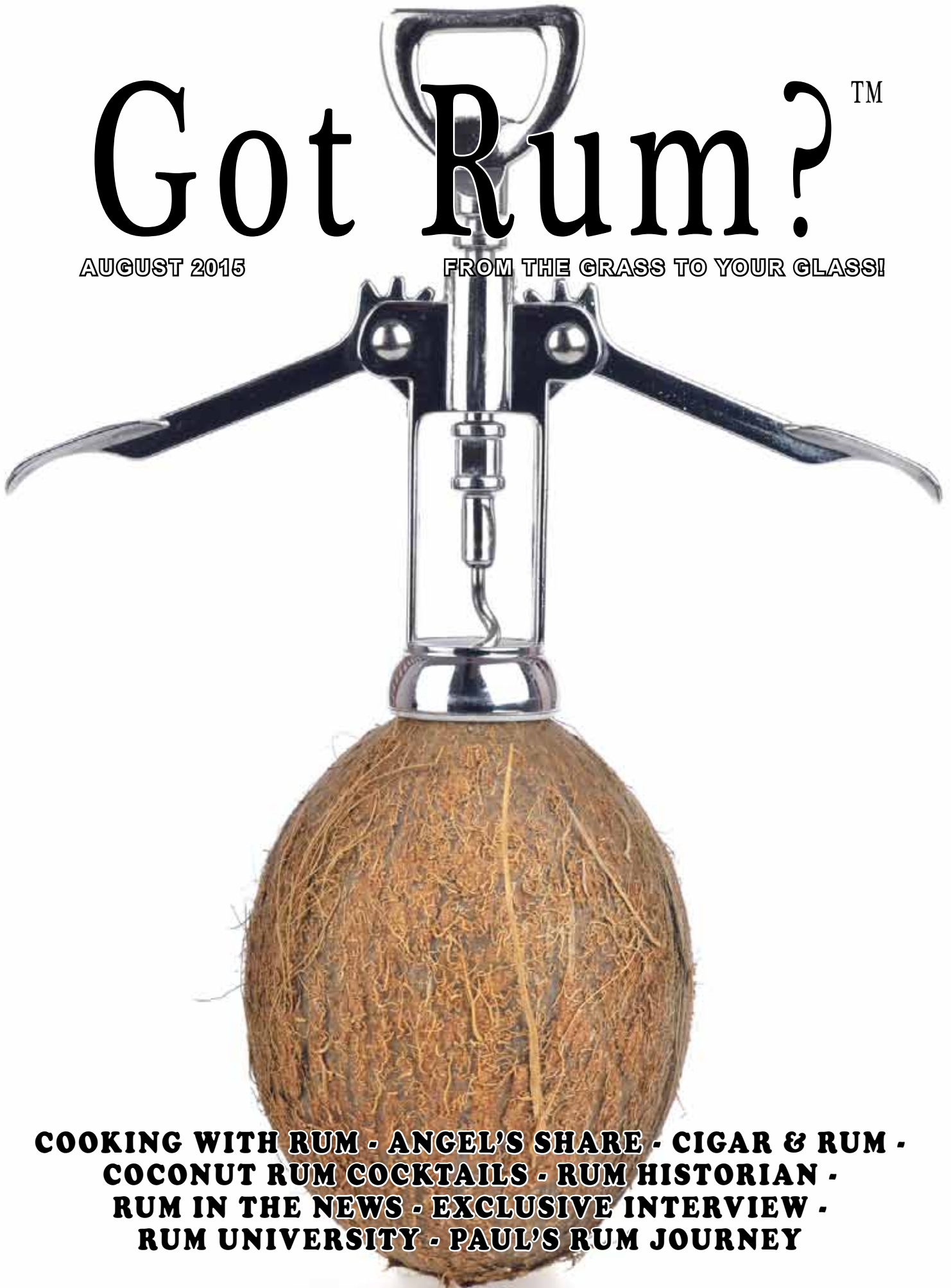


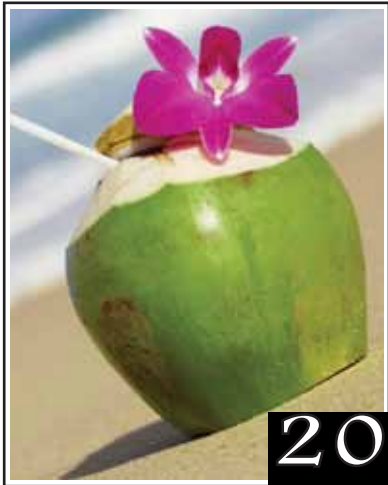
Got Rum? TM

AUGUST 2015

FROM THE GRASS TO YOUR GLASS!



**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM -
COCONUT RUM COCKTAILS - RUM HISTORIAN -
RUM IN THE NEWS - EXCLUSIVE INTERVIEW -
RUM UNIVERSITY - PAUL'S RUM JOURNEY**



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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: Uncorking the Coconut

INSIDE COVER: Coconut Delight

Got Rum?TM

FROM THE EDITOR

Resurrecting Forgotten Rums

One of the most enjoyable—and often challenging—aspects of our job as rum consultants and blenders is to help clients resurrect old, almost forgotten rums. Sometimes we have the advantage of being presented with production notes that include the names of the yeast strains and other related parameters (pH, pitch rates, fermentation times) so the work is rather straightforward. Other times we are presented with actual samples that we must evaluate to determine their original acidification and esterification levels and then work backwards using educated guesses as to the equipment, quality of water available, state of the sugar industry at the time, etc.

The end result of this work is akin to preserving animals in a zoo or, as in the movie *Jurassic Park*, to injecting prehistoric dinosaur DNA into living organisms in order to bring the former back to life. We are aided in our quest by the use of modern laboratory equipment, such as HPLC and GC capable of precisely dissecting products into their building blocks. This process is so enjoyable to us, that any outing into an antiques market or old neighborhood bar could uncover a treasure trove of old rum bottles, some with rum still in them, others with only crusty sediment, but



to the trained eye, even the latter has tales to tell.

Rum has changed a lot over the past 100 years, even more over the past decade, and old bottles are silent witnesses to these changes. So next time one of your friends pulls out an old bottle of rum, consider storing a few milliliters of it into a small vial and saving it for posterity, keeping in mind that you may have in your hands one of the last members of an endangered species.

Cheers,

A stylized, handwritten signature in dark ink, likely belonging to Luis Ayala.

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!

Grander Panama Rum

It is not an easy thing to start your own rum company. When sourcing a rum it takes a lot of trial and error before a company discovers the final blend that they are happy with. Dehart Spirits, LLC explored a lot of rums from around the world attempting to find the right flavor profile for their product. Finally, they selected a blend of rums made in Panama.

Using sugarcane from Herrera, Panama, they fermented grade-A molasses and had it distilled using a 1922 American Copper and Brass Works Continuous column still. The rum is then aged in used American Bourbon barrels. The rums in the blend have a minimum of eight years in age and it is blended to 90 proof. The product is then filtered - first through cellulose plates and then by cold filtration. The company claims that the rum is "not altered by coloring, flavoring or blending of additives".

Appearance/Presentation

The custom 750 ml bottle has "Grander" embossed on the front and sides. A dark and light blue and white neck wrap with "eight years" on the front and "Batch No. P8001" on the back matches the front label. The back of the bottle provides details about the product and the company's marketing theme.

The rum holds a solid amber in the bottle and glass. Agitating the liquid creates a razor thin line that slowly beads up and slides down the glass.

Nose

The aroma has a nice smoky vanilla baseline that dances with the banana notes, spices and heat of the alcohol. I covered the glass and let it settle for a few minutes. After the rum settled I was able to identify the spicy notes as baking spices, nutmeg and a hint of ginger.

Palate

The first sip revealed a strong wash of alcohol charged crème brulee with an oaken spiciness swirling in right before the finish. Additional sips slowly reveal tobacco notes, roasted walnuts, dried orange peel and hints of black pepper. Consistently as the rum begins to fade there is a strong nip of alcohol and pop of nutmeg that lingers into a long dry finish.

Review

Dehart Spirits wanted to capture a sense of adventure and accomplishment in a bottle with Grander Rum. I found the rum to be complex and aggressive. The proof of the rum does turn the volume up on some elements of the flavor profile while subduing others. With an eight year old blend it is not uncommon to have a pepper pop in the profile; instead there were hints of pepper, but a distinct pop of flavorful nutmeg instead. I enjoyed that it was unpredictable in nature and believe it can fill the role of quality cocktail ingredient or sipped neat with a meal that involves grilled meat or fish.

Currently Grander rum is available in central and southern Florida as well as through an online link that can be found on their website.



www.granderrum.com

THE ANGEL'S SHARE

by Paul Senft

Ron Cartavio XO

Earlier this year I was introduced to a rum company out of Peru that I had heard of but with which I was not overly familiar. In Trujillo, Peru, Destilerias Unidas S.A.C. has been busy producing industrial and beverage alcohol since 1929. The distillery is conveniently located beside a sugar mill from which they receive fresh molasses for fermentation. They use a continuous column still to produce lighter rums and a pot still to create their denser rums. After distillation they age the rum using a Solera method in three different kinds of barrels: used American oak, French Limousin and casks from Slovenia.

This rum line, after an unfortunate delay due to distribution issues, has reentered the United States market strong with eleven expressions, including their rum cream products. Cartavio XO was created to celebrate the 80th anniversary of the company. It is a blend of rums ranging in age from ten to thirty years using a combination of column and pot still rums. The company claims that the average age of the rum in the blend is 18 years old.

Appearance/Presentation

The bottle is concealed in a black tin box with information about the rum and company on the side. A wooden cap secures a synthetic cork to the bottle with an additional wire wrap securing the cap. The liquid in the bottle and glass has a dark mahogany color with rose highlights.

Agitating the liquid produced a thick band around the glass that reluctantly releases slow moving legs. While nosing the rum I noticed a lovely green halo glimmering around the perimeter of the glass, a hallmark of the oak aging.

Nose

The aroma provides a rush of caramel, vanilla, touch of cinnamon and banana, with a range of spices pulled from the oak aging particularly allspice and nutmeg. Rounding out the aroma is a lovely buttery nuttiness that lingers lightly in the airways.

Palate

The first sip provides a sweet and spicy entry outlining the tongue with a tingle of alcohol. This swirl of flavors introduces a blend of light floral notes, allspice, dark chocolate, caramel, cinnamon, dried fruit-cranberries and raisins, roasted almonds with a pop of ginger. This fades in a dry smoky oak, lightly toasted tobacco and vanilla finish. The sweetness lingers on the palate long after the other notes have faded away.

Review

This was my first rum from Peru and it has definitely made me curious about the rest of the line. The lovely depth and complexity provided by the spirit was a pleasure to sip neat. Ron Cartavio is currently pursuing distribution across the U.S. and is available in Europe and South America.



www.roncartavio.com

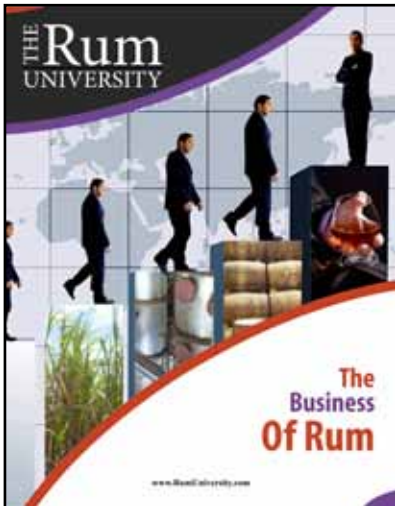
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even have to
advertise, so what
are you waiting
for???

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.

