

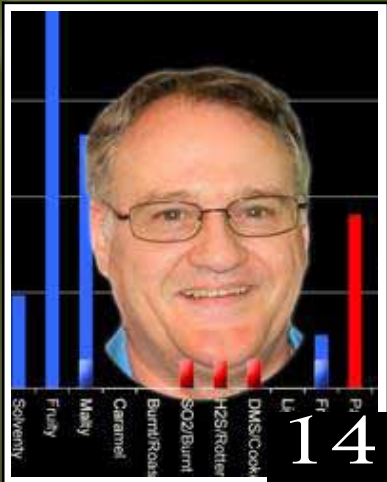
Got Rum?™

JUNE 2015

FROM THE GRASS TO YOUR GLASS!



**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM -
INDUSTRY FOCUS - RUM HISTORIAN - RUM EVENTS -
RUM IN THE NEWS - EXCLUSIVE INTERVIEW -
RUM UNIVERSITY**



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Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Tobacco and Rum:	philip@gotrum.com
Angel's Share:	paul@gotrum.com
Rum Historian:	marco@gotrum.com
Rum in the News:	mike@gotrum.com
Cooking with Rum:	sue@gotrum.com
Advertising Services:	dan@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

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

news@gotrum.com

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ON THE COVER: International Rum Conference

INSIDE COVER: International Rum Conference

Got Rum?™

FROM THE EDITOR

Responsible Rum Revelries

If you are reading these words, more than likely it is because you are interested in rum: either as an aficionado, producer, distributor, retailer, mixologist or journalist. Once you surround yourself with like-minded people, one of the topics of discussion often turns towards the desire for rum's image to rise out of the "rum-&-coke" world and into the "straight" or "on-the-rocks" realm. This is a sentiment that is echoed by producers, brand ambassadors, even some bartenders.

Rum festivals around the world provide excellent opportunities to take steps in that general direction, but unfortunately some of the festival organizers end up causing more damage to rum's image, either by ignoring the technical and legal requirements needed for something to be called "rum" or by simply focusing on delivering rum to attendees in ways that are not conducive to enhancing its image.

"Got Rum?" and "The Rum University" are committed to helping improve the perception of rum, the awareness of it as a quality, distilled spirit.

This month we are happy to bring you extensive coverage from one of the leading rum events in the world, from a production perspective (it is the largest gathering of rum distillers and blenders) and a consumer experience perspective, as Spain



currently represents a battle ground where rum is eagerly and actively fighting gin for market share.

We are also happy to share with you, via our Exclusive Interview, the story of "La RonRonEra," a rum bar in Madrid, and it's approach to this battle.

We applaud –and support- all those who tirelessly work towards making the rum industry one where quality will someday surpass quantity.

Cheers,

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

Luis Ayala, *Editor and Publisher*

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

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

THE ANGEL'S SHARE

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!

John Watling's Amber Rum

One of the things I have always enjoyed about the world of rum is the history and legacies of some of the brands. This goes beyond marketing characters and into the history of an island and its people. John Watling's Rum is named for a pirate captain who in his time traveled with legends such as William Dampier and Bartholomew Sharpe. San Salvador, formerly Watling Island, in the Bahamas still has a fort there with his name. Captain Watling kept the Bahamas as his home base, inhabiting Watling island until departing for plundering opportunities in Central America. Known for being a strict, pious, and frugal captain he raided the Spanish main until he fell during a raid on the city of Arica in Peru in 1681.

John Watling's rums are produced at the 1789 Buena Vista Estate on the island of Nassau. They source two distillates from around the Caribbean made from sugar cane molasses. The first is a lighter distillate that they nick name "Kill-devil" and a heavier rum that they name "Fire Water". The "Fire Water" is filtered using charcoaled coconut husk before being aged in American White Oak Barrels. The rums used for their Amber rum is aged for three years and blended to 80 proof.

Appearance/Presentation

This custom bottle has the Watling crest embossed on the bottle and on the cap. The neck is wrapped in hand woven sisal plait - a material often used to make ropes and twine. The tan labels provide all of the basic details about the rum and even notes the



hand bottling number. This bottle is numbered 24700.

The liquid in the bottle has a nice dark honey amber color that lightens significantly in the glass. Swirling the liquid generates a thin band that spins off fast moving legs that evaporates forming beads that slide down the glass.

Nose

The rum's aroma provides hints of vanilla, creme brulee, charred oak, toasted pecans, and plum.

Palate

The smooth caramel entry is followed by a hint of butterscotch and roasted nuts. The alcohol kicks as the finish begins igniting the tongue providing hints of coconut and charred oak before transitioning to a slightly bitter finish.

Review

John Watling's Distillery currently creates three rums. The amber rum is their midline product between the Pale and Buena Vista Estate rums. Referencing their website, this rum is marketed as a "gold ingredient rum". I think this is fair, as it is obvious that the blender is shooting for a rum solidly seated in that three-to-six-year range, not so much worried about the past of the rum but providing hints of where longer aging and the art of the Blender might take it.

The next time I am in Nassau, I plan to visit the Buena Vista Estate (where the John Watling rums are blended and bottled) as it now ranks high on my "must do" list. I am curious to witness all of the history stored there (there are rumors that they have quite an impressive museum) as well as see their blending and tasting room.



www.johnwatlings.com

THE ANGEL'S SHARE

by Paul Senft

Skotlander Rum III

Skotlander Spirits Company of Denmark has released its unique line of rums to the world market. All of their rums are created at the Nordisk Distillery in Northern Denmark using molasses sourced from Brazil. The liquid is then distilled using a Copper Pot Still and blended to 86 proof using local spring water.

Rum III is different from the Rum I (raw rum) because during the blending process, the juice of the Sea Buckthorn is blended with the rum.

Finally each hand crafted batch is bottled and numbered. The bottle for this review is from batch number two and is bottle number 81.

Appearance/Presentation

The rum in the bottle and glass is crystal clear. The bottle is secured with a wooden cap that holds a plastic cork. The front and back labels provide a few details about the rum. Agitating the liquid creates a razor thin band with legs that once drop from the band and speed down the glass.

Nose

The aroma reveals an interesting balance of sweet and tart fruit, a pop of salt and vanilla.

Palate

The vanilla note and heat of the rum takes the baseline. The Buckthorn flavor adds a savory balance to the profile with just a tiny hint of salt popping at the tip of the tongue as the rum settles into a tangy acidic finish.

Review

Like Rum I, this rum builds upon the base botanicals and augments this with the Buckthorn infusion. The fruit of the Buckthorn provide a savory/sour element that takes the cherry and mint notes from Rum I completely offline.

Like Rum I the botanical elements are what differentiates this from other rums in the market. Adding the Buckthorn twists and transforms the profile into something unique. This product is limited to 1000 bottles and priced at 849 Danish Kroner (130 U.S.).

The company is currently seeking distribution in the United States.

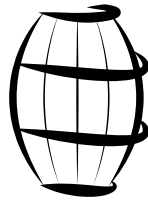


www.skotlander.com

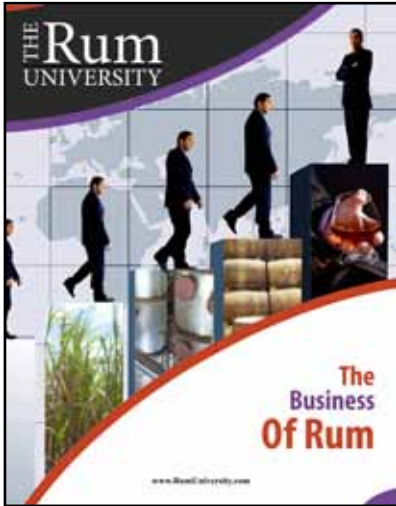
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For more
information, please
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Upcoming 5-Day Rum Course: Oct. 5-9 2015, Kentucky, USA



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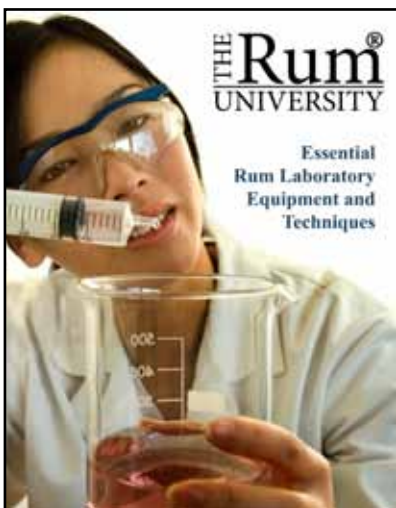
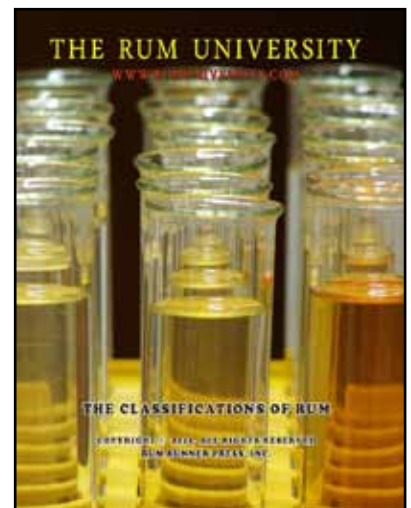
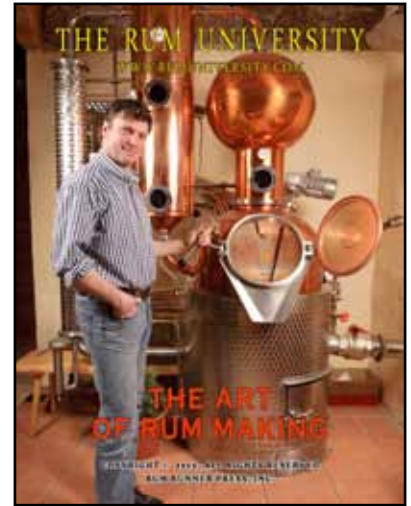
Day 2: The Classifications of Rum. We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

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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*"Excellent!"
(B. Caffery, Louisiana)*

*"Excellent experience. Would like to have this type of training for my distillery personnel."
(L. Cordero, Puerto Rico)*

*"Very good."
(C. Boggess, Indiana)*

*"Well worth it!"
(B. Tierce, Texas)*

*"It was excellent. I commend your group and team for this fine course. I'm honored to have been here."
(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:

www.rumuniversity.com

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

⊖ *Acidum mineralis*
⊕ *Acidum Vitrioli*
⊕ *c. concentratum, d. dilutum*
⊕ *Acidum Nitri, Ⓞ a n. phlogisticatum*
∇ *Aqua fortis*
⊕ *Acidum Salis Ⓞ a / 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. Alkali fixum vegetabile*
⊕ *m. Alkali fixum minerale*
⊕ *Alkali volatile*
∇ *Terra*
∇ *Lapis*
∴ *Arena*
∇ *Calx, p. pura (ustulata)*
∇ *Calx vitriolata (Selenites, gipsum)*
∇ *Terra ponderosa*
∇ *Magnesia*

making your own
**Coriander and
Cardamom**
Rum Liqueur

Throughout the Middle Ages and the Renaissance, Coriander (*Coriandrum sativum* or *Cilantro*) was used as the primary ingredient in love potions.

