

AUGUST 2019 FROM THE GRASS TO YOUR GLASS, SINCE 2001!



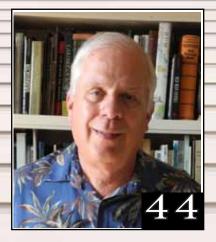
COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM **MUSE OF MIXOLOGY - RUM HISTORIAN RUM IN THE NEWS - COCKTAIL SCIENTIST EXCLUSIVE INTERVIEW - THE RUM UNIVERSITY**



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Editor and Publisher: luis@gotrum.com Executive Editor: margaret@gotrum.com Cigar 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 Cocktail Scientist: joel@gotrum.com Webmaster: web@gotrum.com Director of Photography: art@gotrum.com

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FRONT COVER: Refreshing Coconut Sunset

INSIDE SPREAD: Colada Paradise

FROM THE EDITOR

The Circle Of (Barrel) Life

For those of us in the rum industry (as opposed to those making American Whiskey/Bourbon), emptying a barrel of its contents does not mark the end of the barrel's stay in our cellars. Rum, unlike Whiskey, is typically aged in used, often over-used barrels that impart a milder oak profile than their freshly-coopered counterparts.

Oak barrels, like tea bags, become weaker and milder with each subsequent use. And just as you would not expect the flavor of a second cup of tea to match that of the first one -when reusing the same bag- rum taken out of multi-use barrels does not have the same oak intensity as rum taken out of a new barrel.

How then, do rum companies maintain their flavor profiles, when they keep reusing barrels? Different distilleries have developed their own ways to do this, my favorite one (and the one we employ at Rum Central) works as follows:

Master Blenders have to keep introducing small amounts (proportionally) of new or freshly-emptied Whiskey barrels regularly into their cellars, while also keeping tabs on the oldest barrels in their inventory. Newly-distilled rum is then aged in both the new barrels and the old ones, both accruing age at the same rate but each acquiring different oak intensities. When the rums reach the required age, the Master Blender then combines both in the proportions needed to match the desired target. This proportion will, of course, change as the number of uses of the barrels involved increases. This approach is similar to that of adding new tea bags into a large kettle that also contains used tea bags, in order to maintain the intensity of the tea flavor and aroma.

Why don't rum producers use only new barrels? Some of them opt to do so, and the resulting rums are, unsurprisingly,



very similar in oak intensity as Whiskey/Bourbon. This also increases the retail price of each bottle, because new barrels cost 3-5 times as much as used ones, and this additional expense is passed on to consumers. Those producers then replace the emptied barrels with new ones and repeat the cycle. Ironically, the empty barrels usually end up in the hands of other distillers who are happy to incorporate them into their own "used barrel" aging programs.

Cheers,

- Comment

Luis Ayala, Editor and Publisher

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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

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!

Clément Tres Vieux Rhum Agricole (6 Year Old Rhum)

I was trying to decide what rums to review and a friend of mine, Steve Leukanech mentioned that Rhum Clément Six-yearold was one of his favorites. Steve does not recommend anything lightly so I thought it was worth looking into. Every year Habitation Clément goes through their collection of aged Rhums and make selections for their Grand Reserve portfolio. The Rhums in the blend of this product like all Agricole products is made from fresh pressed sugarcane juice and then aged in a combination of new and used/re-charred 200 liters oak barrels for a minimum of six years. At the 2019 Tales of the Cocktail event it was brought to my attention that the rhum has undergone a name change to become their XO product.

Appearance

The Rhum bottle comes enclosed in a brown tube that is covered in details about the history of Clément in English and French. The bottle is the squat short handled 750 mL bottle seen throughout the Clément line and shares a few details about the Rhum and how it was made. At the time this product was bottled the Rhum met the criteria to receive Appellation d'Origine Controlee de Martinique.

The Rhum has a lovely golden-brown amber color that does not vary between bottle to glass. Swirling the liquid created a medium ring that drops one wave of fast moving legs. The band slowly thickens and drops another wave of legs before evaporating, leaving a thin line of residue around the glass.



Nose

Pouring the Rhum in the glass, lovely floral notes of vanilla, orange blossoms waft from the glass. As the aroma settles, I detect a bit of herbaceous rose, subtle spice notes of cinnamon and allspice, rounded out by wild honeysuckle and a touch of charred oak.

Palate

Sipping the Rhum revealed an interesting flow of flavors. Leading the way charred oak notes coat the tongue, followed by fresh orange zest, caramelized vanilla, lightly roasted coffee, with spicy notes of black pepper, cinnamon and brown sugar linger in a herbaceous cane filled finish.

Review

Personally, I have enjoyed Clément VSOP for years as a cocktail ingredient and this six-year blend could easily replace it in everything from a Tí Punch to Mai Tai and become my goto Agricole for cocktails. Overall this six-year-old Rhum is quite complex and I discovered it was a fine sipper. It is worth tracking down if you are looking for a new Agricole Rhum to explore and add to your bar.



www.rhum-clement.com

THE ANGEL'S SHARE

by Paul Senft

Bacardi Gran Reserva Diez

In 2018 Bacardi announced that they were releasing two new products Cuatro and Diez with the goal of fleshing out their portfolio. In the case of Gran Reserva Diez forms a bridge between Ocho and Reserva Limitada in the premium portion of the line. Diez is a blend of rums that have been aged a minimum of ten years in used American White Oak Bourbon barrels. The rum is charcoal filtered, then blended and bottled at 40% ABV.

Appearance

The 750 mL bottle is the short handled design that we have seen both Ocho and Limitida Reseva switch to. The "10" around the neck band clearly pops on the shelves and if that does not catch the eye, the gold Bacardi bat logo centered on the bottle will. Each bottle is individually numbered and the one sampled for this review is CS880. One thing of note on the back of the bottle along with the basic details of the product and Bacardi's tasting notes is the Puerto Rico Geographical Indication symbol. Which in this case means the rum is created from fermented molasses, is distilled using a continuous column still, aged a minimum of one year in white oak barrels, and that the rum is produced and aged in Puerto Rico.

The rum is amber hued mahogany in color in the bottle and brightens significantly in the glass. Agitating the liquid created a thick ring that spun off fast moving legs. Both the ring and legs evaporate in a few minutes, leaving behind a light coating of residue and beads around the glass.

Nose

The aroma of the rum has a surprisingly dynamic profile. It leads with strong banana flambé, salted toffee, dark cacao, dried apricots, with a roasted oak/nuttiness completing the experience.

Palate

The rum has a silky entry that envelops the tongue with a twang of oak tannin laden alcohol. The swirl of flavors erupts mid tongue and I quickly identify caramelized banana, floral vanilla, spicy bread pudding, charred oak, with raisins and dried apricots. As the rum begins to fade there is a push of sweetness married with the oak tannins before it ends with a short dry finish.

Review

Bacardi Ocho has long been one of my favorites of the Bacardi line. I was curious how the Diez would stand up in comparison and have to say I just found it okay. Instead of stepping up, in my opinion, it took a different path and lost some of the robustness that I enjoy with Ocho. Throughout the tasting experience the wood notes are fighting with the other flavors for domination and ultimately wins the battle ending the experience in a rather abrupt finish. Overall, I wanted more from a rum with this age statement and it failed to meet my expectations. I appreciate what the blenders attempted. but believe I will stick to Ocho for its more versatile experience.







