



Got Rum?™

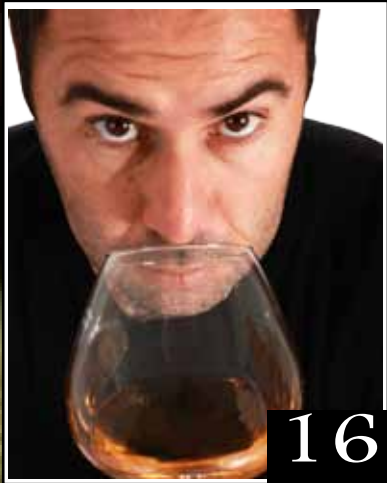
JULY 2015

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**



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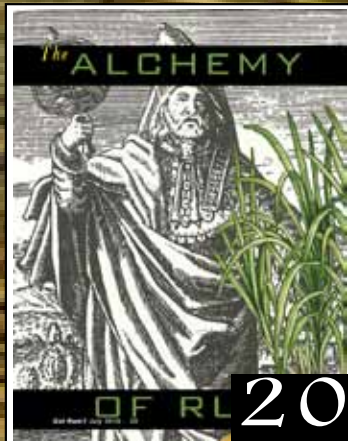
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ON THE COVER: Der Alchemist, painting by Joseph Leopold Ratinckx

INSIDE COVER: Antique Books

Got Rum?™

FROM THE EDITOR

Rum Alchemy

Alchemy has different meanings in different circles. According to Merriam-Webster dictionary, one of the definitions of **Alchemy** is:

“a power or process of transforming something common into something special”

Much has been said about Alchemical knowledge being applied to the transformation of base metals into gold, but the definition goes well beyond the financially-quantifiable, it extends into the realms of medicine and overall well-being.

I've often written about the common transformation of sugars into alcohol and finally into aged rum, as a clear, everyday example of alchemy.

In this issue we explore the first of a series of articles devoted to the subject, starting with the base elements needed by the sugarcane plant to grow and produce –seemingly out of nowhere- an abundant supply of sugar.

But alchemy, as defined above, also plays a role in mixology and in human relations. In the former, it combines individual ingredients, allowing them



to transmute into something larger than the sum of the individual parts. In the latter, distilled spirits (straight or mixed) often act as a catalyst during celebratory gatherings, lubricating the gears of conversation, washing away the layers of timidity and replacing them with those of spontaneous courage.

Alchemy is all around us, always has been. Its end result may not always be solid gold, but in the case of aged rum, it is solidly golden!

Cheers,

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

Luis Ayala, *Editor and Publisher*



<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!

Mezan XO

In April of 2015 I had the opportunity to sample a few of the rums from the Mezan line. I learned from the representatives that Mezan's cellar master travels around the Caribbean selecting casks of rum from existing and defunct distilleries. They send these casks back to England where the rum is recasked and aged for an additional time period in used Bourbon barrels. They pride themselves on presenting an unaltered product to the public, stating that there is nothing added to their rums and only minimal filtering is used in their processes. In most cases the rum is then bottled and released as part of a limited release.

The exception to this is Mezan XO. This product is a blend of 4-23 year old rums selected from distilleries around Jamaica including Hampden Estate and Monymusk. These rums are blended in England and then recasked for additional aging. After aging the product is brought down to 80 proof, bottled, and released in small batches of 5,000 bottles.

Appearance/Presentation

The short neck bottle is secured with black plastic screw cap and clear security wrap. The black, white and gold label provides details about the product as well as the batch number. My bottle came from batch 8146.

The liquid in the bottle is a light golden amber, almost straw color, and in the glass the rum lightens slightly. Swirling the liquid formed a thick ring with equally thick legs that slide slowly down the glass.



Nose

When I pour the rum in my tasting glass the rich pungent aroma of everything I associate with a good Jamaican Pot Still is found wafting from the glass. As the aroma settles I detect banana, dried apricot, and orange peel, punctuated by sweet raisins.

Palate

My first sip provides a lush full bodied feel with a wash of flavors creating a citrus baseline. Subsequent sips reveal notes of banana, smoky oak, raisins, and molasses in the midline. As the flavor fades into the finish there is a swirl of cocoa, dried tea and a little pop of leather.

Review

Jamaican rums as a category are known for the funky interesting flavors that are produced from the use of the island's pot stills. The Mezan rum company has managed to capture an excellent example of this. I have been informed by some of my friends in the UK that you can note batch to batch differences, but that the product is always good.

After taking my time exploring this rum I am very curious about the other rums in the line and look forward to trying them. If you are looking for a new Jamaican rum, this one is definitely worth picking up. I plan on enjoying it as a sipper and an ingredient rum for cocktails that specifically designate a Jamaican rum.



www.mezanrum.com

THE ANGEL'S SHARE

by Paul Senft

Bayou Select

The Louisiana Spirit Company, makers of the Bayou rum line, released their Silver and Spiced rums in 2013. Located in Lacassine, Louisiana, they produce their rums using local sugar cane in an American copper pot still. Bayou Select is the creation of Master Distiller Jeff Murphy and Master Blender Reiniel Vicente.

The rum is aged in used American Oak Barrels for an unspecified amount of time before it is bottled. Each bottle has a batch number and is signed by the Distiller and Blender.

The bottle from this review is from batch number 1501.

Appearance/Presentation

The Louisiana Spirits Company uses a custom designed bottle for their Bayou line. The liquid in the bottle is dark brown with amber hues that only lightens slightly in the glass. Agitating the liquid forms a razor thin band that thickens then produces legs that descend quickly down the glass.

Nose

When I poured the rum in the glass the cloying sweet aroma of the rum filled the air. After I let the glass settle for about five minutes I detected notes of cocoa, oak, and baking spices.

Palate

The first sip of rum ignites the tongue in a swirl of sugar, alcohol and charred oaks. As I continued to sip the rum I detected notes of cherry, roasted nuts, coffee, and liquorice. As the rum starts to fade the acidity of the oak notes takes over and dominates lingering into a medicinally dry finish.

Review

Some rums reveal their flavor profiles easily and others make you work for it. The latter was definitely the case with Bayou Select. Overall I found the flavor profile combative, with one sip having a robust cherry note, the next giving me more of the oak flavors and combined they just did not seem to play well together. Unfortunately what was consistent was the strong sugary baseline and the dominating acidity of the finish. At the end none of this worked for me. I would be curious to try this same spirit after it has been aged 7 to 10 years to see how the flavor profile has evolved and mellowed the oak tannins. I recommend using this spirit in a mixer in milk punch or eggnog but not as a sipper. During our experimentation we found that it played extremely well in creamy coffee and cocoa based cocktails.

Bayou is currently available across the South East United States. For more information about their product line please go to <http://bayourum.com>.

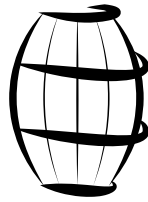


www.bayourum.com

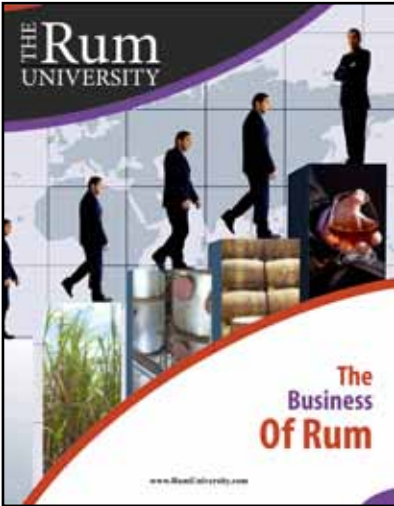
Would you like to see your rum reviewed here?

We don't charge fees to review rums, you don't even have to advertise, so what are you waiting for???

For more information, please send an email to: margaret@gotrums.com



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



Arm Yourself with Rum Expertise and Propel your Rums to the Next Level!

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

Day 1: The Business of Rum. We will guide you through the economic and political landscape of the industry, so you understand your competitors’ advantages and disadvantages.

