

Got Rum?®

APRIL 2021

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



**COOKING WITH RUM · ANGEL'S SHARE · CIGAR & RUM
MUSE OF MIXOLOGY · RUM HISTORIAN
RUM IN THE NEWS · THE RUM UNIVERSITY
RUM ASTROLOGY · EXCLUSIVE INTERVIEW**



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FRONT COVER: The Golden Wave

INSIDE SPREAD: Spirits Counseling

FROM THE EDITOR

Are You RTD?

The spirits category continues to grow year-to-year, but also against the wine and beer segments. Much of this growth has come in the form of *Ready To Drink* (RTD) alcoholic beverages, also known as *alcopops*. While it is true that some consumers will drink their spirits “neat” right out of the bottle, the majority of the market needs to have the spirit mixed in a cocktail, something that requires know-how, equipment and specific ingredients. Hence the boom in pre-mixed cocktails, that only need to be chilled before being enjoyed.

Rum-based RTDs have been around for a long time, but their sophistication was somewhat lacking a few decades ago, with only a handful of “Rum and Coke” offerings, primarily made with white (unaged) rum. Then came the canned or bottled Mojitos, with varying degrees of success, mainly due to the focus being on low-cost, rather than on high-quality ingredients.

The emergence of the craft distillery movement drastically changed the focus into a quality-centric existence: not only were consumers ready to pay a premium for above-average products, but craft distilleries simply cannot compete price-wise against the large, often multi-national companies.

It was only a matter of time before the boom in craft spirits made its way into cocktails, as more distributors jumped onboard the craft movement and helped small brands find their ways into bars and restaurants.

Then the pandemic hit, forcing on-premise establishments to close and



then to operate at a limited capacity. Consumers, meanwhile, turned some of their attention towards convenient and tasty beverages to enjoy at home. Apparently there are few things better than alcohol to ease the pain of isolation or quarantine!

Will consumers continue to enjoy RTDs even after their favorite bars and restaurants return to full operation? Only time will tell but, until then, get ready for RTDs!

Cheers,

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!

Transcontinental Rum Line Jamaica WP2012

When I travel if it is possible, I always try and visit bookstores and bottle shops. Much for the same reason you just never know what you might come across. In this case, while visiting a store in Austin, Texas I discovered this private bottling from Jamaica's Worthy Park distillery and could not resist picking it up. The rum was distilled from molasses using a Forsyth double retort pot still in 2012. They aged the rum in a used bourbon barrel for roughly four and half years on the island, then it was transferred to Europe where it was aged an additional year and a half before it was blended to 57.18% (Navy Strength) and bottled. The product was imported to the United States by La Maison & Velier.

Appearance

The 750 ml bottle is a transparent black bottle with an orange security wrap. The colorful labels have quite a bit of information on them sharing the basic details about the product. A quick twist of the cap reveals a wooden cap holding a synthetic cork.

The liquid in the glass holds a light golden fresh straw color (obviously nothing added to darken it), as I swirl the liquid a thin band forms, that transitions to tiny beads that thicken and slowly (I mean, wow, really slowly) descend down the side of the glass before evaporating.

Nose

As expected, the initial pour released a pungent rush of alcohol and funk into the air. I let the glass sit for a few minutes after giving it a swirl and evaluating the pour. Nosing the glass, I discovered acetone, underripe banana, molasses,

raisin bread, fresh orange zest, crisp apple, with a hint of salty brine before it fades with a note of earthy fresh mowed grass.

Palate

The first sip of the rum punches you in the mouth with a hot black pepper entry. As the heat of the immature alcohol fades a molasses and caramelized sugar note linger on the tongue. Additional sips revealed notes of mocha, anise, cooked sweet pineapple, nutmeg, copper, strawberry banana flambé and dry roasted peanuts. As the flavors of the rum begin to fade the brine note lingers under the alcohol notes in a swirl of acetone, black pepper, char and pencil lead. This rum finally fades away with a sweet caramel note punctuating the experience.

Review

As my last sip from the tasting fades, I have to say I am glad I picked this rum up. The exploration was quite fun with lots of twists and turns as the flavors revealed themselves in a twisty labyrinth of sweet and savory flavors. The Transcontinental line of rums is a celebration of how rums would have changed during aging while being aged in both continental and tropical environments. I am now curious about the other releases in the line and will pick them up when I spot them.



www.worthyparkestate.com

THE ANGEL'S SHARE

by Paul Senft

Don Q Piña

Serrallés distillery in Ponce, Puerto Rico, producers of Don Q rum has released a new pineapple flavored product for their lineup. The product is rum that has been aged 12 to 18 months in used American White Oak bourbon barrels, then blended with “natural essential flavor and extraction of real pineapple” to 30% ABV firmly placing it in the flavored rum or rum liqueur category.

Appearance

The 750 ml bottle is the new staple design for the bottle. The liquid in the bottle has a light-yellow color in the bottle and glass. Agitating the liquid created a thick band that quickly disintegrated/ evaporated, leaving residues all over the glass.

Nose

The aroma of the spirit is no surprise pineapple driven, but it has a bit more depth to it than I thought it would and lacked the over-the-top sugary sweetness I expected to find.

Palate

Sipping Piña neat, delivers the expected pineapple note, but instead of gravitating sugary, it is earthier, with a bit of a coppery twang in the profile. The aftertaste of the spirit is where you pick up the base flavors of the alcohol with the pineapple note slowly fading.

Review

Reading the bottle and reviewing the Don Q website it is recommended that the product be paired with coconut water (or club soda) and lime juice. I decided to mix it with lemon-lime soda (Sprite) and have a Piña spritz. I found that the flavors in the soda and the liqueur balanced and worked well together.

Overall, when evaluating any flavored spirit my criteria are simple: Do the flavors of the product capture the flavor the company wanted to achieve? This cannot be assumed to happen as I have experienced way too many mishaps over the past decade, but in this case the answer was thankfully, YES! Overall, a job well done by the flavor engineers at Don Q. As the temps are warming up and if you get the desire to mix up a Piña Colada you have a new product to work with.





www.donq.com

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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

Rummy Beef Stew

Ingredients:

- 2 ½ lb. Lean Beef, cut into cubes
- 3 Tbsp. Olive Oil
- ¼ lb. Bacon, blanched and diced
- 1 Large White Onion, diced
- 2 Cloves of Garlic, minced
- Pinch of Oregano
- Pinch of Basil
- 2/3 C. Red Wine
- 2 Tbsp. Spanish Style Aged Rum
- 4 Tbsp. Tomato Paste
- Salt and Pepper to taste
- Cilantro, chopped up for garnish

Directions:

Heat oil in a large skillet and sauté the bacon, onion and garlic for about 4 minutes. Add the beef, oregano, basil, salt and pepper and cook until beef cubes are browned. Dilute the tomato paste with the wine and rum, add to the stew along with enough water to cover the meat and cook for 2 hours over medium heat. Just before serving, add an additional 2 tablespoons of rum and some more red wine. Garnish with Cilantro. Serves 6.



Photo credit: www.supergoldenbakes.com

Rum Souffle

Ingredients:

- 3 Eggs, separated
- 4 Tbsp. Powdered Sugar
- 2 Tbsp. Rum
- 1 Pinch of Salt
- Additional Sugar
- Butter

Directions:

Beat the egg yolks until light. Add sugar, rum, salt and mix well. In a separate bowl, beat the egg whites until peaks appear. Fold egg whites into the yolk mixture. Butter a soufflé dish and sprinkle the bottom and sides with sugar, shake out excess sugar. Pour soufflé mixture into the dish and sprinkle the top with a little bit of sugar. Bake at 350°F for 45 minutes. Serves 4.

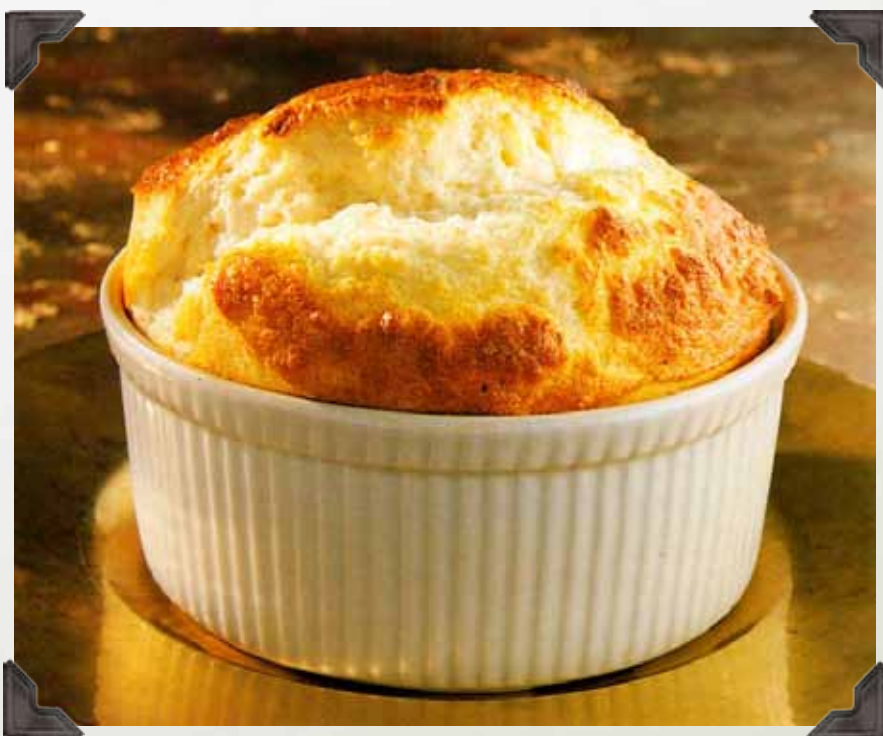


Photo credit: www.recipematic.com



RUM Aging Science

American Oak: New vs. Used

Introduction

In our first 12-part series, published from January through December 2020, we explored the transformation of rum, while aging in an ex-whiskey barrel. We selected an ex-whiskey barrel for that initial series because the majority of the rum aged around the world employs this type of barrel. The reason for the popularity of this choice is the fact that whiskey producers are required to age their spirit in new oak barrels and, once emptied, they cannot re-fill the barrels, thus creating a surplus of barrels that many other spirits are happy to use in their aging programs.