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

Thai Green Curry

Ingredients:

- 1 Tbsp. Vegetable Oil
- · 4 oz. Thai Green Curry Paste
- 2 Lrg (13 oz. each) Cans of Coconut Milk
- ½ Cup Dark Rum
- 1 1/2 lbs. Boneless, skinless chicken breast cut into 1-inch pieces
- 1/2 lb. Zucchini, cut into half-moons
- 1/2 lb. Squash, cut into half-moons
- ½ Red Bell Pepper, julienne
- · 1 medium size White Onion, julienne
- Fish Sauce
- Sugar
- Soy Sauce
- Cooked Rice, for serving
- Sprigs of Basil, for garnish

In a wok or large roasting pan, heat oil over medium heat. Add curry paste and fry for about 2-3 minutes, stirring constantly.

Drain cans of coconut milk into a bowl. Take the solid pieces of coconut and add to curry paste. Continue stirring and add the chicken pieces and stir.

Add remaining coconut milk to pan and reduce heat to medium-low and simmer until chicken is cooked thoroughly, about 20 minutes.

Add zucchini, squash, red bell peppers and white onions and cook until tender. Add to taste: fish sauce, sugar and soy sauce. Last but not least, add the rum. Cook pot for an additional minute. Serve next to or over cooked rice. Garnish with basil



Coconut Lemon-Lime Rum Cake

Ingredients:

- 3/4 cup Shredded Toasted Coconut
- · 2 cups all-purpose flour
- 2 teaspoons baking powder
- 1 teaspoon salt
- 1 ½ Stick Butter, softened
- 1¼ cups granulated sugar
- ½ tablespoon grated lemon zest
- ½ tablespoon grated lime zest
- · 2 large eggs
- 3/4 cup whole milk
- 1/8 cup fresh lemon juice
- 1/8 Cup Fresh Lime Juice
- 1 cup Confectioners' Sugar
- 4 tablespoon Dark rum (plus more for brushing)

Preheat oven to 350°F. Generously butter a 9×2-inch round cake pan. In a medium bowl, whisk together the flour, baking powder and salt. Add the toasted coconut and stir to combine. Set aside. In a mixing bowl, beat together butter, granulated sugar, lemon zest and lime zest on medium speed until light and fluffy. Add eggs one at a time, mixing well after each addition. Add half the amount of each the lemon and lime juice together and add to the milk and stir well. Change mixer speed to low and add flour and milk mixtures alternately in batches, beginning and ending with the flour. Pour batter into cake pan and smooth the top. Bake until golden or until a toothpick inserted in the center comes out clean, approximately 45 minutes. Cool slightly in pan and then brush with rum (about 3 tablespoonful's). Allow to cool completely. To make glaze, whisk together confectioners' sugar, remaining lemon-lime juice and rum. Slowly pour glaze over the cooled cake, then top with Cool Whip and sprinkle additional toasted coconut on top and serve immediately.

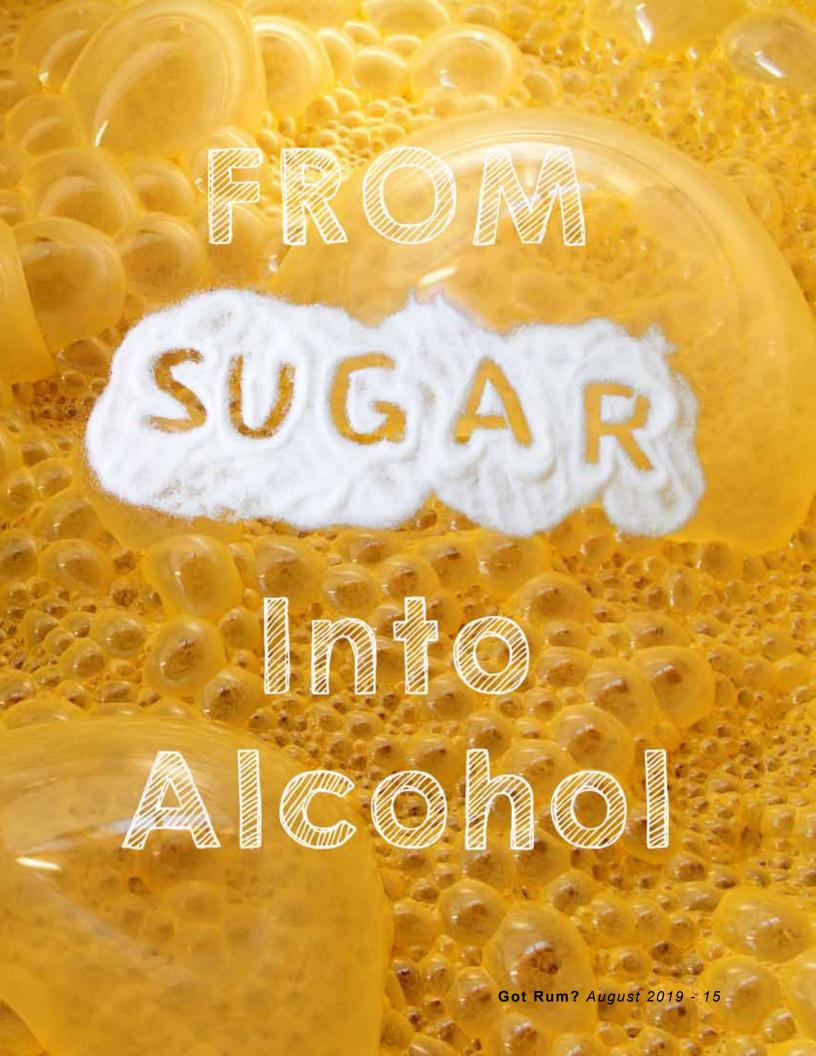




Fermentation Primer Lesson VIII

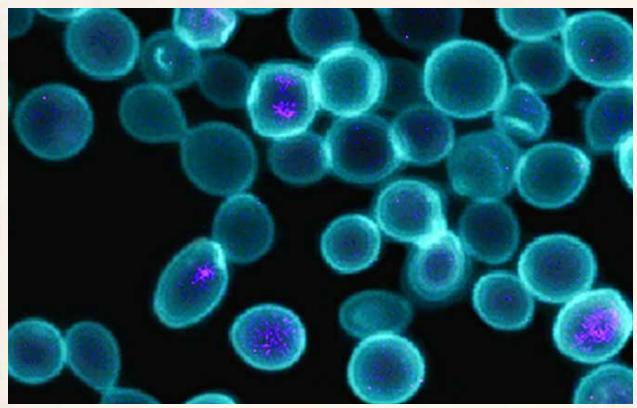
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Fermentation Primer - Lesson VIII

In last month's lesson we discussed how the evolution of fruit-producing plants may have been one of the driving forces behind the proliferation of new yeast types, each tailored to take advantage of specific climate and food source combinations.



Q: If all yeast evolved the ability to produce alcohol to inhibit the growth of competing bacteria, do all yeast species and varieties get along with each other?

While it is possible for some yeast combinations to co-exist in seemingly harmonious ways, some of them have also evolved the ability to produce *killer toxins* aimed exclusively at killing other yeast species and varieties.

These killer toxins (generally proteins or glycoproteins) are polypeptides that kill sensitive cells of the same or related species, often functioning by creating pores in target cell membranes. Just like with the production of ethanol, the yeast cells that secrete the toxins also have a built-in immunity to them, a fact that is being researched by scientists interested in synthetizing the toxins as effective inoculants for fermentations.