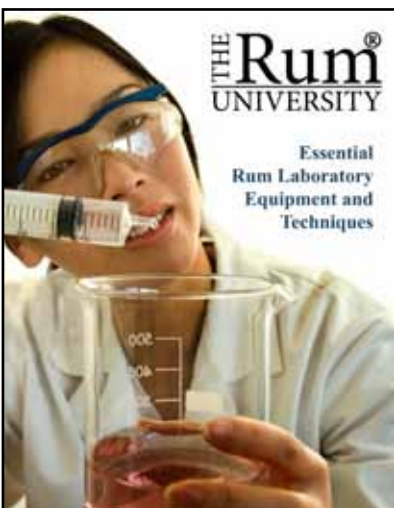
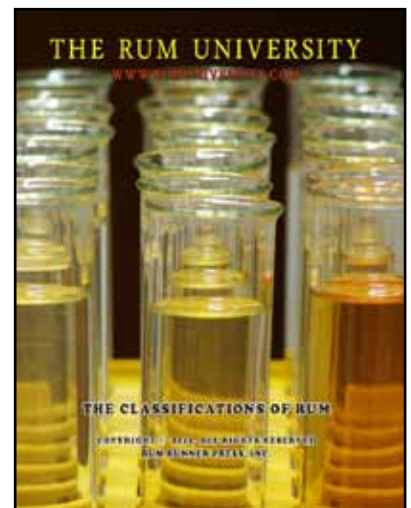
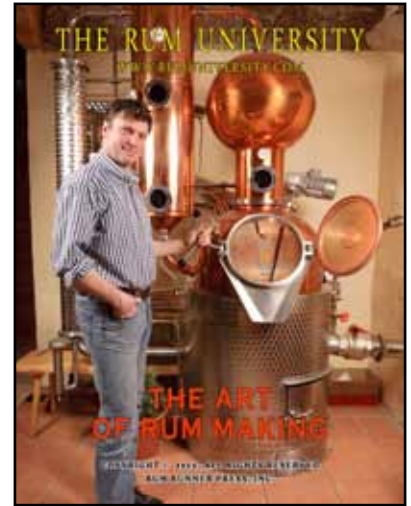
Day 2: The Classifications of Rum. We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

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.

Note: This 5-Day Rum Course fulfills all the academic pre-requisites for our Advanced Rum Distillation and Advanced Rum Blending courses.



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- Breakfast, lunch and refreshments daily
- Networking Dinner/Reception
- Transportation between The Brown Hotel and Moonshine University

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A few comments from our recent graduates:

"Changed how I move forward, in a great way."
(T. Chase, South Carolina)

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

⊖ *Acidum mineralis*
+⊖ *Acidum Vitrioli*
+⊖ *c. concentratum, d. dilutum*
+⊖ *Acidum Nitri, ⊖ a n. phlogisticatum*
∇ *Aqua fortis*
+⊖ *Acidum Salis ⊖ a n. 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
**Lemon & Mint
Rum Liqueur**
(Mojito Liqueur)

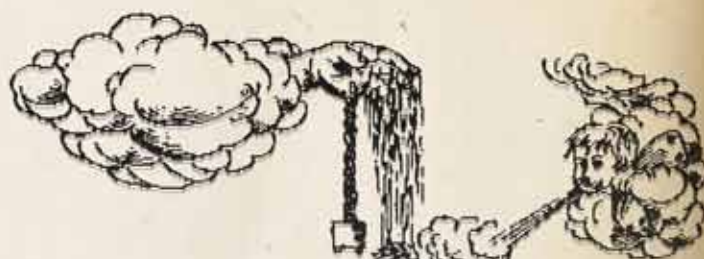
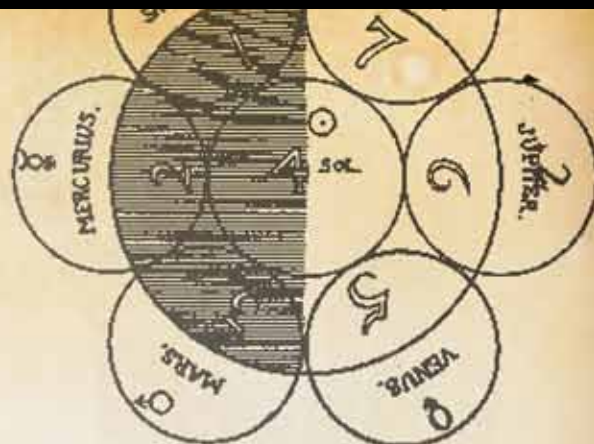
Lemon and mint are a refreshing combination, the perfect match for a hot summer day at the beach or the park.

Ingredients

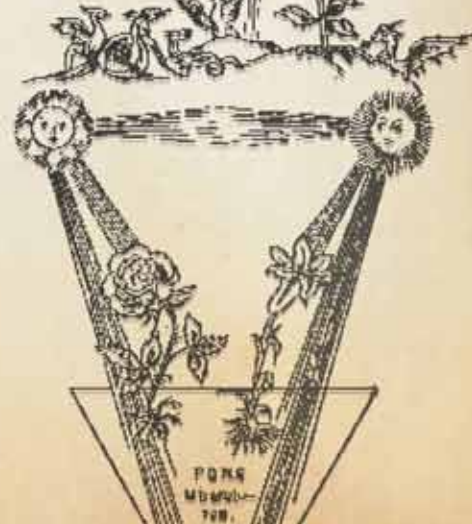
- 3/4 Cup Fresh Mint Leaves, loosely packed
- 1 1/2 Cup Light White Rum
- 1/3 Cup Fresh Thyme Leaves, loosely packed
- 1 Cup Refined White Sugar
- 2 Cups Water
- 1/3 Cup Fresh Lemon Balm, loosely packed
- 1/3 Cup Fresh Lemongrass
- 2 tsps Lemon Zest

Procedure

Coarsely chop the mint leaves and place them in a 1 liter container, add the rum, close the container with a tight-fitting lid and let the contents rest in a cool, dark place for 7-10 days.



PRIMA MATERIA



Strain and discard the leaves. Coarsely chop the Thyme leaves and add them to the rum, cover and let it rest for an additional 7-10 days.

Make a simple syrup by combining water and sugar, constantly stirring over medium to high heat until it reaches the boiling point. Coarsely chop lemon balm and lemongrass and add to the syrup, boil for an additional 5 minutes, stirring constantly. Remove from heat let stand for 5 more minutes and then strain and discard the solids.

Add simple syrup and lemon zest to rum mixture. Store the container in a cool, dark place and let it sit there for at least 2 months. Rack or filter if you want to remove sediments.



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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

I was honored to receive a copy of this book from the author, Luca Gargano, himself during this past Congreso Internacional del Ron in Madrid, Spain. For those who don't know him, Mr. Gargano is one of the most knowledgeable and passionate rum experts in the world, and this book is a true reflection of those traits: colorful, information-filled essays await the turn of each page.

The book takes the reader through a journey of the world of rum, rum and ron, employing crisp and picturesque photography, as well as, concisely-descriptive narrative of the individual countries, companies and people behind the brands.

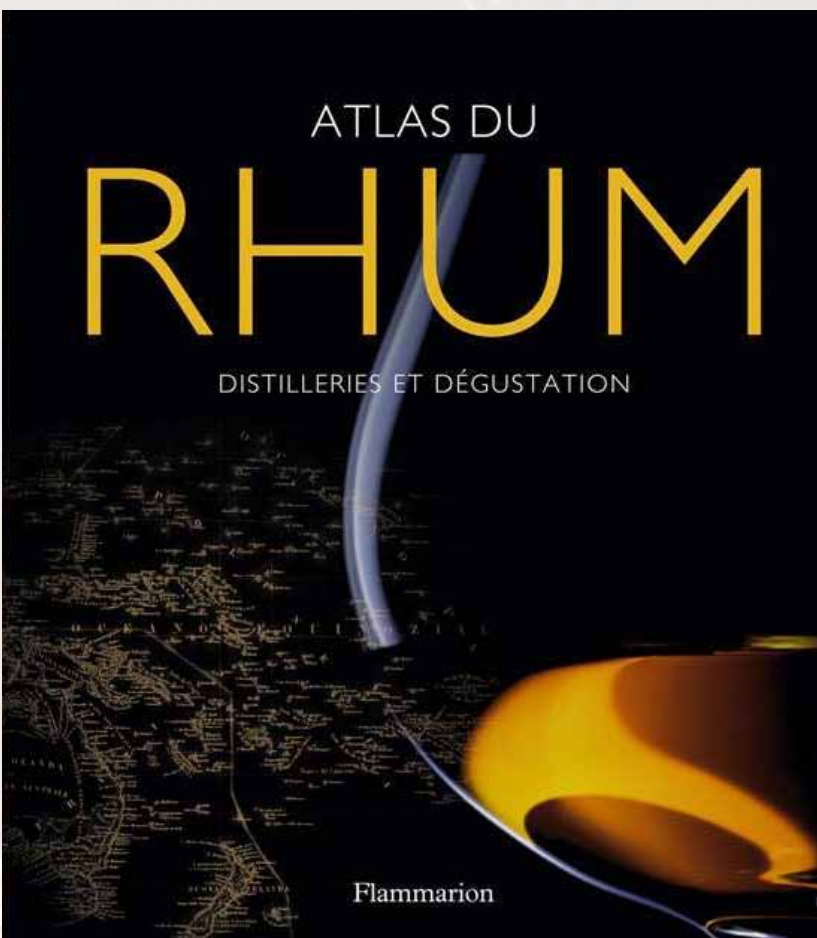
Like a museum, collecting articles from the past, preserving their memory, Luca Gargano has captured historical snapshots of the rum world as it stands today. In many cases, the snapshots have not changed much from what they would have looked like a hundred years ago.