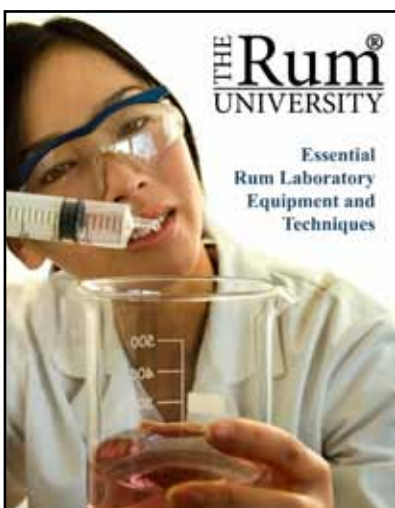
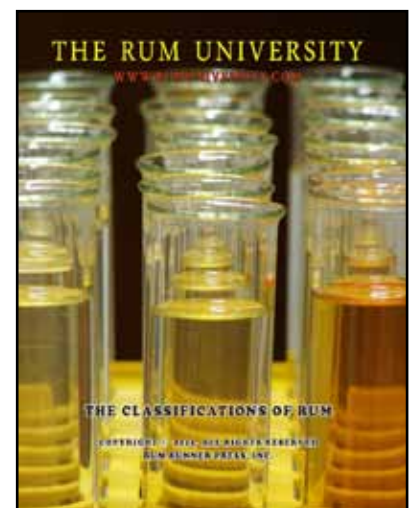
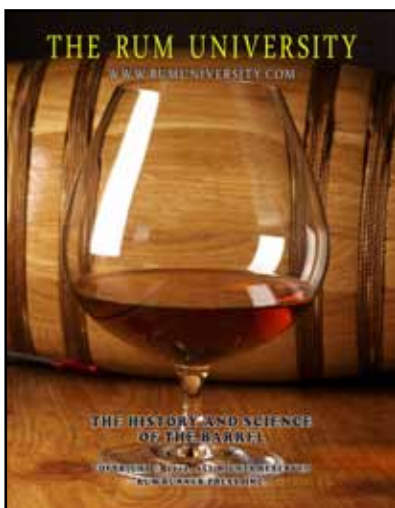
Day 2: The Classifications of Rum. We analyze commercially available rums to identify their organoleptical characteristics and associated production costs.

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.



REGISTRATION

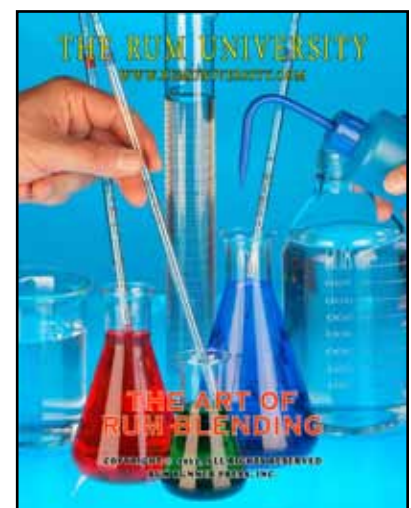
Online at www.moonshineuniversity.com

Via Telephone at +1 502-301-8126

USD \$5,495. It includes:

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

Special: Register before September 7th and receive 4 nights free at The Brown Hotel!





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

+1 855 RUM-TIPS ext. 3
(+1-855-786-8477)

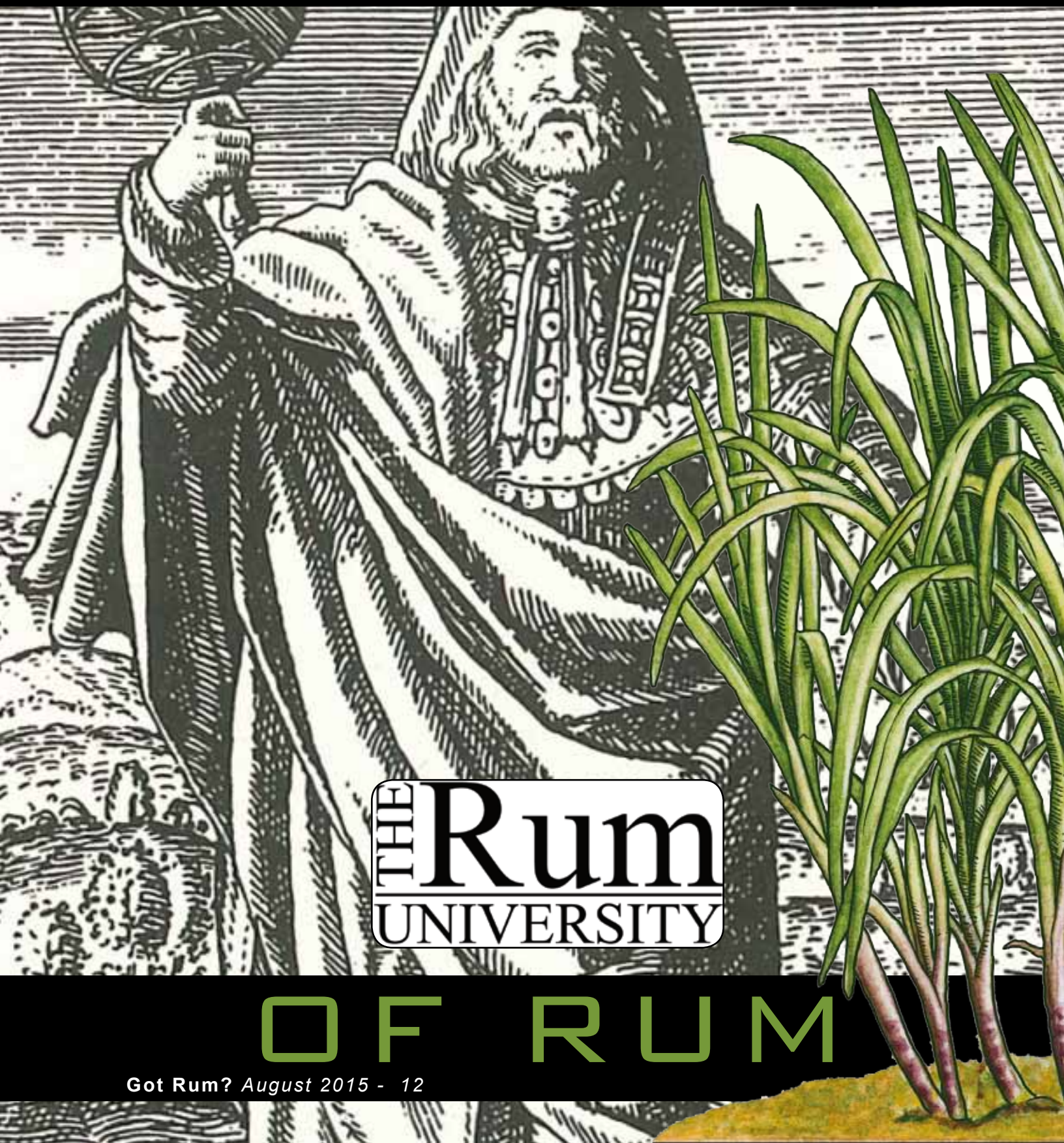
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Rum University courses are available in Spanish and in English, depending on the official language of the host nation.

The

ALCHEMY

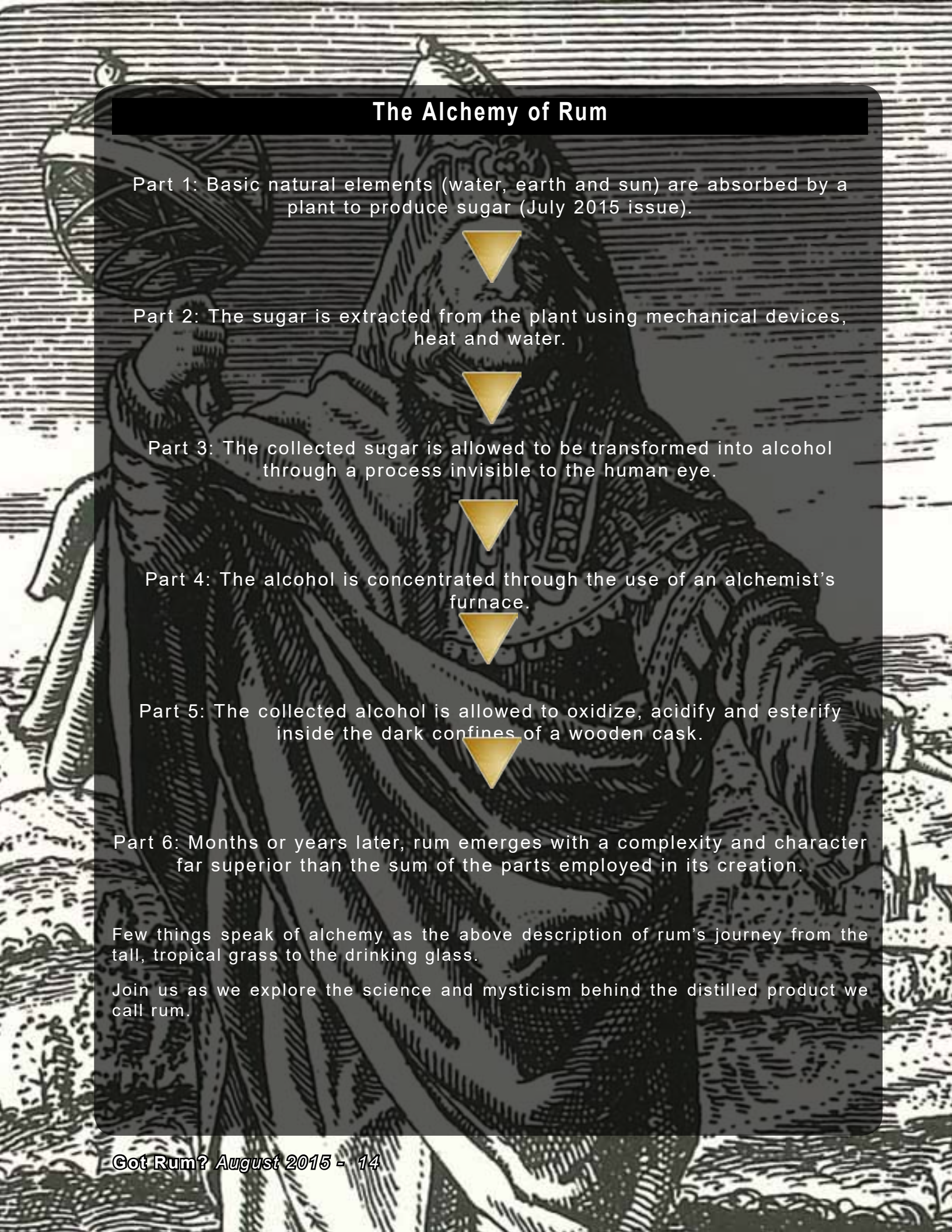


THE Rum
UNIVERSITY

OF RUM

Got Rum? August 2015 - 12





The Alchemy of Rum

Part 1: Basic natural elements (water, earth and sun) are absorbed by a plant to produce sugar (July 2015 issue).



Part 2: The sugar is extracted from the plant using mechanical devices, heat and water.



Part 3: The collected sugar is allowed to be transformed into alcohol through a process invisible to the human eye.



Part 4: The alcohol is concentrated through the use of an alchemist's furnace.



Part 5: The collected alcohol is allowed to oxidize, acidify and esterify inside the dark confines of a wooden cask.



Part 6: 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.

Introduction to Alchemy and 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.

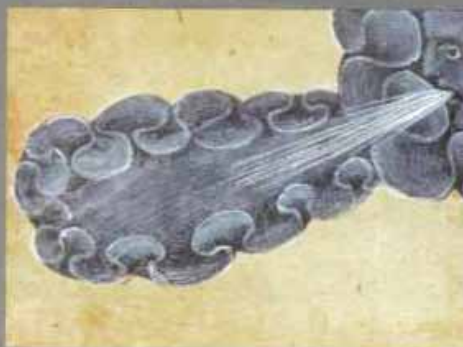
The main interest of Aristotle's theory of the elements from the point of view of alchemy is the idea of change. According to his theory, each element can be transformed into another element through the quality they possess in common.