During the course of the first series, we received a considerable number of inquiries, asking how the results presented would differ if we were using new barrels. This new 12-part series is devoted specifically to address this topic: we will be conducting the same type of research as we did previously, examining the month-to-month changes to the rum while it ages in a new barrel, but also presenting side-by-side comparisons to the corresponding results from the used barrels.

There are many different levels of heat treatment that can be applied to a new barrel. This series focuses exclusively on American Oak with a Char #1 (staves and heads), from Independent Stave Company/Missouri Cooperage. Future series will explore different Char and toast level combinations, as well as, barrels constructed using French Oak.

A Research
Collaboration Between

THE **Rum**
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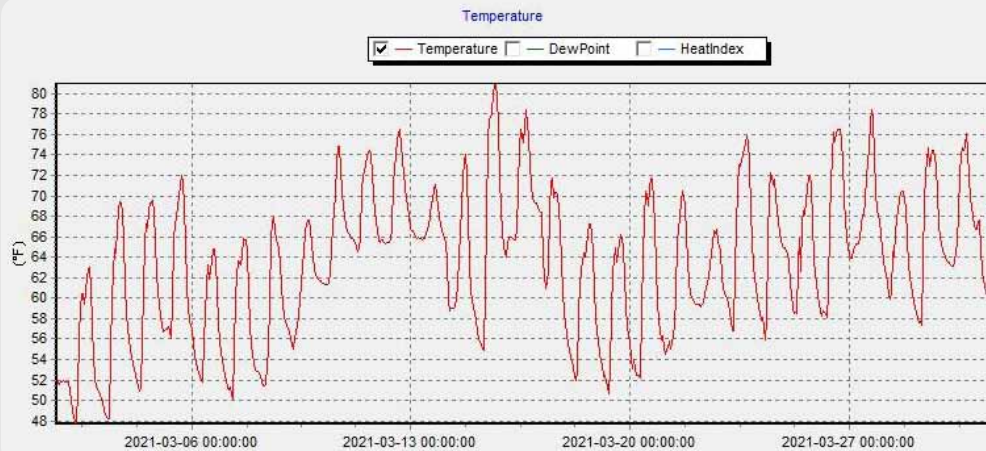
RUM Aging Science

American Oak: New vs. Used

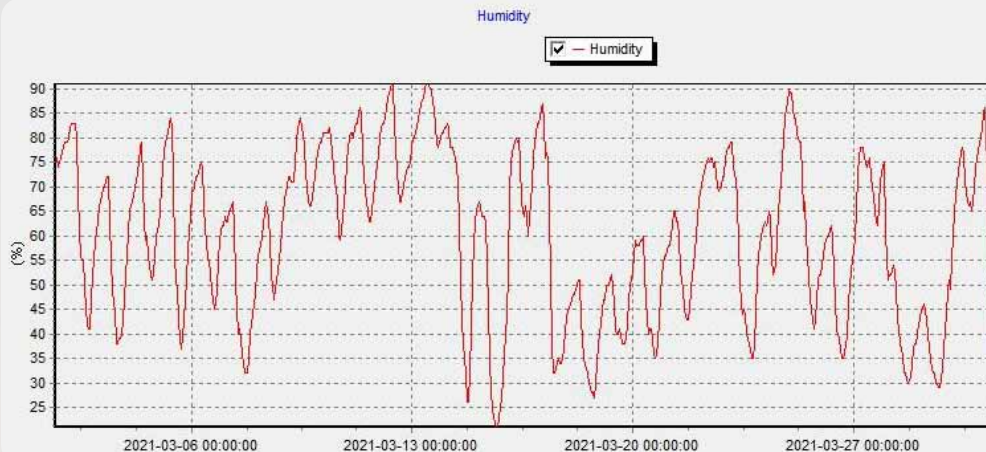
March's Weather

We are happy to report that, after experiencing a “crazy cold” February here in Texas, March’s temperatures have returned to “crazy normal,” with highs in the 80s and lows in the 50s.

The daily deltas (difference between high and low temperatures) are substantial, allowing for the rum inside the barrels to expand and contract more, resulting in higher rates of extraction from the oak.



Humidity levels inside the cellar are showing fluctuations similar to the ones we saw before winter. The humidity is affected in great part by seasonal rains and the intensity of the winds.



RUM Aging Science

American Oak: New vs. Used



RUM Aging Science

American Oak: New vs. Used



Above: Color transformation of the rum in a new charred barrel. One month in a new barrel extracted more wood flavor and tannins than 12 months in an used barrel. The rum color continues to darken, showcasing now reddish-copper hues.

Below: The new American Oak barrel where the rum has been patiently aging since January 1st of this year.



RUM Aging Science

American Oak: New vs. Used

These are the pH readings, as recorded on the 1st day of each month, compared to the rum from the previous series (2020), which was aged in an ex-Bourbon barrel:

| pH | New Barrel Char #1 | Ex-Bourbon Barrel |
|----------|--------------------|-------------------|
| January | 7.04 | 7.04 |
| February | 5.01 | 5.67 |
| March | 4.80 | 5.32 |
| April | 4.54 | 5.23 |

And these are the changes in ABV % readings, also compared to the ex-Bourbon barrel:

| ABV% | New Barrel Char #1 | Ex-Bourbon Barrel |
|----------|--------------------|-------------------|
| January | 62.35 | 63.43 |
| February | 61.80 | 63.42 |
| March | 61.61 | 63.42 |
| April | 61.50 | 63.43 |

Color: The color continues to darken, with increased intensity in copper, red and mahogany tones.

Taste and Aroma: The aroma is starting to reveal traces of lactones beyond the dominant tannin notes. The taste continues to be rather flat and uninteresting, with all the oak components of the flavor being mostly flat (lacking depth) and having high astringency (not oxidized yet).

Join us again next month, as we continue to explore the fascinating world of rum aging!

THE MUSE OF MIXOLOGY

by Cris Dehlavi



My name is Cris Dehlavi and I am a native of Arizona, but have lived in Columbus, Ohio since 2002. I just took on an exciting new role as the Brand Educator for Columbus for Diageo brands. I ran the bar program at “M”, of the Cameron Mitchell Restaurant group from 2002-2020. I am currently the Vice President of Columbus USBG and was one of the founding members of the chapter.

In 2013, I attended the rigorous B.A.R. 5 Day Spirits Certification and have been recognized as one of the top mixologists in the U.S.A. I am one of the senior managers of the prestigious apprentice program at Tales of the Cocktail and work as a mentor to many bartenders around Ohio.

My contribution to Got Rum? magazine will include everything from reviews of national cocktail events, articles on mixology, garnish trends, recipes and techniques, to interviews with some of the leading bartenders in the industry.

Daisy De Santiago

The name of this cocktail is so beautiful, and seems the perfect one for an April spring cocktail. This classic comes from Cuba, as do many rum cocktails. It was discovered by Charles H. Baker Jr., a food writer and world traveler, and in his words “it is a lovely thing, indeed”. The Daisy de Santiago is essentially a twist on a Daiquiri, with the addition of Yellow Chartreuse. Chartreuse is an herbal liqueur made by the Carthusian Monks from a secret recipe dating back to 1737. It comes in both Green and Yellow and is one of the most prized liqueurs in the world. The Green is higher proof, and the Yellow sits at 40 ABV and therefore is a bit lighter and easier to use in cocktails. If you have not had either, please go out and buy them, they are incredibly special, and made of over 100 herbs, plants, and flowers.

The Daisy de Santiago first appeared in *The Gentleman's Companion* (circa 1939) but also is written about in Martin Cate's *Smuggler's Cove*. It is a pre-prohibition era cocktail and was likely made originally with Bacardi. As with many classics, you can play around a lot with the measurements, to fine tune it and make it unique to your own bar. I have included a few different recipes below, including my own version.



Smuggler's Cove Daisy de Santiago Recipe

- 1.5 oz. Light Aged Rum
- .5 oz. Yellow Chartreuse
- 1.5 teaspoon Demerara Syrup
- 1 oz. Fresh Lime Juice
- 1 oz. Seltzer

Add all ingredients to a cocktail shaker. Add ice, shake and strain into an old fashioned glass filled with crushed ice. Garnish as you wish.

My Version

- 2 oz. Appleton Estate Signature Blend
- 1 oz. Fresh Lemon Juice
- .5 oz. Demerara Syrup
- .5 oz. Yellow Chartreuse

Add all ingredients to a cocktail shaker. Add ice, shake and strain into a coupe glass. Garnish with a lemon twist and a basil or mint sprig.

- I don't see the need personally for the seltzer. I find that it dilutes the drink too much. I also really prefer this drink straight up vs. on crushed ice. The rum comes through much more and the Yellow Chartreuse is bright and herbal.
- Demerara Syrup: In a saucepan add 2 cups of demerara sugar and 2 cups of water over medium heat. Stir until sugar is dissolved. Remove from heat and refrigerate for up to one week.