I recommend this book to all those who are passionate about the culture of rum, especially to those whose schedules and life obligations may prevent them from visiting all the featured distilleries in person.

To understand rum's present and to anticipate its future, one must look at its past. Unfortunately it is the hard-to-find places where small distilleries are still clinging to the apparatuses and techniques of the past, clinging to rum history that should not be forgotten by us.

Thank you, Mr. Gargano, for the considerable time and effort that went into putting this book together.

Luis Ayala, Editor
Luis@GotRum.com



Bartender's Corner

by Dr. Ron A. Ńejo

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. Ńejo



Calculating Beverage Supplies for a Party

As a rule of thumb, the drinking curve rises headlong on holidays and weekends, and it descends at other times. Also, as men and women get older, their capacity for hoisting and draining the glass increases. Seniors, for example, drink more, and can hold more, than their freshmen counterparts.

A party around a punch bowl will normally drink at least 50 percent more than a party where the host laboriously mixes drinks one by one to order. Often, the place where one cracks his bottles determines the amount of liquid cheer consumed. For example, the liquor downed at a dockside party is of far greater volume than the drink dispensed from a boat's galley. Ale or beer drinkers cavorting at an outdoor lobster barbecue will kill kegs rather than the wine bottles of an indoor seafood party.



Before estimating how much liquor to buy for any party where mixed drinks are to be served, you must start out with the specific recipes you have in mind. If, for instance, you plan to serve rum sours, you must decide beforehand whether each drink will have a 1 ½ ounce or a 2 ounce base. If you will be serving tall coolers with rum and other spirits, you must go back to the base recipe, check each kind of spirit called for, and then expand the amount needed based on the number of guests you expect to host. It is always best to err on the side of too much, especially if you will be buying for your party the same spirits you'd normally stock in your liquor cabinet, as additional bottles left over after the party will be a good liquid asset. Also, when buying a half-dozen or a dozen bottles at the same time, you could earn a discount from the liquor store.

A very useful guideline for parties, tested over and over, is simply this: most of the crowd will consume two to three drinks at the usual cocktail hour at sundown, before a buffet or before a sit-down dinner. After dinner, if you are serving highballs, you can again reasonably estimate two to three drinks per person, depending on how long guests remain after the dinner table has been cleared. At a knock-down, drag-out bachelor party, the two-to-three formula expands to four-to-six. At a pre-movie gathering, where everyone wants to keep an especially clear head, the formula may dip to one-to-two drinks per guest. The following table covers cocktails before dinner or postprandial highballs. If you are planning to serve both, calculate both.

<i>If you're the host for a party of</i>	<i>As a rule, they'll consume</i>	<i>If drinks are 1½ ozs., you'll need at least</i>	<i>If drinks are 2 ozs., you'll need at least</i>
6	12-18 drinks	2 fifths	2 fifths
8	16-24 "	2 "	2 "
10	20-30 "	2 "	3 "
12	24-36 "	3 "	3 "
20	40-60 "	4 "	5 "
30	60-90 "	6 "	8 "

When buying wines for a party, you should always allow three ounces for a serving of an aperitif wine, sherry or port. Red and white table wines, including champagne, are usually poured in four-ounce portions, assuming that you are using generous 11-ounce tulip glasses or wide-bellied wineglasses. If a single wine is served throughout the dinner, count on two or three glasses per person. If several wines are served with individual courses, count on one or two glasses of each wine per person.

<i>If you're serving predinner apéritif wines, not apéritif cocktails, or if you're serving sherry or port for a party of</i>	<i>your guests will generally average</i>	<i>You should buy or have on hand ready for serving</i>
6	6-12 drinks	2 fifths
8	8-16 "	2 "
10	10-20 "	3 "
12	12-24 "	3 "
20	20-40 "	5 "
30	30-60 "	8 "

<i>When serving a single red or white table wine throughout the meal and your party consists of</i>	<i>Your guests will generally average</i>	<i>You should buy or have on hand ready for serving</i>
6	12-18 drinks	3 fifths
8	16-24 "	4 "
10	20-30 "	5 "
12	24-36 "	6 "
20	40-60 "	10 "
30	60-90 "	15 "

The preceding wine table also applies to champagne or other sparkling wines served during the dinner. If the bubbly is served before the dinner as cocktails or after the dinner for toasting, the same table may be used.

Rum and liqueurs are in a special category when served straight and not as an ingredient in dessert cocktails, liqueur frappes, etc. The usual serving in the small brandy glass, as well as, the larger cognac snifter is one ounce per person; the same goes for liqueurs served straight.

When pouring brandy or liqueurs as after-dinner drinks for a party of

6
8
10
12
20
30

As a rule they'll consume

6-12 drinks
8-16 drinks
10-20 "
12-24 "
20-40 "
30-60 "

You'll need the following fifths of brandy or liqueurs

1 fifth
1 fifth
1 "
1 "
2 fifths
3 "

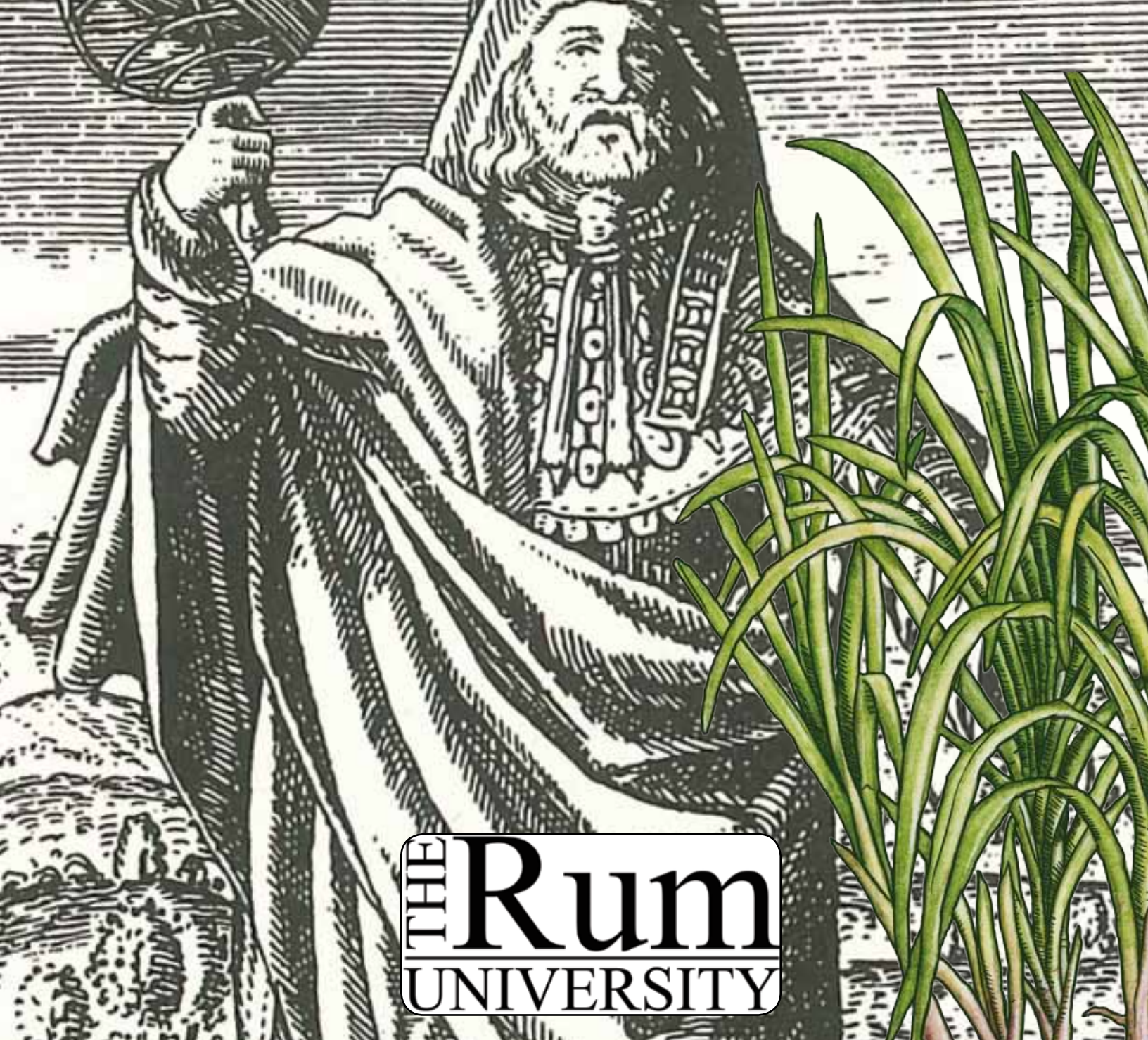
THE **Rum**[®]
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In estimating carbonated waters such as club soda, tonic water, ginger ale, cola, etc., a generous guideline is to allow a 28-ounce bottle for each two guests. The smaller 12-ounce cans or bottles are convenient when guests are pouring their own drinks at a cocktail table. Larger-sized bottles are best used when there is a bartender doing the honors.