With this knowledge at hand, we set out to explore how these four elements help with the production and transformation of sugarcane into rum.

Fire



Air

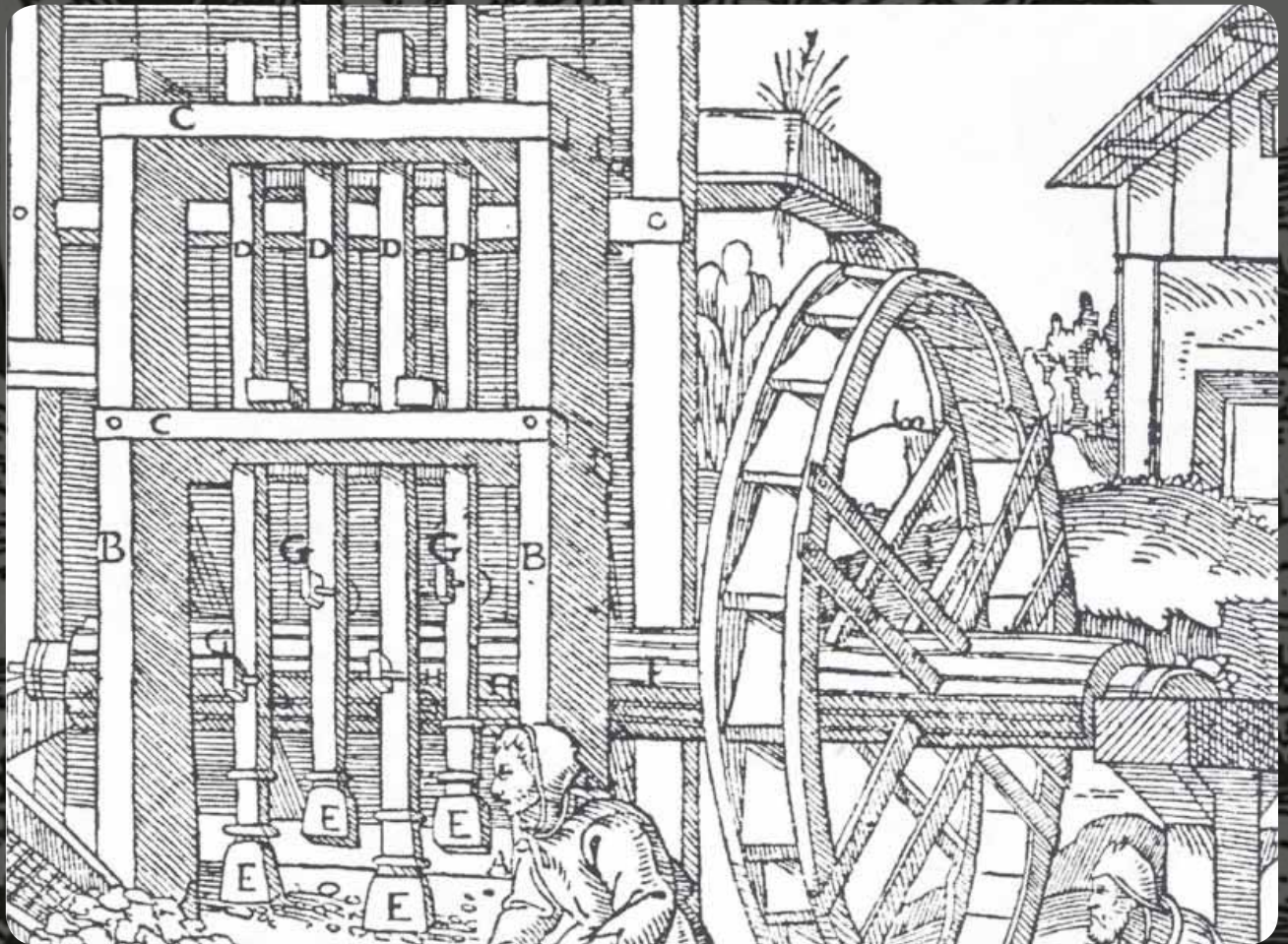


Water



Earth

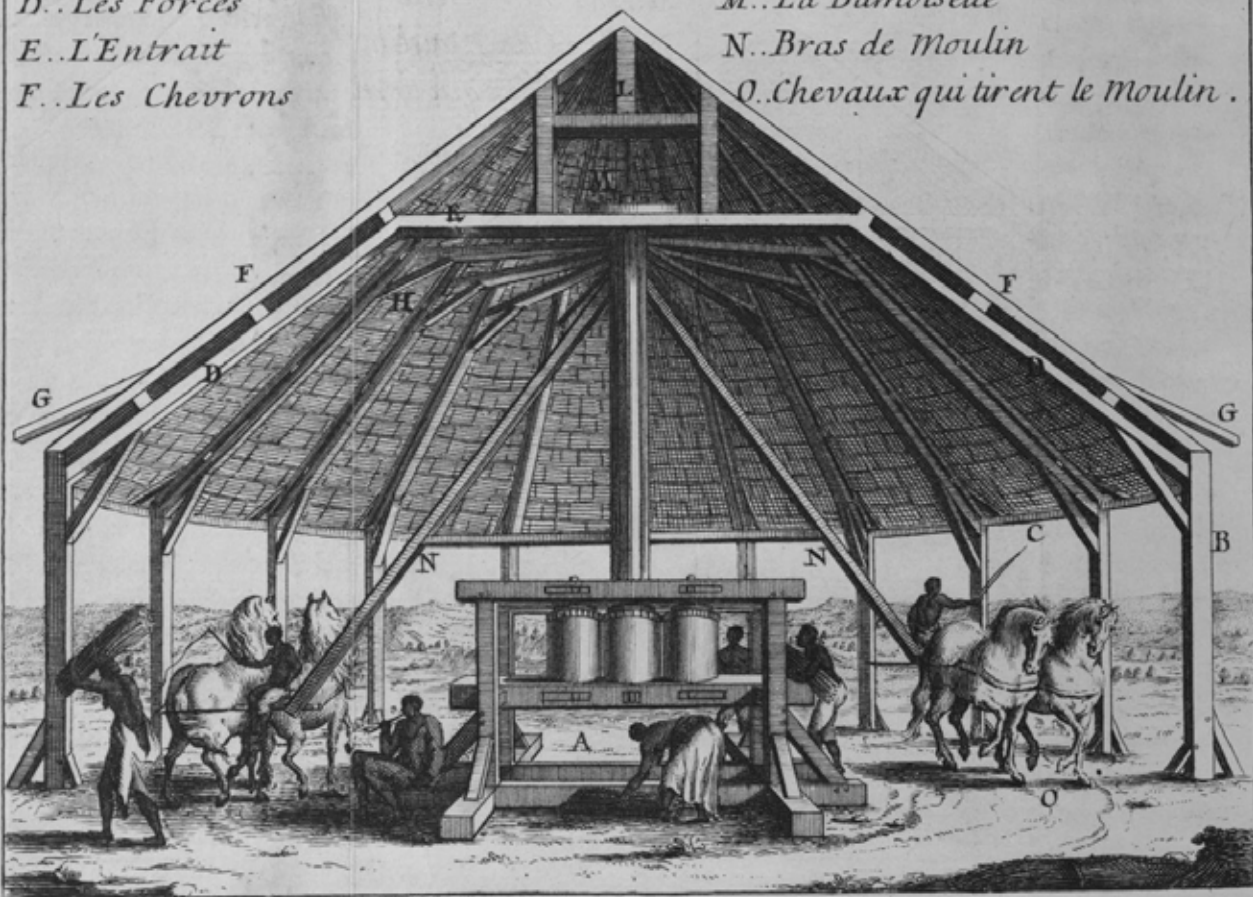




COMBLE DE MOULIN

A..Chassis avec les Tambours
B..Poteaux
C..Sabliere
D..Les Forces
E..L'Entrait
F..Les Chevrans

G..Les Coyaux
H..L'Enrayeure
L..Le Poinçon
M..La Damoiselle
N..Bras de Moulin
O..Chevaux qui tirent le Moulin .



Last month we explored how **fire** (the sun), the **earth** and **water** help the sugarcane grow and assist with the cellular functions involved in the creation and storage of sugar by the plant.

We now jump to the magical time at the end of the growth season, when the sugarcane is ready to be harvested. **Fire** is once again called upon, this time to burn the leaves from the cane, to make it easier and more efficient to cut it and transport it to the sugar mill.

At the mill, the sugarcane is pressed to extract its sweet juice. The extraction process can be fueled by animals, people, **water** (river streams), steam (water heated by **fire**) or by burning fossil or other fuels to directly drive machinery. During this process, **water** is sometimes added again, to dilute additional sugars leftover in the bagasse, so that as much of it can be collected.

If the goal is to produce crystalized sugar, the juice is heated again (involving more **fire**!) and minerals and other **earthly components** are added to adjust the pH and to prevent contaminations.

Next month, Part 3: Fermentation

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!

Short Ribs a la Rum

Ingredients:

3 lbs. Short Ribs of Beef, cut into 3 inch serving pieces
2 Tbsp. Dijon Mustard
Salt, to taste
½ tsp. Chile Powder
½ tsp. Sugar

"Food is all those substances which, submitted to the action of the stomach, can be assimilated or changed into life by digestion, and can thus repair the losses which the human body suffers through the act of living."

— Jean Anthelme Brillat-Savarin

Juice of a small Lemon
¼ C. Olive Oil
1 small Garlic Clove, crushed
1 small Onion, chopped fine
1/3 C. Dark Rum
1/3 C. Beef Bouillon

Directions:

Place the short ribs in a deep bowl, add all ingredients, cover and marinate in the refrigerator for several hours. Drain and reserve the marinade. Preheat oven to 425F and bake ribs for 30 minutes on a rack in a roasting pan. Reduce heat to 325F and baste with marinade every 10 minutes for 1 ½ hours. Skim off all the fat from the pan and serve the beef with the remaining marinade. Serves 6.

Apricot Rum Cream

Ingredients:

Juice of ½ Lemon
¼ C. Light Rum
2 Tbsp. Gelatin
¼ C. Apricot Juice from can of fruit, heated
¼ C. Apricot Liqueur, heated
¼ C. Sugar
2 C. Crushed Ice
½ C. Heavy Cream
½ C. Canned Apricots, peeled and chopped

Directions:

Put lemon juice, rum and gelatin into an electric blender container. Add hot apricot juice and liqueur. Cover and blend for a half minute. Add sugar, cover and blend for 4 seconds. Add ice, cream and apricots and blend for 30 seconds more or until mixture begins to thicken. Pour at once into individual molds.



NUTS ABOUT THE COCONUTS

ODE TO MY COCONUT TREE

By Michael Flores Caasi, Philippines

How beautiful to stare and to see,
Those palm ribs of my favorite coconut tree;
Where trunk is towering up and high.

Like birds soaring high in sky.

The fruits may be hard outside
but there's a clear and soft heart inside,
The juice within can make me strong
And make my joyful life so long.

My tree is always proud to stand
Where roots are tightly holding grounds;
At night when stars and moon are bright,
My tree smiles in perfect sight.