During the last two decades, secreted killer toxins and toxin-producing killer yeasts have found several applications. For instance in the food and fermentation industries, killer yeasts have been used to combat contaminating wild-type yeasts which can occur during the production of wine, beer and bread. Killer yeasts have also been used as bio-control agents in the

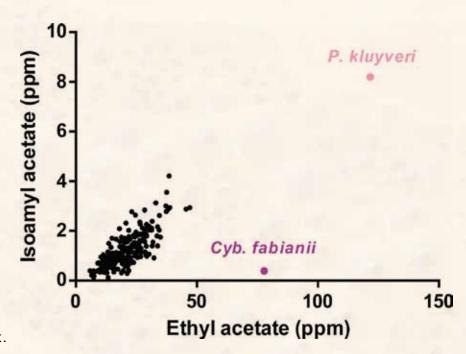
preservation of foods, in the bio-typing of medically important pathogenic yeasts and yeast-like fungi, in the development of novel antimycotics for the treatment of human and plant fungal infections and finally in the field of recombinant DNA technology.

Pichia kluyveri

According to "The ecological role of killer yeasts in natural communities of yeasts" (Starmer, W. T., P. Ganter, V. Aberdeen, M. A. Lachance, and H. J. Phaff. 1987), the distribution of killer toxin-producing yeasts in naturally occurring yeast communities have shown that such yeasts are relatively common, especially in decaying fruit, in which killer toxin-producing strains make up 27% of the yeast community.

One common fruit yeast, Pichia kluyveri, was found to display genetic variability for its ability to kill other yeasts and to be polymorphic for this trait in natural populations. Observations on the co-distribution of P. kluyveri and other yeast species suggest an ecological role of this killer species in excluding other yeasts from particular communities.

Pichia kluyveri has been used in the production of lowalcohol or alcoholfree beers, thanks to its fast glucose fermentation rate and its ability to produce positive flavor compounds. Some light/neutral alcohol distillers have also used this species to increase the production of higher alcohols from residual glucose or when market conditions demand it.



According to a research paper published by the American Society for Microbiology, some chocolate producers have also been fermenting cocoa beans using P. kluyveri since the congeners produced by it are considered desirable in that industry, adding to the depth and richness of the final product (Meersman, Steensels, Struyf, Paulus, Saels, Mathawan, Allegaert, Vrancken and Verstrepena, 2015).

Join us again next month as we continue to explore this fascinating topic.

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 for the past 13 years with my daughter, Desi. I have been running the bar program at "M", of the Cameron Mitchell Restaurant group since 2005. I am currently the President of Columbus USBG as well as a consultant for bars and restaurants nationally.

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.

Bywater Cocktail

Every July I spend two weeks in New Orleans, leading a team of amazing bartenders from around the globe at Tales of the Cocktail. For those of you who don't know, TOTC is the largest cocktail festival in the world, and the Cocktail Apprentice Program is highly respected in the industry. It is an amazing experience and I am blessed to be a part of it. My first year was 2010, and one of the people I was fortunate enough to meet, work with and become lifelong friends with, was Chris Hannah. Chris was the head bartender at Arnaud's French 75 Bar for many, many years and has received well deserved national and international press for his incredible hospitality, innovative cocktails and knowledge of all things New Orleans. had the pleasure during this trip to go to Chris's new bar, Jewel of the South, and was not disappointed. The space is beautiful, the food and cocktails exceptional, and of course that southern hospitality that you receive when sitting on the other side of his bar is unmatched.

All that being said, as I sit here on my flight back home, the subject of this article was an easy decision. When I make my annual pilgrimage to New Orleans, I stay in the French Quarter, but there is another great part of the city called the "Bywater". This historic neighborhood is part of the Ninth Ward, but is also located along the natural levee of the Mississippi River. There are some fantastic bars and restaurants in this area as well as a thriving art scene.

Chris Hannah created what I like to call a "modern classic", called "The Bywater", which was first written about in Food and Wine Magazine's "Cocktails





knew about!! I spoke with Chris about his inspiration:

"When I discovered the Brooklyn Cocktail I wanted to make a similar boozy drink w/ the Amer Replica Jamie Boudreau came up w/ back in 2006. I realized a lot of service industry folks who worked in Manhattan lived in Brooklyn, same for a lot of my friends who work in French Quarter restaurants, they live in Bywater. I designed the drink after the Brooklyn Cocktail recipe since the Bywater neighborhood resembles Brooklyn in a lot of ways"

A classic Brooklyn consists of Rye Whiskey, Dry Vermouth, Amer Picon and Luxardo liqueur. The Brooklyn could be considered a variation of the Manhattan, and Chris Hannah's BYWATER may be modeled after it, but I think the Bywater is much more complex and delicious.

Chris told me he prefers to use the Plantation OFTD, which is a rich, overproof blend of Jamaican, Barbados and Guyana rums. It is bottled at 69% ABV and has

this cocktail because it is able to shine through and still be the star of the drink, even with the other bold spirits that are in it. Green Chartreuse can be very greedy in cocktails, but it adds just enough herbal and vegetal notes in the Bywater to round out the complexity. There are many amaros in the market so the common one I would suggest here is Averna. It will add all of the deep chocolate and fig flavors without overpowering the rest of the ingredients. The spicy and vibrant Falernum will contribute clove and citrus, which brightens the other spirits. In the 2009 Food and Wine cocktail book, Chris said he would pair the Bywater with a "Maduro wrapped stogie (cigar) because their complexities match". I would have to agree.

If you haven't ever enjoyed a Bywater, by all means, get the ingredients and make it asap!! And please, if you go to New Orleans, go see Chris at Jewel of the South, and tell him Cris sent you!

Cris



Run BUNIVERSITY 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

10

The Complete Coconut Cookbook

(Publisher's Review) Coconut is a "hot" ingredient among foodies, primarily for its rediscovered healthy impact.

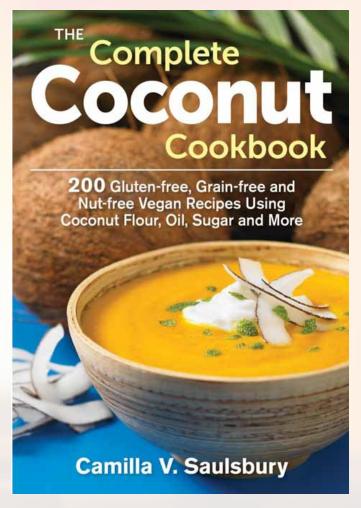
Always a delicious ingredient and often a decadent treat, coconut is now embraced with a new enthusiasm that borders on obsession. Its rich, smooth and creamy textures add to the compelling and considerable health and nutrition benefits of pure coconut products.

Despite the mounting evidence supporting the health benefits of coconut and the ever-increasing number of coconut products in supermarkets, comprehensive guidance on how to use such products lags behind. The Complete Coconut Cookbook offers home cooks the delicious, convenient coconut using its entire range of special ingredients.

Everyone, from hardcore health-foodies to recreational cooks and everyone in between, will enjoy these all-natural, high-energy, top-notch coconut recipes which can all be made with ease and flair. The 200 innovative recipes cover a broad spectrum of fresh flavors and textures and provide delicious and dependable results. Perhaps most importantly, there is a complete nutritional analysis for every recipe.

Camilla Saulsbury includes coconut recipes for virtually every occasion and every time of the day: Breakfast, Breads and Muffins, Beverages, Salads, Vegetable Sides, Soups and Stews, Main Dishes, Cookies and Cakes and Desserts.

For example a nutritious start is Coconut Waffles, a late afternoon snack is Coconut Flour Zucchini Bread, and a sit-down hearty dinner is Southwestern Sweet Potato and Poblano Soup.



