (1 gallon or larger). Add the remaining ingredients and stir until they are all thoroughly combined.

Store the container in a cool, dark place and let it sit there for 2 to 4 weeks. Rack or filter if you want to remove sediments.



PRIMA MATERIA



Bartender's Corner

by Dr. Ron A. Ćejo

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

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

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

-Dr. Ron A. Ćejo



The Compendium of Bar Measurements and Terms, Part 4

GLASSWARE

They say image is everything. For haute cuisine, a dish's presentation is as important as the quality of the ingredients employed and the manner in which they are handled. Self-respecting bartenders know this as well, and they pay special attention to garnishes, glassware and cleanliness.

In this month's column I would like to share with you a collection of glassware photographs I found on-line (en.wikibooks.org/wiki/Bartending/Drinkware/Glassware). I believe that this collection offers a great visual representation of most of the common glass shapes available in today's bars. I am not suggesting that you go out and buy a set of each one of them, but if you are trying to follow a recipe that calls for a particular glass, you'll be able to use this visual guide to see if any of the glasses you already own are close enough to be acceptable substitutes (the photos appear in the next two pages).

Enjoy!





Cocktail Glass (Martini)



Cocktail Glass (Cosmopolitan)



Hurricane Glass



Margarita Glass (Saucer)



Brandy Snifter



Old Fashioned Glass



Rocks Glass (Standard)



Rocks Glass (Double)



Wine Glass (Red)



Wine Glass (Grande)



Wine Glass (White)



Flute Glass



Pilsner Glass (Weizen)



Seidel



Shot Glass (Standard)



Shot Glass (Marked)



Irish Coffee Glass (Footed)



Irish Coffee Glass (Mug)



Beverage Glass (Tumbler)



Cooler Glass (Faceted)



Margarita Glass (Welled)



Poco Grande



Zombie Glass



Sherry Glass



Rocks Glass (Footed)



Highball Glass (Tumbler)



Highball Glass (Footed)



Goblet Glass
(Schooner/Chalice)



Pint Glass (Mixing)



Pint Glass (Pub)



Pilsner Glass (Standard)



Pilsner Glass (Footed)



Shooters Glass (Single)



Shooters Glass (Double)



Cordial Glass



Cordial Glass (Footed)



Cooler Glass (Tumbler)



Goblet Glass (Banquet)



Goblet Glass (Teardrop)



Pitcher (Beer)

COOKING WITH RUM

by Chef Susan Whitley



Hello, my name is Susan Whitley, I am passionate about great foods and beverages. I love finding recipes that incorporate my favorite ingredients and sharing the results with my friends and family.

Through this monthly column I will do my best to inspire you to incorporate the ***spirit of the tropics*** into your everyday cooking.

Sue@gotrum.com

Spirited Beef Stroganoff

Ingredients:

- 2 lb. Lean Beef, cut into 1-inch cubes and rolled in flour
- ¼ lb. Butter
- 1 lb. Fresh Mushrooms, sliced (or two 3 oz cans broiled)
- 6 Medium Onions, thinly sliced
- 1 Cup Canned Tomatoes
- 1 Cup Dry Red Wine
- 2 tsp. Celery Salt
- ¼ tsp. Black Pepper
- 1 tsp. Paprika
- 1 Clove Garlic, minced
- 3 Beef Bouillon Cubes

“To invite people to dine with us is to make ourselves responsible for their well-being, for as long as they are under our roofs.”

— Jean Anthelme Brillat-Savarin

- 7 Tbsp. Dark Rum
- 1 Tbsp. Cornstarch
- 1 Cup Sour Cream
- 1 Cup Pitted Ripe Black Olives
- ½ Cup Liquid from can of black olives
- 1 Package of Flat Noodles
- Sprigs of Basil, diced for garnish



Directions:

Brown meat in butter over low heat. Add mushrooms and onions and cook for 5 minutes. Add tomatoes, wine, seasonings, garlic and beef bouillon cubes. Cover and simmer on low heat for about an hour or until meat is tender. In a separate bowl, mix the rum and cornstarch until smooth and add to the meat mixture. Cover and simmer for about 10 minutes, stirring frequently. Now stir in the sour cream and olives and simmer for another 10 minutes. If extra liquid is needed for the gravy, add liquid from olives. Mix the meat mixture with cooked flat noodles. Garnish with diced Basil.