Cris





THE Rum[®] UNIVERSITY LIBRARY

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.RumUniversity.com



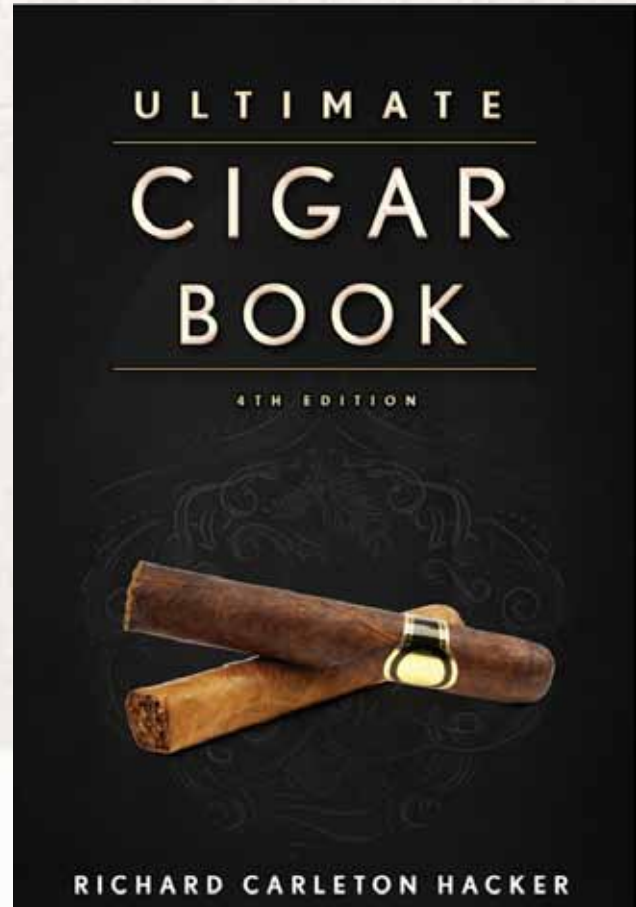
The Ultimate Cigar Book

(Publisher's Review)

Richard Carleton Hacker's category bestselling is often credited with helping to create a new generation of cigar aficionados. No other book contains as much detailed and factual information on virtually every facet of cigar making and cigar smoking. And now this trendsetting has been revised in this fourth edition for the aficionado of the future!

Forget 1492. This book starts out in B. C. (Before Columbus) and transports the cigar enthusiast on a fun and fact-filled adventure into virtually every realm of today's popular and growing cigar smoking pastime. Written by one of the most knowledgeable and internationally-celebrated pipe and cigar authors of our time, Richard Carleton Hacker's well-known wit and wisdom will keep the reader enthralled with every turn of the page, as he takes you on an information-packed would tour of cigars.

Starting off with a history of cigar smoking, the author then shows us how cigars are made today (handmade, handrolled, and machine made), divulges the secrets of finding the "perfect" cigar, and discusses the ritual of smoking and how to properly care for and store our cigars. From there the book lists a number of innovative cigar accessories, suggests which beers, wines, whiskeys, brandies, and cognacs go with what cigars, enlightens us with a chapter on cigar smoking celebrities, and concludes with the world's first International Compendium of virtually every cigar brand known today, complete with histories and observations on taste, according to the author's HPH (Highly Prejudiced Hacker-Scale) ratings. If that was not enough, there is even a dictionary of CigarSpeak!



The Ultimate Cigar Book is the most comprehensive, factual, and up-to-date book for the cigar smoker or for those who just want to learn more about the fascinating and popular world of cigar smoking.

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THE RUM HISTORIAN

by Marco Pierini

I was born in 1954 in a little town in Tuscany (Italy) where I still live. In my youth, I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been History and through History I have always tried to understand the world, and men.

Life brought me to work in tourism, event organization and vocational training. Then, already in my fifties I discovered rum and I fell in love with it.

I was one of the founders of the firm *La Casa del Rum*. We began by running a beach bar in my home town, but soon our passion for rum led us to select, bottle and sell Premium Rums all over Italy.

I have visited distilleries, met rum people, attended rum Festivals and joined the Rum Family: the net of distillers, professionals, experts, bloggers, journalists and aficionados that is alive every day on the Internet and on social media and, before Covid-19, met up every now and then at the various rum events all over the world. And I have studied too, 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 flavors, it is a fascinating field of studies. I began to understand something about sugarcane, fermentation, distillation, ageing and so on.

Soon, I discovered that rum has also a terrible and rich History, made of voyages and conquests, blood and sweat, imperial fleets and revolutions. I soon realized that this History deserved to be researched properly and I decided to devote myself to it with all my passion and with the help of the basic scholarly tools I had learnt during my old university years.

Since 2013, I have been running this column.

In 2017 I published the book "AMERICAN RUM – A Short History of Rum in Early America"

Since 2018, I have also been contributing to the Madrid based magazine *Rumporter.es*, the Spanish edition of the French magazine *Rumporter*.

In 2019 I began to run a Blog: www.therumhistorian.com and decided to leave *La Casa del Rum*.

In 2020, with my son Claudio, I have published a new book "FRENCH RUM – A History 1639-1902".

I am currently doing new research on the History of Cuban Rum.



A TALE OF RUM

4. BARBADOS

The English settled Barbados in 1627. At the beginning they grew tobacco and cotton, but with little success (at least, this is what historians maintained in the past, now some think otherwise). Then, in the 1640s they turned to sugar. The first years were difficult, but after a while they became hugely successful: around 1650 Barbados was already a major producer and great riches started to be amassed (the first Sugar Barons). By the end of the century the island vied with Brazil for the role of largest sugar exporter in the world; alone, Barbados produced more wealth than all the other English colonies in America put together.

In the 1600s, basic sugarcane techniques were common to all the sugar-producing regions and the English settlers of Barbados learned sugarcane cultivation and sugar making at Pernambuco, in Dutch Brazil, and indeed their technical terms are crude English renderings of Portuguese words: *ingenio*, *barbycue*, *bagasse*, *Muscovado*. And there they also discovered rum.

As we know, in the Rum World there is a sort of Barbados Consensus, that is, the common, shared, widespread, conviction about the primacy of Barbados in the Origins of Rum. During my research I have discovered that the French Caribbean settlers started rum production at the same time as the English. Nonetheless, the decisive role played by Barbados in the history of rum is indisputable, because it is from

Barbados, and not from the French Caribbean, that Rum spread throughout the world. At first it entered North America and (by contraband) the Spanish Main; then, in the 1700s, it conquered the huge British domestic market and entered the markets of continental Europe. Not for nothing, rum was often called also Barbados water or Barbados liquor and today it is the English word, albeit of uncertain origin, RUM which indicates our distillate in almost all the languages in the world.

The fame of Barbados in the history of rum is based, I believe, on two fundamental reasons. One is the effective development of rum production and consumption in the British Empire, as we are going to see in the next article. The second reason has a name, Richard Ligon, by far the first and the most successful Rum Ambassador.

Between 1647 and 50, Richard Ligon, an English Gentleman ruined by the Civil War, sojourned in Barbados in search of fortune. He didn't find it, returned to his homeland and in 1657 he published "*A True and Exact History of the Island of Barbados*" in which, and I think he was the first ever, he accurately described the rum-making process, which he called *kill-Devil*. His book is completely different from all that had been written about rum before. In fact, the sources which we have used in the previous articles about New Spain, Brazil and French Caribbean have one characteristic in common: they deal only marginally with rum. The authors are local authorities, travellers, often missionaries, and their interests lie elsewhere. The authorities issue laws to ban the consumption of the new beverage, while the travellers and missionaries tell their readers about the wonders of the New World, describe the luscious nature, the strange animals and plants, the "savage" peoples they meet and their costumes, the torrid climate, the hurricanes; they often dwell on the political conflicts among the settlers too, but they concern themselves very little with the economy and they only mention in passing that strange, unpleasant drink. It is not until Père Labat (1722) that we have a serious French description of rum.

Ligon's book is completely different. In the very cover, under the title, we read: "... Together with the Ingenio that makes the Sugar, with the sugar the Plots of the several Houses, Rooms, and other places, that are used in the whole process of Sugar-making; viz. the Grinding-room, the Boiling-room, the Filling-room, the Curing-house, Still-house, and Furnaces; All cut in Copper."

Ligon went back to his homeland without having made a fortune. A few years later, however innocent he was involved in a complicated history of fraud and ended up in debtors' prison. While in prison, also in order to make some money, he wrote his book. In Barbados he had worked as a sort of steward or private secretary to some wealthy friends and he had learned a lot about the running of plantations. His book too describes the nature, the climate and so on, but his main interest is the economy, and he focuses on the sugar plantation, analysing its working, production costs, business risks and expected revenues. In short, as well as a travel book, it is also a practical handbook of business management, full of information and advice for people interested in travelling to, working and investing in Barbados. For this reason, Ligon dedicates ample space also to a highly profitable product of the plantation such as rum and accurately describes how it is made and how much it is worth in economic terms. At the end of the book, he also listed and priced the many commodities, toils etc. a colonist must bring along in his voyage to Barbados.

Finally, Ligon was a polymath with many skills and he was a businessman. Like every gentleman of his time, he had an extensive culture, ranging from classic literature to Maths, from Architecture to cooking. Unfortunately, being the younger son of a younger son, he had to work for a living. As far as we can understand today, he worked as a legal advisor, accountant, steward, private secretary and such like for some of his wealthy friends and connections. Therefore, he had the culture and the mind-set to understand what he saw and to describe it to his readers. His book enjoyed a great and lasting success, it was translated into French and even now it is a classic of the history of the early English empire. Yet, as so many classics, I am afraid that Ligon is more often quoted than actually read. So, I have decided to let him speak for himself, reporting (almost) everything he wrote about rum. The quotes are taken from a modern edition of the book, edited by K. Ordahl Kupperman and published by Hackett in 2011. Enjoy your reading!