An unusual feature is a comprehensive section on the science of coconut nutrition along with a survey of user-friendly nutrition information about each coconut ingredient and "how-to" data for each coconut product.

Paperback: 320 pages

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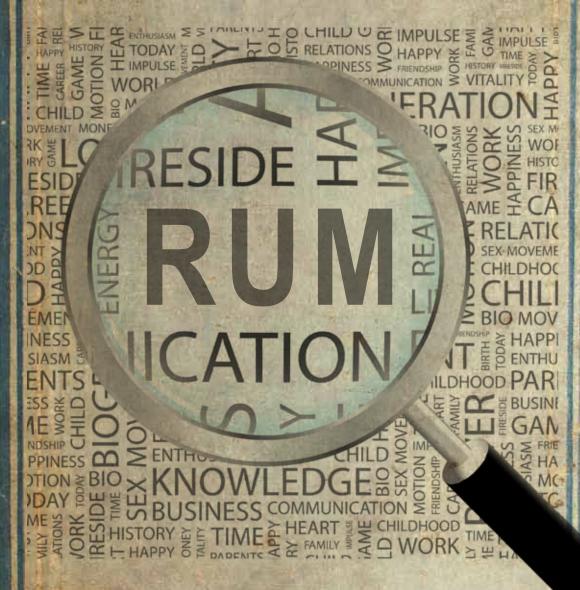
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THE RUM BIOGRAPHY

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Rum

he rum industry owes its present success to many people who, through their vision, wisdom, ingenuity and/or dedication, were able to innovate or improve existing processes. In this new series we will explore these individuals, to honor their memories and to -hopefully- inspire a new generation of game-changers.

Featured Biography: Robert Wilhelm Bunsen

Robert Wilhelm Eberhard Bunsen was born on March 30, 1811, in Göttingen, Germany. He was the youngest of four sons.

His father was Christian Bunsen, professor of modern languages and Head Librarian at the University of Göttingen. His mother came from a military family. Robert Bunsen once recalled that he had been a wayward child at times, but that his mother kept him in line.

Education and Career

He attended elementary school and high school in Göttingen. When he reached the age of 15 he moved to the grammar school in Holzminden, about 40 miles (60 km) from Göttingen.

In 1828, aged 17, he started work for his degree at the University of Göttingen. He took courses in chemistry, physics, and mathematics, with some geology and



botany. He won an award for his work on a humidity meter. When he wrote this work up in 1830, he was awarded a Ph.D. in chemistry – he was just 19 years old. Bunsen stayed at Göttingen until he won a government scholarship to travel around Europe studying chemistry. He spend most of 1832 and 1833 learning chemical techniques in laboratories in Germany, Austria, Switzerland, and France. In France he spent time in Paris working with the famous chemist Joseph Gay-Lussac. Recalling differences between his own time as a university student and many years later, Bunsen said: "In my day, we studied (all) science and not, as now so often happens, only one of them."

Arsenic - A Triumph and a Disaster

In 1833, aged 22, Bunsen started working as a chemistry lecturer at the University of Göttingen. He had obtained his license to teach, but received no salary from the university. He tutored students and carried out research in the chemistry laboratories.

In the early years of his career, Bunsen researched arsenic compounds, which was a very hazardous work. In 1834 he published his first important work. Working with the physician Arnold Berthold he discovered an antidote to arsenic poisoning. He found that adding iron oxide hydrate to a solution in which arsenic compounds are dissolved causes the arsenic compounds to fall out of the solution as ferrous arsenate, which is an insoluble, harmless solid.

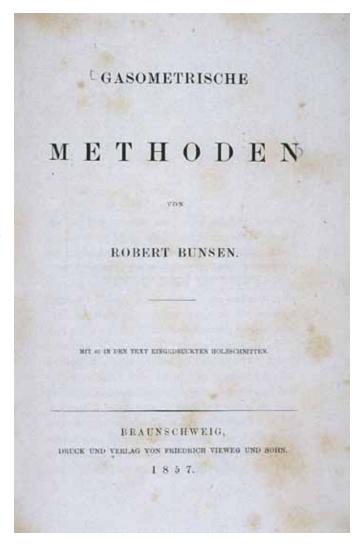
Bunsen developed an ongoing passion for studying the compounds of arsenic. Like the good chemist he was, he tried to take precautions against the toxic effects of these compounds: he devised a face mask with a breathing tube that fed him clean air from outdoors while he worked.

Some arsenic compounds, however, are explosive. Without warning, they explode in dry air. In 1843, nine years after finding the antidote to arsenic poisoning, Bunsen became a victim of such an explosion when a sample of an arsenic compound called cacodyl cyanide exploded, shattering his face mask and permanently blinding his right eye.

The explosion also resulted in Bunsen suffering severe arsenic poisoning. He was saved from death by the iron oxide hydrate antidote he discovered nine years earlier.

Invention of the Zinc-Carbon Battery

In 1841 Bunsen invented the zinc-carbon cell – often called the Bunsen battery. He saw this as an improvement on the expensive Grove cell, which was used, for example, to power telegraph lines. The Grove cell was a zinc-platinum cell. The platinum in it made it very expensive. Bunsen combined his zinc-carbon cells into large batteries, which



he used to isolate metals from their ores. He was the first person to produce large scale samples of pure magnesium metal. His replacement of expensive platinum with cheap carbon also allowed other researchers who had been deterred by costs to carry out work in electrochemistry.

The Bunsen Burner

Chemists and alchemists before them were aware that if you sprinkled a sample of a substance into a flame, the color you saw helped you identify chemical elements in the sample. Lithium compounds, for example, burn with a rose-red flame, while potassium compounds burn with a lilac flame. Bunsen observed that sodium compounds gave an orange-yellow flame. However, the fundamental color of the flame itself, before chemicals were sprinkled into it, could interfere with the test, making it unreliable. Bunsen's response was his gas burner. By introducing air into the gas in the correct proportion before it burns, a clean, soot-free, almost colorless flame is produced. Using his burner, Bunsen used flame tests to analyze substances much more reliably than ever before. The burners he designed were made by Peter Desaga, his laboratory assistant. Bunsen published the design of the burner in 1857, but did not patent his design. He did not wish to make profits from science; he believed the intellectual rewards were more than enough. His burner is now used not only for flame tests. It is used to heat samples and to sterilize equipment in medical laboratories all over the world.

The Spectrometer and the Discovery of New Elements

Gustav Kirchhoff (Bunsen's friend and colleague) was interested in the infant science of spectroscopy. Spectroscopy was the science of splitting sunlight into the colors of the rainbow using a prism — much as Isaac Newton did in 1666. Many years later, in 1802, William Hyde Wollaston repeated Newton's experiment, but looked at the spectrum of sunlight using a magnifying glass. He saw more than the colors of the rainbow: he saw seven dark lines within the colors. In 1812, Josef Fraunhofer looked at a greatly magnified spectrum of colors from sunlight and saw over 500 of these dark lines (we now know there are more than 3,000 such lines.) Kirchhoff was interested in the new science of spectroscopy. He wanted to explain the dark lines in the sun's spectrum. He made the historic discovery that they were caused by cooler gases in the sun's atmosphere absorbing particular wavelengths of sunlight. These dark-lined spectra are now called absorption spectra. In 1859, Kirchhoff and Bunsen brought together a spectroscope and a Bunsen burner to study spectra from Bunsen's flame tests. The two scientists looked at the spectra of a variety of different substances in the hot flame of the Bunsen burner.