Upside Down Nutty Peaches & Rum Cake

Ingredients:

- 1 Cup Butter
- 1 Cup Brown Sugar
- 2 Cups Canned Peaches, drained
- 1 Tbsp. Pecans, chopped
- 1 Tbsp. Walnuts, chopped
- 1 Cup Flour
- 1 ½ tsp. Baking Powder
- ½ tsp. Salt
- 3 Eggs, separated
- 1 Cup Sugar
- 2 Tbsp. Peach Brandy
- 5 Tbsp. Golden Rum + sprinkle at end
- Sweetened Whipped Cream, for topping



Directions:

Melt butter in a 12" x 8" pan. Spread the cup of brown sugar over pan. Arrange peaches, pecans and walnuts over sugared pan. Sift together the flour, baking powder and salt 3 times. Beat egg yolks and add the sugar, brandy and rum. Mix thoroughly. Add sifted dry ingredients gradually, beating until batter is smooth. Fold in stiffly beaten egg whites. Pour into pan over peaches and nuts. Bake at 325F for 35 minutes. Turn out upside down and while slightly warm, sprinkle a little bit of rum and serve with sweetened whipped cream.

THE RUM HISTORIAN

by Marco Pierini



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 IN THE ARMY

I previously wrote about how rum conquered the British market in the XVIII century, one of the biggest and successful marketing campaigns of known History: the work of the Sugar and Rum Lobby, the help arrived by Science and Fashion and the role of the Royal Navy. Now I want to write about the diffusion of rum in the Army.

Traditionally, English soldiers had beer and sometimes wine, as customary ration. The Army did not have the same problem as the Navy: to maintain water and beer drinkable during the large oceanic travels, so it did not need to introduce spirits as soon as possible.

Large distribution of rum to the soldiers began around the middle of the XVIII century in the West Indies and North America, and grew up rapidly along the century. Yet during the French and Indian War (1754 - 1763) rum was distributed only in special occasions, for instance when men had to deal with bad weather and/or hard fatigue, but it was not a daily allowance. Only during the American War of Independence (1775 - 1783), we know about a regular allowance of rum: a gill daily, that sums up to a gallon per month.



George Washington, battle of the Monongahela, July 9, 1755. Original at Mount Vernon Ladies' Association.

But in America, rum was cheap and easy to buy in large quantities. Sutlers (licensed or unlicensed), soldiers' wives, planters, and often the officers themselves sold cheap rum. And soldiers bought and drank it in huge quantities. Such quantities that probably they spent most of the time in a state of inebriation.

Soldiers' lives were both brutal and boring. Fatal diseases scourged them. Short periods of battle with fatigue and blood, were succeeded by long time of emptiness and idleness. Getting drunk was often the only escape available. But drunkenness worsened the already poor health of the soldiers, with hard outcomes on the efficiency of the Army. It also undermined discipline and stressed the relations with civilians, with discontent, floggings and court-martials. Many officers and military surgeons were well aware of the danger of this situation, but they were not able to stop it.

Soldiers wanted to drink. To distribute rum was the easiest and cheapest way to have their allegiance and diligence. To either cut or limit the rum could bring troubles and also open mutiny. Then, alcohol had deep roots in military culture. Medicine was also ambivalent: many doctors condemned the abuse of alcohol, but others thought it useful to preserve men's health in both cold and hot weather. Last, when out of duty, troops usually did not live in military barracks, but were billeted in taverns and civilians' houses where control was impossible and rum easily available.

So, drunkenness went on in the British Army well into the XIX Century.

But, what kind of rum did they drink? To get the answer to this question, you will have to wait until the next issue.



Rum Trade Festival
March 6-7, 2015
Tulum, Mexico



RTIF

DOMINGO Y JULIA
EST. 1875

CEDROS DE LUXE No. 1

DOMINGO Y JULIA
EST. 1875





The Rum Trade Festival (RTF) was held in Tulum, Mexico, March 6th and 7th. It successfully brought together rum industry representatives, mass media broadcasters and delighted consumers in a paradisiac setting made even more tempting by the abundant supply of mixing and sipping rums.