Ingredients

- 1 Tbsp. Coriander Seeds
- 1 tsp. Cardamom Seeds
- 1 Star Anise Flower
- 6 Whole Cloves
- 6 Rose Hips
- 2 C. Water
- 1 C. Honey
- 2 Tbsp. Dried Hibiscus Flowers
- 3 tsp. Orange zest
- 2 tbsp fresh-squeezed Lime Juice
- 1 cup light (Puerto Rican or Cuban) white rum
- 1/2 cup Spanish-style rum

Procedure

Combine and grind (you can use an old coffee grinder or a mortar



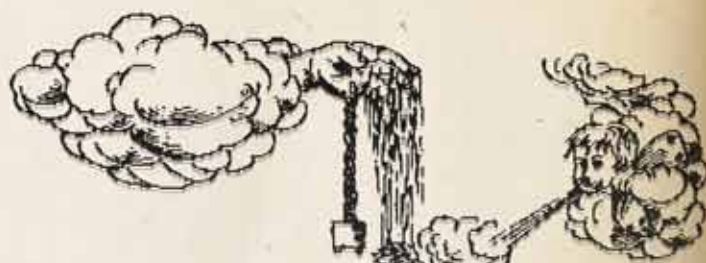
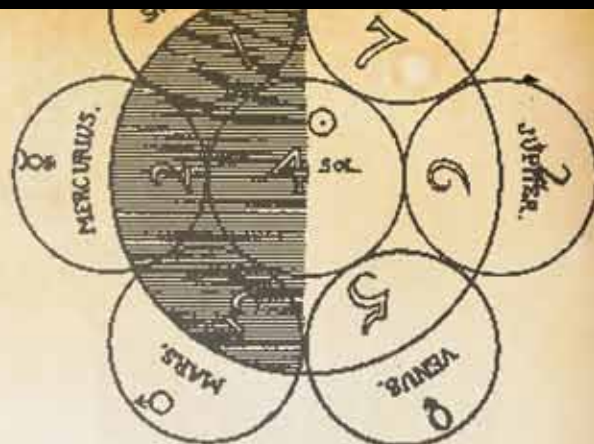
and pestle) the coriander, cardamom, star anise, cloves and rose hips.

Combine 1 cup of water and honey and bring it to a boil, removing any foam that forms on the surface. Keep boiling for 5 minutes. Add the ground spices and boil for an additional 5 minutes.

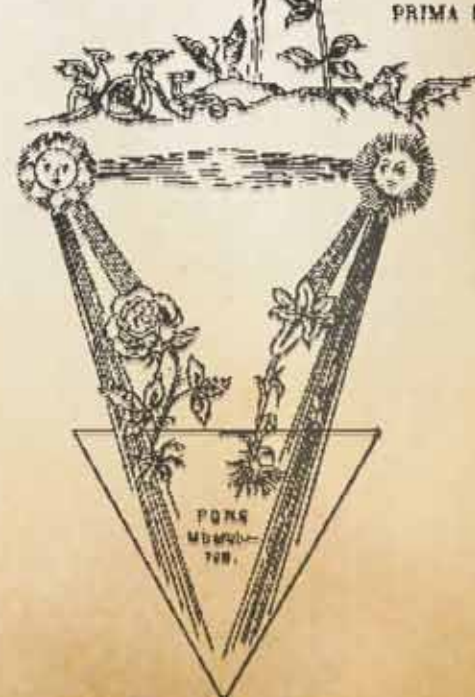
Remove from heat let stand for 5 more minutes and then add the hibiscus flowers and let it rest for another 10 minutes.

Strain the liqueur through a fine mesh and place it into a 1-liter jar. Add the orange zest, lime juice and rums and top off with the remaining cup of water. Allow it to cool down.

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



PRIMA MATERIA



INDUSTRY FOCUS

by Gary Spedding, Ph.D., Alcohol Beverage Chemist

Letter to the Alcohol Beverage Industry



The Tax and Trade Bureau (TTB) and the Food and Drug Administration (FDA) are behind the times.

I write to authorities trying to govern the nutritional information decisions concerning alcoholic beverages and those individuals interested in the sensible application of data for consumer awareness and health. It is with sadness that I inform you that it is becoming abundantly clear that neither the FDA nor the TTB have any clue about what is involved in the manufacture of alcoholic beverages in the 21st Century.

While I agree there is a need for a little extra regulation for the production and labeling of beer, wine, spirits and related alcoholic beverages, the measures being enforced by the FDA in 2015 bear no relevance to the actual composition of said beverages. There are no significant, detectable or reportable fats in most alcoholic beverages (those made with eggs, cream – liqueurs, and certain fruits, nuts or other ingredients are possible or definite exceptions). In the past it has been acceptable to note on beer reports: “contains no detectable, reportable fats”. If an organic extraction is made of beer or spirits some artifact matter will potentially be measured and is automatically assumed to be “fats”. There are many hydrophobic components of stated beverages that might register as being “fatty” in nature. So far in our testing for spirits, when we were asked for these tests, the “fat values” have been below reportable levels anyhow. So what is the point of assaying for fats, saturated, unsaturated, cholesterol, organic acids, polyols (glycerol) and other materials of an insignificant concentration? First and foremost, beyond the ridiculous call to measure them in the first place, these are expensive tests to perform, can require relatively large volumes of sample and often copious volumes of dangerous organic solvents for extraction and or very expensive instruments and labor to perform such tests. Many tests can only be made in a food testing laboratory, not governed by the regulations for alcoholic beverages, while at the same time they are also not set up to test the actual alcohol or extract content of such beverages. This will ultimately require brewers, distillers and wine makers to submit multiple samples to several different facilities to get all the nutritional data demanded by authorities who have no clue as to whether standard methods are in fact available (AOAC approved?), nor what the significance of the results might be. Nor the fact that most folks receiving the data at the other end also have no clue as to their meaning or how to express them or convey them to consumers. Especially if they are culling data from several different facilities with varied levels of understanding of such liquid products.

Let's set the record straight and get sensible about this. Agents in the FDA as well as new agents at the TTB need to learn the brewing, winemaking and distilling processes before they start casting ideas as to what should and should not be tested. Alcoholic beverages are liquid substances with nutritive value but are not the same as solid or other liquid foods (milk for example) when it comes to testing. Alcohol (ethanol) plays a small or large role overall (depending upon its own concentration) in the safety, quality, flavor, preservation and interactions of 1000's of different components in the beverage. With more than a decade involved in this aspect of science I have seen little evidence for qualified individuals (there are some exceptions at the higher levels of agency employment) on the ground who really understand alcohol-containing beverages or have been trained in any area of beverage manufacture.

Now for nutritional purposes, historically accepted analytes include carbohydrates [including non-nutritive-complex carbs and simple sugars, protein, alcohol and fats (in cream-based alcoholic liqueurs)]. I wonder if the FDA are even aware that an equation in a TTB mandated document (2004) on measuring nutritional parameters fails to deliver a total carbohydrate value when a fat value is included in the equation. Or that an equation known as the Tabarie relationship, and which can be used to determine extract for nutritional calculation purposes, only works for beer even though it somehow got accepted in official wine methods (AOAC Methods Manual).

Protein itself is at a very low concentration in beer (much less so in concentration than in foods) and is measured by an ancient method called the Kjeldahl assay. This involves boiling samples in concentrated sulfuric acid which eats away at concrete walls and pipes in fume hoods and presumably laboratory workers lungs. Then a distillation, and a titration or an ion-electrode method needs to be applied to obtain the nitrogen levels in the sample. An approx. calculated factor is then used to convert nitrogen values to "protein" values. Moreover, the assay does not in fact measure or deliver a true protein value. It measures anything containing nitrogen – nucleic acids and ammonia included! Attempts to replace this method with a technique called total combustion has also, so far failed to relate correlation-wise to "protein values" obtained by Kjeldahl and is performed with a very expensive instrument prone to frequent breakdowns and needed repairs. The Kjeldahl procedure is an OK method for food and gives a value we can live with for beer, wine and spirits (see below). However, most food labs whose staff are competent with the assay in testing foods cannot get down to the low levels of "protein" in beer for example with anything like the needed degree of accuracy or even precision (inter-laboratory results). In fact we know and trust only one laboratory in the US to do this test for us.