The results were stunning. Bright lines appeared in the spectrum: the elements, when strongly heated in the Bunsen burner's flame, emitted light at particular colors or wavelengths. These bright-lined spectra are now called emission spectra. Lines in the spectrum turned out to be a reliable "fingerprint" for chemical elements. Every element absorbs or emits characteristic wavelengths of light, leading to different "fingerprints" of lines for the different elements. A new science had been born: Chemical Spectroscopy.

Using their newly invented method, Bunsen and Kirchhoff discovered two new elements: cesium in 1860, and rubidium in 1861. The beauty of spectroscopy is that tiny traces of a substance can be detected. This opened up a whole new field of chemical analysis where elements could be detected when their concentrations were exceptionally low.

Bunsen was also credited for explaining how geysers work, after his visit to Iceland in 1846, following an invitation to study volcanic activity.

Bunsen's research and findings were also crucial in improving efficiency in the British and German steel industries, after identifying large amounts of charcoal not being burnt completely by the furnaces. By recycling the exhaust fumes, Bunsen was able to obtain more energy by converting the carbon monoxide into carbon dioxide.

Did you know that...

- Spectroscopy today encompasses all wavelengths of the electromagnetic spectrum, not just visible light. It is an enormously valuable method for solving a huge variety of scientific problems.
- Spectroscopy is commonly used by medium and large distilleries for analytical purposes (congener foot printing) and for colorimetry.
- The Bunsen burner is still a very important tool in modern chemistry laboratories.
 It can burn a number of types of fuel and produces a single, clean and hot flame.
 The Bunsen burner has a valve for gas intake and a needle valve that allows precise control of the amount of air that mixes with the fuel.

References: www.britannica.com and www.famousscientists.org





y name is Marco Pierini, I was born in 1954 in a little town in Tuscany (Italy) where I still live.

I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been history. Through history I have always tried to know the world. Life brought me to work in tourism, event organization and vocational training. Then I discovered rum. I cofounded La Casa del Rum, that ran a beach bar and selected premium rums.

And finally I have returned back to my initial passion: history, but 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 flavors; it has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions.

All this I try to cover in this column, in my FB profile: www.facebook/marco.pierini.3 and in my new Blog: www.therumhistorian.com

I have published a book on Amazon:

"AMERICAN RUM - A Short History of Rum in Early America".

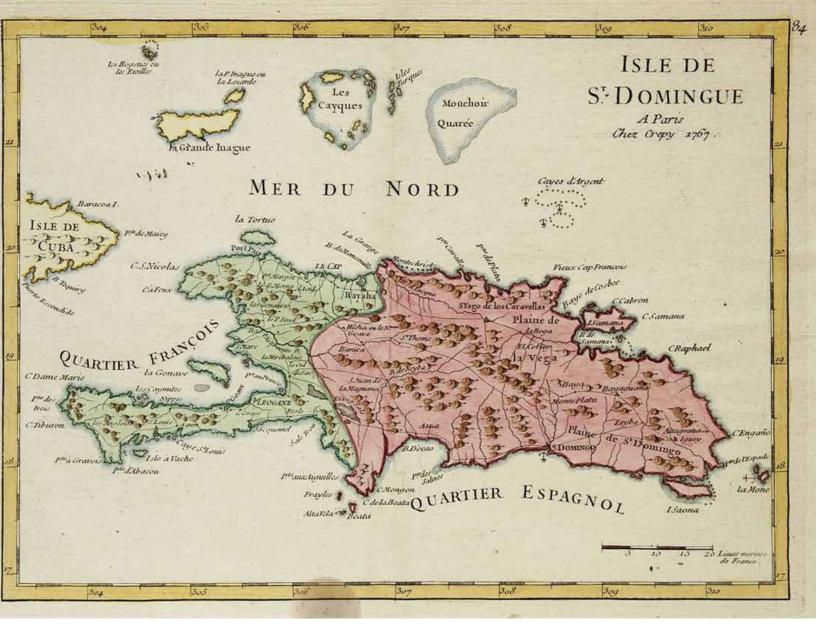
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A HISTORY OF FRENCH RUM 3. FRENCH PLANTERS AND AMERICAN SMUGGI FRS

The French Caribbean islands, and especially Saint-Domingue (Present day Haiti), in the 1700s became the greatest producers of sugar in the world. Therefore, due to all the sugar they produced, they produced also huge quantities of molasses, and French planters didn't know what to do with it. Unlike British planters, they could not turn most of their molasses into rum.

The 1713's Royal Declaration banning the production and trade of rum was (more or less) enforced in metropolitan France, thus closing the great domestic market to rum. But in the Colonies the situation was different. The ban on distilling was completely unrealistic. Thousands of miles away from France, the Royal Authorities lacked both the force and the will to enforce it.

See the letter by the Governor Blénac and the *Intendant* Mithon of Saint-Domingue to the Navy Minister on the 20 July 1715:



"It [guildive] is absolutely essential for home usage for the dressing wounds and ulcers which the Negroes, and especially newcomers to Guinea, are very prone to. Practitioners find it better and a higher quality for cleansing wounds than eau-devie from wine for these sorts of aches and pain. It is still very useful for their health when they have been soaked by the rain during work. The masters who care for their Negroes give them each a drink when they return which protects from colds and rheumatism they would pick up without this precaution. It is clear that a considerable dwelling consumes three and four barrels a year for these indispensable uses"

French Planters used rum to feed and treat their slaves and could de facto export it to French Canada, to Africa, where it was

traded off for slaves, and to other foreign countries. But they all were little markets for all the rum they could produce, so the overwhelming bulk of molasses was left unused. Understandably, rather than throw them away, French planters were only too happy to sell their molasses on the cheap to the only people who were keen to buy it, the North American merchants. Soon the French Caribbean Islands became a very important trade partner of the British Continental Colonies.

In exchange for their molasses, French planters wanted mainly food for their many slaves and Americans easily supplied them with the fish which their seas had an abundance of and which, being destined to slaves, was often second-rate, or as they said then, "damaged", but also with

rice and flour. Every tourist will notice that this exchange with food coming from the North is at the basis of Caribbean cuisine even now. And then the Americans sold staves to make barrels, timber to build everything, more timber to use as fuel, work horses etc. In short, all that was needed by Plantations so specialized in sugar production that they produced nothing else. It was a perfect trade where the two parties involved sold what they had in excess and, for them, of lesser value while buying what they needed most and could not produce themselves.

There was only a problem: both the French and British Crowns prohibited that trade. According to Mercantilist principles, the colonies had to trade only with the mother country, not with foreigners. Prior to 1717, almost constant warfare had prevented the effective application of the initial Colbertian

edicts, but the *Lettres patentes* of 1717 codified the French mercantilist trade policy known as *l'Exclusif* forbidding French colonists to trade with foreigners. French settlers protested, revolted, and obtained a few modifications, but first and foremost they resorted massively to smuggling, which the authorities *de facto* tolerated.

'Smuggling' makes us think of vessels slipping into little, hidden coves in the dark of the night, of dodgy men who unload precious goods furtively, while others, well-armed, keep watch lest soldiers and customs officials should arrive. Very



romantic and exciting. And in fact the marketing of rum is full of poetic labels and haunts whose names recall this romantic vision. I regret to disappoint my readers, but the smuggling of French Caribbean molasses into the British Continental Colonies was mostly prosaic paperwork, a lot of it. By forging certificates, French molasses was "naturalized" as British; many ships arrived at colonial ports loaded with foreign molasses and other foreign goods, but officially only "to receive orders" from their owners; other merchants did pay the regular duty, but only on the thin layer of goods covering the huge remaining cargo which friendly customs

officers pretended not so see; and so on. Finally, after a seizure, customs officers often chose to avoid going to trial and to "compound" with the merchant that was restored in full possession of his property after the payment of a little part of the value of the seized goods.