"We are seldom dry or thirsty, unless we overheat our bodies with extraordinary labor, or drinking strong drinks, as for our English spirits, which we carry over, or *French Brandy*, or the drink of the Island, which is made of the skimmings of the Coppers, that boil the Sugar, which they call *kill-Devil*."



Later on, he returns to the subject, and after listing six more types of alcoholic drinks, here is rum again:

"The seventh sort of drink is that we make of the skimming of sugar, which is infinitely strong, but not very pleasant in taste; it is common, and therefore the less esteemed; the value of it is half a Crown a gallon, the people drink much of it, indeed to much; for it often lays them asleep on the ground, and that us accounted a very unwholesome lodging."

When used in moderation, on the other hand, it is a medicine for the slaves:

"when they find any weakness or decay in their spirits and stomach, and then a dram or two of *kill-devil* revives and comforts them much."

Then he gets to the core-business of Barbados, sugar.

"At the time we landed on this Island, which was in the beginning of *September*, 1647, we were informed, partly by those Planters we found there, and partly by our

own observations, that the great work of Sugar-making, was but newly practiced by the inhabitants there. Some of the most industrious men, having gotten plants from *Pernambuco*, a place in *Brazil*, and made trial of them at the *Barbados*; and finding them to grow, they planted more and more, as they grew and multiplied on the place, till they had such a considerable number, as they were worth the while to set up a very small Ingenio, and so make trial what Sugar could be made upon that soil. But, the secrets of the work being not well understood, the Sugar they made were very inconsiderable, and little worth, for two or three years. But they finding their errors by their daily practice, began a little to mend; and, by new directions from *Brazil*, sometimes by strangers, and now and then by their own people, (who being covetous of the knowledge of the thing, which so much concerned them in their particulars, and the general good of the whole Island) were content sometimes do make a voyage thither, to improve their knowledge in a thing they so much desired. ... at our arrival there, we found them ignorant in three main points,

that much conduced to the work; viz. The manner of Planting, the time of Gathering, and the right placing of their Coppers in their Furnaces; as also, the true way of covering their Rollers, with plates or Bars of Iron: All which being rightly done, advanced much in the performance of the main work. At the time of our arrival there, we found many Sugar-works set up, and at work; but yet the Sugars they made, were but bare Muscovados, and few of them Merchantable commodities; so moist, and full of molasses, and so ill cured, as they were hardly worth the bringing home for *England*. But about the time I left the Island, which was in 1650, they were much bettered; ... and had learned the knowledge of making them white, such as you call Lamp Sugars here in *England*; ... the work of Sugar-making, which is now grown the soul of Trade in this Island."

We find it strange today, but in 1600s sugar was the most valuable commodity, so valuable that in few years the arrival of sugar radically transformed the economy (and the society) of the island and caused the price of land to soar.

"I will let you see, how much the land there hath been advanced in the profit, since the work of Sugar began, to the time of our landing there, which was not above five or six years: For, before the work began, this Plantation of Major *Hillard's*, of five hundred acres, could have been purchased for four hundred pound sterling; and now the half this Plantation, with the half of the Stock upon it, was sold for seven thousands pound sterling."

He also made a technical design of a "Platform of the Ingenio", in scale, with an Index, where, among other things, we can find:

"S A little Gutter made in the wall, who also convey the skimmings of the three lesser Coppers down to the Still-house, there to be twice distilled; the first time it comes over the helm, it is but small, and is called Low-wines; but the second time, it comes off the strongest Spirit or Liquor that is potable.

X The Cistern that hold the skimmings, till it begin to sour, 'till when, it will not come over the helm."

At that time scientific methods for determining the alcoholic strength of a distillate did not exist, but all the witnesses agree that rum is very strong, "the strongest Spirits that man can drink". Probably through the second distillation 80% ABV was reached and it does seem that it was not diluted with water before it was drunk, at least not always. Rum was so strong that it dangerously saturated with alcohol enclosed

spaces, with dramatic consequences. Here is the first recorded rum casualty:

"As for distilling the skimmings, which run down to the Still-house, from the threelesser Coppers, it is only this: After it is remained in the Cisterns, with my plot shows you in the Still-house, till it be a little sour, (for till then, the Spirits will not rise in the Still) the first Spirit that comes off, is a small Liquor, which we call low wines, which Liquor we pit into the Still, and draw it off again; and of that comes so strong a Spirit, as a candle being brought to a near distance, to the bung of a Hogshead or Butt, where it is kept, the Spirit will fly to it, and taking hold on it, bring the fire down to the vessel, and set all on fire, which immediately breaks the vessel, and becomes a flame, burning all about it that is combustible matter. We lost an excellent Negro by such an accident, who bringing a jar of this Spirit, from the Still-house, to the Drink-room, in the night, not knowing the force of the liquor he carried, brought the candle somewhat nearer than he ought, that he might the better see how to put it into the Funnel, which conveyed it into the Butt. But the Spirit being stirred by that motion, flew out, and got hold of the flame of the candle, and so set all on fire, and burned the poor Negro to death..."

This unpleasant collateral damage must in no way affect the production of such a useful spirit:

"This drink, though it had the ill hap to kill one Negro, yet it as the virtue to cure many; for when they are ill, with taking cold, (which often they are) and very well they may, having nothing under them in the night but a board, upon which they lie, not anything to cover them : and though the days be hot, the nights are cold ... the Apothecary of the Plantation, which we call Doctor, and he gives to everyone a dram cup of this Spirit, and that is a present cure. ... so it is helpful to our Christian servants too ... This drink is also a commodity of good value in the Plantation; for we send it down to the *Bridge*, and there put it off to those that retail it. Some they sell to the Ships, and is transported into foreign parts, and drunk by the way. Some they sell to such Planters, as have no Sugar-works of their own, yet drink excessively of it, for they buy it at easy rates."

Marco Pierini

RUM IN THE NEWS

by Mike Kunetka



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 me an email to: Mike@gotrum.com.

ELGIN DISTILLERY

The International Wine & Spirit Competition is one the most highly recognized wine and spirit competition in the industry. Recently they published a list of the top ten rums not from the Caribbean. That list included rums from Japan, Australia, Brazil, Germany and my home state of Arizona. I recently had the pleasure of spending several hours with Gary Ellam at the Elgin Distillery. Elgin is a small town, population 160, just north of the Arizona/Mexico border. Gary produces no less than eight rums. His rums have won numerous IWSC awards, including Best of Class and Best in Show for his Regallo de Vida Gran Rum. This year the Elgin Distillery won a Silver Medal (93 points) for its 9 Triple 3 Rum, thus earning a position in the Top Ten Rums not from the Caribbean. <https://www.elginwd.com/distillery>

BACARDI

Talented finalists from around the world will take the global stage to compete in the BACARDÍ Legacy Cocktail Competition. The postponed 2020 Global Final will go virtual in 2021, as emphasis is shifted towards helping the finalists and wider bar industry recover from a hugely challenging year. This year, Bacardi is offering all finalists the opportunity to secure a US\$5,000 grant,

in addition to competing for the global title in June. The grant will fund each competitor's time to devise and develop a project or enterprise that supports the industry's recovery, following the huge impact the pandemic has had across the bartending world. The El Coco grant is named after the 'El Coco' palm tree planted in front of the first BACARDÍ distillery in Santiago de Cuba, which has come to symbolize strength and resilience. The grant will be paid directly to each of the 2020 global finalists upon receipt of their project idea. The competitors will then be invited to bring their original 'Legacy' cocktails to the world and compete for the global title in a live-streamed virtual competition, with the winner announced on June 30th. The BACARDÍ Legacy Cocktail Competition aims to challenge bartenders from around the world to find the BACARDÍ rum cocktail with the greatest potential to establish itself as a classic and join the pantheon of BACARDÍ Legacy cocktails alongside the Mojito, Daiquiri and Old Cuban. The cocktail competition has various national stages, culminating in a global final in which each national winner competes to become the BACARDÍ Legacy Global Champion. A 'BACARDÍ Legacy cocktail' is more than just a great tasting drink, it is a drink that will stand the test of time and become a classic. <https://www.bacardi.com/culture/legacy/>

CAPTAIN MORGAN

Austin FC, the 27th club in Major League Soccer (MLS), announced today that it has entered into a multi-year sponsorship agreement with Diageo North America, a leader in beverage alcohol with an outstanding collection of some of the industry's most iconic brands. Diageo North America made its first significant investment in Major League Soccer in 2019 when it entered into a deal that established Captain Morgan as the league's exclusive spirits partner. This multi-year partnership with Austin FC marks a reinforcement of the brand's commitment to not only the game of soccer in the United States, but also to the city of Austin and the dedicated fans that have waited years for this historic inaugural season. The groundbreaking founding sponsorship agreement establishes Captain Morgan as an Official Partner of Austin FC and grants Captain Morgan entitlement rights to the Q2 Stadium East Club hospitality area, which now becomes The Captain Morgan Club. The brand-new, state-of-the-art bar and club will provide East Club members with an exclusive, top-flight food and beverage experience during Austin FC home matches and events hosted at Q2 Stadium. "We know that Austinites have a fondness for indoor-outdoor gathering spaces, and we are proud to introduce The Captain Morgan Club as the official name for the East Club hospitality area at the stadium, which will offer an indoor-outdoor gathering space that is unique to MLS stadiums for members and non-members alike," said Andy Loughane, President of Austin FC. "We look forward to opening the doors of the Captain Morgan Club and providing fans with an unforgettable experience for many matchdays to come." The signature indoor-outdoor design of The Captain Morgan Club will produce one of the most

distinctive hospitality destinations within sports and entertainment. "Since Diageo and Captain Morgan signed its first official partnership with Major League Soccer in summer 2019, we have witnessed the sustained expansion of the league and continue to be excited by the sport's ultra-passionate fanbase. It's just a great time for the growth of the sport here in the U.S.," said Ed Pilkington, Chief Marketing and Innovation Officer for Diageo North America. "Matching that fan passion with a city like Austin, TX, rich with personality and culture is a great cocktail! We can't wait to put down our roots and witness that passion in Austin's first major professional sports team. All of us at Diageo look forward to working with Austin FC to show the club's supporters and the city that Diageo and Captain Morgan is committed to providing them with the top-tier gameday experience they deserve." In other news, Captain Morgan has released Captain Morgan Tropical, a combination of the classic fine Caribbean rum with a combination of pineapple and juicy mango. Last year, Captain Morgan released a similar offering under the name Captain Morgan Tiki. <https://www.captainmorgan.com/>