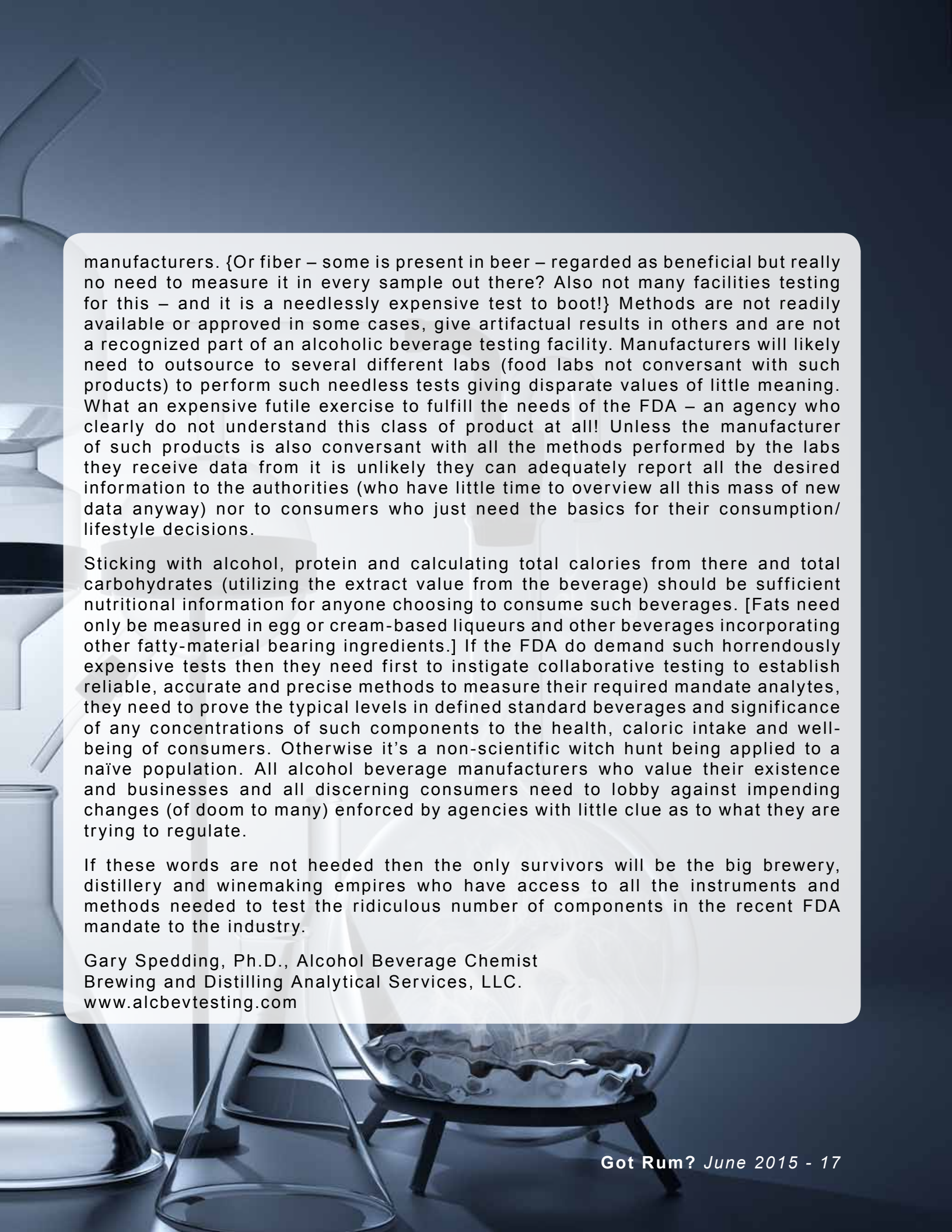
Measuring total carbohydrates in alcoholic beverages directly with a crude method also involving sulfuric acid gives only approx. 80% of the supposed total carbohydrate. So many years ago nutritional equations were introduced to solve for total carbohydrate by first measuring the extract content. Extract being (the residual matter post-fermentation) present in beer (wines and spirits) and assumed to be minerals (minor % of the total), organic acids (also considered negligible) protein (0.25-0.35% in typical domestic pilsners of the day – more in craft brewed

beers – small amounts in wine and very little if any in most distilled spirits) and carbohydrate – non-fermentable (more complex sugar chains) dextrans and residual simple sugars such as glucose, fructose and maltose (in beer) not consumed by the yeast during fermentation.

Total carbohydrates are then calculated by taking the Extract (grams of matter per 100 grams of total beverage sample) and subtracting out the mineral content, the protein (fats if present – though as illustrated above this fails to deliver a true carb value if incorporated in to the “FDA/TTB” approved equation.) and resulting in a gram per 100 gram sample value of carbohydrates (complex and simple sugars). The simple sugars can be measured (usually via expensive High Performance Liquid Chromatography methods) and should never total more in grams/100grams of sample than the total extract measured by the brewer, distiller or winemaker. The gram/100 gram value can then be converted to per serving size using other routinely obtained values such as the specific gravity of the sample and the actual desired serving (volume) size. [The need to determine, in alcoholic beverages, the actual composition of simple sugars seems moot as the FDA demand that any non-protein/non-mineral matter in the extract be reported as “total carbs” anyhow! The FDA will not currently allow any non-calorie bearing or non-carbohydrate artificial sweeteners to be subtracted from the determined carbohydrate portion of the beverage extract.]

For calorie determinations, while organic acids and minor amounts of other components do deliver a small percentage of Calories (i.e. kilocalories – the US “Calorie”) – the caloric content of alcoholic beverages (in the US using Atwater factors accepted throughout the food industry and presumably by the FDA) is determined from the amount of alcohol present by weight and the protein, and carbohydrate content (and fats if present – see above). It really is that simple. Europe made a bigger deal of this though recent research shows that for most purposes the simple measures outlined above (protein, alcohol and total carbohydrates) and calculations give us realistically and adequate caloric data for our beverages. See: “Determination of the Energy Value of Beer” Jana Olsovska, et al, (2015). J. Am. Soc. Brew. Chem. 73(2): 165-169. [The most up to date and cogent serious discussion on this topic.]

In summary there is really no need to force expensive testing for fats (saturated unsaturated or otherwise) cholesterol, polyols or organic acids on alcoholic beverage



manufacturers. {Or fiber – some is present in beer – regarded as beneficial but really no need to measure it in every sample out there? Also not many facilities testing for this – and it is a needlessly expensive test to boot!} Methods are not readily available or approved in some cases, give artifactual results in others and are not a recognized part of an alcoholic beverage testing facility. Manufacturers will likely need to outsource to several different labs (food labs not conversant with such products) to perform such needless tests giving disparate values of little meaning. What an expensive futile exercise to fulfill the needs of the FDA – an agency who clearly do not understand this class of product at all! Unless the manufacturer of such products is also conversant with all the methods performed by the labs they receive data from it is unlikely they can adequately report all the desired information to the authorities (who have little time to overview all this mass of new data anyway) nor to consumers who just need the basics for their consumption/lifestyle decisions.

Sticking with alcohol, protein and calculating total calories from there and total carbohydrates (utilizing the extract value from the beverage) should be sufficient nutritional information for anyone choosing to consume such beverages. [Fats need only be measured in egg or cream-based liqueurs and other beverages incorporating other fatty-material bearing ingredients.] If the FDA do demand such horrendously expensive tests then they need first to instigate collaborative testing to establish reliable, accurate and precise methods to measure their required mandate analytes, they need to prove the typical levels in defined standard beverages and significance of any concentrations of such components to the health, caloric intake and well-being of consumers. Otherwise it's a non-scientific witch hunt being applied to a naïve population. All alcohol beverage manufacturers who value their existence and businesses and all discerning consumers need to lobby against impending changes (of doom to many) enforced by agencies with little clue as to what they are trying to regulate.

If these words are not heeded then the only survivors will be the big brewery, distillery and winemaking empires who have access to all the instruments and methods needed to test the ridiculous number of components in the recent FDA mandate to the industry.

Gary Spedding, Ph.D., Alcohol Beverage Chemist
Brewing and Distilling Analytical Services, LLC.
www.alcbevtesting.com

Got Rum?™

EXCLUSIVE COVERAGE

IV



MADRID
RUM
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INTERNATIONAL RUM CONFERENCE

*& Rum Tasting
Competition*

2015

Madrid 27-28 May

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IV INTERNATIONAL **RUM** CONFERENCE & RUM TASTING COMPETITION June 1st - 4th, 2015

Conference Program

- 1. International Rum Conference 2015 Opening Address**, by Mr. Javier Herrera (Event Director)
- 2. Obstacles and Challenges in the Rum Industry**, by Luis Ayala, “Got Rum?” Publisher, Founder of The Rum University
- 3. 2014 Rum Market**, by Mr. Daniel Mettyear, IWSR
- 4. Innovation & Design in Cork for Spirits by Top Series**, Mr. Eduardo Sousa and Mr. Ricardo Ribeiro, Amorim
- 5. Variety, Consistency and Quality Control**, by Mrs. Milagros Aguirre, Oliver y Ronés del Caribe
- 6. Challenges for the Spanish Industry. Priority and Action Items for F. E. B. E. (Federación Española de Bebidas Espirituosas)**, by Elena Torremocha de España
- 7. Alcohol Distillation for Rum Production**, by Eduardo Gomez, FG Ingenieros
- 8. Les Clairins: The Forgotten Rum**, by Mr. Luca Gargano, Vellier
- 9. The Importance of Proper Rum Glassware**, by Mr. Javier Herrera, (Sponsored by Deltagrup)
- 10. Rum in the USA**, by Mr. Luis Ayala, “Got Rum?” Publisher, Founder of The Rum University
- 11. Yeasts for Rum Production, from Sugarcane Juice and Molasses**, by Mr. Robert Piggot, Lallemand
- 12. Molasses Fermentation Optimization**, by Mr. Tito Cordero, Ron Diplomático
- 13. Cuban Rum Production**, by Mr. Jose Navarro, Havana Club
- 14. Continuous Fermentation of Sugarcane Molasses**, by Mr. Nestor Ortega, Santa Teresa
- 15. The Aromatic Profiles of Rum: A Sensory Adventure Map**, by Mr. Jean Paul Bouyat, Bardinet
- 16. Product Valuation Through Proper Bottle Selection**, by Mr. Stefano Romoli and Mr. Pere Serrat, Gamavetro
- 17. Alcohol Maturation in Oak Barrels**, by Mr. Paul Caris, Cognac Ferrand
- 18. A Tasting of Rums Aged in Different Oaks**, by Mr. Thomas Giordanengo, Radoux
- 19. Tiki Mixology**, by Mr. Daniele Dalla la Pola de Italia

IV INTERNATIONAL RUM CONFERENCE

THE CONFERENCES



IV INTERNATIONAL RUM CONFERENCE

THE IRC AWARDS



1. Mr. Daniele Dalla Pola "2014 Best Rum Mixologist"
2. Ron de Venezuela D.O.C. "2014 Best Rum Educational Work"
3. Mr. Luca Gargano (Velier) "2014 Rum Expert of the Year"
4. Depaz Rhum Vieux Agricole XO "2014 Best Rum Packaging"
5. Clement Tres Vieux Rhum Agricole 10 Years "2014 Best Rhum Agricole"
6. Carúpano Legendario "2014 Best Rum"
7. Ms. Lorena Vasquez (I.L.G.) "2014 Best Master Blender" (received by Mr. Seymour Vargas from Lallemand)
8. Destilería Serralles, Inc. "2014 Best I.R.C. Certified Rum Distillery"
9. Distillerie Saint James Martinique "2014 Best I.R.C. Certified Rum Producer"

IV INTERNATIONAL RUM CONFERENCE

THE RUM FESTIVAL



IV INTERNATIONAL **RUM** CONFERENCE

THE RUM COMPETITION

2015 Rum Competition



Official Results

MADRID, SPAIN
www.CongresoDelRon.com

GENERAL OBSERVATIONS

Regarding Rum Age Statements: The organizing committee cannot guarantee that the rums listed in the following pages have the ages indicated by the corresponding categories. The legal owners of the rum brands (distillers or brand owners) were required to submit in writing, on a signed document, the age of each one of the rums entered into the competition. The organizing committee reserves the right to withdraw any medals assigned, and to ban rums in future competitions, in cases where the age statement is proven to be incorrect.