Smuggling didn't spare metropolitan France either, as there were several attempts to mitigate the Declaration of 1713. In France, though, these attempts were met with strenuous opposition from those whose interests were threatened.

"In July 1751, Jean-Baptiste Gastumeau, a merchant in La Rochelle, published a memoire of great vehemence aimed at protecting the trade in his city. ... The municipality of La Rochelle had just seized a cargo of guildive (a variety of rum, also known as tafia) smuggled from Santo Domingo, and most likely destined for Guinea costs. Even if the producers of this guildive were themselves French, the product nevertheless constituted a serious economic threat insofar as it exhibited many similarities with a local product of fundamental importance: brandy. ... In this eight-thousand-word memoire, Gastumeau presents a long series of arguments justifying the laws in force prohibiting the production and marketing of any alcohol distilled from sugar cane juice (or its derivatives) throughout the kingdom. His memoire also includes a series of attacks against those who wished to put an end to the bans in order to sell their products in a growing European market - that of distilled alcohol. For Gastumeau, and for all the others who have taken up these arguments, it was a struggle for the protection of the industry and trade in French brandy, which had become one of the pillars of the economy kingdom's export market in the middle of the eighteenth century. The trade debates of the eighteenth century between the defenders of the French brandy industry and those of the French rum industry were extremely lively because of the importance of the markets - and profits - in question. These debates went far beyond the area of trade to address issues concerning the kingdom's internal politics as well the

colonies' internal politics. " (B. Mandelblatt "L'alambique dans l'atlantique" 2012)

Gastumeau continues "Lack of Spirits in France for the consumption of the Kingdom and the Foreigner? If this is the case, it is necessary to multiply the sources: to increase our wealth by deriving new ways of making the Foreigner dependent on the State from our possessions. But if we have enough Spirits for all consumptions, if we fill all the uncorked bottles, and much beyond, if by manufacturing new Spirits in America, we diminish the value of ours, if by doubling the quantity we do not increase the products, then the State earns nothing. There is no more to know than this; which of the two, the Mainland or the Colony, must be preferred for this manufacturing and this trade. ... [it is with molasses] a useless and superfluous material, which in no way interests his income, which he often throws away or makes his cattle to drink, that the American planter makes his guildive. In France wine is the unique and forced product of our funds, it is the fruits of our lands, it is the income, it is the substance of the possessor who puts it in his Brandy." However, in spite of Gastumeau, in 1752 the government allowed French merchants to place West Indian rum in bonded warehouses in French ports for shipment to Africa.

Now we have to deal a little with the Big History of European Powers and their Colonial Empires. To begin with, we must always remember a thing which was self-evident to the people of that age, but so difficult for us to really understand: all over the 1700s, the heart of the French and British colonial empires, and the center of their interest were the little Caribbean Sugar Islands and not the big colonies of Mainland North America.

In America, the decisive confrontation between France and Great Britain was the so-called *French and Indian War*, part of a more global war better known in Europe as *The Seven Years' War* (1756-1763). France was defeated, Great Britain conquered North America and India and became the undisputed leader in overseas colonization.

Thus, France, which at the beginning of the war and during its first four years had held a dominant position over most of North America, disappeared from that continent as a political and military power.

During the War, the French Caribbean never interrupted the trade with the British Continental Colonies, officially the enemy, they simply had to face new complications and resort to new stratagems.

In the Caribbean, neutral ports were numerous; perhaps the most important, and certainly one of the most widely used for American trade, was the port of Monte Christi on the border of Spanish Hispaniola (present day Dominican Republic) and French Saint-Domingue (present day Haiti).

American ships could enter Monte Christi and legally buy molasses, sugar and rum because it was a neutral Spanish port. But it was well known that Spanish Hispaniola neither grew nor processed sugar cane and that the products came from the nearby French part of the island. The Spanish Governor went as far as to erect a sugar mill in his province, so that traders could at least swear that their molasses came from the Spanish half of the island.

Then there was the Flag of Truce. It was a pass, usually issued by a Governor of the British Colonies, enabling a ship to visit enemy ports for official purposes, most often prisoners' exchange. Quite rightly, merchant vessels carrying prisoners under flag of truce were allowed to trade in French ports to cover their travel expense. Soon, an Armada of American ships sailed to the French Caribbean with only one or two prisoners on board, but a lot of goods in the hold. French prisoners became a valuable commodity and when there were no real prisoners some French-speaking colonial would do as well, so to be a prisoner often became a good job. Some prisoners "have been taken by our cruisers four times in less than two months" lamented Commodore John Moore, the British naval commander at Antigua.

Finally, "honest smugglers" simply continued to trade with the French as in peacetime, with greater risks, but also with greater profits.

In 1763, with the Peace Treaty, Britain obtained the recognition of its conquest of Canada, of the French Empire in North America except for Louisiana and Florida, but handed back to France, and to Spain, the Caribbean sugar islands that it had occupied during the war: British West Indian planters did not want dangerous competitors within the Empire. Despite this seemingly disproportionate loss of land, the French foreign minister deemed the treaty a victory because it secured the most profitable colonial domains, the sugar islands. The single island of Saint-Domingue was the world's largest producer of sugar and was considered by some the most valuable province of France. It produced more sugar than all the British islands. After the war the trade between the French sugar islands and the British Continental Colonies was resumed.

In 1762 French Planters had handed over Martinique to the British, who had already occupied Guadalupe. They stayed on only one year leaving behind a benefit: the improvement of the quality of rum. According to Guy Josa in "Les industries du sucre et du rhum a la Martinique" 1931, rum "was made with so little care in the small number of guildiveries in the colony that the foreigner refused to purchase it most of the time. After the capture of the island, private individuals from the English colonies who came to the dwellings informed the owners of their method which gave much liked rum. They did not reheat their "rum" and made guildive and sweets at the same time. A considerable number of rum distilleries were then established in towns and houses."

After the return of Martinique to France, this improved rum production drew the attention of the *Juges* and *Conseils* of Nantes who sent a memorial to the Minister, asking him to grant permission to establish storage facilities for rum in France. They claimed that the Declaration of 1713 made no sense any more: rum was

not harmful for human health, as witness the health situation in Normandy and Brittany, where it was consumed aplenty (and legally) and did not compete with indigenous spirits, since spirits had to be imported from Spain and Portugal.