Rum judges from around the world flew in to be part of the first event of this magnitude held in Mexico. For additional information, including the dates and location for the 2016 RTF, please visit: www.rumtradefestival.com



RUM IN THE NEWS

by Mike Kunetka



NEWS

TWIN VALLEY DISTILLERS

Tucked in behind a body shop in an industrial park in Rockville, Maryland is Montgomery County's only distillery. Opened less than a year, Twin Valley Distillers is currently producing two rums. Seneca Bay White Rum is Jamaican style rum made from molasses and is bottled at 40% ABV. There is an 'aged' version that is currently maturing in barrels and will be bottled at 95% ABV. A former restaurateur, Edgardo Zuniga started three years ago infusing vodka with fruits and herbs. He then searched the local library and Amazon for books on distilling. After two training stints at nearby craft distilleries, Zuniga began the difficult process of licensing. His patience has paid off, and locals can find his products at the county-run liquor stores.

PLANTATION RUMS

The folks at Ferrand have changed the blend and the packaging of their Original Dark Rum. Original Dark starts as Trinidad rum aged in the tropical climate at home in heavily charred American oak barrels. The rums are tasted and the finest marks are sent to Chateau de Bonbonnet in France where they are now blended with small quantities of high ester Jamaican pot-still rums that have also been well matured. The new blend is aged a second time in medium-charred French oak casks.

The packaging of the new Original Dark has also changed. It now incorporates the classic look that Plantation uses on their 3-Star White and Stiggins Fancy. Plantation Original Dark recently won

a Gold Medal at the 2015 Festival Rum Bahamas Tasting Competition.

HAVANA CLUB

Havana Club's Maestro Ronero, Asbel Morales, and Cigar Expert, Fernando Fernandez, have joined forces to create the perfect rum/cigar pairing. Fernandez has chosen the Cohiba Siglo VI and Morales has created Havana Club Union. Inspired by the similarities of aging, blending and maturing again the finest ingredients (rums and tobaccos), Morales has combined small batches of rare rums that have been aged and blended again and again. Havana Club Union comes in a classic shaped bottle, similar to Havana Club's other high end rums, Havana Club Seleccion de Maestros and Havana Club Maximo Extra Añejo. The bottle is packaged in an elegant cedar wooden box.

DOMINICAN RUM SMUGGLING

Fake rum and cigarette smuggling in the Dominican Republic has cost the government over US\$45 million in lost tax monies. Jose de Castillo, Industry and Commerce Minister, recently said that these illegal activities have harmful consequences for the government, retailers, manufacturers and citizens. "It's time to revert it before it becomes uncontrollable" he said.

JUST-DRINKS.COM RUM REPORT

Just-drinks.com, an online news, insight and research portal for the beverage industry, has just released a 122 page report entitled "Global Rum Insights" that predicts that the rum category will be

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@gotrums.com. Mike Kunetka is a landlocked rum enthusiast, he is based in Colorado, USA and is our newest contributor.

the “next big thing” in the global spirits market. The report forecasts that, between 2014 and 2019, the overall rum market will decline by 1.73%, shedding as many as 12 million cases. This fall will be seen at the value end of the market, but for the other end of the spectrum, the picture is far rosier. Excluding value and low-priced rums, the market will grow by over 5.5 million cases to 64 million by 2019. For more information on their report, go to just-drinks.com.

MONKEY RUM

Zane Lamprey traveled the globe to more than 60 countries tirelessly sampling the world’s finest spirits for his TV shows, *Three Sheets* and *Drinking Made Easy*. Upon returning home with his simian companion (Plepleus the monkey), he created his coconut and spiced rums to capture the spirit of his adventures. MONKEY RUM is made from the finest Caribbean rum, infused with natural toasted coconut and tropical spices. Both rums recently won Triple Gold Awards at the Beverly Hills World Spirits Competition.

GLOBAL RUM MASTERS COMPETITION

The beverage website SpiritBusiness.com recently held their Global Rum Masters Rum Judging. Two teams of London bar managers, and rum experts tasted 76 rums in 15 flights. Only 9 of those rums earned the coveted Master rating. In the Gold Rum Over 12 years Old, La Hechicera won Master. In the Dark 8 – 12 Year Old category, it was Banks’ XM VXO Royal 7 Year. In the Dark over 12 Year category, Master Awards went to Banks XM Supreme

and Connoisseur’s Cut Guyanain Cognac Cask. Twin Master Awards were also given in the Super Premium Category to Cruzan’s Single Barrel Rum and Brugal’s 1888. The Rhum Agricole Master Award went to Rhum J.M Tres Vieux Rhum Agricole X.O. The final Master Awards went to Toussaint Coffee Rum Liqueur and Rum-Bar’s White Over-Proof.