Medal Distribution – The statistics for the 282 rums entered into the competition are:

Double Gold = 7%, Gold = 16%,
Silver = 23%, Bronze = 20% and no medal = 34%.

RUM PRESENTATION

Best Packaging of 2014

Compañía Licorera de Nicaragua S.A., Flor de Caña 25 Years

COMPETITION RESULTS

Agricole Rhum, produced with 100% cane juice (pasteurized and un-pasteurized)

Category	Company	Rhum	Medal
White Agricole 40%-49% ABV	Trois Rivieres	Cuvee de L'Ocean	DOUBLE GOLD
	Trois Rivieres	Rhum Blanc Agricole	GOLD
	La Mauny	Rhum Blanc Agricole	SILVER
	Trois Rivieres	Rhum Blanc Cuvée Spéciale	SILVER
	HSE	Rhum Blanc Agricoe	BRONZE
	Rhum Chauvet	Rhum Blanc	BRONZE
	J. Faria & Filos	Branca	BRONZE
Category	Company	Rhum	Medal
White Agricole 50% +	HSE	Rhum Blanc Agricole	DOUBLE GOLD
	Heritiers Madkaud	Rhum Agricole Blanc	GOLD
	Trois Rivieres	Rhum Blanc Agricole 50	SILVER
	Trois Rivieres	Rhum Blanc Agricole	SILVER

	La Mauny	Rhum Blanc Agricole	SILVER
	Rhum JM	Rhum JM	SILVER
	La Favorite	Coeur du Canne	BRONZE
Category	Company	Rhum	Medal
Aged Agricole, 5 years or less	Trois Rivieres	Rhum Ambre	DOUBLE GOLD
	La Favorite	Coeur de Rhum	GOLD
	Habitation Clement	Select Barrel	GOLD
	HSE	VSOP	SILVER
	HSE	Black Sheriff	SILVER
	HSE	Eleve Sous Bois	SILVER
	Reimonenq	J. R. On The Rocks	BRONZE
	Reimonenq	Rhum Vieux Vieilli en Fut de chene	BRONZE
	Reimonenq	Rhum Ambre	BRONZE
Category	Company	Rhum	Medal
Aged Agricole, 6-10 years (Rhum Vieux)	Trois Rivieres	VSOP	DOUBLE GOLD
	Rhum JM	JM XO	DOUBLE GOLD
	Rhum JM	JM VSOP	GOLD
	HSE	Single Malt Finish	GOLD
	Distillerie Dillon	Reserve du Comte Arthur Dillon	GOLD
	Saint James	7 Years	GOLD
	Distillerie Depaz	XO	GOLD
	J. Bally	7 Years	SILVER
	Trois Rivieres	Cuvée du Moulin	SILVER
	Trois Rivieres	Triple Milésime	SILVER
	Habitation Clement	Clement 10 Years	SILVER
	Reimonenq	Réserve Spéciale	SILVER
	Saint James	Hors D'Age	BRONZE
	HSE	XO	BRONZE
	Category	Company	Rhum
Aged Agricole, 11-15 years (Rhum Très Vieux)	Trois Rivieres	12 Years	DOUBLE GOLD
	Trois Rivieres	1999	GOLD
Category	Empresa	Ron	Medal
Rhum Millésimés	Trois Rivieres	2006 Cask Number L23	DOUBLE GOLD
	Rhum JM	2002 Bottles 24,742 y 24,747	GOLD
	J. Bally	2002	SILVER
Category	Empresa	Ron	Medal
Agricoe Selected Cask	Silver Seal	17 Years Bellevue Cask 43, Bottle 270	GOLD
Category	Empresa	Ron	Medal
Fruit Flavored Agricole and Arranges	Distillerie J. Chatel	Ananas & Vanille	GOLD
	Sarl les rhums de Ced	Ananas Victoria	SILVER

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	Distillerie J. Chatel	Bonbon Miel	SILVER
	Distillerie J. Chatel	Gingembre & Tangor	BRONZE
	Distillerie J. Chatel	Letchi	BRONZE

Rum made from cane juice, cane syrup, molasses (all grades), sugar and combinations

Category	Company	Rum	Medal
White Rum	Empresa de Bebidas y Refrescos Santa Catalina	Legendario Añejo Blanco	DOUBLE GOLD
	Oliver & Oliver	Cubaney Plata Natural 3 Years	GOLD
	C. Ferrand	Plantation 3 Stars	GOLD
	Real McCoy Spirits	Real McCoy 3 Years	GOLD
	Complejo Industrial Licorero del Centro C.A.	Ocumare Platino	GOLD
	New Grove	Plantation Rum	GOLD
	Bodegas 1492	Ron Blanco 1492	GOLD
	Rum Nation	Jamaica Pot Still Rum	SILVER
	Bodegas 1492	Ron Añejo Blanco	SILVER
	Destilerías San Bartolomé de Tejina	Ron Guajiro Blanco	SILVER
	Industrias Pampero	Ron Pampero Blanco	SILVER
	Sauer & Hartwig GmbH	East Coast Dolleruper Destille	SILVER
	Destilerías Unidas	Diplomático Blanco Reserve	SILVER
	Oxenham & Co	Rhum Bougainville	SILVER
	Oliver & Oliver	Puntacaña Silver Dry	BRONZE
	Bodegas 1492	Ron Blanco 1498	BRONZE
	Compañía Licorera de Nicaragua S.A.	Flor de Caña Extra Seco	BRONZE
	Cartavio Rum Company	Ron Cartavio Blanco	BRONZE
	Beenleigh Distilling Company	Beenleigh White Rum	BRONZE

Category	Company	Rum	Medal
Aged 5 years or less	Bodegas 1492	1492 El Descubrimiento	DOUBLE GOLD
	Compañía Licorera de Nicaragua S.A.	Flor de Caña Añejo Clásico 5 Years	GOLD
	Bodegas 1492	1498 Ron Añejo Golden Age	GOLD
	Bodegas 1492	1498 Tierra de Gracia	GOLD
	Destilerías Unidas	Ron Cartavio Selecto 5 Years	GOLD
	Terrepure Spirits	Marauda Steelpan	GOLD
	Compagnie des Indes	Compagnie Des Indes Caraibes	SILVER
	Real McCoy Spirits	Real McCoy 5 Years	SILVER
	Complejo Industrial Licorero del Centro C.A.	Ron Ocumare Añejo	SILVER
	Gruppo Campari	Appleton V/X	SILVER
	Bodegas el Mondero SL	Ron El Mondero	SILVER

	Avalon Group	The Wild Geese Goden Rum	SILVER
	Tanduary Distillers	Tanduary Gold	SILVER
	Destilería Veroes C.A.	Ron Añejo Veroes	SILVER
	CA Ron Santa Teresa	Linaje	SILVER
	C. Ferrand	Plantation Original Dark	SILVER
	Cartavio Rum Company	Ron Cartavio Black	BRONZE
	Cartavio Rum Company	Ron Cartavio Superior	BRONZE
	Oxenham & Co	Rhum Bouganville 3 Years	BRONZE
	Destilerías San Bartolomé de Tejina	Ron Guajiro Dorado - A	BRONZE
	Destilerías San Bartolomé de Tejina	Ron Guajiro Dorado - B	BRONZE
	Licores Royal	Ron Tremols Añejo	BRONZE
	Empresa de Bebidas y Refrescos Santa Catalina	Legendario Carta Blanca Superior	BRONZE
	Empresa de Bebidas y Refrescos Santa Catalina	Legendario ron Dorado	BRONZE
	Complejo Industrial Licorero del Centro C.A.	Ron Añejo Ocumare Gold	BRONZE
	The Poshmakers	Virgin Gorda 1493 Spanish Heritage Rum	BRONZE
	Licores Royal	Ron Tremols El Toro	BRONZE
Category	Company	Rum	Medal
Aged 6-10 Years	Compañía Licorera de Nicaragua S.A.	Flor de Caña Gran Reserva 7	DOUBLE GOLD
	Avalon Group	The Wild Geese Premium Rum	DOUBLE GOLD
	Masoliver	Relicario Ron Superior	DOUBLE GOLD
	Complejo Industrial Licorero del Centro	Ocumare Añejo Especial	GOLD
	Bodegas Williams & Humbert	Dos Maderas 5+5 P.X.	GOLD
	Havana Club International	Havana Club Selección de Maestros	GOLD
	Destilerías Unidas	Diplomático Reserva	SILVER
	Empresa de Bebidas y Refrescos Santa Catalina	Legendario Ron Añejo	SILVER
	Diageo	Pampero Aniversario	SILVER
	Rones del Caribe CA	Roble Viejo Ron Extra Añejo	SILVER
	New Grove	New Grove Old-Tradition 8 Years	SILVER
	Mezan	Mezan XO Jamaica	SILVER
	One Eyed Spirits	Ron de Jeremy Reserva	SILVER
	Licorera Cihuatán	Ron Cihuatán 8 Years	SILVER
	Destilería Serrallés	DonQ Añejo	SILVER
	The Poshmakers	Virgin Gorda British Caribbean Rum	BRONZE
	Ron 100 Fuegos	Ron 100 Fuegos Gold 8 Years	BRONZE
	Fortin SA	Ron Fortin Etiqueta Negra	BRONZE