To your success as a gracious host!

The

ALCHEMY



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OF RUM

Got Rum? July 2015 - 20



The Alchemy of Rum, Part I

Basic natural elements (water, earth and sun) are absorbed by a plant to produce sugar.



The sugar is extracted from the plant using mechanical devices, heat and water.



The collected sugar is allowed to be transformed into alcohol through a process invisible to the human eye.



The alcohol is concentrated through the use of an alchemist's furnace.



The collected alcohol is allowed to oxidize, acidify and esterify inside the dark confines of a wooden cask.



Months or years later, rum emerges with a complexity and character far superior than the sum of the parts employed in its creation.

Few things speak of alchemy as the above description of rum's journey from the tall, tropical grass to the drinking glass.

Join us as we explore the science and mysticism behind the distilled product we call rum.

Aristotle's Four Elements

According to Aristotle, the basis of the entire material world was something that he called prime or first matter. This was not, as it may sound, some gray sludge from which the world gradually evolved. In fact, it was not a substance one could see or touch.

It had no physical existence on its own account. However, it was the one unchangeable reality behind the ever-changing material world. To give this matter a physical identity and individual characteristics, various stages of form were needed.

The first stage of form, Aristotle believed, was found in the four elements of Earth, Air, Fire, and Water. The elements, while distinguished from each other, are also related by four qualities. These qualities are dry, moist, hot, and cold. Each element possesses two qualities, of which one predominates, and each element is linked to two other elements by the quality they possess in common. Here is how this system applies:

- Fire is hot and dry with heat predominating.
- Air is hot and moist with moistness predominating.
- Water is moist and cold with cold predominating.
- Earth is cold and dry with dryness predominating.

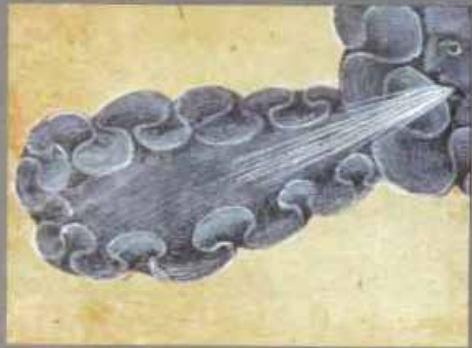
The main interest of Aristotle's theory of the elements from the point of view of alchemy is the idea of change. According to his theory each element can be transformed into another element through the quality they possess in common.

And thus we have set the stage for the first of the transformations needed to obtain the rum we love so much.