GEEK SPIRITS

What do two geeks do when they have reached burn-out in the volatile high-tech world? They start a rum distillery, of course. Greg and Sherial Starr have opened Geek Spirits in Boulder, Colorado. According to DenverEater.com, a Colorado fine food and drink website, Greg, who holds a PhD in electrical engineering, “spent two years researching molecular philosophies around creating spirits and attending intensive training about the distillery business”. The couple has experimented extensively with molasses, agave and grain based mashes, developing an “unapologetic enthusiasm and precision to intelligently creating rum.”

KRAUSE FAMILY SPIRITS

This little piggy has gone to market. JP and Monika Krause have just introduced Squeal Go Pig Black Spiced Rum here in Colorado. They have already scored a 91 from the Tasting Panel magazine, with comments like “smooth and lush, with spice and brown sugar.” I will check out both of these neighbors and have more details next issue.

EXCLUSIVE INTERVIEW

by Margaret Ayala



Kelly Canale (Left) and Elizabeth Jones (Right)

Who doesn't like desserts? Better yet, who doesn't like Rum Cakes?!?! I have had the pleasure over the years of trying many different commercially available rum cakes. During the holidays this past year, a friend of ours surprised us with a package at our door step. When Luis and I opened the package there was an array of rum cakes by a company called Rum Sisters. We eagerly dove right into the "Original" and the "Bushwacker" and they were amazing!!! I knew right then that I needed to know more about the people making these delicious rum cakes. I connected with Mrs. Elizabeth Jones, owner of Rum Sisters, via Facebook. Now, a few months later, I am delighted to bring to you the faces and the story of Elizabeth and her team. Their passion for baking, creativity and their love for their community are quite evident once you read Elizabeth's interview.

Margaret Ayala, Publisher



Please state your name, title, company name and location.

Elizabeth Jones, Founder, Rum Sisters
2200 East 2nd Street
Gulf Shores, AL 36542
844-4RUM-CAKE (844-478-6225)
www.rumsisters.com

Q: When was your company formed and why?

Rum Sisters was formed in August of 2014. We decided to start the bakery as a result of being a sponsor in a fishing tournament, sounds funny huh? My husband and I own an aviation business, Executive Aviation Group, based here in Alabama. The aviation business was a sponsor in the event. As part of our being sponsors in the tournament we were asked to have a gift for each fishing vessel and



team. So- Kelly Canale, my dear friend and an employee of our aviation business, along with my Mom, Linda Shay, took a family recipe and made 75 Rum Cakes (in two days) for the event.

Well, the response from the boat owners, captains and crew was overwhelming! We had so many requests for cakes we started to seriously consider what it might be like to bake and sell Rum Cakes. Over the course of the next few months we did our due diligence in researching the idea and a business plan was formulated. Once the plan was complete, Rum Sisters was born. We opened our doors on Veteran's Day 2014.

Over the course of the months to follow we were filled with excitement as our business started to take off, our Facebook following went from zero to 2,500 by yearend! We were

Rum Sisters



Bourbon Banana



Bayou Satsuma Rum



Original Rum



Bushwacker

sleep deprived and baking non-stop through Christmas and shipped over 500 cakes by the start of the New Year. Whew- we knew we were on to something now.

Q: Since the start up of your company, what has been the most challenging thing you have faced?

The most challenging thing we have had to face would be the shipping and packing of our cakes.

We spent a good amount of time before opening our doors researching packaging possibilities and shipping our cakes to a variety of destinations to test the quality of their arrival. Needless to say, we had some epic fails. Our rum cakes moisture and density created a delicate proposition.

We are working with a fantastic company, Ernest Packing Solutions, who have been with us since we realized we faced such a challenge.

We knew the holiday push would be crucial in getting our cakes shipped and arriving in great condition. So, our phase I of packaging was completed to sustain us through the holidays. We are now working on phase II, and soon to be moving to phases III and IV: each producing a more esthetically pleasing and superb quality solution.