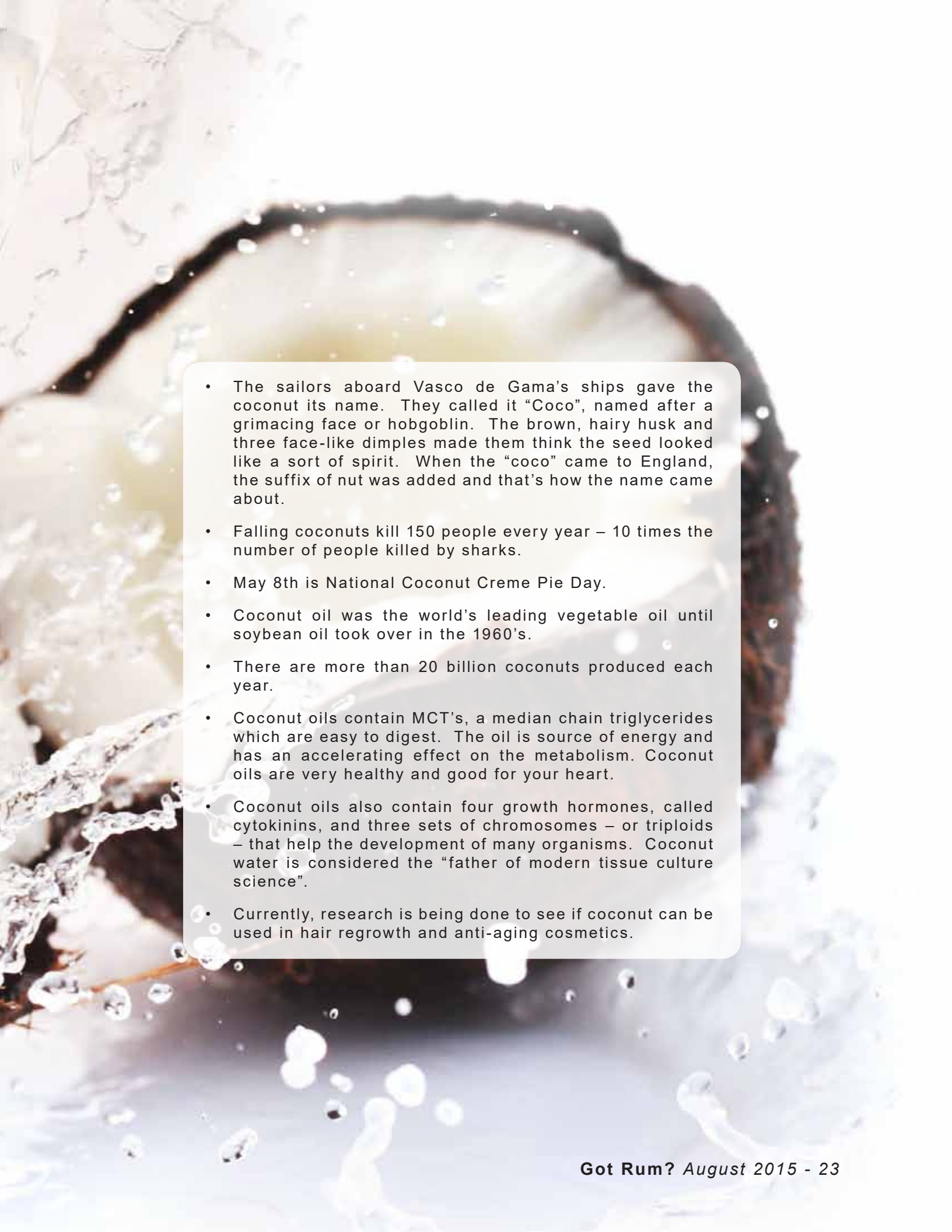
O dear O lovely coconut tree
Be still today, thanks for inspiring me.



INTERESTING COCONUT FACTS

Did you know that...

- Every bit of the coconut is used. As a result, coconuts are called the “Tree of Life” and can produce drink, fiber, food, fuel, utensils, musical instruments, and much more.
- When intra-venous (IV) solution was in short supply, doctors during World War II and Vietnam used coconut water in substitution of IV solutions.
- Botanically, the coconut palm is not a tree since there is no bark, no branches, or secondary growth. A coconut palm is a woody perennial monocotyledon with the trunk being the stem.
- Possibly the oldest reference is from Cosmas, a 5th century AD Egyptian traveler. He wrote about the “Indian nut” or “nut of India” after visiting India and Ceylon, Some scholars believe Cosmas was describing a coconut.
- Soleyman, an Arab merchant, visited China in the 9th century and describes the use of coir fiber and toddy made from coconuts.
- In 16th century, Sir Francis Drake called coconut “nargils”, which was the common term used until the 1700’s when the word coconut was established.
- It takes 11 -12 months for the coconut to mature.
- At one time scientists identified over 60 species of Cocos palm. Today, the coconut is a monotypic with one species, nucifera. However, there are over 80 varieties of coconut palms, which are defined by characteristics such as dwarf and tall.
- Coconut growing regions are as far north as Hawaii and as far south as Madagascar.

- 
- The sailors aboard Vasco de Gama's ships gave the coconut its name. They called it "Coco", named after a grimacing face or hobgoblin. The brown, hairy husk and three face-like dimples made them think the seed looked like a sort of spirit. When the "coco" came to England, the suffix of nut was added and that's how the name came about.
 - Falling coconuts kill 150 people every year – 10 times the number of people killed by sharks.
 - May 8th is National Coconut Creme Pie Day.
 - Coconut oil was the world's leading vegetable oil until soybean oil took over in the 1960's.
 - There are more than 20 billion coconuts produced each year.
 - Coconut oils contain MCT's, a median chain triglycerides which are easy to digest. The oil is source of energy and has an accelerating effect on the metabolism. Coconut oils are very healthy and good for your heart.
 - Coconut oils also contain four growth hormones, called cytokinins, and three sets of chromosomes – or triploids – that help the development of many organisms. Coconut water is considered the "father of modern tissue culture science".
 - Currently, research is being done to see if coconut can be used in hair regrowth and anti-aging cosmetics.

COCONUT-INSPIRED COCKTAILS

10 with a 2

Ingredients:

- 2 oz. Blue Chair Bay Coconut Rum
- 1 1/2 oz. Pineapple Juice
- 10 Mint Leaves
- Juice of 1 Lime Wedge
- Splash of Symple Sirup
- 1 oz. Light Lager Beer or Club Soda

Instructions:

Shake all ingredients with ice (except for the beer/soda) in a cocktail shaker. Strain over ice into a rocks glass. Top with beer/soda.

Malibu Sorbet Bay

Ingredients:

- 1 Part Malibu
- 1 Part Coconut Water
- 75-100 gr Fresh Coconut

Instructions:

First blend 6-8 ice cubes in a blender until crushed. Add the rest of the ingredients and blend until smooth.

El Kokoloko

Ingredients:

- 1 oz. Don Q Gold
- 1 oz. Don Q Coco
- 1 oz. White Creme de Cacao
- 1 oz. Coconut Milk
- 1 tsp. Sugar
- 1 tsp Unsweetened Cocoa Powder

Instructions:

Shake rums, creme de cacao and coconut milk. Rim rocks glass with sugar and cacao powder mix. Fill glass with ice. Strain drink into glass.



Strawberries & Cream

Ingredients:

- 1 1/4 oz. Admiral Nelson's Coconut Rum
- 3 oz. Strawberries
- 1 oz. Coconut Cream

Instructions:

Blend all ingredients in a blender with a scoop of crushed ice and serve.

Piña Thunder

Ingredients:

- 1 1/2 oz. Captain Morgan Pineapple Rum
- 1/2 oz. Lime Juice
- 1 oz. Goya Cream of Coconut
- 1/2 oz. Goya Coconut Water
- 1/2 oz. Goya Pineapple Juice

Instructions:

Combine all ingredients with ice in a blender and serve.

⊕ *m. Acidum minerale*

⊕⊖ *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*

⊕⊖ *Acidum Vegetabile*

⊕⊖ *Acidum tartari*

⊕⊖ *Acidum Sacchari*

⊕ *Acetum*

⊕⊖ *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

Coconut Rum Cream

There are very few things that remind us of summer on the beach, as the smell of coconut and the taste of rum. Now you can bring these two together in the comfort of your own home.

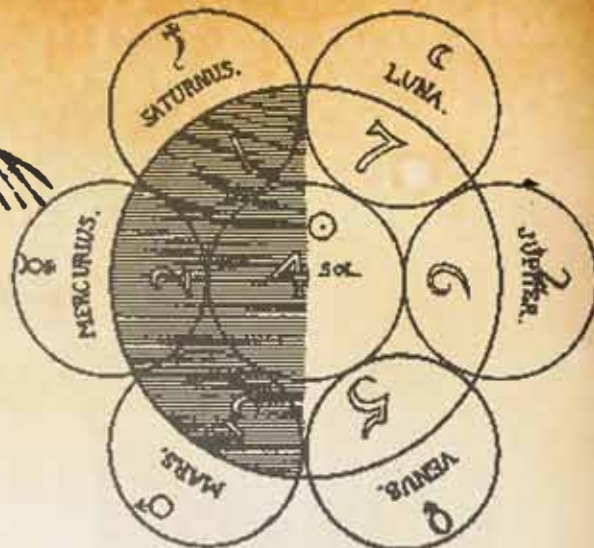
Ingredients

- 1 Cup Sugar
- 1 Cup Water
- 1 Can (14 oz) of Coconut Milk (or make your own, see facing page)
- 2 tsp Coconut Extract
- 1 Cup of White Rum at 50% ABV

Procedure

Make a simple syrup by combining water and sugar, constantly stirring over medium to high heat until it reaches the boiling point. Remove from heat let stand until it reaches room temperature.

Combine the simple syrup, coconut milk and the coconut extract until they are thoroughly mixed. Add the rum and stir until the rum has been fully incorporated. Store in the refrigerator for up to one month. Shake well before serving.



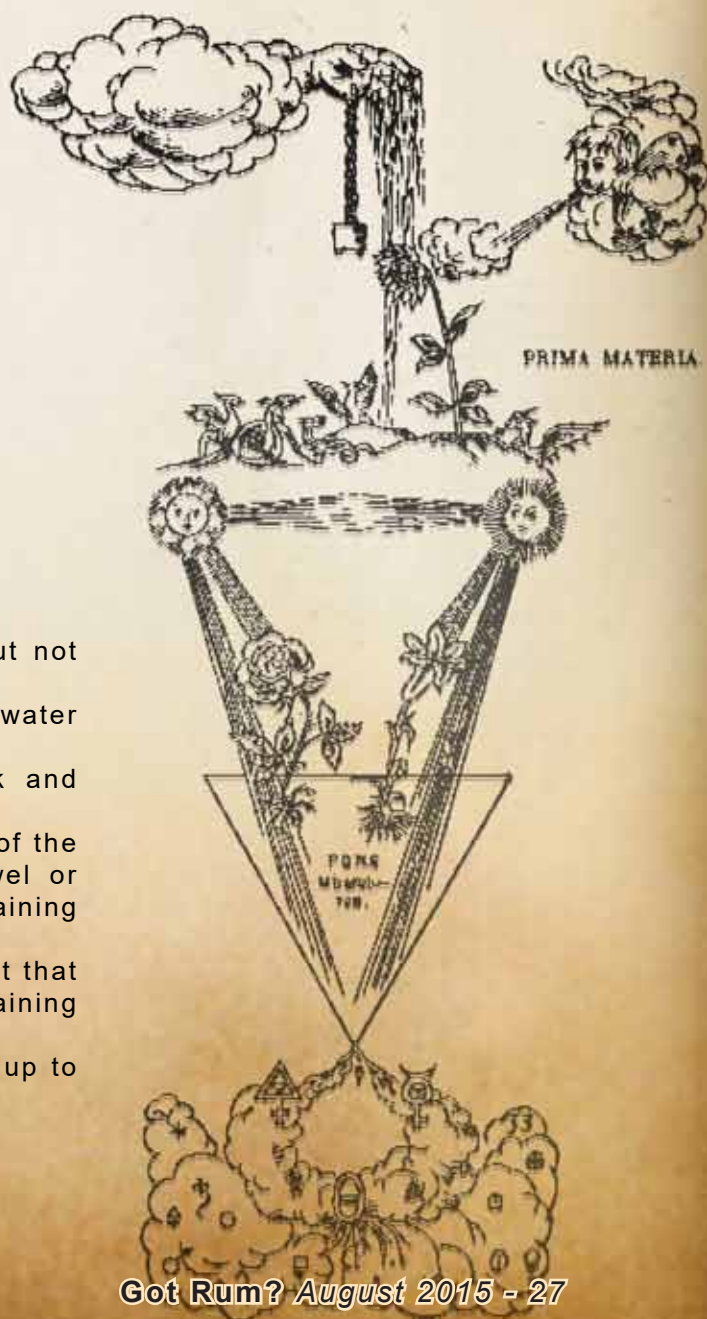
Making your own Coconut Milk

Ingredients

- 4 cups of Water
- 1.5-2 cups of Shredded Coconut (unsweetened)

Procedure

1. Heat water, but don't boil. It should be hot, but not scalding.
2. Put coconut in blender and add water. (If all water won't fit, you can add the water in two batches).
3. Blend on high for several minutes until thick and creamy.
4. Pour through a mesh colander first to get most of the coconut out, and then squeeze through a towel or several thicknesses of cheesecloth to get remaining pieces of coconut out.
5. If you have to split the water, put all the coconut that you strained out back in the blender, add the remaining water, and repeat.
6. Consume immediately or store in the fridge for up to 3-4 days.