LA HECHICERA – PERNOD RICARD

Pernod Ricard announced the signing of an agreement for the acquisition of a majority stake in La Hechicera, a Colombian ultra-premium rum launched in 2012 by Miguel and Laura, members of the long-established spirit-producing Riascos family, along with their friend Martamaria Carrillo. The family has been in the rum business for three generations with Casa Santana Ron y Licores. La Hechicera ("The Enchantress") became a gold standard in upmarket rum, thanks to its multi-award winning La Hechicera Reserva Familiar, a blend of rums without added sugar, aged in former bourbon barrels made of American white oak. The brand's unique craftsmanship makes La Hechicera one of the most exclusive high-end rums. Two other experimental and innovative rums have since complemented the La Hechicera range: Serie Experimental # 1, finished in Muscat casks and Serie Experimental # 2, naturally infused with organic banana. The brand is already popular among rum enthusiasts, not only in its native Colombia, but also in several international markets such as Europe and the US, as well as in Global Travel Retail. Miguel Riascos, the brand's co-founder and Managing Director, said: "Due to its previous successful collaborations, Pernod Ricard has shown itself to be the partner of choice for La Hechicera. Pernod Ricard's passion for terroir and its extensive distribution network will ensure that our brand remains true to its Colombian roots and the vision of its creators, while reaching new consumers." In recent years, Pernod Ricard has successfully strengthened its comprehensive portfolio of specialty brands from around the world, with partnerships and acquisitions such as German ultra-premium gin Monkey 47, American whiskeys Smooth Ambler, Jefferson's, TX and Rabbit Hole, Mexican mezcals Del Maguey and Ojo de Tigre or more recently Spanish vermouth St. Petroni, among others. The closing of the transaction, expected in the coming weeks, is subject to certain

customary conditions. <https://pernod-ricard.com/>,
<https://www.lahechicera.co/>

APPLETON

The Jamaica Gleaner reported that this year's Jamaica Rum Festival (JRF) online seminars acted as the launchpad for the Appleton Estate 15-Year-Old Black River Casks. Appleton Estate unveiled the newest expression, comprising a blend of rare and hand-selected pot and column-still rums, aged for a minimum of 15 years, which has not yet been released to the local market. Revered Appleton Estate Jamaica Rum Master Blender, Dr. Joy Spence, personally signed the bottles of premium aged rum which were presented to participants registered for the Appleton Estate Ultra-Premium Rum Experience seminar. "The absence of face-to-face seminars made us think outside the box as to how we could create a unique experience at home," Spence told the Gleaner. With the virtual experience being the first of its kind, she added, "Participants will learn much more about appreciating premium rums while experiencing pairing in a unique way." Participants were educated on the brand's unique history and manufacturing process, and as rum enthusiasts, got the chance to enjoy and appreciate the complex flavors of the Appleton Estate range of premium, award-winning expressions. "They also received a 750 ml bottle of the Appleton Estate 15-year-old Black River Casks personally signed by me. It reveals aromas of toasted almond and delicate hazelnut followed by intense orange peel, rich vanilla and subtle hints of medium roasted coffee and molasses. The finish has delicate spice with fruity subtle oak ending with a creamy lingering finish," Spence shared, speaking of the qualities of the Appleton Estate 15-Year-Old Black River Casks and why it's a must-have for any rum connoisseur. The JRF's Appleton Estate Joy Spence Master Class Seminar Experience took place on Wednesday, March 24. Spence shared that a special kit had been created to make the virtual experience engaging, and as close as possible to the event where participants interacted in the same space. "They [the participants] received bottles with orange peel, vanilla pods, nutmeg, roasted coffee beans and chocolate for a sensory experience. In addition, they received unique food pairing items for tasting with our premium rums," she said. "All of these were packaged in a branded wooden box which will be a special keepsake for their homes." A rich, full-bodied rum, the Appleton Estate 15-Year-Old Black River Casks may be enjoyed 'neat' or with a few cubes of ice. The new introduction to Appleton Estate's assorted rum collection establishes a super-premium positioning with a limited number of bottles available annually. Globally, producers are tapping into the premiumization trend with the premium aged rum category in high demand within the spirits industry, with Appleton Estate's portfolio of rums being named in the top 10 bestsellers. As a result of this, the brand Appleton Estate has been activating rum and food-pairing experiences globally to showcase the beautiful and complex flavors of their rums and how they can be enjoyed with various foods, said Spence. "We have worked with several famous

Jamaican chefs to promote these experiences, and this has created quite a stir in the industry," she said. <https://www.appletonestate.com/>

KOLOA RUM

The Wine & Spirits Wholesalers of America (WSWA) announced the craft, startup and small production Brand Representatives joining the 2021 WSWA Advisory Council. Eleven emerging brands from across the country have joined the initiative that will feature expert guidance, resources and best practices to help brands navigate industry challenges and identify opportunities to get to market. Among the eleven representatives chosen was Bob Gunter, President and CEO of Koloa Rum. "I'm honored to have been chosen as a Brand Representative on the WSWA Access Advisory Council and look forward to working alongside the council members to develop the resources, guidance and solutions that will help craft spirits brands succeed in a crowded and often complicated marketplace," said Gunter. "We have overcome so many challenges in our 11+ years in business, and I'm grateful for the opportunity to come together with this talented group of craft, start-up and small production wines and spirits brands as we map out a path to future success." WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States. <https://koloarum.com/>, www.wswa.org

SANGSORN

SangSom Thai Rum brand reveals the new drinking experience with the "Bucket For 1", a SangSom's redesigned alcoholic bucket features a special lid design. This carrying bucket is a part of its "Not Sharing is the New Caring" campaign aiming to ensure Thais and visitors can enjoy the new partying experience during the pandemic with consideration and social responsibility. SangSom redesigned the iconic "Sharing Bucket", a popular alcoholic bucket at the famous full moon party in Thailand, to be a "Bucket For 1", to ensure safe partying for all shaping new behavior under the current climate. The new design is made perfect for individuals, and has a special lid design that lets party-goers twist and turn to mark the initials to prevent mix-up, giving a whole new meaning to responsible drinking and partying. Thailand is one of the most successful countries in containing the pandemic, it's also one of the first to lift its lockdown regulations. As of now, the 'new normal' life has resumed in the land of smiles. People are getting back together, but with some precautionary measures and new etiquette, such as the saying that 'sharing is not caring' anymore. https://youtu.be/JRoqsn_s3hk

HAVANA CLUB

In an attempt to bring more millennial and Generation Z consumers into the Rum category, Havana Club has introduced

Cuban Spiced (35% ABV), a combination of 100% Cuban rum and 'exotic flavors and warming spices'. It also aims to capitalize upon recent growth within the ready-to-drink category by launching Havana Club Cuban Spiced mixed with cola in a RTD format. Anne Martin, Global Marketing Director at Havana Club International, told Spirit Business "The concept behind Havana Club Cuban Spiced was to create a product which would appeal to a growing audience of spiced fans while also celebrating our renowned double-aged rum for which we are famous. We know that more than two thirds of young adults that purchase rum opt for spiced offerings, so we have created a fusion of exotic flavors that will appeal to these drinkers. The result is a perfectly balanced offering that's tropical on the nose, sweet on the palate and finished off with warming spices and hints of nutmeg and cardamom for a delightfully warming edge. We are confident that the gender-neutral look and feel of the bottle will stand out on shelf while its vibrant flavor will make this a modern-day cocktail staple." <https://havana-club.com/>

AUDIBLE – THE HISTORY OF RUM

For those not familiar, Audible is the audio-book division of Amazon. They have audio versions of thousands of books, including most best sellers. They also have offerings from The Great Courses, which are lectures on various subjects given by noted college professors. Recently, while searching the next book to listen to, I came across a Great Course called The History of Rum by historian John Donoghue of Loyola University Chicago. Donoghue says "The history of rum is a tale of both sweetness and sorrow. If told correctly, much like a good bottle of Jamaican Overproof, it burns while it inspires." I didn't find much of the sweetness he talks about. This is not a history of your favorite brand or distillery. Professor Donoghue blends politics and economics with culture and beverage appreciation. The course reveals how the history of rum not only shaped the drinking culture of the early modern and modern worlds, but how it also helped determine the wider histories of piracy, the horrors of slavery, the slow progress of abolition, the poor treatment of Native Americans and the effect on global capitalism. There are ten lectures that run a total of five hours and twenty minutes. <https://www.audible.com/>