Fire



Air

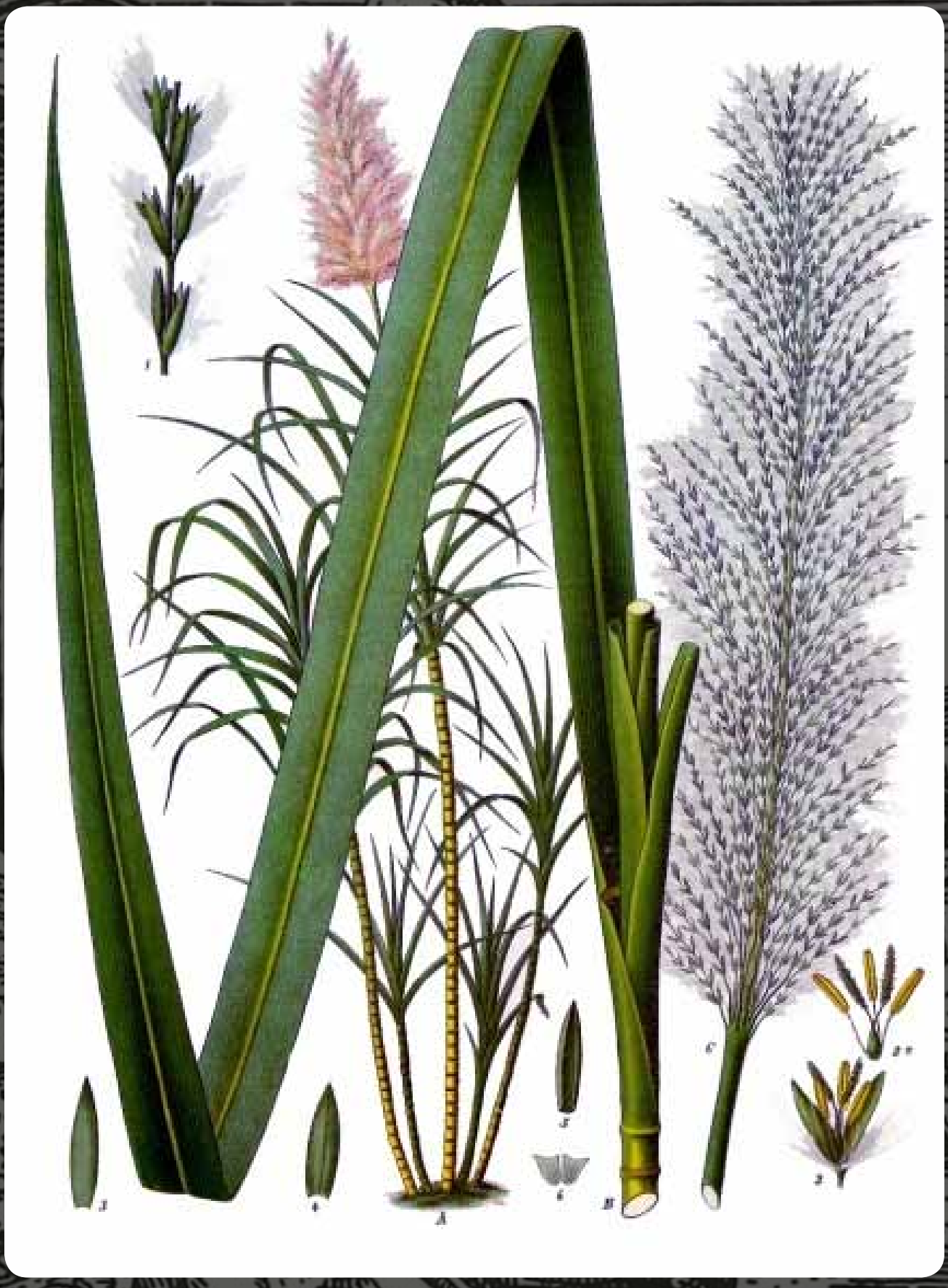


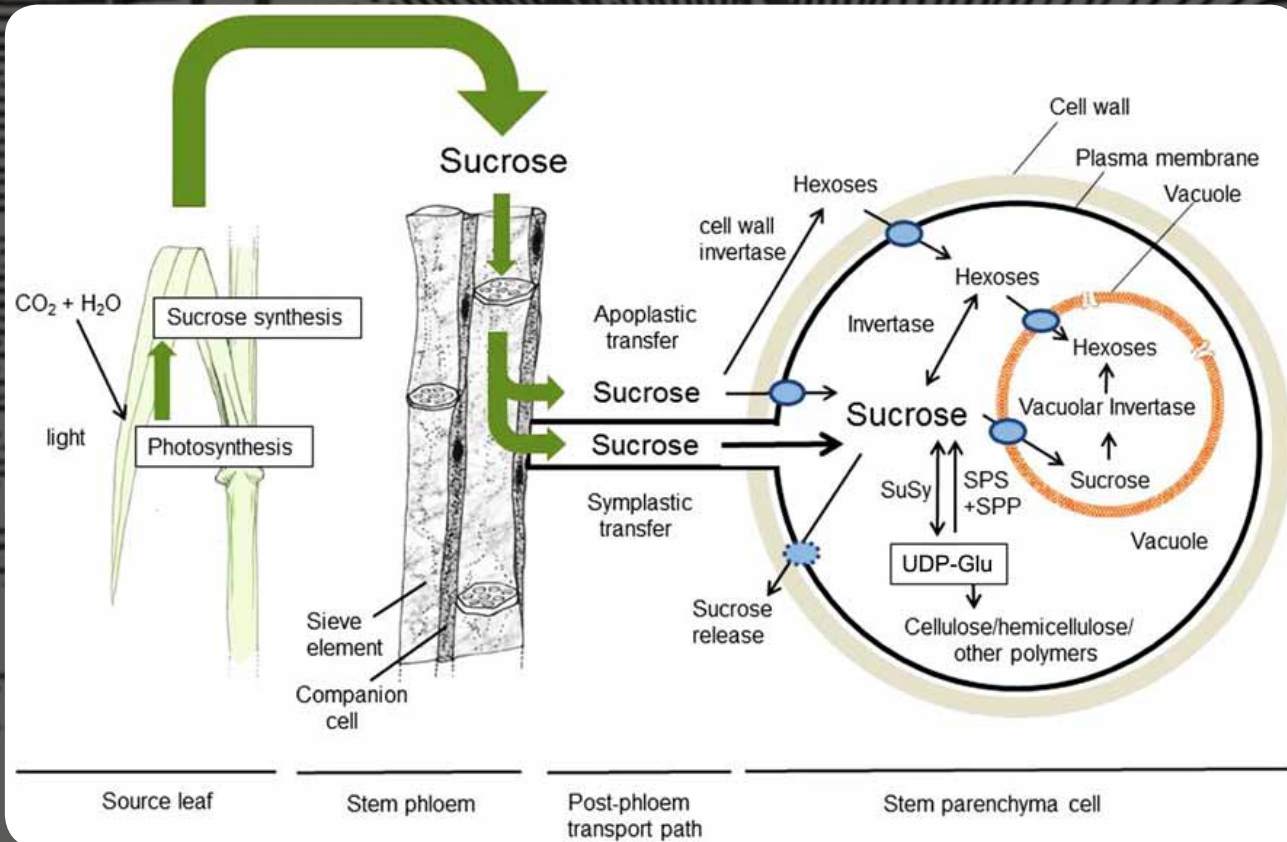
Water



Earth







Process diagram for sucrose movement and metabolism in sugarcane from its synthesis in source leaves to its deposition in stems. Sucrose movement is shown with green arrows, and its subsequent metabolism and compartmentalization with narrow black arrows.

Transporters are shown with blue ovals, cell wall is designated with a wide tan circle, and the vacuole is shown in orange. Sucrose synthesized in photosynthetic leaves is translocated in phloem to stem parenchyma cells, where its post-phloem transfer can follow two paths: symplastic (through plasmodesmata, as thought to predominate in the mature sugarcane internodes) and/or apoplastic (through the cell wall space considered a possible contributor earlier in sugarcane stem growth). Sucrose can move unaltered to storage parenchyma by either path, but apoplastic transfer could involve sucrose hydrolysis to hexoses by cell wall invertase. Both hexoses and sucrose then enter parenchyma cells via transporters. Hexoses can also form from sucrose inside cells by either neutral invertases in the cytoplasm, or vacuolar acid invertases.

Sucrose is stored both in vacuoles and cell wall space, the balance between them including transporters and sucrose release to the apoplast. Internal sucrose supplies and partitioning to competing C-sinks also involves balance with UDP-Glu (UDP-glucose), a precursor for cell wall biosynthesis. Key reactions include the reversible SuSy (sucrose synthase), SPS (sucrose-P-synthase), and SPP (sucrose-P-phosphatase) reactions, all having central roles in sugarcane storage cells and operating as shown.

Source: Carbon partitioning in sugarcane (*Saccharum* species) by Jianping Wang, Spurthi Nayak, Karen Koch and Ray Ming.

Next month: sugar extraction

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

Summer is now in full force so I thought I would offer some refreshing recipes for you to help you beat the summer heat. These recipes I am going to share with you come from one of my favorite books, "Cooking with Spirits" written by Ruth Vendley Neumann. I hope you enjoy these cool recipes! Bon Appetit!

Frozen Daiquiris Salad

Ingredients:

- 2 Tbsp. Gelatin
- ¼ C. Cold Pineapple Juice, from can of fruit
- ¾ C. Pineapple Juice, heated to boiling point
- ¼ C. Lime Juice
- ½ C. Light Rum

"The way in which meals are enjoyed is very important to the happiness of life."

— Jean Anthelme Brillat-Savarin

1 C. Canned Crushed Pineapple, drained
½ C. Candied Lemon Peel, chopped
2 C. Heavy Cream, whipped
Lettuce
Frosted Grapes for garnish

Directions:

Soften gelatin in cold pineapple juice. Dissolve in the hot juice. Add lime juice and rum. Chill until partly congealed, then beat in electric mixer until light and fluffy. Add pineapple and lemon peel and mix well. Fold in whipped cream. Pour into lightly oiled individual molds and chill until firm. Unmold on salad plates and surround with lettuce and frosted grapes for garnish. Serves 8

Note: If lemon peel is too hard, let it stand in a small bowl covered with light rum for a couple of hours.

Pink Elephant Parfait

Ingredients:

½ C. Sugar
¼ C. Water
1/8 tsp. Cream of Tartar
2 Eggs, separated
2 Tbsp. White Rum
1 C. Heavy Cream
½ C. Almonds, slivered & toasted
4 Tbsp. Framboise
3 Pkgs. Frozen Raspberries, thawed

Directions:

Mix sugar, water and cream of tartar in saucepan. Place over low heat, stirring until sugar dissolves. Increase heat and bring to a boil, boil 5 minutes. Beat egg yolks until thick and lemon-colored. Add sugar syrup in a steady stream beating constantly, until mixture is thick and smooth. Cool over ice and water, still beating until cold. Blend in rum. Beat egg whites until soft peaks are formed. Beat cream to medium consistency; fold in beaten egg whites; fold in yolk mixture; then fold in almonds. Pour into 1-quart refrigerator tray and freeze until firm (3-4 hours). Mix berries and Framboise and let stand in refrigerator until serving time. Alternate layers of parfait and berry mixtures into chilled glasses, beginning and ending with parfait. Serves 8.

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

2. HISTORIA NATURALIS BRASILIAE

In 1638, Georg Marcgraf and Willem Piso arrived in Pernambuco to join the brilliant entourage of the new Governor, Count Johan Maurits of Nassau-Siegen. In spite of their youth, both were already renowned naturalists. The older of the two, Marcgraf, was born in 1610 in Liebstadt, present day Germany. In his university years, he had studied mathematics, medicine, botany and first of all astronomy. The Count built for him a real observatory and for his astronomical observations, he was later called the First Astronomer of the Americas. The younger Willem Piso was born in Leiden, Holland, in 1611. He had studied medicine in France, then had returned to Holland and entered the circle of the great geographer and humanist Johannes de Laet. Today he is considered one of the founders of tropical medicine.