THE RUM UNIVERSITY LIBRARY

www.RumUniversity.com



THE Rum[®] UNIVERSITY

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

www.RumBook.com

There is no better book to review in this month, dedicated to the lovely, useful and delicious coconut, than *Awesome Coconut Milk Recipes*, by Nicole Smith.

In addition to the interesting facts about coconut presented throughout the book, the book's value comes from the carefully-selected recipes, especially the coconut-inspired main courses, which include:

- Vegan Egg
- Coconut Curry Lamb
- Pasta Al Forno Baked Ziti
- Chipotle Coconut Creamed Corn

And my personal favorite:

- Hawaiian Banana French Toast

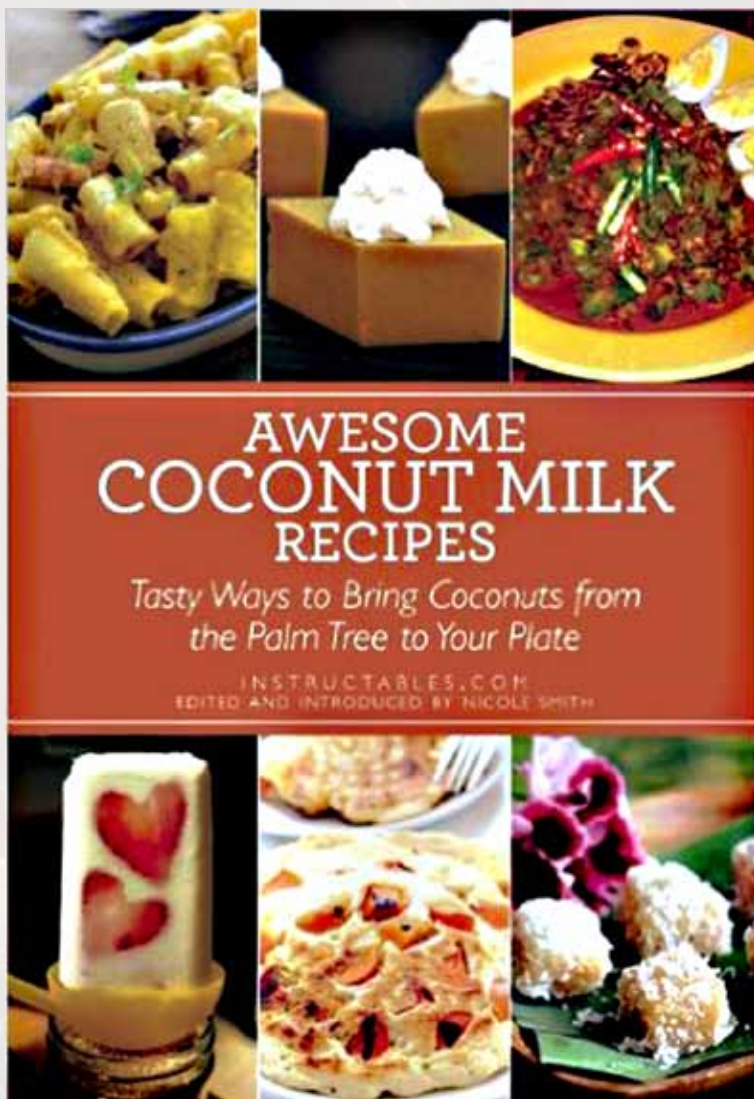
There is, of course, a long list of desserts as well, where coconut plays everything from a minor to a major role, in terms of contributing flavors, aromas and textures. Among the most noteworthy desserts are:

- 100 Calorie Peanut Butter Chocolate Popsicles
- Layered Potato Dessert and
- Green Tea Mochi Cake

The list of yummy recipes goes on and on, including appetizers, drinks and soups. If you are only going to have one coconut-inspired cookbook in your kitchen, this has to be the one.

I hope you enjoy reading –and putting into practice- this book as much as I have.

Margaret Ayala, Publisher
Margaret@GotRum.com



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

3 VINUM ADUSTUM

"Historia Naturalis Brasiliae" devotes a whole chapter, written by Willem Piso, to sugar. Hardly surprising, since the Dutch had gone to Brazil mainly to take hold of its precious sugar. But, like many of his contemporaries, Piso is also struck by the complexity and sheer spectacle of sugar making. At the time in Europe there were hardly any big factories. Manufacturing took place in many small workshops where often a single master worked leisurely, assisted by few apprentices. In sugar factories, on the other hand, during the harvest, "night and day tongues of fire rise up, terrible in their blaze", around which scores of black, half-naked, sweating men bustle in a frenzied way. The sugarcane is unloaded from the carts, cleaned, cut and squeezed. And the juice gathered is boiled in the cauldrons. All in quick, rigorous succession and hurriedly, breathlessly ... a hellish scene, a veritable Tropical Babylon, as a contemporary wrote.

Piso had to understand what he saw, then he had to explain it to his European readers. And explain it in Latin. But the



AHOAY.

Duplex datur AHOAY arbor, altera *Ahoay-guani*, five major, altera *Ahoay-niri*, seu minor, dicta. Propter arboris non solum, sed & fructuum quoque magnitudinem, differunt. Quippe haec postea vix nucem avellanam, cui multum similis est, adaequat: illa plus quam castanearum magnitudinis nuce proferit. In difficiis tantum nemoribus haec arbores reperiuntur. foliis magnis oblongis, detergunt odoris, quarum fructus monstrare, toties negarunt Barbari, praemena ne aliquando in illos haec caderent faba. Cum enim praesentius venenum, quam nucleis praedicti fructus, ab illis nondum sit inventum, id fecerunt sibi servandum arbitrantur, ut tuto veneficia sua diabolica exerceant. Nucleos enim illi in pulverem redactos, variis dolis & tinctis praeparant, & clam ciborum oblationis vel Nicotianae immiscunt, ut ocios vel tardius vires exerceant. Scrupuli enim plus minuse quantitas ore assumpta, graviora facile symptomata, quam ab aliis illis venenis illata, inducit. Quibus specificum antidotum ad haec usque tempus nondum est inventum, quomobrem mortem quanto citius adfert, si generalia & communia alexipharmaca nihil prosint. Horum fructuum putamina, durissima sunt & tinnula, quare ab illis tinnitabulo locum vice usurpantur, & brachii pedibusque circa talos in saltationibus potissimum circumdantur ornatus gratia. Quo modo filis & gossipio inter se connexa sint, videre est ex Icone, quam dedit C. Clusius in Exoticis, in notis ad Historiam Garciae ab Orta, lib. II. cap. XI.

GUILLIELMI PISONIS. M. D.

LIBER QUARTUS,

Qui agit de Facultatibus Simplicium.

CAP. I.

De Saccharo.

ROSTRUM illa America pars, quae nunc vulgo BRASILIA dicitur, inter duos fluvios *Maranibon* & *de la Plata*, sita, paulo post Capralis accessum à Vesputio Emmanuelis Regis Portugalliae auspiciis, paulo accuratius anno circiter 1500. esset explorata, Lusitani, intra promontorium Olindae amoenissimum & insulam *Itamaracam*, primum littora antea incognita legerunt. Ubi juxta rupem fissam Brasilianorum tuguriis conspectis, ad terram appulcrunt, & de nomine loci solliciti, quantum potuerunt inquirentes, *Paranamuro*, hoc est, mare perforatum vocari, à Barbaris responsam tulerunt. Unde hodie quoque omnium Praefecturae Brasilensium felicissima & princeps, idem nomen obtinet. Cujus recessus cum altius explorarent, indignum existimant, ligno rubro, licet maximi proventus ad tingendos pannos, acquiescere: praefertim cum praeter confragosos montes & salus inaccessos, miro Dei beneficio, longe lateque partim in planities solutas, partim in colles clementer assurgentes terras conspicerent, tum & praestantissimis fructibus & frugibus Europaeis invecitis, mirabili proventu, ea producere & fecundificare experirentur. Tandem fecundum hoc solum cannis Sacchariferis aptissimum judicant: easque à campellibus quondam hominibus detectas in Insulis Fortunatis, huc detulerunt, quae tandem ob suavem succum quasi ad manus traditae, usum quem pollicebantur, olim silvestres, nunc excoltae & domesticae, toto fere generi humano praestant. Ita ut coeleste hoc donum, Artico mellis multis partibus praefereendum, excelsis inclusum arundinibus, hisce regionibus imprimis concessum sit. Equibus tum aquaria mola, tum boum indefesso labore agitata, dulcissimus liquor expressus, in aenis excoqueretur, quemadmodum hac sequenti imagine expressum videtur.

Multa hodie Lusitanorum & Batavorum hujus generis machinae hic conspiciuntur. Nec ulla hujus terrae merx est, ex qua plus lucri & emolumenti ad negotiantes redundet. Nam Saccharorum ex omni Brasilia olim colligebantur Arobae decies centies nulle, idque quotannis, atque in Europam deventa, certissimo compendio divendebantur.

In Aegyptio Sacar Arabicum (unde Saccharum nostrum dictum voluit) ex humili & exigua planta, instar crystalli vi Solis coagulatur. In India vero Orientali, ex *Maula* arbore arundinea (vide Garc. ab Orta cap. XI.) & nodosa, populo insigni non absimili, *Sacar Manhu*, quem

ancient Romans, whose language he wrote in, did not use sugarcane, sugar factories, sugar, stills, distillation or spirits. It was therefore necessary to introduce new words into Latin, such as *caldo* for the juice of the cane. Or bend old words, born in an entirely different context, to make them express a new meaning; so, *vinum*, wine, becomes a general term for every fermented beverage.

After describing how sugarcane was squeezed and the *caldo* collected, Piso writes: "Thence, mixing some water with it, they make also a wine, popularly called *Garapo*: local people ask for it greedily and on it, if it is aged, they get drunk." So far, nothing new: we already knew that a fermented beverage obtained from sugarcane, here called *Garapo*, had been widely drunk

in Brazil, for more than a century, by slaves, natives and poor white people. What additional information Piso gives us is that, sometimes, it was deliberately aged. But why? Did its quality improve through ageing? I don't understand, I would entreat all of you to enlighten me.

He then goes on:

"So, from this first liquid [that is, the *caldo*], sugary wine, *vinum adustum*, *acetum*, cooked honey and sugar itself can be prepared."

Let us give a good look at this list. Sugary wine is *Garapo*. *Acetum* is raw juice mixed with water, after a few days it went sour and was used in medicine. Cooked sugar is molasses. And sugar is sugar.

quenti *Tubexar* appellant, viscosum albicantemque liquorem promanare constat, ut Avicenna, Rhafis, & Serapio testantur. Tamen alterutrum vel inita qualitate, vel conficiendi dexte-



tate adaequari huic arundinaceo posse, nemo credat. Planta siquidem haec nostra fruticis inflat firmitate praedita, succo dulci turget. Silvestri arundini externa facie est similissima, nisi quod haec crebrioribus articulis aliquando distinguatur, imprimis si anni, terraeque intemperies minus respondeat. Quo enim majora internodia, eo feliciter messem, quo breviora eo infeliciorem agricolae praenuntiant.