BARBANCOURT

Société du Rhum Barbancourt, the family owned and operated rum producer, established in Haiti in 1862, has appointed BCI as their representative and advisor for the U.S. and Canadian markets. In this new role, BCI will work hand in hand with Société du Rhum Barbancourt and will advise on strategy and successful execution, supporting the growth of the brand alongside Crillon Importers LTD., which has

served the brand for over 20 years and will remain the sole and exclusive importer within the USA and Canada in the years to come. Barbancourt rum is made using only freshly pressed sugar cane juice, without the addition of molasses or flavoring agents. The Barbancourt rum is then distilled applying a proprietary method inspired from the ancestral "Charentaise" stills used for the most exquisite eaux-de-vie from the Cognac region of France. Barbancourt rhums are then aged in French white oak casks to create a refined and subtle spirit. Jean-Marc Gardère and Michel Gardère, general managers of Barbancourt, said, "We are excited to be partnering with BCI and Jean-Francois Bonneté. The U.S. market is the most important export market for our company and for our brand. We look forward to accelerating our growth working together with BCI and building on Jean-Francois' track record in brand building." Jean-Francois Bonneté, CEO of BCI, said, "We're incredibly honored to be able to represent and contribute to the growth of this iconic brand. We believe Rhum Barbancourt to have a great potential in the U.S. market and we look forward to working closely with Barbancourt partners." www.barbancourt.net

EMINENTE

Moët Hennessy traveled to Cuba to create Eminente. The island's rich terroir, a tradition of quality sugar cane, and the expertise of generations of Rum Masters combine to make Eminente synonymous with a new exceptional spirits experience in the rum category. To create an authentic Cuban rum, Moët Hennessy turned to César Marti, Cuba's youngest Maestro Ronero (Rum Master) and a member of a family specialized in sugar who grew up surrounded by sugar cane fields in Villa Clara province in the center of the island. Eminente expresses the terroir of the heart of Cuba, joined by the best of neighboring regions. Like occidente, or Western-style rum made near Havana, Eminente is perfect for cocktails. And like oriente, or Eastern-style rum, it is ideal for sipping. With a harmonious balance that is at the same time robust, smooth yet complex, this new Cuban rum perfectly expresses the art of blending aguardientes, or eaux-de-vie, mastered by César Marti. High-quality molasses from sugar cane is distilled to 75% ABV, creating subtle Cuban eaux-de-vie with rich aromas. They are aged in ex-whisky white oak barrels. To give them vitality, the aguardientes are then blended with light Cuban rum of 95% ABV and then aged again, generally for a minimum of seven years. With 70% older aguardientes, the Eminente blend is the most aged of all Cuban rums. "Our spirits brands cultivate excellence in viticulture, distilling, selecting eaux-de-vie, ageing and blending. We are proud to draw on our 250 years of experience to create an exceptional new Cuban rum," says Philippe Schaus, President and CEO of Moët Hennessy. The new Eminente premium Cuban rum is available at selected beverage retailers, hotels, restaurants and bars in France, the United Kingdom, Germany and the Czech Republic. www.eminente.com

RUM ASTROLOGY

by Cris Dehlavi



Chances are, at some point in your life, someone has asked you, "What's your sign?" And, further chances are that you have the answer...but do you actually know what that means? The 12 astrological signs date back many thousands of years, to a time when the Babylonians knew that it took 12 lunar cycles (months) for the sun to return to its original position. They then identified 12 constellations that were linked to the progression of the seasons, and assigned to each of them the name of a person or animal. They divided them into four groups: earth, fire, water and air, based on the earth's daily rotation, and related them to circumstances such as relationships, travel and finances. The Greeks believed that the position of the sun and the planets had an effect on a person's life and future, and many people still today read their daily horoscope in the hopes of finding answers to anything from love to money.

The nuances are vast, but each of the 12 zodiac signs are said to have their own unique personality traits and characteristics, from the most positive to the most frustrating. That being said, we at "Got Rum?" thought it would be fun to pair a rum cocktail to each sign, based on this ancient formula.

Aries the Ram

March 21 - April 19

Aries people are assertive, independent, energetic and impatient. They can also be strong-willed, spontaneous and driven. Aries are *fire* signs, and so too is their personality. Aries signs have an excellent sense of humor, and they get along with almost everyone they meet.

For the Aries rum cocktail, I chose the **Rum Old Fashioned**. It is a spirit forward cocktail, can be made with few ingredients and very little preparation, and perfect for someone who has little patience and wants quick results.

Ingredients:

- 2 oz. Aged Rum (Choose your favorite!)
- ½ oz. Simple Syrup or one sugar cube
- 2 heavy dashes of Angostura Bitters

Directions:

If using a sugar cube, muddle it with the bitters to create a syrup. If using simple syrup, build in a short glass. Add your rum, and stir. Zest the peel of an orange over the top, drop in, and fill with ice.





EXCLUSIVE INTERVIEW

by Mike Kunetka



Eduardo Bacardi, Director of Sales and Marketing, Ron Del Barrilito, Puerto Rico.

His business card reads: Eduardo Bacardi, Director of Sales and Marketing. His last name is one of the most recognized names in the rum industry. But what makes this story so interesting is that Eduardo, his brother and his father don't work for Bacardi. They are part of a new ownership team that is injecting new life into one of the oldest existing rum brands in Puerto Rico, Ron del Barrilito. Their goal is to re-introduce Ron del Barrilito to the world with the same passion, the same formula, the same production and aging methods that the Fernandez family used over 140 years ago.

Mike Kunetka



MK: Growing up in the Bacardi family, do you think you were destined to be in the rum industry?

EB: I am a sixth-generation member of the Bacardi family. That makes Facundo Bacardi my great, great, great grandfather. My father and his father were both involved in the family business. My father worked for over 30 years in sales at Bacardi. My grandfather was a Master Blender at Bacardi. As far as I can remember, I was around it. So, I knew it was part of my destiny that I would be working with rum. But I am very fortunate to be working with a different rum, Ron del Barrilito.

MK: Both Bacardi and Ron del Barrilito have long histories. Which is older?



Hacienda Santa Ana, Puerto Rico.

EB: Bacardi was started in Cuba in 1862 and later moved to Puerto Rico. Ron del Barrilito started in 1880 at the Hacienda Santa Ana and has remained at the same site ever since. They have never moved, they never had to change locations, they have not changed the process. This is all what makes our story so interesting.

MK: When and where does the Barrilito story begin?

EB: The Fernandez family arrived in Puerto Rico in 1787. The Spanish Crown bestowed upon them the Hacienda Santa Ana, which is in Bayamoun. Back then it was one of the largest sugar cane haciendas on the northern portion of the island. Over the next century they would start to tinker with other things and eventually, in 1880, the Ron Barrilito

brand would come into existence. But it is interesting how they got there. It actually started in the late 1800's when Pedro Fernandez, a 3rd generation family member, went off to study chemical engineering in France at the École Centrale Paris, a very prestigious postgraduate-level institute which focused on engineering and science. In his immediate class, he studied with Andre Michelin, founder of Michelin Tire and Alfred Cartier, son of the founder of Cartier and one of the original founders of the Egrot Pot Still. Gustave Eiffel, designer of the Eiffel tower, graduated from the school a few years before Pedro. While he was there, Pedro became a fan of French brandies and cognacs. He began to study formulations and to learn the processes involved in their manufacture and aging. These were all pretty foreign



Early maceration tanks.

to Puerto Rico at that time. He came back in 1871 and combined that knowledge with his family's existing rum production and started tinkering around with different formulas on his own. In 1880, he formally introduced Ron del Barrilito.

MK: Where does the name come from?

EB: Ron del Barrilito, in Spanish, translates to the rum from the little barrel. The Fernandez family had been making rum for years. When Pedro came back from France and stated making his specific blend, he would keep it in a very small barrel that he kept hidden. When guests came over, they were aware of this rum and would refuse the regular rum and ask for the special rum from the little barrel. Of course, he was forced to bring that rum out and had to start making more and more of it and refined the formula even more. That formula is what we use today, which I think is pretty impressive and something of which we are very proud.

MK: I was always confused by the name Barrilito. When you visit Hacienda

Santa Ana and you go into the barrel house, there are these very large sherry barrels, so much bigger than the standard ex-bourbon barrels you normally see at a rum distillery. Certainly not little barrels. Now it makes sense.

EB: That's true. We only use ex-sherry barrels from Jerez, Spain. They are 500-liter barrels that have been used to age Oloroso Sherry. It's a lot easier in these times to do trans-continental shipping, but the Fernandez family was doing this back in 1880. They were bringing over these used barrels from Spain and God knows how long it took to get overseas and to little Puerto Rico. They have been doing this for the whole time.

MK: At the end of the 19th century, Pedro Fernandez perfects his formula, starts producing it on a larger scale and starts selling it?

EB: Correct. So, Pedro starts the brand officially and incorporates it in 1880 and

starts to sell the rum locally. At the time, the only product he is making is the 3 Stars, Ron Barrilito Tres Estrellas. The three stars on the label come from the tradition in the cognac world of rating their spirits with a number of stars, with three stars being the oldest. That is where the name comes from.

MK: What did the company do during Prohibition?

EB: Prohibition was a very dark time for a lot of producers. A lot of them shut down or found other things to do. The family was now led by Pedro Fernandez's son, Edmundo Fernandez, who the company is named after. He is determined not to let the company fade away. So, they started making alcoholado, which is basically a fragrant rubbing alcohol. When prohibition was finally lifted, they got right back into the rum business. As I mentioned the 3 Stars was the only product they had before Prohibition and it included rums 6 to 10-year old. That's a long time to wait to get back into business. So that's when the 2 Stars product was born, a younger blend that includes rums 3 to 5 years old, which could get into the market sooner. It became very popular with the cocktail scene, which was the big boom at the time. The 2 Stars was created out of necessity and it has been with us ever since. However, the 3 Stars is our bread and butter, it is what our brand is known for, it is the original Barrilito.