Q: What differentiates you from all the other rum cake companies out there?

That's a great question. During our research and development stage, we tried a number of Rum Cakes out there. We haven't found a rum cake that tastes quite like ours. Nor have we found another rum cake company that has produced the variety of flavors and sizes we offer. We currently offer seven different luscious alcohol-infused flavors and plan to grow that number as the market demands.

Our approach to using a multiplicity of rums in various cakes also sets us apart from some of the other rum cake companies.

Most of the rum cakes we tasted during our comparison testing showed to not have a consistency of moisture throughout the cake. Rum Sisters' cakes are extremely moist and the flavors are secretly infused throughout the cake. You can really taste the difference.

Q: Can you tell us a little more about your rum cakes? Some of them use specific brands of rum; can you tell us why you chose these particular rums?

We have three sizes of cakes: petite, small and large. We have several flavors, as I mentioned earlier. We also offer a gluten-free version of any of our flavors in the large size. One of our most popular offerings is our Sampler package where we combine four of our Petite cakes for a taste of a few of the scrumptious flavors.

For the purposes of this interview, I'll focus on the rum cakes. However, we work with whiskey and bourbon, as well.

Rum Sisters' rum cakes are available in a medley of flavors. Our Original Rum Cake is the classic and what you might expect from my description of moistness, as its rich and full of flavor. The Banana Rum Cake takes baked banana bread to a whole new level. The Spiced Rum Raisin and Carrot Cake is just luscious; the complexities of the carrot and raisin with the undercurrents of the spiced rum are divine. The Bayou Satsuma Rum Cake is just the perfect amount of citrus in a cake. The Bushwacker Rum Cake is quickly becoming our signature cake. Along the Gulf Coast of Alabama there is a very popular drink that we have modeled this cake after. The Bushwacker offers a mouthwatering delivery of coconut and chocolate overtones.

As far as brands are concerned, there are specific rum distilleries and companies we are currently working with. We use Kenny Chesney's Blue Chair Bay Rum (Fish Bowl Spirits) in our Bushwacker Rum Cake and Bayou Rum is a distillery we work with to make our Bayou Satsuma Rum Cake and our Spiced Rum Raisin and Carrot Cake.

Our goal is to create relationships and private label our cakes with strategic distilleries. We are constantly playing with rum and cake. It's a lot of fun to see what flavors work. We love when people stop in the bakery, not quite sure what they're going to find when they come through the door of Rum Sisters. We always have a sample of at least one of our Rum Cakes available. The reactions from people, and the looks on their faces is the best! That moment when the flavors on the pallet register with the brain—it's a kind of "Ah-Ha" moment. Everyone seems to have favorite flavor and there is always a debate between family/friends on which one they should buy.

Q: I understand that in addition to the rum cakes, you also make other cakes. Can you give us some information about them as well?

We have just brought on a very high end wedding cake designer/baker and we will now be working locally to provide upscale, boutique if you like, Wedding Cakes.

Q: Back in February some areas of the country were facing some really cold temperatures and you posted on your Facebook page a notice that you were going to be serving a free cup of coffee and a slice of cake to all police officers, fire & rescue, EMS and City employees. I am sure that you touched the hearts of many with this generous gift. Can you tell us what your experience was like? Do you plan on doing this again in the future?

We are grateful for the people of our community, where we have opened our business. The Coastal towns of Gulf Shores, Orange Beach, Fort Morgan, Perdido Key and Foley, Alabama are very special to us- we live, work and play here. We wanted to reach out to the people who go the extra mile for all of us, all the time. Rum Sisters had a great response by offering coffee & Cake. The City Workers, Police, Fire & Rescue and EMS were all grateful. There are great people in this community and we met many that day. We plan to continue to give back to our community as much as possible in the months.

Q: Can anyone living in the USA purchase your cakes? If so, how does one go about ordering them?

Absolutely! Our cakes are available to order through our website at www.rumsisters.com or by calling 1-844-4RUM-CAKE (1-844-478-6225) where we can take your order by phone. We ship anywhere in the US.

Q: Mother's Day is coming up next month, do you have any plans to develop a special cake just for rum-loving Moms? Also, Father's Day will be in June, will you have any special cakes for them as well?