During their stay in Brazil, they participated in many long excursions to collect samples from near and far. Sometimes they were escorted by Dutch military officers; sometimes they joined the Brazilian and Tapuyas military raids against enemy Indian groups. They discovered animals and plants,



drew maps, made extensive observations of nature and also of the men inhabiting it. They also made use of the scientific institutions that the Count had built in Recife: a zoo, a botanical garden and a museum. The huge amount of information they gathered enabled them to write the first systematic study on American nature.

But Marcgraf wrote his notes in a personal, secret language that others could understand only with great difficulty. Probably, he meant to translate his notes when he got back to Holland, but died in 1643, in Angola while he was drawing a map of the Dutch settlements there. Piso, on the other hand, returned safely to Holland and continued to practice and study medicine. Marcgraf's notes were translated, ordered, united to Piso's ones, and published in Latin by Johannes de Laet in Amsterdam in 1648 under the title of "Historia Naturalis Brasiliae", "Natural History of Brazil".

Latin was the common language of cultivated people of the age, the Republic of Letters, and the book had a big and lasting success, possibly because, from the very beginning, the authors emphasized their own direct experience in Brazil and their great efforts on the field, unlike the many armchair natural historians who never visited the New World and wrote their books at home in Europe, on the accounts of some travelers.

Very interesting, you'll say. And, as ever, a bit of culture won't do any harm, but what does this have to do with us rum aficionados of the XXI Century? It does, and a lot. Because in this book, I found the smoking gun that I was looking for: the first historical evidence that in Dutch Brazil, before Ligon's Barbados, they commonly distilled a strong spirit from sugar cane, our rum.

Well, the latin words *destillatus* (distilled) and *alembicum* (still) clearly appear in the book, in a chapter dedicated to medicine and, specifically, to the treatment of worms. From the context, it is quite clear that the use of stills was something normal, and we already know that Brazil was the largest sugar producer of the age.

More interesting for us, is that they distilled sugar cane juice for medical purposes: "The juice of cane when unripe is cold, and if distilled in a still much more lasting and effective; it cures many illnesses of the eye, liver and kidney burn."

This is very encouraging for our Quest, but it is not nearly enough. The use of stills for medical purposes is not the clinching evidence yet. It does not prove without the shadow of a doubt that stills were used also for distilling on a large scale the fermented juice of sugarcane, to be consumed for pleasure.

For this reason, I entreat you to be patient until the next, and last, instalment.

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Drinking makes uninteresting people matter less and late at night, matter not at all.

~Lillian Hellman

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RUM IN THE NEWS

by Mike Kunetka



NEWS

PROFESSOR CORNELIUS AMPLEFORTH'S RUMBULLION

Maverick Drinks has released a magnum-sized bottle of its popular Professor Cornelius Ampleforth's Rumbullion Spiced Rum. The 1.5 Liter Victorian apothecary style bottle will join a magnum version of Maverick's Bathtub Gin. Other Rumbullion offerings from Maverick include a Naval Strength version, bottled at 57% ABV and a super-premium version, using 15-year old Caribbean rum as its base.

PIRATE DOG BRAND, LLC

In 2012, Eric Glass quit his job in consumer health products and decided to start a rum distillery. Problem is, Eric wanted to produce aged rums, now. So he, and his cousin Steve Orne, looked to the island of Trinidad for a variety of fine rums that they could blend to create their Rumson's Rums. Currently, they have four blends. The first is called simply Rumson's Rum and it is a medium-bodied, floral rum with a hint of citrus. The next is their Spiced Rum, offering a tasty nutmeg, vanilla and butterscotch finish. Glass describes their Coffee Rum as "flat out decadent, like a Dunkin Donuts espresso with a hint of vanilla." Their Crown Jewel is Rumson's Grand Reserve, a union of fine, aged Caribbean rums that comes across rich, full-bodied and remarkably smooth.

RHUM SAINT JAMES

This month, Rhum Saint James will celebrate 250 years of producing fine rhums with the release of a special commemorative limited edition. The 250th Anniversary Carafe will be an amazing blend of six of the best Saint James vintages, bottled in a luxurious glass flagon with embossed metal neck.

PLANTATION STIGGINS FANCY PINEAPPLE RUM

Last September I mentioned this dark magic project of Alexandre Gabriel of Cognac Ferrand and cocktail historian Davis Wondrich. It was

introduced at the 2014 Tale of the Cocktail in New Orleans with a limited bottling of 1000 bottles. The reception was overwhelming and now a second, larger batch has been released. Thanks to the fine folks at The Proper Pour, one of the finest bottle shops in Colorado, I was able to grab two bottles recently. One bottle disappeared quickly at a neighbor's Hawaiian Luau; nobody mixed it, the whole bottle was consumed neat or over a single ice cube. I had two glasses, just reading the amazing label. In case you missed my description last year, Stiggin's Fancy starts with infusing Queen Victoria pineapples in Plantation Original Dark Rum for three months. Meanwhile, they macerate, also in rum, the bare rind of the fruit (where the pineapples essential oils chiefly reside) and then distill it again, creating a bright pineapple essence to blend with the lushness of the infused Plantation rum. There are other pineapple rums on the market, but Stiggin's is definitely worth the search.

CAP MAISON CASK AGED RUM

Cap Maison is a small luxury resort in St Lucia, set on cliff tops overlooking the Caribbean. New to their extensive selection of Caribbean rums is their extra aged 10 year old Rum that is distilled by St. Lucia Distillers, using both pot and column stills. Following extensive aging in Old Port barrels, the rum is then aged at Cap Maison using the famous "Solera" aging system in single 10 Liter white oak, medium toasted barrels, guarantying a consistent and superior quality. Cap Maison's home aged rum is the base spirit of their tropical signature rum toddy ("Cap Maison Elixir") and will be bottled, labeled and sealed in front of guests as a unique personal take away souvenir of St. Lucia and Cap Maison. For those that appreciate the pinnacle of the distiller's art, Cap Maison offers special tastings of the world's finest rums from the Caribbean. Discover these award-winning cane spirits with guidance of their "Rummier" at the Cliff Bar.

SPIRITS INTERNATIONAL PRESTIGE AWARDS

The Spirits International Prestige (SIP) Awards were created to fill the void that is the current state of international spirits competitions. The illusion created by massive advertising budgets, celebrity endorsements and lofty judging is old, tired and susceptible to industry bias. There is no better group of advisors for a product than real consumers. The SIP Awards are the first to cut to the core of public opinion as a starting point, rather than an afterthought, in branding and product development. Catering to the palates and opinions of the consuming public, the SIP Awards present a unique, spirit-judging competition, unaffected by industry bias. This year Best of Class Rum Winners were Ron Ramon Tremols XO in the Gold/Dark Rum Category; Monkey Spiced Rum in the Spiced Rum Category and Club Caribe Coconut Rum in the Flavored/Infused Rum Category. Platinum Awards went to Ron Añejo Tremols Reserva Unica, Ron El Toro Tremols, Barracuda Cay Spiced Rum, Black Roberts Spiced Rum, Rumhaven, Club Caribe Mango Rum and Guajiro Honey Rum.

BACARDI

Bacardi Limited announced plans to take a major step forward in bringing the company's brand strategies closer to its markets and making them even more relevant to its consumers. The company plans to establish Centers of Excellence ("CoEs") in Europe and North America each headed by a Chief Marketing Officer who will report to Bacardi Limited Chief Executive Officer Mike Dolan on the company's global brands and to those Regional Presidents on regional and local brands, and in Region marketing executions. Those CoEs will create assets and partner with a more agile Corporate Creative Excellence team, the company's external agencies, Hubs and Markets in ensuring those assets are executed in locally relevant ways.