MK: How would you describe the company in the early 21st century?

EB: After Edmundo, they continued with their family members taking over and running the business. It was a business, but this was really more of a hobby to them. This family did this out of pure passion to create this product, to keep their family legacy alive. That's exactly how they treated the company. Going onto the last 30 years, they didn't have the best business outlook on building a brand. A lot of people got very frustrated that there was not a very consistent supply coming out of Puerto Rico and even in Puerto Rico. The family didn't say I am going to age enough

stock so that I can constantly be producing X thousand cases per year. They didn't think that far ahead.

MK: Then, several years ago, your father, who had recently retired from a long career at Bacardi, becomes interested in acquiring the company. How did that process start?

EB: My father had actually looked at the company when he was working for Bacardi. He felt these guys would be an amazing addition to the rum segment at Bacardi. But as you can expect, the Fernandez family are very proud people, the salt of the earth. To these guys, selling the company was never a thought. Over their dead body was usually the answer they gave to all these big companies when they came knocking. And it wasn't just Bacardi. There was the Diageos of the world, the Pernods. Don Fernando's son tells the story of the owner of a large American whiskey company falling in love with the brand in the 1970's. The owner came down to Puerto Rico and Fernando gave him a tour. He showed him around, brought him into his house, and at the end of it, the owner was blown away. He said "I absolutely love this company, I love this family, I love the product that you make." The owner turns around, writes a check and slides it over to Fernando. He says "I want you to take this and I want you to put whatever number you want on it because I want to buy this company right now. You name your price and we will make it work." Fernando takes a sip of his Barrilito 3 Stars and stares at him for a few seconds. He turns over to his left, opens a little lock box that he kept on the shelf and pulls out a revolver and puts it on the table. He says "I want you to get the hell out of my house. I am insulted that you would even do this. This company is not for sale. Get out of here before I get mad." He then rips up the check. I think that is the perfect way to describe how this family felt.

My father retired, he was still young, and retirement suited him well for about two weeks. Then he got bored. He was always passionate about the rum industry.



Pedro Fernandez, original founder.

He worked his whole life with Bacardi in many different areas. Now he wanted to do something new in the rum industry. He wanted to grab the reins of a new project himself. He had always been friends with the Fernandez family. He assessed the situation as it was and the reality was the two gentlemen, who were grandsons of the original founder Pedro, were at the time, 84 and 85 years old and none of their children were involved in the business. I think we all know how that story goes if it played out another decade. It is unfortunate because it is a brand that was so coveted and that they did not have the necessary future in place to continue at all. My father addressed it with them. He told them that more important than us acquiring this brand is keeping this brand alive, because there is a very grim reality that if they don't make a change in the next few months or years, this brand may disappear. It became even more of a reality when the older gentlemen, the 86-year old, informed my dad that the Barrilito formula was in his head. It had never been written down. That's the style in which they ran this company.

MK: What finally convinced the family to accept your father's offer?

EB: It was not a negotiation about price or how the transaction would go about. It was completely focused on how their heritage would be preserved. For us, it was a no brainer. One of the biggest questions the Fernandez family had, was when we take over the brand, were we going to remove their name from the label. Were we going to change the name and put our name on there. They had never changed the label in 140 years. No, we didn't want anything to do with changing their heritage. We are not trying to come in and claim fame to their 140 years of amazing history. We want to share it with the rest of the world. So, they finally came around and said yes, you are the people that we want to deal with. They put a lot of trust into us and we put a lot of trust into them in turn by taking over a formula that is in this gentlemen's head for who knows how many years. That makes me proud to know that I am part of something that is going to be carried on in a way that is special to them and Puerto Ricans. There were a lot of synergies between our family and their family. Don Fernando says it makes him happy to see that my brother and I are working with our father. It reminds him of when he and his brother worked with their father. I am on the commercial side and my brother is involved on the production side and that is exactly how he and his brother did it. He sees us as a younger version of his family and that we want to promote Barrilito, while at the same time respecting all that has been put into place. They didn't have the capability or the desire to really go out and share it like it should have been. We stepped in with the knowledge of growing a brand on the sales side, but also on the side of improving the facilities. Before the transaction was complete, we were already investing in the facility. We had some wooden racks that were literally falling apart. We are talking two termites away from losing hundreds of combined years of rum in some of these warehouses. We put a lot of money into making sure they were brought up to date, that our people are safe, that the aged stock is insured for the future. We are not in this to steal the fame



and the mystique of the brand or family. We are just here to help people learn about this brand, grow it and make sure it doesn't disappear.

MK: In 2019 you opened a new \$2M Visitor Center. Is that part of that education process?

EB: Yes. We wanted to do the right thing with this brand. That just doesn't end with repairing the warehouses, doing some landscaping and continuing on as we are. It means let's do everything. Let's create an experience for a brand that deserves it. That's where the Visitor's Center Experiences came from. One of our aging warehouses took its final blow when Hurricane Maria damaged it in 2017. We repurposed it into what is the starting point of our three Visitor Center Tours. We have the Basic Heritage Tour, which is simply a walk around of the property, getting the history, seeing the facilities. There is the Tasting Tour, which includes the full

Heritage Tour and then you sit down with a brand specialist and they walk you through the 2 Stars, the 3 Stars, the 4 Stars and the 5 Stars in a sensorial experience. The Mixology Tour, also starts with the Heritage Tour, but then you get to create three classic cocktails with a Barrilito twist.

MK: I visited Barrilito in the early 90's and at that time you were really not set up for tours, but Fernando Fernandez was kind enough to take me through the entire facility.

EB: Back then Barrilito wasn't fit for tours, they didn't have a system where they would bring people around with safety protocols. They just did it because that's the way they were. Don Fernando was basically giving you a tour of his house. He loved welcoming people. He still lives in the Hacienda today, even though he is no longer officially part of the company. He wakes up every morning at 5:30 AM,

he puts on his Barrilito polo, he has a key ring on his hip and he walks around the property and says hello to everyone. We are concerned about him and we tell him "don't forget to put on your mask." He says "you don't understand, I have the cure to every disease, every illness, every virus that you could possibly get. I drink a shot of Barrilito when I wake up, I drink a shot in the afternoon, and one right before bed and I have not gotten sick in the last 55 years."

MK: As part of the acquisition team, your father brought in another former Bacardi employee, Master Blender Luis Planas.

EB: As my father says, there is no way that we would be involved with Barrilito without Luis Planas. Luis was Master Blender for Bacardi for over 35 years. He has an amazing history and is an incredible source of knowledge.

MK: What did Luis find when he first went into the aging facility?

EB: Luis came in and walked through the aging facility with the then master blender, Manuel Fernandez. Luis came from a company that had millions of barrels and he is walking into an aging warehouse that has a few thousand. He is looking around and sees barrels dating back to the early 2000's. Then he sees barrels from the 1990's, from the 1980's and even some barrels from the 1970's. He stops Manuel Fernandez, and says "I just have to ask you, why are there so many barrels in here that are 20, 30, 40 years old. You guys have two products, the 2 Stars which is 2 to 5 years old and the 3 Stars which is 6-10 years old." Manuel just shrugged and said "I don't really know. We just have them there. They didn't make it into a batch of 2 Stars, they missed the batches of 3 Stars and now they are just aging." This was another situation in which we had to act, and act quickly. We had to do something with this. Luis felt that half of the barrels were probably only 30% full at that point and some of them might even be empty. If we didn't do something with these rums now, we would lose them forever.

This was the birth of the 4 Stars and 5 Stars which came out in the last two years.

MK: You mentioned that Barrilito uses the same formula today that Pedro Fernandez developed in 1880. What is so unique about that formula?

EB: First and foremost, we make the products in the same family manner, on the same Hacienda Santa Ana that it has been made since 1880. It has not been relocated, it has not changed. We don't have a distillery anymore, that distillery shut down a little bit after Prohibition, so we source our neutral cane distillate and that is where our process starts. We have 28 maceration tanks. These are wooden tanks and in each tank we put the neutral cane distillate and we add a particular ingredient. This ingredient is natural and dates back to 1880 and we respect that same formula today. I do not know all 28 ingredients in the secret formula, but let's say for example, that one might be apricots, another might be bananas, another would be plums. In each of these tanks, that one particular fruit or spice is added in large quantities and mixed in with the rum. We leave that macerating for several months, let's say 3 to 6 months, and in that time the fruits give off their flavor. They break down in the alcohol and are preserved and that alcohol takes on a very particular flavor. Then we will take more of the neutral distillate and, per the family formula, we will add specific amounts of each macerate. I'm making this up to give you a perspective, but let's say the formula calls for 3000 gallons of neutral distillate, to which you need to add 2 gallons of plum macerate, you need half a gallon of banana macerate, you need three gallons of orange macerate, and so on. You would add a specific amount of each macerate to the total. That will marry for a few weeks and eventually you have the Rum Barrilito base.

MK: There are those that would call this a spice rum.

EB: I get that question a lot. The answer, for several reasons, is no, it is not a spice rum. First, it is not a spice rum

because when we add all these macerates, combined they make up less than 0.9 per cent of the total base. To be a spice rum, according to TTB standards, you have to have more than 2% coming from external flavors. And second, we are not a spice rum because we don't classify ourselves as that. We have never been a spice rum; Barrilito has been doing this before spice rum even existed. By TTB standards we are not a spice rum, we don't classify ourselves as a spice rum and our end product does not carry on one particular flavor. If you think about it, we are using 28 different macerates, where all the combined items make up less than 1 per cent of the total before it goes into aging.