	Industria Licorera Quezalteca	Ron Botrán Solera 8	BRONZE
	Oliver & Oliver	Puntacana Club Ron Muy Viejo 7	BRONZE
	Bardinet	Negrita Top Series 2000-2006	BRONZE
	Bodegas 1492	1492 Ron Añejo	BRONZE
Category	Company	Rum	Medal
Aged, 11-15 Years	Empresa de Bebidas y Refrescos Santa Catalina	Legendario Gran Reserva 15 Years	DOUBLE GOLD
	Destilerías Unidas	Ron Cartavio Solera 12 Years	GOLD
	Gruppo Campari	Appleton Estate 12 Years	GOLD
	Rum Nation	Rum Nation Caroni 1998	GOLD
	Oliver & Oliver	Puntacana Black Rum	SILVER
	Rones del Caribe CA	Roble Viejo Ultra Añejo	SILVER
	Real McCoy Spirits	Real McCoy 12 Years	SILVER
	Fabrica de Licores de Antioquia	Ron Medellín 12 Years	SILVER
	Destilería Serrallés	Don Q Gran Añejo	SILVER
	Compañía Licorera de Nicaragua S.A.	Flor de Caña 12 Years	SILVER
	On the Rocks	Ron Durán 12 Years	SILVER
	Consortio Licorero Nacional	Ron Maja 12 Years	BRONZE
	Destilerías Arehucas	Ron Arehucas Añejo 12 Years	BRONZE
	Destilería Carúpano	Ron Añejo Carupano Oro Reserva 12	BRONZE
	Industria Licorera Quezalteca	Botrán Solera Añejo 12	BRONZE
	Destilerías Unidas	Diplomático Reserva Exclusiva	BRONZE
	Premium Spirits Fundación Galaxy	Ron Espero Reserva Exclusiva	BRONZE
Oliver & Oliver	Presidente Marti 15 Years	BRONZE	
Category	Company	Rum	Medal
Aged 16-20 Years	Compañía Licorera de Nicaragua S.A.	Flor de Caña 18 Years	DOUBLE GOLD
	Centenario Internacional S.A.	Ron Centenario 20 Years	GOLD
	C. Ferrand	Plantation XO 20th Anniversary	SILVER
	Oliver & Oliver	Exquisito 1985	SILVER
	Industria Licorera Quezalteca	Ron Botran Solera 1893	BRONZE
	Cartavio Rum Company	Ron Cartavio XO	BRONZE
	Oliver & Oliver	Presidente Marti 19 Years	BRONZE
Category	Company	Rum	Medal
Melaza Súper Premium Ron Añejo, 21 Years o más	Centenario Internacional S.A.	Centenario 25 Years	DOUBLE GOLD
	Destilería Carúpano	Ron Carúpano Legendario	GOLD
	Compañía Licorera de Nicaragua S.A.	Flor de Caña 25 Years	GOLD
	Gruppo Campari	Appleton Estate 21 Years	GOLD
	Old Vintage Rums Inc.	Ron Quorhum Chairman's Reserve	GOLD
	Oliver & Oliver	Oliver Non Plus Ultra	SILVER
	Destilería Carúpano	Ron Añejo Carúpano XO	SILVER

	Centenario Internacional S.A.	Ron Centenario 30	SILVER
	Bodegas Williams & Humbert	Dos Maderas Luxus	BRONZE
	Oliver & Oliver	Puntacana XOX	BRONZE
	Destilería Carúpano	Ron Añejo Carúpano Solera Centenaria	BRONZE
Category	Company	Rum	Medal
Special Harvest	Mezan	Mezan Panama 2006	GOLD
	Mezan	Mezan Guyana 2005	BRONZE
Category	Company	Rum	Medal
Selected Cask	Silver Seal	Trinidad United Distillery 24 Years	DOUBLE GOLD
	Silver Seal	Trinidad Caroni 18 Years	GOLD
Category	Company	Rum	Medal
Spiced	Louisiana Spirits	Bayou Spiced Rum	DOUBLE GOLD
	Destilerías San Bartolomé de Tejina	Ron Aguerre Caramelo	GOLD
	Licores Royal	Tremols Mamajuana	GOLD
	Oliver & Oliver	De Pirathas	GOLD
	Old Man Spirits GmbH	Old Man Rum Project One - Caribbean Rum	GOLD
	Cape Spirits Inc	Wicked Dolphin Florida Spiced	GOLD
	One Eyed Spirits	Ron de Jeremy Spiced (38%)	SILVER
	Bodegas y Destilerias del Sur, SA (Ribera Caribeña)	Ribera Caribeña Elixir	SILVER
	Licores Royal	Ron Veleiro Spiced Mamajuana	SILVER
	One Eyed Spirits	Ron de Jeremy Spiced (47%)	SILVER
	Bodegas 1492	1492 Spiced Rum	BRONZE
	Empresa de Bebidas y Refrescos Santa Catalina	Legendario Elixir de Cuba	BRONZE
	New Grove	New Grove Spiced	BRONZE
	Category	Company	Rum
Fruit Flavored	Licores Royal	Tremols Limón	DOUBLE GOLD
	New Grove	New Grove Café	DOUBLE GOLD
	Louisiana Spirits	Bayou Satsuma	GOLD
	Licores Royal	Tremols Coco	GOLD
	TBN	Pineapple and Coconut	GOLD
	Old Man Spirits GmbH	Old Man Rum Project Two - Spiced Orange	SILVER
	Licores Royal	Tremols Piña	SILVER
	Cape Spirits Inc	Wicked Dolphin Coconut	SILVER
	Destilerías San Bartolomé de Tejina	Ron Aguerre Coco	BRONZE
	New Grove	New Grove Vanilla	BRONZE
	Category	Company	Rum
Cream	Oliver & Oliver	Grand Brulee	GOLD

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(Milk Base)	Licores Royal	Tremols Piña Colada	SILVER
	Oliver & Oliver	Grand Suzette	BRONZE
Category	Company	Rum	Medal
Spiced: Honey	Destilerías San Bartolomé de Tejina	Ron Aguere Miel	DOUBLE GOLD
	Destilerías San Bartolomé de Tejina	Ron Miel Cocal	SILVER
	Beenleigh Distilling Company	Beenleigh Australian Honey	SILVER
	New Grove	New Grove Honey	BRONZE
	Bodegas y Destilerías del Sur, SA (Ribera Caribeña)	Ron Miel Ribera Caribeña	BRONZE

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www.RumUniversity.com

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

Rum Marinated Ribeye Steaks

Ingredients:

- 6 Medium Size Ribeye Steaks
- $\frac{3}{4}$ Cup Dark Rum
- $\frac{1}{2}$ Cup Dry Red Wine
- Juice of 1 Lemon
- 2 Cloves of Garlic, diced
- 2 Medium Sized Onions, finely chopped
- 2 Carrots, finely chopped
- 1 Small Bunch of Basil, finely chopped
- 1 Small Bunch of Oregano, finely chopped
- A Pinch of Tarragon
- 1 Bay Leaf

“The fate of a nation depends on the way that they eat.”

— Jean Anthelme Brillat-Savarin

Directions:

Mix all ingredients together in a bowl. Add steaks to marinade and turn every half hour for 2 hours. Cook the meat however you like best, basting with the marinade as it cooks.



Photo credit: www.recipegirl.com

Tortoni in Rum

Ingredients:

- 3 oz. Semi-Sweet chocolate
- 2 Tbsp. Butter
- 2 Tbsp. Rum
- 1 Cup Heavy Cream, whipped
- 4 Tbsp. Granulated Sugar
- ½ Cup Fine Macaroon Cookie Crumbs
- ½ Cup Toasted Almonds, chopped
- 1 Egg White
- 1 Tbsp. Instant Coffee
- 1/8 tsp. Salt

Directions:

Melt chocolate and butter together over hot water. Add rum. Cool. Beat cream and sugar together until stiff. Fold in macaroon crumbs and almonds. Beat egg white until stiff and add coffee and salt. Fold into whipped cream mixture. Fold into cooled chocolate mixture. Pour into 2 ounce paper cups and set inside muffin pan wells. Place in freezer until firm. Serve direct from freezer. Garnish with Maraschino Cherry (or seasonal fruit) and slivers of almonds. Serves 8.



Photo credit: www.mangiabenepasta.com

Cheers!

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

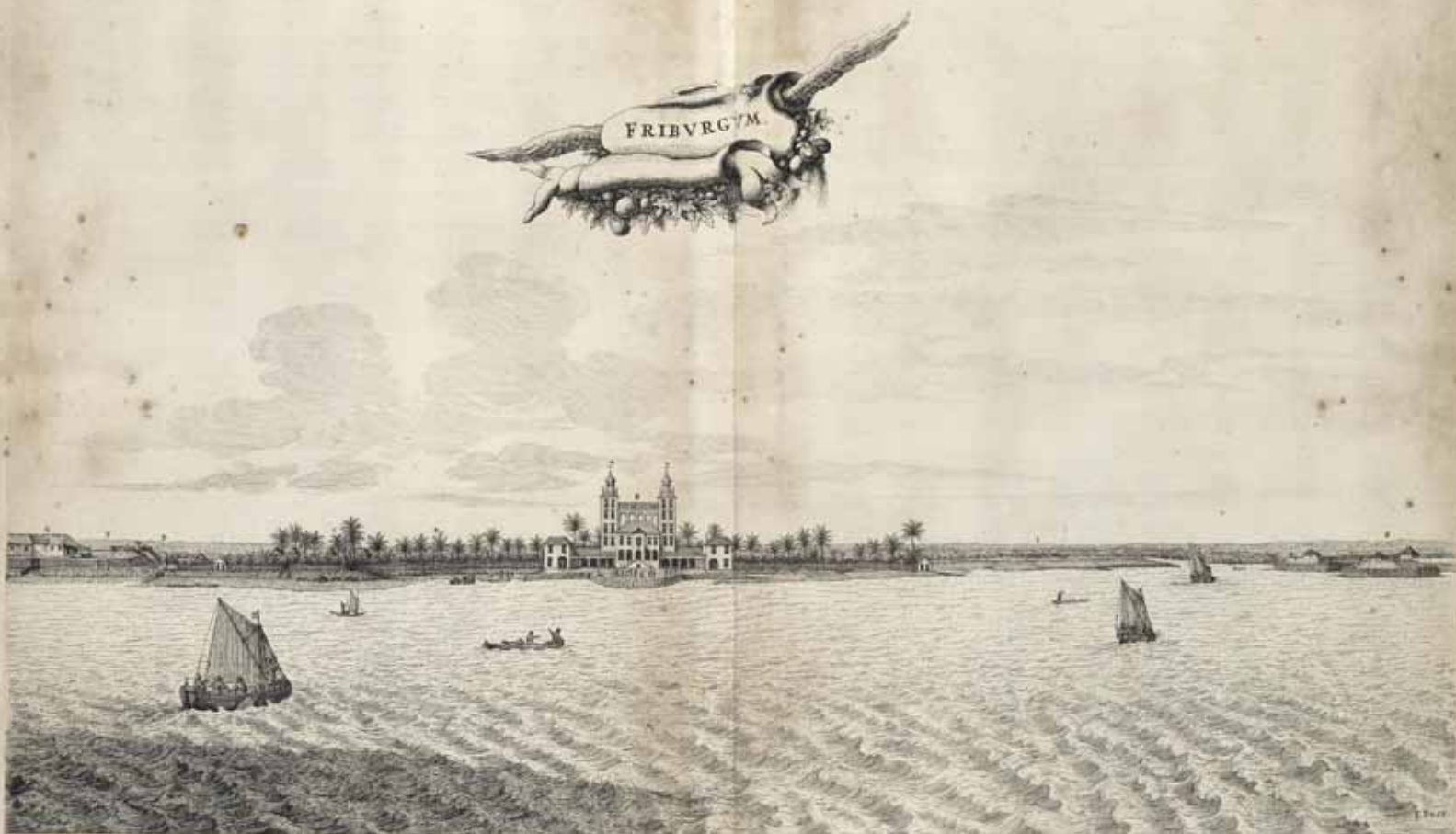
ON THE QUEST AGAIN

1 - NEGLECTED BRAZIL

Our readers may remember that I began my collaboration with **Got Rum?** with a series of articles entitled "The Origin of Rum – A Quest". Starting from Richard Ligon's book and reasoning on the history of the Atlantic World, I concluded "My hypothesis is that the commercial distillation on a large scale of that by-product of sugarcane which today we call rum was started by Dutch settlers in Brazil during the first decades of XVII century. The origin of rum, therefore, is to be found in Brazil. Rum was born in Brazil, but it grew up in Barbados, and thence it has conquered the world." (January 2014)