WICKED DOLPHIN

Wicked Dolphin is releasing a very special limited reserve bottling this month, Sunken Barrel USS Mohawk CGC Reserve. Five Wicked Dolphin Rum barrels filled with distilled water were sent 90 feet down to the USS Mowhawk Veterans Memorial Reef and then raised 72 hours later. During that time, the atmospheric pressure of the water squeezed rum syrup from the inside of the barrels which then mixed with the distilled water. Once the barrels were raised, the unique distilled water/rum syrup was used to proof down already-aged rum at the distillery to create this one-of-a-kind spirit. All profits from the sale of this special release will be used to benefit the Lee Reefs Program and the Special Operations

Bionic Warriors Program. Only 200 bottles will be available. You can see a video of this whole process at <http://wickeddolphinmedia.com>

PAPA'S PILAR

Papa's Pilar, the rum that bears the name of Ernest Hemingway's famous fishing boat, has launched a new campaign to encourage ocean preservation. Timed with World Oceans Day and Hemingway's birthday, the campaign will see the company donate \$1 to the Ocean Foundation every time a fan posts a photo of themselves enjoying a glass near the water. Fans should use the #pilarpreserves hashtag to do so. The Ocean Foundation's mission is to protect, strengthen and reverse the trend of destruction on ocean environments around the world. Papa's Pilar is owned in part by the Hemingway Estate; the latter donates 100 percent of their profits from Papa's Pilar to charity.

RUMCHATA

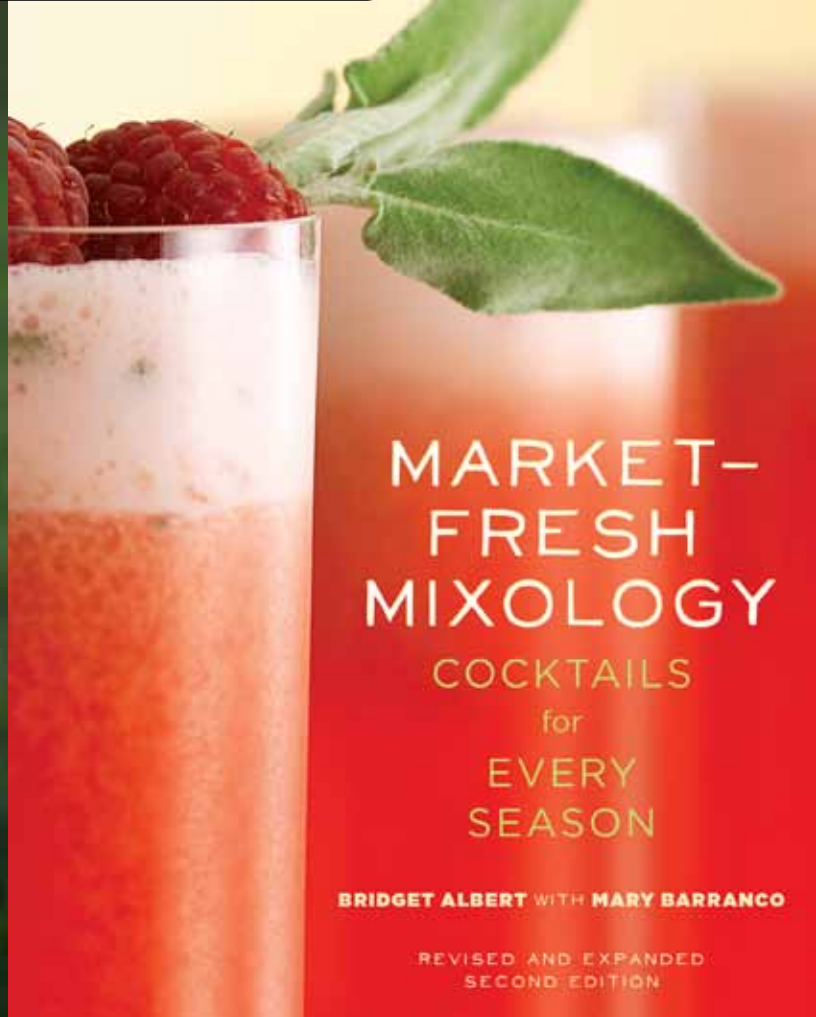
RumChata has brought back its iced coffee sampler pack for another summer. The sampler pack allows anyone to make their own RumChata iced coffee, the cocktail twist on summer's coolest drink. Iced coffee is one of the fastest growing beverage segments in the U.S. according to recent Euromonitor research. Data essentials recently reported that each day, iced coffee is consumed by roughly 30 million adult Americans. RumChata is a tropical inspired rum cream made from a truly global recipe that starts with five times distilled Caribbean rum. Real cinnamon, vanilla, sugar, and other secret spices come from as far away as Madagascar before all are perfectly blended with fresh real dairy cream. The RumChata Iced Coffee Sampler Pack is available in all 50 states at an average retail price of \$19.99.

BRUGAL RUM

Edrington, owner of Brugal Rum and other fine spirits, has been forced to write down the value of its Brugal rum brand once again due to "extreme difficulties" in its key markets. "Brugal's leading markets in the Dominican Republic and Spain were significantly affected by the global recession," said Suzy Smith, brand director for Brugal. Edrington has responded with a strategy of driving brand equity in core markets to position Brugal for the recovery, as well as building the brand in selected high-growth markets where the company has a strong distribution capability. "Brugal continues to be the leading rum in the Dominican Republic and Spain, where we now see a return to growth. Brugal is also growing in the US and Asia Pacific, regions that are home to the world's fastest growing premium spirits markets.

EXCLUSIVE INTERVIEW

by Margaret Ayala



It gives me great pleasure to share this interview with all our readers. Bridget is a renowned authority in the world of mixology and a veritable mentor behind many of today's most celebrated bartenders.

Bridget's book summarizes her passion for Mixology and is a must-read for serious students of the trade.

The beverage industry in general, and the rum industry in particular, are very lucky to have such a passionate advocate among their ranks. I am looking forward to reading and to testing all future material published by Bridget.

Cheers!

*Margaret Ayala,
Publisher*



Please state your name and title and tell us a little bit about what you do on a daily basis

Bridget Albert Regional Director of Mixology
Southern Wine & Spirits

My day changes. This is why I love my gig. It is never boring. I am either creating cocktails, training beverage pros or mentoring beverage pros.

What is the name of your book?

Market-Fresh Mixology

Why was there a need for this book to be published (in other words, how is it different from other similar books)?

This was the first book dedicated 100% to seasonal mixing. And was published at a

time when quality cocktails were just starting to become important to the consumer.

Some authors really enjoy the quiet time spent writing a book, others can't wait for the writing to be done so they can go out and interact with their audiences. How was this process for you?

The process was fun! My co author Mary Barranco and I worked closely together. It made the project one of the great loves of my life.

What is your favorite rum-based cocktail?

Mojito. This cocktail is refreshing and not hard to make if proper prep is in place.

Where is the book sold?

At most Barnes and Nobles. Also found on Amazon

Are you currently working on other books?

My co-author Mary and I have a book in the works. The focus is cocktails and being a woman.

How do you feel about Tiki-inspired cocktails?

Tiki cocktails are colorful and tasty! I adore this cocktail category as these drinks make you feel like you're on vacation.

Do you think Tiki is here to stay?

Yes! It has been here already for a long time I for one am happy Tiki is getting folks attention!

“Premiumization” in our industry means different things to different people. How do you define it and, do you see it as an industry-wide trend (towards premiumization) or more as a category-specific trend?

Premiumization is not a new thing. And most likely will not be going anywhere soon. It is in each category. I like to focus on quality first.

“Craft” also means different things to different companies. Do you feel “craft” and “premium” are the same thing?

No. They are different. Premium has the perception of luxury and a flashy package. Craft means is typically a small production with local or sustainable ingredients.

Should they be?

Most craft spirits are made with great care and quality. I think that most larger brands wished that they COULD be labeled craft.

Is there anything in particular that you'd like to share with our readers?

Never be afraid to play with your ingredients! Explore your farmers markets and grocery stores to discover new flavor combinations . The worst you can is make a bad cocktail and start over!





Photo © Tim Turner

Blueberry Lavender Mojito

Lusciously aromatic with bursts of flavor. Made to be sipped and savored.

- 10–15 mint leaves
- 1 ounce Lavender Syrup or Simple Syrup (see recipes to the right)
- Juice of 1/2 a pressed lime
- 15–20 blueberries
- 1 1/2 ounces white rum
- Club soda

In tall glass, muddle mint leaves, Lavender Syrup, lime juice, 15 blueberries, and rum. Muddle just enough to combine flavors, being careful not to over-muddle. Fill glass with crushed ice. Top with club soda. Stir with bar spoon until well blended.