MK: And that is enough to give Barrilito its unique flavor profile?

EB: Yes. Combine that with the sherry barrels and the ultimate blending, you have the final product. That formula carries a strong effect on the rum. If we were to leave out the formula and just age the neutral spirit, we would have an average Spanish-style rum. A good rum, but nothing unique. Again, these are processes that a lot of cognacs and brandies used a long time ago. Once we have that base created, it then goes into the barrels.

MK: What proof does the rum go into the barrels?

EB: Our rum goes into the barrels at 90 proof. We proof down, using natural rainwater that we collect on the Hacienda. We proof down before the process of aging. A lot of bigger companies would look at the efficiency only and say proofing down before aging isn't practical because the yield is a lot less. The Fernandez family believed that everything they aged, should age together. They believe you shouldn't add any foreign element once that product comes out of the barrel, it should only be blended with other rums and that is your final product. So, our rums go in around 90 proof. They come out a little bit less than that, due to some evaporation, and then they are almost always at 86 proof which is what we bottle at.

MK: Is the base for the 2 Stars different from the base for the 3 Stars or the 5 Stars?

EB: The base is the same for all of our core products. The only difference is how long they age and how they are blended. Once these barrels are filled, they sit. Let's say the Master Blender wants to make a batch of 3 Stars, which is a blend of rums from 6 to 10 years old. There is a formula when it comes to the maceration process, but there is no formula when it comes to the making a batch of the 3 Stars. It is not as simple as reading a piece of paper that says take 2 barrels of rum aged 6 years, 8 barrels of rum aged 7 years and 10 barrels aged 10 years. He has to go barrel by barrel, because these barrels all have different flavors. It's not like a barrel turns 10 years old, you sing it happy birthday, and you take it off the rack and it is ready to go. You might taste it and decide this barrel is 10 years old but it's not ready, it doesn't have the profile that you need. When we go to make a 3 Stars blend, we know that we will use nothing younger than 6 years, but very often we go over the 10 years because there is a barrel that the Master Blender feels is necessary for that blend and he will throw it in there. In the previous few batches of 3 Stars that we made, he has used barrels that are between 15 and 17 years old, not only for flavor, but also for color correction. Again, we don't use caramel, we don't use artificial coloring. So, if he does need to make the color darker to match previous profiles, he'll go and find a darker barrel, even if that barrel is 17 years old.

MK: That brings us to your two newer offerings. We talked about 2 Stars being a blend of rums between 3 to 5 years and 3 Stars being 6 to 10 years. Can you tell us about the 4 Stars and the 5 Stars?

EB: The 4 Stars is a blend of rums between 18 and 20 years old. It was launched with the opening of the Visitor Center and is only available there. When you purchase a bottle of the 4 Stars you get to fill your own bottle. The blend is in a pseudo barrel, a stainless-steel tank inside



a barrel. You recreate the experience of filling your bottle from a barrel. It's a really cool, interactive process. You even get to wax the bottle. Then there is the 5 Stars. We wanted to take advantage of the extra aged inventory we have before it all disappeared. Luis went to work and he created a 5 Stars blend which has rums aged up to 35 to 38 years. But it is a blend that has rums as young as 15 years. If you look at our bottle, we don't go for the age statement; we don't go for the big number on the bottle. That's not our style. We don't want people to know us for Barrilito 35.

MK: In addition to the four Barrilito offerings, you now have an overproof rum, Ron Hacienda Santa Ana. The name Barrilito does not appear on the label. Why is that?

EB: It is not technically a Barrilito product, but it is a cousin to the Barrilito products. Barrilito has its style and it has its aging process. But we wanted to get into the overproof segment and we wanted to pay

homage to the Hacienda Santa Ana. It is a 2-year old aged rum at 138 proof, or 69% ABV. Years ago, our Master Blender, Luis Planas, was involved in the project of creating Bacardi 151. When he first made it, it was an aged, overproof rum, not 151, but slightly lower. But working for a larger company, many times his hands were forced to deliver a product that would meet requirements for production, volumes, cost, and strength, so his creative side was somewhat silenced. Here at Edmundo B. Fernandez, Inc., he was able to put this masterful blending to work, and create this overproof product as an incredible rum that balanced many elements for its age and strength. With the Santa Ana product, he combines rums aging for 2 years with a palatable 69% ABV, and it results in a product that has much more use than the traditional 151 overproofs.

MK: Does it start with the same combination of macerates?

EB: It includes some of the elements of the macerate, but not all. It does not age in



Fernando Fernandez (Left) with Mike Kunetka (Right) at Hacienda Santa Ana in the early 1990s.

ex-sherry barrels, which is another reason why we didn't want to put the Barrilito name on it.

MK: Can we expect other 'cousins' under the Ron Hacienda label?

EB: That's why we started the label, to sort of open our doors. It would definitely be our area of experimenting with slightly different products. I can tell you now with complete transparency that, for the moment, we don't have anything in the works. We committed to the Fernandez family that we don't want to be out there changing their product. Every Barrilito you see out there, it's theirs. The 2 Stars, the 3 Stars, the 4 Stars, the 5 Stars. You will never see a 1 Star. It is what it is. We created and finished the portfolio that they always wanted to make. And everything we do outside of that, we will do under the brands like Ron Hacienda Santa Ana. But for the time being, we are really focused on the Barrilito portfolio.

MK: You recently announced a \$12M expansion plan to increase production by 400%. What will that entail?

EB: As we move into the brand, our focus is on making the product more available

to those who want to enjoy these premium rums. As part of this expansion, we have taken measures, especially in terms of investment, to make sure that the artisanal process of maceration, aging, and blending is preserved with whatever growth the company goes through. As part of the plan, we are installing three new 25,000-gallon tanks to store prime raw materials. We have also ordered more than 28,000 ex-Oloroso Sherry white oak barrels from Spain, as well as other industrial equipment, such as forklifts, industrial racks, pumping stations, alternate power generation systems, and laboratory equipment.

MK: Eduardo, thank you. I appreciate you taking the time to tell us about the history of Ron del Barrilito and its unique production methods.

EB: Thank you for reaching out and for your interest in the Ron del Barrilito and Ron Hacienda Santa Ana brands. Our brand prides itself on being very transparent when it comes to our history, process and products. I love having these conversations to talk about the brand.

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).

Philip
#GRCigarPairing



New Way

I've used the Rum Old Fashioned recipe many times, a trend also followed by many rum aficionados around the world, especially considering the many outstanding rums that have been introduced into the market in the last 50 years. The original recipe calls for American Whiskey which, in my opinion, is at the same level as its rum-counterpart. I would even suggest that the Rum Old Fashioned is better, especially for someone like me who prefers Rum over Whiskey.

There are different versions of the origin of the Old Fashioned, most of them suggesting that this was the common way to consume American Whiskey in the 19th century. While I can't tell you which of the many versions is the correct one, my humble intention in this pairing is to suggest a New Way to enjoy the rum version of the cocktail.

In all honesty, the recipe does not deviate a great deal from the original. I tried to tweak the cocktail to make it cigar and rum friendly, so I changed the simple syrup to one with ginger, which gives it a special touch worthy of changing the name of its classic ancestor.

New Way

- 2 ½ oz. Diplomatico Rum
- ¾ oz. Ginger Simple Syrup
- 1 Dash Angostura Bitters
- Orange Peel, as garnish

The method of preparation is simple and follows that of the classic original: add the Ginger Simple Syrup to a Rocks Glass, followed by the dash of Bitters and a dash of non-carbonated water. Combine all ingredients in the glass, add ice cubes, rum and finish with a garnish of orange peel. As you can see, preparation is exceedingly simple,



Photo credit: @Cigarilli



Photo credit: @CigarIli

which means you can quickly prepare a second one halfway through the cigar smoking session.

The cigar I selected was a Montecristo Number 2, which I've had in my humidor for more than 6 years, it was a Pirámide de Habanos (52 x 156mm), always appreciated by classic cigar smokers. The intensity of this cigar is medium-high, particularly this brand of Habanos, which was even better with the additional humidor aging time: well-rounded and with all the typical Cuban tobacco notes, especially leather and dried herbs.

As I started to smoke the first third of the Habano, the pleasant tobacco notes combined marvelously with the New Way cocktail. I selected the Diplomatico Rum for its typical sweet notes and because this style of rum is ideal for a cocktail such as this one. As I sipped the cocktail and approached the end of the cigar, the ginger syrup gave the drink a fresh dimension, with an herbal touch that I can't imagine working this well with any other type of distillate.

There are times when cigars, especially young ones, have aggressive notes from

the ammonia, which is naturally lost by the tobacco leaves over time. For this reason, this pairing works great with a cigar that should be aged at least a couple of years in a humidor, otherwise the overall ginger notes may work against the pairing, rather than in favor.

The key to the success of this cocktail is to have a very good ginger simple syrup, which is very simple to prepare. Start with a 1:1 ratio (by volume) of water and granulated sugar. Combine them in a pot over medium heat, mixing until all the sugar is dissolved. Once cooled, add slices of fresh ginger. You can also use this syrup in other, similar recipes.

I hope you can do this pairing at home. If you don't have access to Diplomatico Rum, try with a similar one, with a sweet profile. If all the rums you have access to are dry, you can modify the recipe a bit, increasing the amount of ginger syrup. Try to achieve balance and you'll be impressed by the results.

Cheers!
Philip Ili Barake
#GRCigarPairing

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