Then I wrote about my research in Barbados where "I found many clues that support my hypothesis, but not the final proof, not the real smoking gun. In order to unearth it, it would be necessary to work on inventories, share purchase agreements, accounting records, etc... of the sugar plantations in Brazil under Dutch occupation." (April 2014)

In May 2014, thanks to the late Brazilian



A. *Florus Biharih*
 B. *Friburgum Palatum Comitis*
 C. *Sutalun*

D. *Arborem ex Cocca ubiq; arborum generibus*
 E. *Tota Palaty*
 F. *Castrum Civitatis*

G. *Cronobium*
 H. *Castrum Warlockachy sine Triangulari*
 I. *Curia Superiori Civitatis*

View of the palace of Friburgum in Dutch Brazil. Baerle, Caspar van, 1584-1648.

scholar Joao Acevedo Fernandez, I did find the first real evidence: “ ... sources do not mention stills or any distilled beverages throughout the sixteenth century. The first concrete reference to the existence of stills comes from a 1611 Sao Paulo Inventory and Will In 1636 the production of *aguardente* was already commonplace, because *many stills* existed ...” (June 2014)

Next, I devoted myself to the history of rum from its origins to the end of XVIII Century, and I am going to continue until we get to the present.

But I have certainly not given up my Quest.

I looked into the birthplace of rum, Dutch Brazil, and I discovered its great historical importance. I learned that many scholars consider it a defining moment for the making of the Brazilian nation and that for a long time the Dutch regretted its loss as a great, lost opportunity. A full century later, a Dutch poet still remembers it thus:

*Neglected Brazil, O fertile grounds,
 whose nature is diamonds and gold;
 I hear them proclaim your surrender*

Scholars have written a lot about these events.. Its economy, policy, wars, arts and sciences have been studied in depth . But nobody has concerned themselves with rum.

And yet, digging deeper and deeper, finally I did find something. Something VERY interesting.

I'll tell you about it in the next articles...

NEW ENGLAND FESTIVAL COVERAGE

by Paul Senft

Sweeping landscapes of budding trees and river ways nestled along historic buildings on one side and a circus train on the other. This was my first view of Providence, Rhode Island, as we sped down the interstate. Our destination: The town of Lincoln, located just north of Providence and home to the Twin River Casino which recently hosted the first annual New England Tequila and Rum Festival.

When we first heard about this festival we were immediately intrigued; after all, the New England region of the United States is the birthplace of American rum. The Tequila side of it was a curiosity for me; I later learned from Frank Martucci, the mastermind behind the festival, that Tequila's growth in the region as a quality spirit warranted a dual themed Agave and Sugar Cane based spirit festival. After monitoring the website and watching the growing lists of brands and people involved, my wife and I knew we had to take this trip.



So we found ourselves arriving at the casino property on a Thursday morning, powered by coffee and adrenaline, to attend the first day of Spirit Industry Seminars. Right out of the gate we knew we were in for a very different experience. Other festivals that we have attended traditionally have their seminars during the event. These seminars were

comprised of interesting subjects presented by top minds in their respected fields. For example, we started the day discussing Terroir Driven Spirits: Agave and Sugarcane presented by Benjamin Jones of Rhum Clément and Will Thompson of Tequila Ocho. All of the seminars were well attended by USBG members and media who asked great questions and sometimes sharing knowledge and insight on a particular piece of subject matter.

The day sped quickly by as Junior Merino of The Liquid Chef and Jonathan Pogash of the Cocktail Guru discussed "Sours" and the cultural interplay they had in different cocktails. Jennifer Ferreira of Bols USA and Marshall Altier of Denizen Rum educated us about the DNA of Tiki and the use of rums and liqueurs. The seminar series wrapped with a discussion about the Tequila Interchange Project present by Miguel Huerta.

This left the afternoon to rest and recover before returning to the casino for the Spirited Dinner by Bacardi. This four course dinner guided by Señor Willie Ramos of Bacardi was a delightful culinary experience. Each course was married with a signature cocktail from a local mixologist and creation from a chef from Johnson and Wales University or Fred & Steve's Steakhouse. This fun filled evening was brought to a close with a toast of Facundo Exquisito.

An overcast Friday morning found us gathered at the Johnson and Wales Culinary Arts Museum for a VIP experience and Blind tasting competition. Esteemed guests were allowed to preview and sample some of the festival participants' products while the Blind Judging competition took place behind closed doors. As people who enjoy history and unique museums we really enjoyed this venue. It was fun to explore and witness some of the artifacts in their collection. After our experiences at the museum came to a close, we spent the rest of the day exploring Providence and trying some of the local cuisine.

Friday night found us back at the Casino for two parties: The Freaky Tiki Party sponsored by Don Q Rum and the Hemingway and Marley party sponsored by Appleton rum. The Freaky Tiki party lived up to its name as Esteban Ordonez and his team whipped up a slew of Tiki concoctions for everyone to enjoy. The Hemingway and Marley party, hosted by Willy Shine, was a more mellow affair and with cigars and snifters of Appleton rum leading to more conversational environment. No surprise we found ourselves spending most of the evening bouncing between both events and enjoying the company of all of the people we had met over the past two days. Sadly the parties wrapped up and we departed for our hotel with the anticipation of the festival day before us. With two excellent days of events leading up to it, would it be possible for the festival to meet our expectations? We were about to find out.

Saturday we met up with some friends and arrived at the Twin River Casino Event center. Registration and Check in was one of the fastest I had ever experienced at a Spirits event. We were checked in and waiting for the doors to open in less than five minutes. Every person was given a tasting glass along with food and drink tickets. The tasting glasses, we learned, could be exchanged for clean ones throughout the day. The doors opened, a band began to play on the main stage, and we entered the convention hall. Every spirits festival has a different environment. The first thing that struck me about this layout was it was comfortable. The flow was set up to showcase the spirit companies and their products balanced by an interplay of food and water stations. The sound level of the music was loud, but for the most part still conducive for good conversations with the brands. Early on





it had a solid trade show vibe that about half way through transitioned to the vibe of a spirits festival.

Overall there were over 60 brands present: Appleton/Wray and Nephew, Bacardi, Berkshire Mountain Distillers, Brugal, Bully Boy, Clément, Cruzan, Damoiseau, Denizen, Don Q, Mount Gay, Privateer, The Real McCoy, the list just goes on and on, and this was just on the rum side of things!

The entertainment was fun and well thought out, showcasing fun panels, Rhum Clément Ti Punch competition, a fire dancer, and different musical acts. The food was from the various restaurants located in the casino and was a great way to keep the food/alcohol ratio balanced. From open to close the event ran smoothly with a wonderful mix of participants showing the appeal of both spirit categories.

As the event drew to a close and we departed the venue in search of dinner with our friends we all felt that our minds and palates were educated in a positive way from the experience. The fact that this was a new event was not lost on any of us as we had not experienced the negative scene so often encountered at other festivals. Special thanks to Frank Martucci and his team for providing the region with an event that represented both spirit categories so well. We look forward to seeing you again in 2016.

Paul Senft
Featured "Got Rum?" Writer

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RUM IN THE NEWS

by Mike Kunetka



NEWS

NEW YORK WORLD WINE & SPIRITS COMPETITION

The 2015 New York World Wine & Spirits Competition is scheduled for September 2nd and 3rd at the Upper Crust in New York City. Last year's Double Gold Medal Rums were Bacardi Facundo Exquisto, Twenty Boat Spiced Rum and The Real McCoy 12 Year old. Twenty Boat is from the small South Hollow Spirits Distillery in Cape Cod. Real McCoy also took Silver Medals for both their 3 Year and 5 Year Rums. Gold Medals in Rum went to Breckenridge Spiced Rum and Sebastiana Carvalho Cachaça.

BACARDI

Bacardi officially launched BACARDÍ® Gran Reserva Maestro de Ron, a new super-premium mixing rum, at the 2015 James Beard Foundation Awards in Chicago in May. The much-anticipated release reaffirms the company's commitment to category leadership and achieving an extraordinary standard within the super-premium rum segment. Paying tribute to its rich history and heritage, BACARDÍ Gran Reserva Maestro de Ron is named after the Maestros de Ron (Master Blenders) that have safeguarded the secrets of the family's rum-making process for more than 150 years. Inspired by the pursuit of creating the ultimate white mixing rum, BACARDÍ Gran Reserva Maestro de Ron is expertly crafted and double-aged using white oak casks that impart soft notes of oak, creating a spirit with a superbly smooth taste.

Bacardi is also releasing a new spiced rum in England called Carta Fuego. Bottled at 40% abv and red in color, the new release is made from rum aged for a minimum of one year in torched oak barrels, before it is passed through charcoal and mixed with a

secret blend of flavors and spices. Named after the Spanish word for "fire", Bacardi Carta Fuego is described as a "fiery" drink with a "bold, smooth taste" offering flavors of cinnamon, nutmeg, honey and vanilla, with a touch of smokiness.

YOU SAY HAVANISTA, I SAY HAVANA CLUB

Pernod Ricard announced the registration of the trademark Havanista® with the USPTO. Produced and bottled in Cuba, Havanista® is a premium Cuban rum specifically aimed at the U.S market, which will be launched if the embargo is lifted. Havanista® will be a celebration of Cuban taste and culture in a genuine Cuban rum. It will benefit from the same high-level production processes and quality requirements as the Havana Club range. Jérôme Cottin-Bizonne, CEO of Havana Club International, the joint-venture between Pernod Ricard and Corporación Cuba Ron, comments: "With Havanista®, if the embargo is lifted, we will be happy to bring the unique quality and taste of Cuban rum to U.S consumers." He concludes: "If you like Havana Club – you will love Havanista®."

250 YEAR OLD RUM IN SUNKEN TREASURE

The wreck of the Lord Clive – which was destroyed by Spanish cannon fire during a botched attack on the city of Colonia del Sacramento – was discovered in 2004, but it was only this year that the Uruguayan government gave permission for the vessel to be recovered. Long buried under rocks at the bottom of the River Plate, the contents of the ship are unknown, but tales of treasure chests and vast stocks of rum have prompted a frenzy of interest, according to the veteran Argentinean explorer who found the ship and is now raising funds for the recovery.