Haec arundo, *Faba* Brasiliensibus dicta, minus in montibus & collibus, licet irriguis, quam pratis glebois & pinguibus, luxuriat, sicuti videre est in Parnambucensis praefectura maxima fertilitate & plantae aëris, optimeque canni feris: qui in clypeis undique annis dividuntur, & à pluvias & inundationibus ripas egredientibus rigantur: quarum beneficio à formicis exterius infectis noxiis liberantur, sicut per nivem in Europaeis regionibus solent. Sed nulla digressione ad propositum redeo.

Primo agri vomere invertuntur, cratibusque aut ferro ancipiti laniantur, inque rectos & aequaliter distantes sulcos profcinduntur. Quibus cannarum talea ita inhumantur, ut summities utriusque se contingant: atque ea ratione lacuna vomere facta, manent repleta, quae ipsa eadem terra postea adimpleatur. Plus terrae astate, qua operiantur, requirunt, ne intensior Solis aestus penetrat, cannaeque exsiccent: Hyeme vero minus, ut facilius uligine imbuantur, & terrae pondus germinationem retardet. Quo major humiditas, eo citius exurgit arundo, hincque quilibet articulus novam producit cannam, ab omni parte cannas suas ex radice, ex lacuna cui imposta est, extendens. Nodo cannae circumcirca pullulat tunio, à quo, terra incumbens, truditur, frutisque emergit: ita ut decem aut ad summum duodecim mensium spacio, canna maturefcat, inque iustam longitudinem excrefcat. Expertiores agricolae menses Augustum & Ianuarium plantationi consecrant. Augusto tamen, qui mensium hibernorum postremus, felicitus haec instituit, quod tellus novissimis pluvias inibuta, plantas suo gremio mollius foveat.

Arundo maturata tempore praefato excinditur, nonnunquam & ad annum usque sequentem in agro relinquitur, & tunc canna vetus nominatur, quasi seges restilis. Iuxta hoc tempus nova denuo progerminat, quae postea simul cum veteri refecatur. Si intra biennium non scindatur, nullus exinde pretii habetur: paulatim enim in agro marcescit, ac deficiente humore extinguitur, nisi forte peculiari terrae beneficio prorogetur ultra ordinariam durationis tempus. Plantae tenellae & juvenes bene inhumatae, denuo propagari nunquam fere indigent, quod duritiam temporis non emoriantur, ne ad quadraginta vel quinquaginta annos quidem: ita ut suapte natura vel nemoris durationem adaequare valeant, nimirum solo bene pingui, nam quae in sitienti & arduo crescent, vix ultra quinquennium vivunt. Interitum autem ex accidenti cannis inferunt, siccitas, caries, potissimum vero si immisso astate incendio, nec superveniente pluvia ad radicem usque praenitia siccitate comburantur, magno hercle postea totis damno. Proinde quae cannas inutiles & frugiperdas exstipare, suoque bono comburere cogitat, ut novae renascantur, hyemio tempore, non aetivo, hoc instituit. Inmodica quoque inundatione cum nulla caliditate, emergunt, cannae suffocantur: ita ut utriusque ex cillis, nimio aestu exarefcat, nimiaque fluxu omni illuvie, eaque stagnante refrigerentur, unde stirpis evelli, aliaque de novo plantari postulant. Genus denique quoddam vermiculi nigri alati *Gurapana* Brasilienses, *pao de Galinha* vulgus appellat, in locis potissimum uliginosis, radices corrodit, cannaeque interimit. Postremo ab herbis voluntariis male illis sit, quae mirum in modum sepe

luxuriantes, huic sativis admodum obesse solent. Proinde singulis annis ter quaterve, imo & saepius aliquando, si terra possidet, ager à noxiis herbis liberetur, idque tanquam, donec ad tantam maturitatem pervenerint taleae, ut suo robore zizaniis obtuti possint. Terra si quidem earum herbarum quas sponte profert mater est, ceterarum vero quas quasi vi coacta suscipit, saepeque invita fovet, noverca iudicatur.

Porro cannae maturae factae, circa fundum ac in ipso geniculo abscinduntur, quod in eo aqueus quidam humor contineatur. Mox amputata, frondibusque, quibus maximam partem vestiuntur, resectis, in fasciculos coguntur & curtui imponuntur.

Molendina tribus gravissimis axibus ex solidissimo ligno confectis, circularisque ferreis obductis, nituntur. Inter quos arundo continenter inserta & axium se contingentium angustia compressa, liquorem fundit dulcissimum. Mola aquaria nullis indiget jumentis, quae siquidem impetu circumagitur, quae longissimo canale deducta, lapsu impetuosa & cetero in super nos eximiae magnitudinis rotae lintres decedit. Quod quidem licet celerius fiat, & usque sacchari inde redundet, quam à sex vel octo robustissimis bobus: eorum tamen contentione exactius & fidelius canna exprimitur.

Ceterum liquor hic qui in Saccharum ipsum postea abit, ad viginti quatuor duntaxat horas durat. moxque acefcit, & ad conficiendum Saccharum proptus fit inidoneum: sed si diutius fervetur, bonum inde nascitur acetum.

Axes asserescere per quos succus expressus fluit, tum & alveus, per quem decedit, his spacio viginti quatuor horarum, vel una Tareffa (Tareffa est spaciū terrae, cuius quadra viginti circiter est passuum, & tot cannas profert, quot per diem Naturalem moli possunt) lavari debet.

Canna primo à tergo axium excepta, vicino denovo immittitur, ut si quid succi in ea sit reliquum, penitus exprimatur, tunc *Bagassa* vocatum, quod tanquam inutile excrementum flammis absumitur. Adeo corroscentes & formidabiles, nocte dieque construuntur ignes, qui alienis subijciuntur, ut à quindecim lignorum vehibus ad quadragesimam usque spacio diei naturalis, pro ut cruditas liquoris requirit, absumantur, integraq; *Alva* excindantur.

Succus quem *Caldo* vocant Hispani, per canales & ductus ligneos, in amplissimos areos caecobos derivatur, in quibus continenter, nunc vehementius nunc lenius, toto quo mola agitantur tempore, fervescit, frigidaque asperione intensior ebullitio coëctetur, ut substantia minus consumatur. Ab hoc succo in primo aheno consistente, modicoque substructo igne, paulo saeculentior & copiosior spuma auferitur, vocaturque *Cagassa*, quae solis pecoribus cicam potumque suppeditat.

Sublata *Cagassa*, liquor seu *Caldo* in proximum ahenum, *Caldera de mellar* Lusitanis, effunditur, in quo coquitur & praerandi cochleari, crebris foraminibus pertuso, à fordibus liberatur. Ut exquisitis immundities fecernatur, forte quoddam lixivium affunditur. Hinc per linteum percolatur, ac tandem succus eo pacto novissimum excrementum, si quod habet, deponit. Haec faeces mancipiis victum sufficiunt, qui iis contenti tam improbos atque indefessos labores exhaustiunt: quippe toto semestri aestivo, noctes atque dies perpetuo molendina



agitantur. Vinum quoque exinde, vulgo *Garapa* dictum, conficiunt, intermiscendo aquam: quod avidissime experitur incolae, coque, si vetus sit redditum, se inebriant. Vinum itaque Saccharum, vinum adustum, acetum, mel coctum, ipsumque Saccharum ex primo hoc liquore concinnari possunt.

G 3

Porto

So, what is *vinum adustum*? The literal translation is “burnt wine”. Evidently, another beverage, besides *Garapo*, was obtained from sugarcane. A beverage which was made by burning the *Garapo* itself. And maybe this is what Piso refers to when he writes “and on it, if it is aged, they get drunk.”

But in the Piso’s Netherlands a burnt wine was already widespread. It was made by burning, that is, distilling the wine made from grape juice and it was extremely strong. It was called *gebrande wijn*, which means, more or less, burnt wine. Better known as Brandy.

Piso must bend his Latin to describe something which in Latin did not exist and which is similar to Brandy. He is telling us that the fermented cane juice was then burnt, that is, distilled in a still, as they did for Brandy, resulting in a strong new beverage.

He does not have a specific name for it yet and, basing himself on the production process, calls it *vinum adustum*, burnt wine. But now we can call it by its real name: Rum.



Master Piece *In a* Bottle

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



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RUM IN THE NEWS

by Mike Kunetka



NEWS

SINT MAARTEN GUAVEBERRY RUM

If you have taken a Caribbean cruise, more than likely you have been to Sint Maarten or St Martin. One of the most popular take-home souvenirs from the island has always been Sint Maarten Guavaberry Liqueur, a tasty blend of fine oak-aged rum, cane sugar & wild Sint Maarten Guavaberries. The rare fruit is found high in the warm hills in the centre of the island and is not at all like guavas. On your next cruise, be sure to visit the Guavaberry Emporium, where you will find other great liqueurs. Old Oranjestad Orange Rum is made with old oak aged rums and flavourful wild Caribbean oranges and with a small amount of local guavaberries. Guavaberry Brand Island Vaanilla Golden Rum Liqueur is made with vanilla beans which are grown and harvested in the Caribbean. Guavaberry Brand Passion Fruit Rum Liqueur combines Passion Fruit and select golden Caribbean Rums with a tiny hint of Vanilla from Guadeloupe. There is a Wild Lime and a Mango liqueur, and some consider their Island Almond as the Amaretto of the Caribbean. Rum fans should also try their 5 Year Old and 8 Year Old Republic Rums, unsweetened golden blends of the fine Caribbean Rums, the youngest of which are aged in oak for five and eight years respectfully. The good news for us landlocked fans is that Opici Family Distributing has picked up the line and will be selling it in markets in Connecticut, New Jersey, New York, Washington DC, Maryland and Florida.

THE 5TH CARIBBEAN RUM AND BEER FESTIVAL

If you need it, here is another good reason to visit St Maarten. It has become the latest host country for the roving Caribbean Rum & Beer Festival which will take place

on November 6th & 7th. Now in its fifth year, the festival brings together some of the finest rum and beer products from the Caribbean and beyond, in a vibrant setting complete with Caribbean food, culture and entertainment. This year's festival will take place at the Sonesta Maho Beach Resort & Casino in St Maarten.

BACARDI

It has been a busy month for Bacardi.

On July 1st, Bacardi Global Travel Retail announced the launch of Single Cane Estate Rums, a distinctive collection of premium, aged rums from exceptional sugarcane estates across the Americas. By crafting each rum entirely at a single source in small batches, each expression is unique and fully captures the unique character of its home.

The initial launch of Single Cane Estate Rums comprises two variants – Worthy Park Estate from Jamaica and Consuelo Estate from Dominican Republic. Worthy Park Estate rum is a warm amber rum, distilled in small batches, using sugar cane harvested from the heart of the Lluidas Vale in the temperate microclimate of the Jamaican Cockpit Mountains, 1200 feet above sea level. The altitude slows the ageing process and allows the smooth and rich flavors to develop gradually. After a watchful fermentation, traditional pot stills are utilized to create the base rums that are selected for aging in American white oak casks between two and five years.

Consuelo Estate rum is a smooth golden rum made from the juice of virgin sugar cane, grown in the coastal plantations of south-eastern Dominican Republic, where local farmers have harvested the sugar cane by hand for generations and are highly

These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send an email to Mike@gotrum.com. Mike Kunetka is a landlocked rum enthusiast, he is based in Colorado, USA and is our newest contributor.

experienced in selecting only the best varieties when the crop is ready. The rum is shaped by a unique microclimate whose lush fields are exposed to Caribbean sun and cool winds from the sea, resulting in ideal ageing conditions. Single Cane Estate Rums will initially be available in Heinemann airport stores in Frankfurt, Hamburg, Berlin, Vienna, Oslo, Copenhagen, Istanbul and Riga.