To garnish, place 3 to 4 blueberries on a cocktail pick. Serve with a straw.

Reprinted with permission from Market-Fresh Mixology, 2e, by Bridget Albert, Agate Surrey, 2014.

Simple syrup: Simple syrup is used as a sweetening ingredient in many cocktails and is a combination of one part sugar to one part water. The basic recipe is:

Simple Syrup

- 1 cup super fine sugar
- 1 cup hot water

Stir or shake until sugar dissolves. Store in a sterile container in the refrigerator. Glass jars with lids are the preferred storage container; they are easily sterilized by filling them with boiling water.

Flavored syrups: Flavored syrups are easy to make and can enhance the classics with savory herbs and sweetness. Some syrups require adjusting the one-to-one ratio of sugar to water, but you can make almost any flavored syrup by adding your favorite flavor to the basic simple syrup recipe and following the directions below.

Lavender Syrup

- 1/2 cup super fine sugar
- 1/4 cup organic dried lavender
- 1 cup water

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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).

Dictador Rum

I am thankful to Javier Reynoso from Barcelona, Spain, for writing me to inquire about Dictador Rum from Colombia and its possible cigar pairing. This pairing is a result of that e-mail, bringing together Ron Dictador XO Insolent and Zino Platinum Z-Class 546 P.

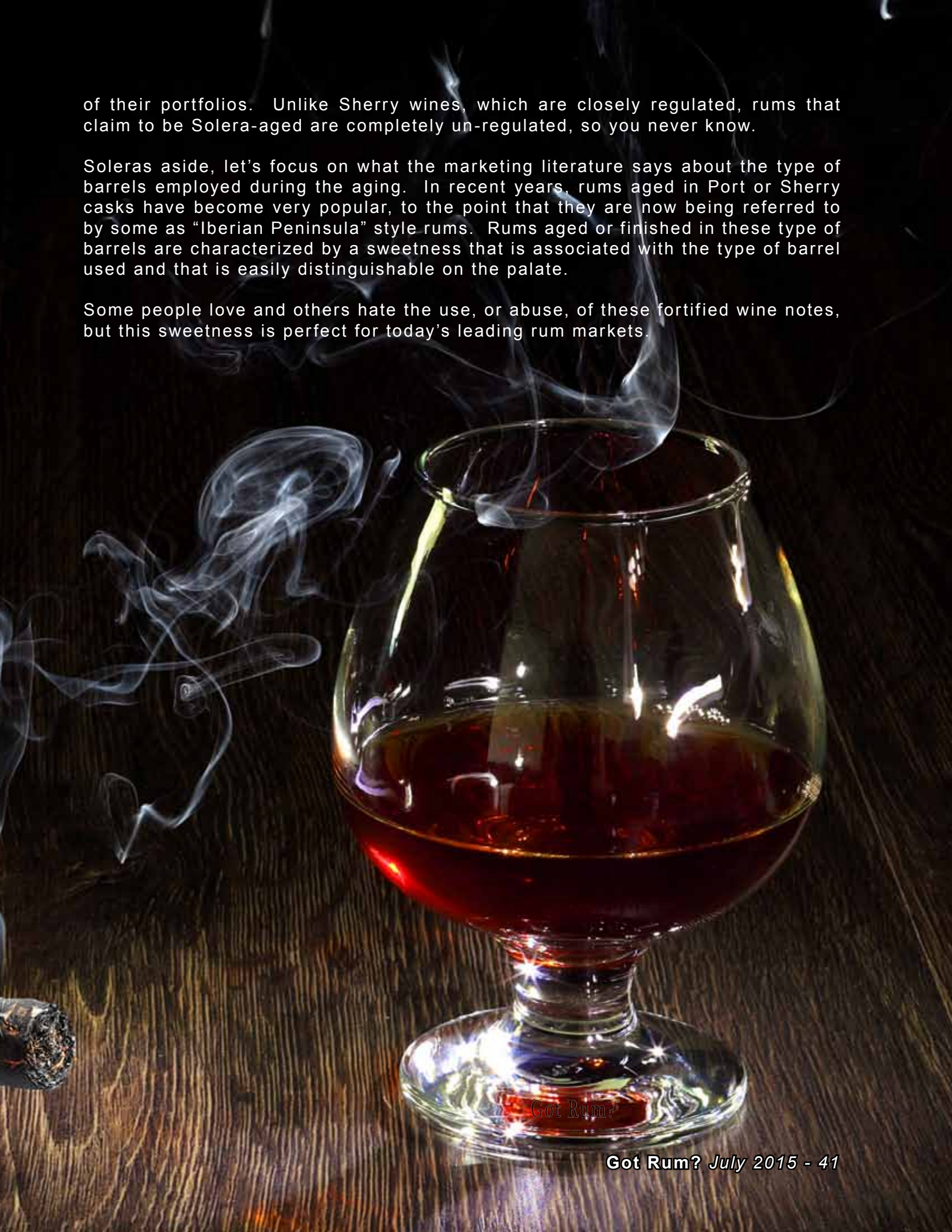
I am familiar with the different rums in their portfolio, I've tried most of them at different rum festivals, but the best thing about Dictador rums is their beautiful brand ambassadors, true gems!

So let's focus on the technical details of this cigar and rum pairing. As I mentioned earlier, we'll be using Dictador XO Insolent which, from a marketing perspective, is aged using the Solera method and is produced from fermented sugarcane juice. Well, both of these aspects are common across many rum brands. These are traits that are very hard to detect during a blind tasting, since there are no physical or chemical characteristics that separate Solera from non-Solera aged rums, or from sugarcane juice or molasses. Some of these claims are over-used in the industry, but in general terms they correspond to rums that are at the top

of their portfolios. Unlike Sherry wines, which are closely regulated, rums that claim to be Solera-aged are completely un-regulated, so you never know.

Soleras aside, let's focus on what the marketing literature says about the type of barrels employed during the aging. In recent years, rums aged in Port or Sherry casks have become very popular, to the point that they are now being referred to by some as "Iberian Peninsula" style rums. Rums aged or finished in these type of barrels are characterized by a sweetness that is associated with the type of barrel used and that is easily distinguishable on the palate.

Some people love and others hate the use, or abuse, of these fortified wine notes, but this sweetness is perfect for today's leading rum markets.



Got Rum?

In my opinion, this rum has a very strong note of fortified wines, but this does not mean we can't use it in a pairing. I've learned over the years that everything can be paired, as you are about to see.

When contemplating this type of rum, so full of sweet notes, I could not stop thinking about a cigar that employs, from its binder to its filler, tobaccos that can offer a great contrast against such level of sweetness. For this reason I chose the Zino Platinum Z-Class 546 (Ring 46, 5 1/4" length). This cigar is a blend of Honduran and Nicaraguan filler, bound with Peruvian leaf and a wrapper from the Dominican Republic. Wow, what a blend, it is what I would call a tobacco leaf cocktail! What I was looking for, when searching for a cigar, was a blend of tobaccos with a medium strength, with spicy notes and dried fruit, leaning towards bitter chocolate. I feel I've found all these attributes in this Zino cigar.



I started by pouring a snifter of Dictador Rum and, even though I had already tried it, I was captivated by its aging cellar notes, accompanied by strong traces of coffee (reminiscent of a Caramel Macchiato from Starbucks). The alcohol character fell a bit short in the palate, with a relatively-low congener level, but the abundance of barrel aromas is more suggestive of a sherry brandy, an easy-to-market style today. Now for my favorite part, I light up my cigar. I must confess that I have a hard time calling a "figurado" of this size a "Pirámide", instead I would call it a "Campana". The draw was perfect from the very beginning and the intensity did not exceed the medium level, just as I predicted once I learned about its composition.

The contrast produced between the rum and the cigar should be very pleasing for most readers but I must add that a cigar made from 100% Nicaraguan tobacco, perhaps something like a Padrón Series 4000 could be even better. If you have access to Cuban cigars, perhaps a Ramón Allones, Specially Selected would be excellent too.

Thank you Javier for your e-mail asking about Dictador Rum and possible pairings. I hope I have helped you with this article. If any other readers have questions about other pairings, please do not hesitate to write me at philip@gotrum.com and I will do my best to answer as quickly as possible.

Cheers!
Philip Ili Barake



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