We are always introducing new flavors and a few cake ideas in the works for late spring and early summer. In fact we just released the Irish Whiskey Cream Cake last month in honor of St. Patrick's Day. It was a huge hit!

We have plans for a possible Kaluha Cake and we're playing around with a Key Lime flavor for summer.

As far as specific flavors for all the great Mom's and Dad's out there, we'll leave the choice of flavor to them, as it's all about preference and there are so many great choices!

Q: If our readers would like to learn more about your company or would like to reach out to you, how may they contact you?



Above, left to right: Mara Ladner, Elizabeth Jones (owner), Kelly Canale and Brigid Steed

Please, feel free to reach out. We welcome the audience of “Got Rum?” to reach out to us. I can be reached by email Elizabeth@rumsisters.com and/or by phone at 1-844-4RUM-CAKE (1-844-478-6225).

Q: Is there anything else you would like to share with our readers?

Rum Sisters is excited to be a part of the “Got Rum?” community. We appreciate you asking us for this interview, thank you Margaret.

People typically associate Rum Cakes with the holidays. While they make every table sparkle and no holiday is complete without a fabulous dessert, Rum Cake is a great cake all year round and for so many occasions; corporate gifts, wedding favors & showers, baby showers, birthdays, thank you gifts and of course- just because moments. As we think of rum drinks, the image of relaxing and savoring the moment comes to mind- we want rum cakes to be an extension of that experience.

Rum Sisters is open to forming strategic relationships with quality partners. If you're reading this article and are interested in seeing what we can do for you, please feel free to contact us. Our Cakes will tantalize the taste buds and delight your heart!

Rum Sisters' long-term plans are BIG! We hope to hear from members of this community soon. Remember our motto ~ No Fighting after the last bite!



CIGAR & RUM PAIRING

by Philip Ili Barake



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).

Early Morning Pairing

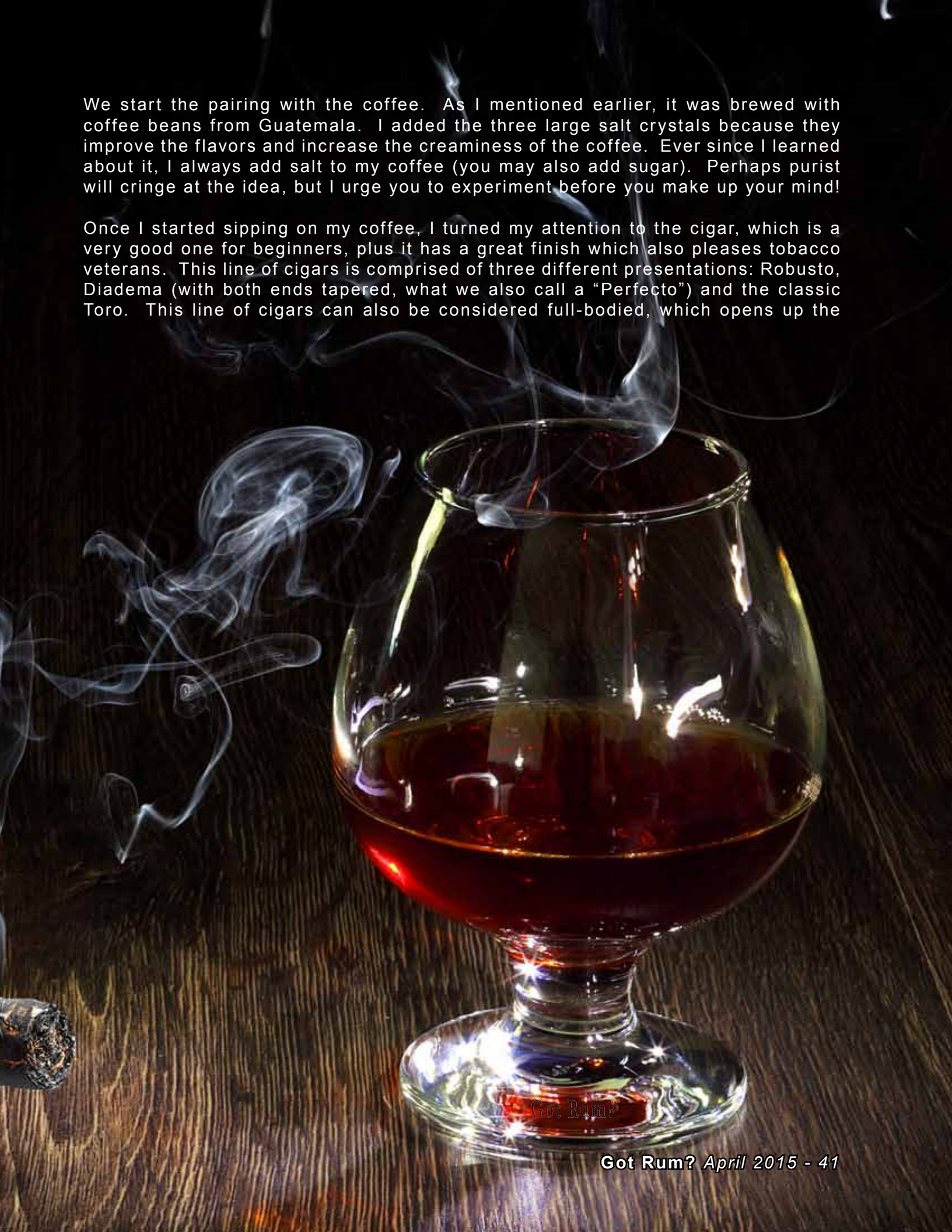
I came up with this pairing following several rainy days in the capital city (Santiago, Chile). It is designed for beginning and seasoned smokers as well. The pairing took place first thing in the morning, after waking up.