On July 7th, Bacardi announced that it had expanded its portfolio of super-premium rums with the acquisition of Banks rum. The award-winning BANKS portfolio includes BANKS 5-Island Rum, BANKS 7 Golden Age Blend and various limited editions. Created by Founder and Master Blender Arnaud de Trabuc, and inspired by the travels and discoveries of legendary 18th-century British explorer and botanist Sir Joseph Banks, Banks Rum is blended according to a secret formula developed by blending rums from up to seven different origins including Trinidad, Jamaica, Guyana, Barbados, Panama, Guatemala and Java. The final blends are aged in previously used bourbon barrels.

On July 8th, Bacardi announced it had completed an acquisition of Leblon Holdings LLC and its LEBLON® Cachaça brand after serving as a significant minority investor for several years. LEBLON is a premium artisanal cachaça produced at Maison Leblon in Minas Gerais, Brazil's fertile agricultural heartland. LEBLON is a favorite cachaça in top culinary and mixology venues in Brazil, where cachaça is the national spirit.

BRUGAL RUM

Once again, the Edrington Group is releasing a high-end, limited edition rum under its Brugal brand. Brugal's Papá Andrés 2015 Alegría Edition is a 40%-abv Dominican rum sourced from the Brugal family's private reserves in Puerto Plata. Created by master blender, Jassil Villanueva Quintana, a fifth generation member of the Brugal family, this is a bright rum with a rich golden-amber

color. Traditionally enjoyed only at important family celebrations, this private reserve rum came to be known as Papá Andrés, in honour of the company's founding father, Don Andrés Brugal Montaner. Only 1,000 decanters of the special edition are being released—retailing at \$1,500 apiece—with all proceeds going to the brand's charitable Brugal Foundation, which seeks to reduce poverty in the Dominican Republic.

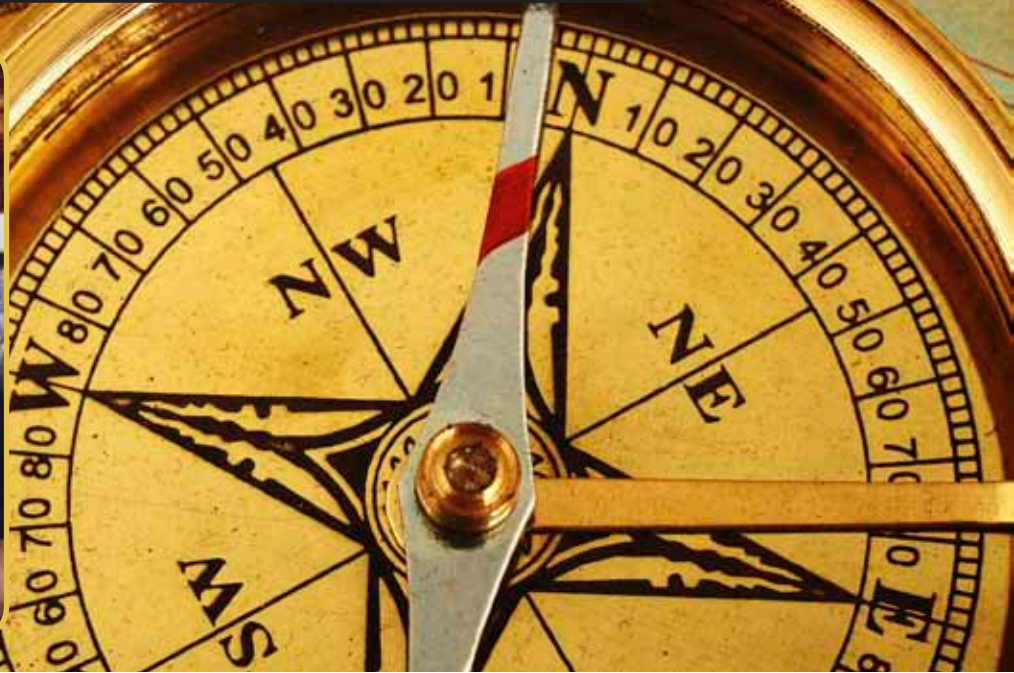
CARIBBEAN JOURNAL 10 BEST AMERICAN RUMS

On July 4th, the Caribbean Journal, an electronic newspaper with original content covering news, travel, politics and opinion from more than 20 countries and territories in the Caribbean, announced their list of the Top 10 American Rum Brands. Note that the list intentionally leaves off any brands from Puerto Rico and the American Virgin Islands. This year's list includes Siesta Keys, Papa's Pilar, Richland's, Lost Spirits, Thomas Tew, Koloa Rum, Dancing Pines, St. George, Bayou Rum, and Maui Rum.

MOUNT GAY

Mount Gay Distilleries announced the acquisition of nearby land that formed part of the producer's original 18th century estate with the intent of creating a "luxury terroir rum". Rémy Cointreau, Mount Gay's parent company, confirmed the purchase of a 134-hectare parcel of land surrounding the distillery, including the sugar cane plantation that supplied the distillery during the period its rum production was being refined by namesake Sir John Gay Alleyne. Rémy Cointreau's CEO, Valérie Chapoulaud-Floquet, stated "We saw this unique opportunity as a sign to pursue our goal to create a true luxury rum brand. Here in Barbados, we now gather together all the elements to foster the legacy of Mount Gay Distilleries: authenticity, history and terroir, with a single-estate rum, a genuine Barbados historical 'château'."

PAUL'S RUM JOURNEY



This June, at the invitation of the West Indies Rum and Spirits Producers' Association (WIRSPA), twelve North American journalists gathered for an opportunity to visit the island of Hispaniola and the operations of three rum companies in the Dominican Republic and Haiti. When the trip began my familiarity with the works of WIRSPA was limited to the Authentic Caribbean Rum marque. The ACR marque was developed to symbolize the quality and authenticity of the rums produced by the companies that are WIRSPA members. It has been used in campaigns across Europe and is now launching in North America with a series of trade seminars.

As I have visited rum companies across the Caribbean and the Americas, I have often observed how they use or dispose of their waste and by-products and their green initiatives. In the not too distant past, companies would often dump their waste in the ocean or store it in caves or dumping grounds. This led to unforeseen environmental impacts that are still being addressed today.

WIRSPA, through its Capital Investment program, has been assisting companies in the implementation of programs that help them manage their environmental impact. For example: On our second day of the trip, we traveled to Alcoholes Finos Dominicanos (AFD). This distillery provides the rum for Ron Barcelo and was one of the greenest, self-sufficient, large scale operations I had ever seen. AFD produces around 16 million liters of alcohol a day, 335 days a year. During the tour we learned that the chemicals from the stripping run are extracted and stored for resale. The bagasse is sent to the incinerators that



Photo Credit: Authentic Caribbean Rum



help power the operation. The ash and biomass is then blended with the waste water and used to fertilize the sugar cane fields around the distillery. CO2 is captured and bottled for sale to beverage companies. The alcohol produced is then shipped to Barcelo or exported out of the country. On a side note AFD has also implemented some educational incentives and outreach programs to the communities around the distillery that help grow the sugar cane used in their production.

From AFD we traveled to the Barcelo aging and bottling center which also featured a visitors' center and museum. This was a pretty standard experience until we got to the cooperage room. There we got to watch them revitalize rum barrels by stripping the old char, inspect and if needed replace barrel

staves, then rechar the barrels to the toast needed for the day. With the barrel shortage the market is currently experiencing it was good to see a company making the most of this resource.

During our time in the Dominican Republic we also visited the Brugal Aging and Bottling facility in Puerto Plata. While there we toured their aging houses, bottling/ packaging facility and tasting room. Brugal has been one of the top selling rums in the Caribbean for years. They currently produce seven million cases of rum per year in San Pedro de Macoris, 70 km east of Santo Domingo. Since we did not have the opportunity to visit their distillery, I requested information about their environmental efforts. They notified me that in 2012 they changed from heavy fuel oil to natural and bio gas earning the company a national environmental award. It was also noted during distillation they recover on average 8,000 tons of CO2 a year, 60 % of their waste water is repurposed and 75 tons of solid waste is recycled. After our visit we spent the



All Photographs on this page: Authentic Caribbean Rum

afternoon in Puerto Plata and then flew back to Santo Domingo for an eventful evening.

While we were visiting Puerto Plata, WIRSPA representatives met to discuss and make decisions concerning the future of the organization. That evening at a reception we heard speeches about the future of the organization as well as U.S. subsidies and how they affected the marketplace and hopes of continued negotiations that would create a fairer market environment than what currently exists.



Photo Credit: Authentic Caribbean Rum

The fourth day of our trip our intrepid band of writers flew to Port-au-Prince, Haiti to visit the Rhum Barbancourt distillery. After we cleared customs we loaded up in our van and sped through the city. Port-au-Prince has very little in the way of highway infrastructure. During our travels we only saw a few red lights and the city's first overpass is set to open in late 2015. This led to a fun and somewhat chaotic ride with lots to see and discuss along the way. On the surface we witnessed a busy city with a vibrant street scene with loads of vendors selling mostly to residents in the surrounding neighborhoods. Gradually we saw more tailoring of goods to the tourists closer to the city's famous Iron Market and other monuments. It was explained to me that after the 2010 7.0 magnitude earthquake, most of the middle class had abandoned the country. This has left the nation with a 50% unemployment as industries have been slow to return to the country. The lack of capital investment has been challenging, but the city is finally seeing its textile and electronics factories come back on line.

As we approached the distillery we found ourselves surrounded by fields of sugar cane and homesteads for the farmers. I later learned that the company has 600 hectares of land dedicated to sugar cane production. After we arrived and had introductions and refreshments, we were allowed to tour the distillery. After the earthquake, it took Rhum Barbancourt several months to get their operation back on line. One of the things that will always stand out about this tour is how thoroughly they displayed their processes. We witnessed the cane coming in from the fields, it getting weighed and then piled where it is then transported to the crusher. At the crusher we witnessed the sugar cane juice get harvested and



Photo Credit: Paul Senft

moved to distillation tanks. The cane juice ferments for three days, becoming “cane wine” with roughly 7% alcohol content. Throughout the tour our guides changed - each one sharing details about different parts of the operation. Rhum Barbancourt, like AFD, incinerates their bagasse; however, instead of repurposing their ash they gather it in barrels for offsite disposal. It was noted that the waste water is considered too valuable to waste, so it is reused throughout the distillery for various purposes.

Our tour continued into the guts of the distillery: climbing catwalks and viewing the column stills in action. The heat was intense as the operators climbed around us making sure everything was functioning perfectly. Everyone I chatted with was very knowledgeable and it was easy to tell how much pride they had in their work. We departed the distillery and walked over to the aging houses witnessing firsthand the large limousine oak vats and rows and rows of barrels. It was here that we learned how the earthquake had destroyed barrels, caused many to roll off their perches, and damaged aging warehouses. WIRSPA grant money was key in helping the company get their operation back on line and restore the warehouses with materials needed for aging including several of the huge aging vats. Our last stop of the tour took us to the blending and bottling



All Photographs on this page: Authentic Caribbean Rum



room and we witnessed a large team of workers filling and boxing bottles of Rhum Barbancourt Three Star for the market. We returned to the reception tent and took part in a tasting hosted by Thierry Gardère that included their full regular line and one unnamed product that is in development.



Photo Credit: Authentic Caribbean Rum

U.S. Television media tends to focus on the negatives of what is going on in Haiti, but I chose instead to see the beauty in the landscape and its people. Their dignity and force of will to carve a life for themselves is worthy of admiration. The middle class that abandoned the country after the earthquake is now being replaced by a new one as industries return and a new merchant class rises. It is obvious in talking to the people that Rhum Barbancourt is revered because, between the distilleries and cane fields, they have been one of the most stable employers of the people.



Photo Credit: Authentic Caribbean Rum

Friday morning our group departed for the airport and returned home with brains and notebooks full of the knowledge we had gained from this interesting experience. WIRPA/ACR as an organization has done a lot of surprisingly good things for its member companies and now finds itself at a crossroads as members decide its future direction. Meanwhile the

organization continues its program to educate the North American and European markets about the ACR marque and negotiate for a stronger place in the world market. It will be interesting to witness what happens next as the decisions made now will have ripple effects that affect the rum industry around the world.