In 1763 the French Crown proclaimed some "Free Ports" in the Caribbean. "From then on, importation of lumber, food, and horses from the North American colonies was freely permitted, provided that the traffickers of these products received sugar, molasses, and rum as payment. ... the establishment of 'free ports' was the beginning of the legal dismantling of the European trade monopoly in the West Indies. From then on, the notion that free trade was more convenient for all gradually spread ... promoted by an otherwise conflicting set of actors, which included the European liberal philosopher of the Enlightenment, the colonial governors who were constantly struggling to keep their colonists well supplied, and the colonists themselves, whether or not they were involved in contraband." (F. Moya Pons "History of the Caribbean" 2007)

"Items of Goods which Foreigners shall be permitted to transport, unload and have brought into each French colony in exchange for Syrups and Tafia only, shall consist solely of Live oxen, Live pigs, Sheep, Kids, Planks of all kinds, Jugs, Paving stones, Masts, Edging, Indian or Spanish corn, Oats, Bran, Staves, Barrel rings or hoops for barrels, Shingles and Roofing tiles for houses, Bricks, Tiles for earthenware and faience for fireplaces or for tiles, Carved stone, Carriages or Cabriolets, Wheels for Cars and Carts, Cabinets, large and small English desks, Rice, Peas and vegetables, and green fruits of all kinds". Four months later, it is even allowed foreign vessels to take to the Windward Islands, via the warehouse on St. Lucia, the goods they want, except cotton, coffee and sugars. Intercolonial exchanges remained forbidden." (M. Lange "Le rhum au milieu du XVIIIème siècle: une lutte entre les Colonies et la Métropole" 2018)

Not without opposition, though. Let us see a memorial written in 1764 against

the attempts of refiners to soften up the prohibition: "As this strong liquor is cheap, the Blacks make use of it, when their misery does not allow them to intoxicate themselves with a more satisfying drink. If the need to derive from the proceeds of their work, if the divine & human laws did not order to ensure their preservation, perhaps it would be an act of humanity to let them hasten the end of their sentences by its use. But at least it is indisputable that one cannot apologize for wanting to spread this poison in our lands & in our climates where the inhabitants, truly men, enjoy the favors of mankind. "

The pressures to liberalize the trade of rum continued. "A Memoir of the King dated 31 March 1776, to encourage the planters to establish guildiveries, declared the slaves employed at these establishments exempt from all capitation rights. A Ministerial Dispatch dated 1 June 1777, permitted the temporary admission of syrups and tafias to France, provided they were destined for export afterwards. Finally, the law of 8 Floreal Year X [28 April 1802] authorized the entry of tafias for consumption from French colonies, for an entry fee of 10 francs per hectoliter. The importation of foreign rums was prohibited. However, those taken from the enemy by warships or armed vessels shall be delivered for consumption at a rate of 40% ad valorem. (Decree from 24 June 1808). Despite official opposition, rum had acquired right of city in France towards the end of the 18th century." (D. Kervégant "Rhum et eaux-de-vie de canne" 1946)

But when, at long last, the French Planters were finally free (or better, almost free) to sell their rum in great quantities, they realized that the majority of consumers did not want it, because its quality was very bad, much worse than that of the British competing rum. They didn't give up, though, and with the help of science they tried to improve their product.

With some success, as we will see in the next article.

Marco Pierini





By Joel Lackovich



Hello, my name is Joel Lackovich. I first became a Rum aficionado while bartending at the legendary Washington DC hotspot, NATION, in the late 90's. Serving hundreds of patrons each night, I always held a special place in my heart for Rum, whether I grabbed a bottle from the rail or from the top shelf.

Today, with over 20 years of experience in the field of life sciences, and degrees in Biotechnology, Chemistry, and Microbiology from the University of Florida, and an MBA from the Jack Welch Management Institute, I bring a unique blend of both science and human perspective to how I look at Rum, and the cocktails we all enjoy. The ingredients, the preparation, and the physical properties that constitute a Rum cocktail fascinate me. I hope you enjoy my column where I dissect a different Rum cocktail each month and explore its wonder.

Joel Lackovich (joel@gotrum.com)



MATERIALS & METHODS

Caribe Hilton Piña Colada Recipe (1)

Rum - 2 oz. (60 mL)
Cream of Coconut (Coco Lopez) - 1 oz. (30 mL)
Heavy Cream (optional) - 1 oz. (30 mL)
Fresh Pineapple Juice - 6 oz. (180 mL)

- Mix the Rum, Cream of Coconut, Heavy Cream and Fresh Pineapple Juice in a blender.
- Add crushed ice and blend for at least 15 seconds.
- 3. Pour in a 12 oz. cocktail glass.
- 4. Garnish with Fresh Pineapple, Maraschino Cherry and a Tiki Umbrella.

DISCUSSION

Historical Origin

Crushed ice - 1/2 Cup

The debate over who invented the Piña Colada has been going on for over a century. Did Roberto Confresi from Puerto Rico, also known as El Pirata Confresi, first concoct a refreshing drink called the Piña Colada in the early 1800's for his sea faring pirate crew to cope with the stresses of maritime life? Or was Ramon "Monchito" Marrero Perez, a bartender at the Caribe Hilton in San Juan, Puerto Rico, the first to create the Piña Colada after being tasked by the hotel to create a signature drink in 1954? Or was it Ricardo Garcia, another bartender at the Caribe Hilton, who created the Piña Colada in the same year, but used Coconut Juice instead of Pineapple Juice and served the cocktail in a hollowed-out pineapple? Or perhaps it was Ramon Protas Mingot, the head bartender at The Barrachina in San Juan, Puerto Rico in 1963 who created the drink and first titled the cocktail. "The Piña Colada".

The truth is the term "Piña Colada" had been thrown around quite a few times and documented in written word several times prior to 1954. The first mention of "Piña Colada" was actually in TRAVEL Magazine in 1922 when they printed, "But best of all is a piña colada, the juice of a perfectly ripe pineapple – a delicious drink in itself – rapidly shaken up with ice, sugar, lime and Bacardi in delicate proportions?" (2). The New York Times even wrote an article in 1950 which has fueled even further

controversy when it printed, "Drinks in the West Indies range from Martinique's famous rum punch to Cuba's piña colada (rum, pineapple, and coconut milk)." (3)

All in all, it is likely all contributed to the invention of the Piña Colada and its famous name. The Piña Colada, like many inventions, is the fortunate benefactor of a concept commonly called in science. "multiple discovery". Multiple discovery, also called "simultaneous invention", occurs when a scientist will make a new a discovery which, unknown to him or her, someone else had made years before. Such occurrences suggest that coinciding discoveries become virtually inevitable when prerequisite kinds of knowledge and tools accumulate in man's cultural store. and when the attention of an appreciable number of investigators becomes focused on a problem or by emerging social needs (4). There are hundreds of examples of multiple discovery in history. Some famous examples include Isaac Newton and Gottfried Leibniz concurrent invention of calculus, and Alexander Bell and Elisha Gray's unacquainted invention of the telephone. Thus, multiple discovery is not a coincidence, but a pattern within science and innovation.

Flavor Profile

You can taste the exoticness in a Piña Colada in a single sip thanks to 3 key ingredients which each play a part in the architecture of a Piña Colada. Rum, pineapple juice, and cream of coconut are unequivocally important in the final flavor profile of the cocktail.

Rum

The use of a light rum (a low congener rum) has always been preferred, as it allows the other ingredients to present their individual flavors. When heavier rums are substituted for a light rum, the architecture of the Piña Colada takes a sharp turn, as the stronger suite of esters will interfere with the characteristic sweet and creamy richness of the Cream of Coconut and the vibrant tropical flavor of the pineapple.

Pineapple Juice

The Piña Colada in Spanish translates to "strained pineapple." A tropical fruit, the

pineapple (Ananas comosus) has flesh that is pungent yet fresh when ripe and is the perfect balance between sweet and tart. It is important to use fresh strained pineapple juice when preparing a Piña Colada as the natural sweetness of the pineapple balances the flavor of the cocktail and is not affected by the pasteurization process that canned pineapple juice goes through.

Cream of Coconut

Thanks to Ramón Lopez-Irizarry, a professor at the University of Puerto Rico who was given a grant by the Government of Puerto Rico to assist in the development of Puerto Rican industries, we have Coco Lopez, the first branded Cream of Coconut. Cream of Coconut is a blended cream from the hearts of coconuts with the perfect proportion of cane sugar. The result is a processed coconut milk that is thick and heavily sweetened. The addition of cream of coconut not only enhances the cocktail's flavor but also acts as a foaming (or frothing) agent along with heavy cream if included. Frothing is when the bubbles become trapped inside the cocktail, and this occurs when the cocktail is blended together.