One of the most essential things upon awakening is a good cup of coffee. For this pairing I selected a high altitude one from Antigua, Guatemala, but I also added three large rock salt crystals to the coffee. Adding a small amount of salt to a good coffee can make it even more enjoyable, I highly recommend this practice.

As far as the rum, I opted for one we already featured in a cigar & rum pairing before: it was in March of 2013 when we paired Zafra 21 from Panama with a Cohiba Habano 1966. For this early morning pairing, I selected a Short Corona from Davidoff (46 ring, 3 3/4" length) from the Nicaraguan line. This cigar is ideal for brief smoking sessions, but don't let the size fool you, this cigar features a medium to high intensity flavor profile, with very inviting coffee and bitter cocoa notes that make it a perfect pairing for this type of rum.

We start the pairing with the coffee. As I mentioned earlier, it was brewed with coffee beans from Guatemala. I added the three large salt crystals because they improve the flavors and increase the creaminess of the coffee. Ever since I learned about it, I always add salt to my coffee (you may also add sugar). Perhaps purist will cringe at the idea, but I urge you to experiment before you make up your mind!

Once I started sipping on my coffee, I turned my attention to the cigar, which is a very good one for beginners, plus it has a great finish which also pleases tobacco veterans. This line of cigars is comprised of three different presentations: Robusto, Diadema (with both ends tapered, what we also call a "Perfecto") and the classic Toro. This line of cigars can also be considered full-bodied, which opens up the



Got Rum?

Photo: @CigarIII





Photo: @CigarIli

door for a number of different spirits to be paired with. While I smoke the first third of the cigar, I only focus on enjoying it with the coffee. The combination intensifies all the notes from the coffee, while also bringing forward subtle cocoa notes that remind me of Nutella.

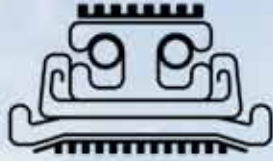
As I start the second third of the cigar, I bring the Zafra 21 year old rum into the pairing. I find myself uncontrollably going back and forth between all of them, as the interplay of flavors leaves me with very creamy and agreeable notes in the palate. The Zafra 21 takes those notes and prolongs them even farther, with hints of warm caramel, frothy and creamy coffee (with a perfect balance of chocolate and coffee at just the right temperature). All these aromas and tastes remind me of a piece of Tiramisu, but it is too late for me to try to find one and incorporate it into the pairing!

This is a brief pairing, but one that has a very prolonged finish that is extremely enjoyable. I hope you are able to enjoy this pairing too, and that you will agree with me that this is the perfect breakfast!

Cheers,

Philip Ili Barake
Philip@gotrum.com

RON de EL SALVADOR
CIHUATÁN



RON *DE*
EL SALVADOR