EXCLUSIVE INTERVIEW

by Margaret Ayala



L to R: Thomas Kliebert III (Assistant Production Manager and Product Development), Tom Kliebert (owner) and Walter Schmidt (distribution and marketing)

We have seen over the past few years an increase in the number of small distilleries in the USA making craft rum. Tucked away in the small town of Paulina, Louisiana, at the end of a breathtaking drive surrounded by sugarcane fields, is a little piece of heaven called River Road Distillery, owned by Mr. Tom Kliebert. Luis and I had the pleasure of visiting the distillery and staying at the Bed and Breakfast next door. What a fantastic way to get some R&R and drink some good local rum!

I am very pleased to share with our readers this exclusive interview with Mr. Kliebert. I hope many of them will have the opportunity to go out and visit River Road Distillery, taste their rum, relax at the B&B and experience authentic Louisiana hospitality.

I wish Mr. Kliebert and his team much success and I look forward to repeating the experience in the near future.

Cheers!

Margaret Ayala, Publisher



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

Tom Kliebert, I am part owner and the distiller for River Road Distillery located in Paulina, Louisiana on the River Road situated on the Mississippi River.

Can you tell us a little bit about River Road Distillery and what inspired you to start your own distillery?

Well my children have all grown, are off on their own, so as most parents know that frees up some time! I have always enjoyed rum and my wife, Mary, and I have enjoyed rum from various areas in our travels. One day several friends and I were sitting around and, probably having enjoyed a little too much rum, started talking about making our own.

After all, we are sitting here in the middle of some of the finest sugarcane in the world so



why not give it a go. I have a big tobacco barn that was sitting unused so that made me think we could give it a start without a large financial commitment. So one day I mentioned it to Mary and of course her question was WHY? And all I said was “Just Because” and now three years later here we are.

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

I guess it is pretty much the same as any other true craft distillery. Checking on fermentation to see when the molasses is ready for distilling, making the stripping run, and spirits run. And of course we spend a fair amount of time on labeling and filling bottles. We are very hands on in our process with little to no automation. We are keeping with the art of the craft.

What has been your greatest challenge since you decided you wanted to have your own distillery?

From a business stand point the greatest challenge has been keeping up with the forms and record keeping. The TTB and Louisiana’s ATC have been great to work with and very helpful, but the fact remains there are a lot of forms and reports to keep up with on a daily and monthly basis. From the operation side, my greatest challenge has been getting the distillation just right. Finding the right place to make the heads and tails cut so we can produce that quality profile that we enjoy and can enjoy sharing with others.



Blackberry Coconut Sour

Ingredients:

- 2 oz. Kicking Mule Rum
- 1 oz. Blackberry Syrup
- 2 oz. Coconut Water
- 1 Whole Lemon

Directions:

In a 16 oz. stemless wine glass filled with ice, add rum, blackberry syrup, coconut water and juice of lemon. Shake and strain over fresh ice. Garnish with a lemon wheel and blackberry floating in the middle.



Do you have any advice for someone who is considering opening up their own distillery?

You probably don't have enough time on the advice I would like to give. A book on opening a distillery might be in my future for another day. But if I had to give one piece of advice it is to get with a good consultant and follow the advice you pay for.

What rum(s) do you currently produce?

We have only recently received our final license from the local level so we are only making a white rum at present. Our spiced rum is pending approval and we hope to have that out within the next two or three months. Then two or three months behind that we hope to have a specialty flavored rum.

What inspired you to call your rum, Kicking Mule? Is there a story behind this name?

A lot of people have been asking the same question. In selecting a name I was trying to come up with something somewhat unique and catchy. When our children were growing up we raised and exhibited livestock. We always had a small mule around to help keep away stray dogs and coyotes and help halter break the show calves. The mule would love to run around and kick high in the air. So after tossing around several names, one of my daughters came up with the idea as she was looking at the mule in the pasture one day.

We thought it had a good ring to it and would be easy for people to say "hey bartender – give me a Mule and Coke".





Where is your rum available for purchase?

Our rum is available for purchase at the distillery and various stores in the South Louisiana area, some of which are listed on our website, www.riverroaddistillery.com. We also have several restaurants and bars that are featuring drinks made with “Kicking Mule” on their menus.

What is your favorite Kicking Mule cocktail?

Blackberry Coconut Sour. (Photo and recipe provided on page 44).

Do you offer tours of your distillery and do you have a visitor’s center?

We don’t offer an official tour at this time. Of course when customers stop in to make a purchase we are more than happy to show them around.

There are other rum distilleries in Louisiana, what sets you apart from them? (Discuss your Bed & Breakfast)

We have several other rum distilleries in Louisiana that are making some really good spirits. I think that we are a little different in that we are situated on River Road right adjacent to the Mississippi Levee and next to Auberge Du Chene Vert, a bed and breakfast run by my wife that was my family home, www.aubergeduchenevert.com. The house sits under several beautiful large oak trees which make a very nice setting to sit back and enjoy a cocktail made with “Kicking Mule Rum”. With Louisiana and increased focus on tourism, I see a very good possibility of a “rum trail” in the future and with the bed and breakfast that would be a real good fit.

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

The best way to reach us is by email at rrdistillery@gmail.com or snail mail at River Road Distillery, 2151 Kliebert Road, Paulina, LA 70763.

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

Yes; we would love for you to come spend a night at the Bed and Breakfast and enjoy a few cocktails under the Oaks.

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Some of us drink because we're not
poets."

~Dudley Moore in the movie "Arthur"

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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).

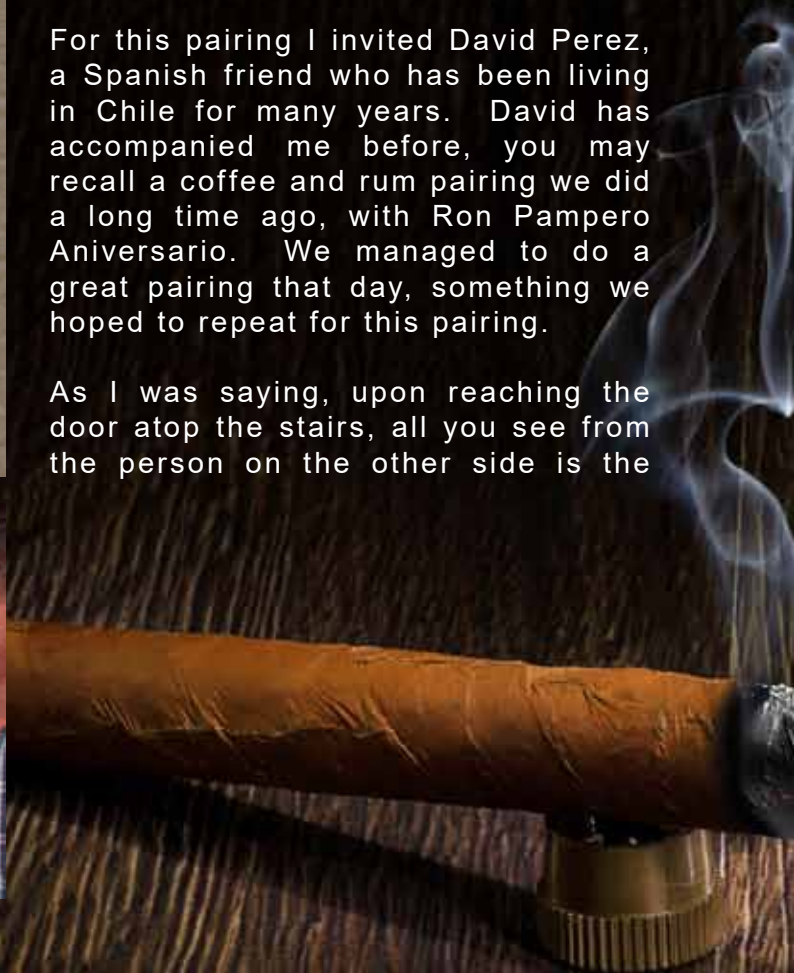


Speakeasy Experience

After a month full of complications, seeking the perfect place where I could smoke a cigar, I finally found what I was looking for: Red Luxury Bar, in Patio Bellavista, Providencia, Santiago (Chile). The bar is located in an area full of bars and restaurants, very popular. You arrive through what appears to be an un-related bar, where they are playing live music. You keep walking until you get to a stair, you go up and reach a door. Upon knocking on the door, a small sliding window is opened and you are asked for a password, which you must have in order to gain access. In other words, a classical speakeasy bar, a concept that is very popular world-wide.

For this pairing I invited David Perez, a Spanish friend who has been living in Chile for many years. David has accompanied me before, you may recall a coffee and rum pairing we did a long time ago, with Ron Pampero Aniversario. We managed to do a great pairing that day, something we hoped to repeat for this pairing.

As I was saying, upon reaching the door atop the stairs, all you see from the person on the other side is the



eyes, through the sliding window. Once inside, however, we had a table reserved and they were waiting for us with sparkling wine and a plate of Iberico ham, sliced and prepared by Jaime, the resident *Maestro Jamonero* (cured ham master).

Behind the bar you can usually find up to three bartenders, who work diligently, empowered by a mighty menu full of distilled spirits, which they use skillfully to produce classic and signature mixology.

For this pairing I selected Ron Centenario 20 Aniversario from Costa Rica, a bottle that is presented wrapped in a leather sleeve. The description states that the rum is a blend of rums up to 20 years old. The rum has a very low congener level, distilled from continuous column to a high proof level and, as far as the age, it is very similar to 7 to 12 year old rums that I've tried before. The rum has accentuated notes of



Got Rum?

caramel and vanilla, and a sweetness level that is along the lines of what mainstream consumers enjoy in their rums (which is high).

I had also reserved a special cigar for this pairing, something I brought back from my last visit to Cigar House in Puerto Rico. This is one of my all-time favorite cigars from Nicaragua, I am talking about Liga Privada Unico Feral Flying Pig, from Drew Estate, the cigar's dimensions are ring 60 and 5-3/8" in length. This cigar format is very unique, due to the way the mouth piece is finished, rolled up and twisted to resemble a pig's tail. The cigar's composition includes a Connecticut Broadleaf-type Maduro Wrapper, Mata Fina Brasileiro binder and Nicaraguan Filler.

As soon as we took the cigars out of their cellophane sleeves, we detected fine chocolate and concentrated cocoa emanating from our hands, with delicate coffee and leather notes. The combination was a veritable winner, even before lighting up the cigars!



We lit up the cigars using standard catalytic lighters, since the shape and manufacture of the cigar allow for a tight and even draw. Once lit, we started the pairing.

Much to our surprise, the first third of the cigar, which was already fabulous, paired up greatly with the rum, possibly due to the tobacco's aggressive, dry chocolate notes, or the earthy and burnt citric notes, similar to those produced by a bartender who lights up the oils from the skins of citric fruits. It truly amazed us how well the rum and the cigar matched up.

As we neared the second third of the cigar, it was evident from the aggressive-yet-manageable notes, that we were dealing with a medium to strong cigar. So in order to bring some freshness into the pairing, we added at that point an ice sphere to each of our rum glasses. The ice allowed for us to perceive more sweetness from the rum, also using more parts of our mouths and tongues. The finish of the rum was shortened by the ice, but the combination allowed us to balance it against the increasing strength of the cigar.

Even though my cigar was burning unevenly at times, it would soon correct itself and, at the end, my impression of the pairing was the same as David's. This was definitely one of my 10 best pairings to date. I definitely recommend all my readers to try this, just remember to add the ice to the rum as you approach the second third, and everything will turn out just fine!

And keep in mind that you can write me any time with suggestions or questions about cigar and rum pairings. I will be more than happy to answer your questions and will be excited to work on your pairing ideas, so you can recreate them later at home, with your friends.

Cheers!
Philip Ili Barake



Credit for all photos: Danna Bordali

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