KOLOA RUM COMPANY

Kōloa Rum Company announced that the company's full portfolio of artisanal, single-batch Hawaiian rum would be distributed by Young's Market Company throughout the Hawaiian Islands which began May 11, 2015. Kōloa Rum Company's partnership with Young's Market Company in Hawai'i is the next phase in an expanded agreement naming Young's as the brand's exclusive distributor in ten U.S. markets. Currently, Young's distributes Kōloa Rum products in California and Arizona. Within the next few months, Young's will launch the authentic Hawaiian rum in Alaska, Washington, Oregon, Idaho, Montana, Utah and Wyoming. Kōloa Rum Company's expanded agreement with Young's Market Company includes representation of the full Kōloa Rum portfolio, including Kaua'i White, Gold, Dark, Spice and Coconut Rums and Kōloa Ready-to-Drink Mai Tai and Rum Punch cocktails. Bob Gunter, President and CEO of Kōloa Rum Company, said: "Young's Market Company is an outstanding company that has consistently delivered exceptional value and service to Kōloa Rum in California and Arizona over the past several years. Expanding our partnership with Young's in Hawai'i and throughout their 10-state distribution footprint is a natural evolution in the ongoing growth and development of our brand. Our partnership with Young's personifies the high degree of trust and confidence that we have in the leadership and capabilities of this dynamic organization."

WILLIAMSBURG DISTILLERY

A colonial-themed craft distillery with costumed characters is set to begin producing rum in Virginia. Williamsburg Distillery, which focuses using historic ingredients and recipes from the 1600s and 1700s, has started to produce Yorktown Rum and following shortly with Williamsburg Bourbon and Jamestown Gin. The rum and gin are expected to be ready this summer, but the Bourbon is currently aging in charred white oak barrels and will take longer. The themed distillery is currently in a temporary location until the business invests in a larger facility. Eventually, Williamsburg Distillery will offer tours educating visitors about the local alcohol history and the traditional recipes distillers have used in the production process. Although they will use a new 100-gallon pot still to produce their products, the owners

hope to set up a period-style working still to show visitors how the spirits would have been made in the colonial era.

BLACK CORAL RUM

Ben and his dad, Clint Etheridge, founded Black Coral Rum in the Royal Palm Beach area of South Florida. They did their research, managed to scrap together enough money to piece together the basic equipment, and set up shop in an industrial warehouse. They designed and built their brick-finished, copper and stainless steel pot still. Since then, they have worked tirelessly to master the still and perfect a unique process that produces a flavorful, smooth-drinking "original" white and spiced rum.

Rather than use sugar, Ben Etheridge sources Florida-grown sugarcane molasses for his rum. Not only does this support local agriculture, says Etheridge, but the plant matter helps retain more sugar during the distillation process — something that helps set his rum apart from many other mass-marketed rums.

From there, Etheridge distills Black Coral Rum in small batches, using all handcrafted, custom-fabricated equipment; ages it in charred white oak barrels; flavors the spiced rum with all-natural ingredients like Madagascar vanilla beans; and does it all without any artificial ingredients, thickening agents, or added sugar. In addition to making rums, The Etheridges are committed to supporting United States Veterans. They have based their business on the pledge that \$1 from the sale of EVERY bottle of their Black Coral Rum goes towards U.S. Veterans organizations.

WORLD RUM AWARDS

The World Rum Awards are part of the World Drinks Awards Program, launched in 2007 with the World Whiskey Awards and the World Beer Awards. Presented by TheDrinksReport.com, the World Rum Awards select, reward and promote the best Rum Taste and Design to consumers and trade across the globe. This year's top honors went to Pusser's 15 Year Old for Best Dark Rum, Pusser's 75% Overproof for Best Overproof Rum, Wild Geese Premium Rum for Best Gold Rum, Professor Cornelius Ampleforth Rumbullion! XO 15 Years Old for Best Spiced Rum, Beenleigh Australian Honey for Best Flavored Rum and Montanya Rum Platino for Best White Rum.

EXCLUSIVE INTERVIEW

by Margaret Ayala



Currently in Spain the most popular drink of choice for consumers is the Gin & Tonic. Some places are trying to change that and trying to introduce consumers to the world of rum, its array of flavor profiles. Here is one such place that is doing just that, La RonRonEra, located in Madrid, Spain.

I hope that their efforts, passion and love for rum will become contagious with other bars throughout Spain and that rum companies all over the world will be inspired to go out there and help support small bars like La RonRonEra, not just to help boost their sales, but help the rum industry rise to a whole new level and image.

Consumers are showing signs of thirst to learn more, to expand their knowledge about distilled spirits, the history behind the companies producing them and it is our duty to teach them one glass at a time!

*Margaret Ayala,
Publisher*



Exclusive Interview with Emiliano Fernández-Peña, La RonRonEra

Q: Tell us a little bit about your life and the source of inspiration that led you to start a rum bar in Spain

A: The idea to open up a rum bar was born four years ago when I met my partner, Marianna Kobashigawa. Both of us share a passion for gastronomy: she is Peruvian and I am Mexican. So we each started showing the other the traditional dishes from our respective countries. After a few trips to Peru and Mexico tasting and re-tasting food everywhere and at all times, and after gaining a few extra pounds, we arrived at the conclusion that both cultures share an endless array of culinary techniques, ingredients and much more than people could imagine. The differences, however, became evident when we talked about beverages: while us Mexicans



are willing to die for Tequila and Mezcal, Peruvians are equally passionate about Pisco. It was then after a meal while we argued about the qualities of both distillates, that our host treated us to a glass of rum. It was there and then that we realized the important role that this sugarcane distillate plays as a unifying bond not only between Peru and Mexico, but throughout all of Latin America and the Caribbean. Rum is produced and consumed throughout the region and it is, without a doubt, the beverage that all the inhabitants are passionate about. As tribute to the lands where we grew up and as a way to interpret Latin American unity, that we desperately seek these days, we decided to start this project.

But, once we decided to start the rum bar in Madrid we needed to decide its location. The answer was clear: it had to be in Lavapies. For us, rum is the most multi-cultural spirit ever, since before being a distilled alcohol it existed as sugarcane over twenty thousand years ago. Its journey to Latin America to go through Asia, the Middle East, Northern Africa and Southern Europe. Before it arrived in America (some argue that it was through Christopher Columbus they argue it took place much earlier). Sugarcane was an integral part of Chinese, Hindu, Persian, Roman and Arab cultures. It then found a new home on the fertile grounds of the new world, inhabited by Tainos, Incas, Mayans, etc...

Once in the Americas it did not take long for the sugarcane to be transformed into rum, and became the adopted beverage of choice for pirates, corsairs and buccaneers. On their ships and those of legitimate British, Spanish, French and Dutch merchants that rum found its way to Europe where some Cognac and Whiskey masters further transformed it through their knowledge and expertise in the world of aging. As you can see, rum is a living testament to cultural diversity as is Lavapies, which is the most multicultural neighborhood in Madrid, possibly in all of Spain.

Q: Do you feel that the challenges you have faced have been greater than those faced by a traditional Gin & Tonic bar?

A: The neighborhood where we are is very particular, it is a place where people consume more beer, wine, Vermouth and tapas, than a place where people go out for cocktails. For this reason our challenge has been to make sure that people perceive us not only as a rum





bar, but also as a bar where they can have a good wine, a couple of beers and “Patxaran” (a regional digestif), as they share one or more dishes from the menu. People in Spain are used to drinking at least a couple of beers every day of the week, but a cocktail, either made with rum or with gin, is not something that they will have every day, so no, I don’t think our challenge has been different than the one faced by Gin & Tonic bars, at least in this area.

Q: Brandy and rum are two distillates that I believe should be consumed in large volumes in Spain. So why is it that they are not as popular as beer and Gin?

A: For me there are two key reasons: variety and quality. A lot of people that come through the bar tell me that rum’s problem is the lack of education from consumers regarding the distillate. However, I believe that the real problem is the exact opposite: it is the knowledge they have about rum. Gin attracted a lot of attention when no one was drinking it and very few people knew anything about it, but it entered the market as a quality product and with a wide range of variety in flavors, this attracted the attention of the consumer. Rum, on the other hand, is already well-known. The problem is that the knowledge is limited to the low-priced range of rums destined primarily for night clubs. The three or four largest rum brands opted to become the party drink for people who just wanted to get drunk and they succeeded in selling large quantities, but they ignored the premium segment and that’s why Gin had an opening. Now rum is in a fight, not only against Gin & Tonic, but also against itself, trying to shake off the stigma of being a cheap way of getting drunk. And that is why places like La RonRonEra play an important role, educating consumers about the new face of this distillate.

Another problem that I see is that rum is very closely associated with Coca-Cola and nowadays more and more people are shying away from this soft drink, either because of its high sugar content, its overly sweet taste or even because of social reasons (the company has closed several bottling facilities in Spain and has fired over a thousand people) and also environmental issues. For these reasons, many people when they think about a cocktail they automatically discard rum because they automatically relate it to this soft drink. At La RonRonEra, for example, we had started to experiment with other mixers, for example, a Spanish cola drink sweetened with Stevia that reinvests locally where it is made, alongside with a lemon and an orange beverages with lower carbonation and more natural flavors. We are even using the cola version produced by one of the most famous tonic producers. And

of course we have not forgotten about Ginger Beer. We can say that our consumers have no problem whatsoever paying a little more for their drinks using these mixers.

Q: What percentage of your distilled spirits at the bar are rum?

A: Between rum, rum liqueurs and honey rums we have 107 out of a total of 115 bottles. So we are talking about 93%.

But that is not the end, we decided to go a step farther and incorporated rum into our food menu to show people another face of this distillate. On the menu you can find entrées such as “Chorizos al Ron”, green salad with rum vinaigrette, chicken wings marinated in honey rum and soy sauce and apple tart with rum caramel sauce.

Q: How much of the rum is consumed neat or on the rocks versus mixed in a cocktail?

A: I think we are serving about 70% cocktails and 30% neat or on the rocks. Here you can see what I was talking about earlier. They think of the rums they had before and are unable to imagine them as something that can be consumed outside of a cocktail. Here is where our job begins, we talk to the client, make a few suggestions and encourage them to try it neat, and little by little people are listening. Hopefully soon we will see a 50/50 split.

Q: Which rum cocktail is your top seller and which one is the rum that you sell more neat or on the rocks?

A: To answer this question I have to first say that due to the lack of knowledge of the category, first time visitors are surprised to see such a wide variety of rum brands, most of which they had never seen or heard of before. On the other hand, at La RonRonEra, we love rum but we are not tied to any one brand in particular. So we try to encourage people to taste all of the rums we carry, always looking for one that appeals to them both from a flavor and cost perspective. For this reason, it is hard to tell you which brand we sell the most. As far as mixed drinks with rum, “Rum & Coke” continues to be the most requested but more and more we are getting people asking for rum with ginger, lemon or orange sodas.

As far as brands, people start by asking about the ones they know, the big ones: Havana, Matusalem, Santa Teresa or Brugal, but once they see the wide variety we carry, they allow us to advise them and decide to try something new. The same thing happens with rum neat or on the rocks: people are open to our advice and we try to carry everything available. Spanish consumers, however, do like light and sweet rums with a low alcohol feeling on the palate.

Q: What do you think about Tiki mixology?

A: I think it is a good and new opportunity for rum in Spain. I see, however, two big problems: the first one is its reliance on natural, fresh fruits, which results in more expensive drinks and also drinks that are not appealing during the winter in Spain. The other is that classic mixology (with drinks such as the Old Fashion and Rob Roy) is still rum’s main playground.

Q: Do you think rum will ever become the top selling distillate in Spain?

A: I think so. Rum has great potential. Just as it happens with Gin, within the rum category there is an endless array of brands, varieties, flavors, even colors and bottle presentations. This is what today’s client is looking for: variety. Ultimately, people will grow tired of Gin and will switch to a new drink. If rum is not ready to attract the customer then it will be Whiskey, Mezcal, Vodka, or something else. There is a lot for rum to do in the premium segment, it has to find new cocktails, new mixers beyond Coca-Cola. It has to take advantage of its ability to be consumed neat or on the rocks (How many people drink Gin on the rocks?) and find pleasant pairings beyond chocolate and cigars. Here in Spain the consumers still have a lot to learn about Agricole Rhums and British rums. Brands like El Dorado and English Harbour are still hard to get here. If rum manages to do all of this, it is possible for it to become the top selling distillate in Spain.



Marianna Kobashigawa and Emiliano Fernández-Peña

Q: How much support are you receiving from rum companies?

A: Right now we are getting very little support from rum companies. Many brands have yet to “change the chip”: they continue betting on volume, focusing on night clubs and low priced rums and not on quality. Their marketing departments only have one client in mind, massive consumption, places that buy cases and cases, not the small bars that focus on quality and client education. Many sales people approach us with promotions that we cannot afford due to the large volumes involved. Other times they approach us with brand activations that we are not interested in, things such as t-shirts, key chains, girls with miniskirts and other things that work for night clubs. We take the time to talk with our clients, searching for the rums they like, sharing their history, production methods and finally we pour their drinks with care. When our clients visit other bars they ask for the same rums we serve them. This way when the owners of those bars get multiple requests for a rum they don’t have, hopefully they will start carrying it. Fortunately for us there are brands like Botran and Mount Gay who see the importance of our work and we do tastings, workshops and seminars and I can tell you that these activities have helped us earn the loyalty of clients while also increasing sales volumes for the brands.

Emiliano, thank you so much for taking the time to do this interview with me. We wish you much success with your bar and we certainly appreciate the time, effort and love you have put in, to help educate consumers one glass at a time.

Cheers!
Margaret Ayala, Publisher

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).

Joint Venture

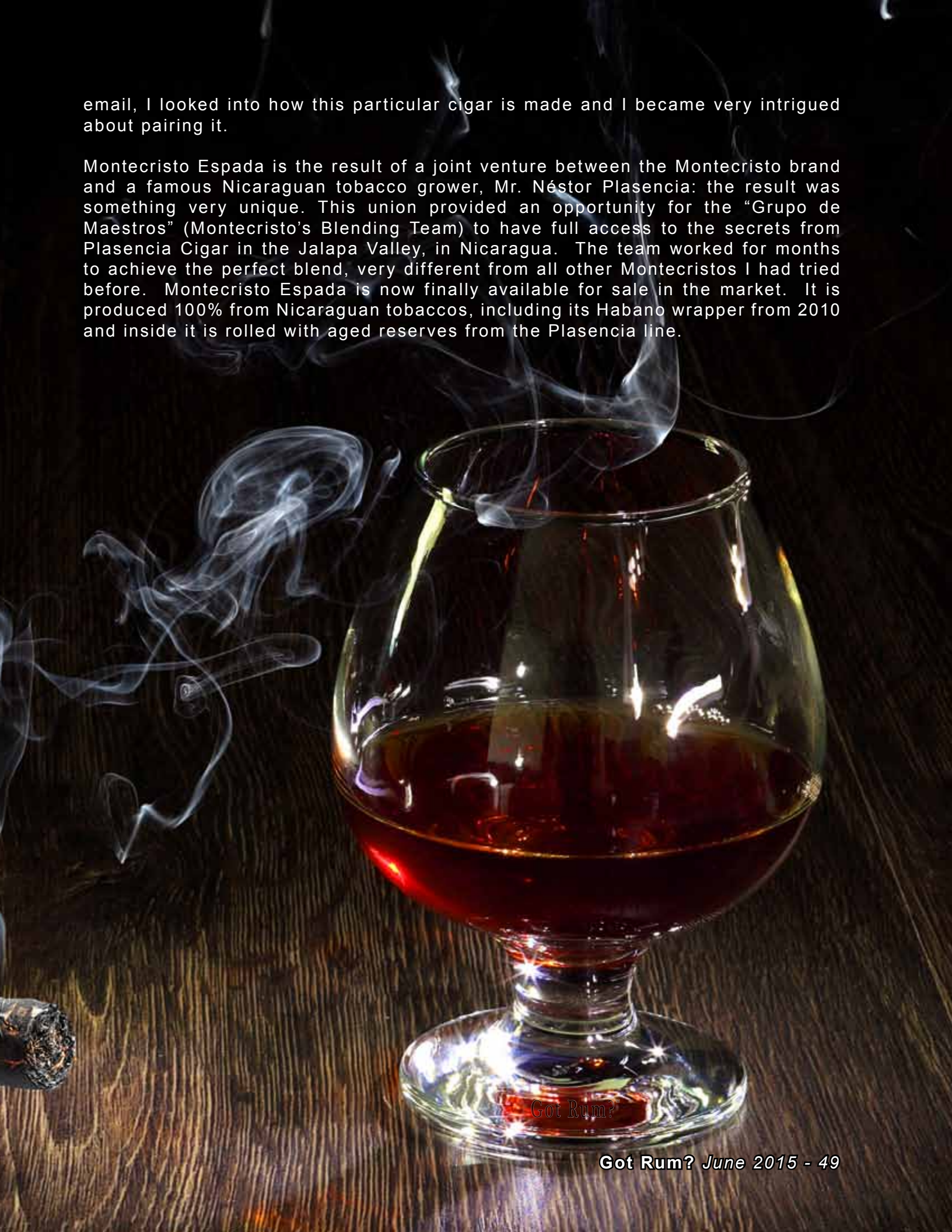
I want to thank Kevin Boudreaux, one of our most devoted readers, for writing me to inquire about the Montecristo Espada "puro", seeking my opinion. That email gave me the idea for this pairing using the Robusto from that line.

The Dominican Montecristo is produced in the city of La Romana, a beautiful region with an ideal weather for tobacco processing. Operating under the umbrella of Altadis USA, Tabacalera de Garcia S. A. S. is the world's largest employer when it comes to cigar workers. It is very impressive to see how many halls they have with "torcedores" producing mountains of cigars, and the ample tobacco aging cellars. They produce brands such as Trinidad, Por Larrañaga, H. Upmann, Romeo y Julieta (Dominican Tobacco), Santa Damiana and Don Diego, among others.

All my interactions with these brands have shown them to be tobaccos with a medium level of intensity and, even though some of them claim a stronger profile, honestly I never considered them when I wanted an after-dinner cigar (they were never among my top choices). But when I received Kevin's

email, I looked into how this particular cigar is made and I became very intrigued about pairing it.

Montecristo Espada is the result of a joint venture between the Montecristo brand and a famous Nicaraguan tobacco grower, Mr. Néstor Plasencia: the result was something very unique. This union provided an opportunity for the “Grupo de Maestros” (Montecristo’s Blending Team) to have full access to the secrets from Plasencia Cigar in the Jalapa Valley, in Nicaragua. The team worked for months to achieve the perfect blend, very different from all other Montecristos I had tried before. Montecristo Espada is now finally available for sale in the market. It is produced 100% from Nicaraguan tobaccos, including its Habano wrapper from 2010 and inside it is rolled with aged reserves from the Plasencia line.



Got Rum?



All photos: @cigarlli

Under this name we can find Churchill, Toro and Robusto formats, which are very popular amongst their followers. The cigars also feature a medium to heavy body, but I'm getting a bit ahead of myself.

First of all, I had to find a rum that would be up to the challenge of the pairing. Then I remembered my friend Karl Canto, Master Distiller from Demerara Distillery, very passionate about the rum craft, and I selected one of his jewels: El Dorado 15 Years Old. I am fascinated by the congener notes found in the rum, with unmistakable and unforgettable toasted orange peel notes.

Well, it is time to light up the cigar. The first thing I notice is that it has 3 rings, very ornamental, as a testament to the union between the companies. The wrapper is immaculate, with an excellent finish. The veins are barely perceptible, which speaks volumes about the excellent care during the plant's growth. I lit it up using matches, out of respect for tradition.

The first third of the cigar surprised me completely, in the best possible way. I was particularly pleased with the draw (I'm not saying Dominican cigars don't have a good draw) and somewhat aggressive, intensity-wise. This is true to the information in the cigar's technical sheets, all very appropriate for a Robust format.

As I was enjoying the first third of the cigar, the El Dorado 15 was also carrying out its share of the pairing outstandingly. At the beginning the notes I was getting reminded me of toasted pine nuts with a pinch of sea salt, followed later by freshly brewed coffee, then dried fruits, nuts and spices.



It is absolutely necessary to have the right rum for this pairing to work. In this case, the rum's orange notes, combined with brown sugar and caramel, are a perfect match for a cigar with this intensity. The pairing is designed to last about 30 minutes, filled with rich aromas and flavor. At the end of the 30 minutes you should reach the end of the second third of the cigar, which also marks the end of this particular pairing.

I highly recommend this as an after-dinner pairing, I hope you will be able to duplicate it at home. Thank you Kevin for asking about this cigar, it was a great experience for me to be able to explore it.

I want to invite all readers with questions or recommendations, no matter how rare or difficult the topic may be, to write me directly at philip@gotrum.com so we can work together on future pairing experiences.

Cheers!
Philip Ili Barake

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