NUTRITION

While a 12 ounce Piña Colada cocktail packs a rather large caloric intake of 465 calories and over 36g of sugar, there is a nutritional upside when drinking this cocktail. Pineapple juice, which makes up 50% of the cocktail, has multiple health benefits. Fresh pineapple juice contains an enzyme called bromelain that helps break down and digest proteins and has been found to have a positive impact on anti-inflammation and stomach health (5). It is important to note that canned pineapple juice does not contain bromelain as the pasteurization process destroys the enzyme. Another positive health benefit of pineapple juice in the cocktail is that pineapple juice contains Vitamin C and beta-carotene, which have been linked to helping fight skin damaged by the sun and overall skin texture. With that said, the acidity in pineapple juice can increase the rate of heartburn or reflux in people with a condition called gastroesophageal reflux disease (GERD) and thus necessary precautions should be taken, as should be when ingesting any cocktail with alcohol (6).

NUTRITION FACTS

(Amount Per 1 Fl oz in a 12 Fl oz Cocktail)

Calories:	38.75
Total Fat:	1.44 g
Cholesterol:	3.42 mg
Potassium:	26.9 mg
Sodium:	2.27 mg
Total Carbohydrates:	3.66 g
Dietary Fiber:	0.1 g
Sugar:	3.06 g

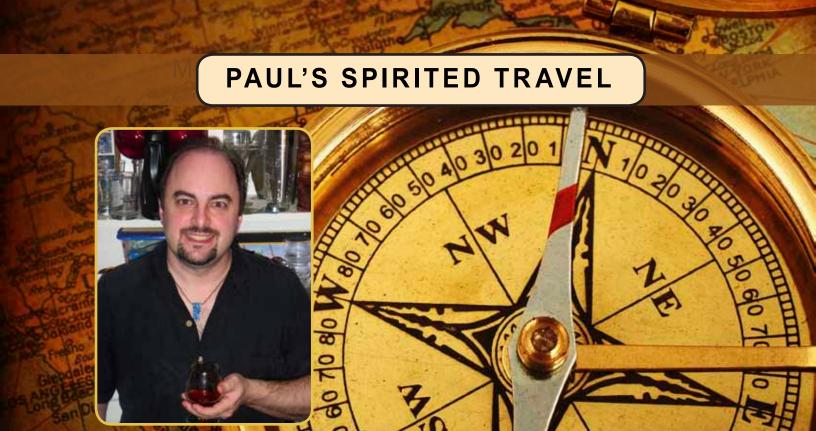
CONCLUSION

When Rupert Homes wrote and released "Escape", the Piña Colada song in 1978, the Piña Colada hit its metaphorical high point in cocktail history. When one hears the lyric, "If you like Piña Coladas/ And getting caught in the rain..." it's hard to imagine this iconic rum cocktail will ever lose its popularity. Today, thanks to multiple discoveries, the Piña Colada remains a fixture on many cocktail menus all over the world. And whether traveling on vacation or relaxing at home, the flavorful notes and aromatic scent of the Piña Colada cocktail always has a way of transporting your taste buds to a tropical escape.

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Spirited Travel: 2019 Tales of the Cocktail Rum Recap



As I sit here at my computer, my mind swirls with the experiences from the recent 2019 Tales of the Cocktail event held annually in New Orleans. This year I went in with high hopes after the positive and thought provoking 2018 conference, led by the new Tales of the Cocktail Foundation. Personally, planning this year's event was the most intense part of my Tales experience. Invitations to events and meeting requests began coming in May and with the buildup in July I worked hard to develop a balanced schedule. My primary goal was to cover and participate in as many rum education events, brand experiences, and meetings as I could and still have a little down time. For the most part I was successful, but sadly missed out on a few opportunities due to conflicts.

I flew into New Orleans Wednesday morning, checked in at the Royal Sonesta Hotel, and picked up my credentials before heading to my first event: a brand education event featuring Myers's Rum. Newly acquired by Sazerac, this historic Jamaican rum brand is getting some much-needed love and I enjoyed learning about its history and versatility in the three drinks that were presented. After a quick break, I attended the Diageo-led "Raiders of the Lost Archive" seminar that discussed their archive and how it was used to help create new spirits



for their portfolio. Participants also had the opportunity to sample a few products brought over, especially for this experience as well as one of the new Game of Throne branded whiskies.

The remainder of the afternoon was filled with meetings along with a visit to the Bacardi Cane Café before Wednesday's big Rum event. The Rum Fam Happy Hour Hangout featuring representatives from La Maison Vellier offering Clairin and Probitas rum, Spiribam with Chairman's Reserve and Rhum Clément, Foursquare, The Real McCoy, Privateer, Worthy Park, and Hampden Estate all were in attendance. The rums and conversations flowed well into the night creating the perfect ending for what was already a good first day of Tales.

Thursday morning started early with my first meeting of the day back at the Bacardi Cane Café. David Cid, Bacardi's Maestro de Rum, led me through a private tasting of the new Bacardi Gran Reserva Especial rum that will be offered exclusively in Airport Duty Free locations in Singapore, Hawaii and Los Angeles. The rum is aged for a minimum of 16 years in American White Oak barrels and will offer consumers a uniquely complex and robust addition to the Bacardi line. At 100.00 dollars a bottle this is a steal compared to Bourbons and Whiskies of a similar age.

Next up was the "Fake Booze News" seminar that discussed how to find trustworthy sources for articles, red flags, and detailed some of the controversial stories in cocktail history such as the origins of the Manhattan and Mai Tai. Then a quick elevator ride transported me up to an intriguing opportunity: a Cocktail Class taught by the global bartending staff of the Fairmont Hotels Chain. Comprised of several rooms, each one showcased a different era. For example, an 1800's theme room offered variants of classic drinks like Old Fashoned Amigo that used Tequila and Scotch Whisky or the 1930's room that taught participants how to make the Nacional

Royale, which blended Mount Gay Black Barrel and St. Germain. The 1980's rift on a Cosmopolitan, called The Material Girl using Gin and St. Germain was a nostalgic hit with my group. Overall, I thought it was time well spent and am grateful they were willing to share recipe cards so we could make some of the cocktails at home. Also, and most importantly, the next time I am in a city (such as Austin) which has a Fairmont branded hotel, I will make a point of visiting. The next major event of the day was "The Meet the Distiller Happy Hour," showcasing a large selection of Craft Distillers, small spirit companies and Private labels. The event is always a good one for reconnecting with rum brands such as Lyons Distilling Company and Old New Orleans Rum, both with exciting new offerings.

The big news of the day was Montanya Distillery of Colorado had sold a minority share to Constellation Brands. This will create new opportunities for them and it will be exciting to see how the brand evolves with this partnership. After a little time with friends at Latitude 29, I completed the night at the Old Absinthe House participating in the Don Q take over. While there they shared with me their new Sherry Cask finished product which I decided was the perfect night cap before retiring.

Friday began with the "Global Spirit Funhouse" which featured, amongst other spirits, Funk rum, a Jamaican sourced rum blend that is aged in Kentucky. They are doing some interesting things with Research and Development of their line and I am curious to see what is bottled and released in the upcoming year. After I departed the Funhouse event, I took a nice leisurely walk up to Canal Street and was honored to partake in a sneak preview of The Sazerac House. Scheduled to open in early October this interactive museum/distillery/ event space, located in a beautifully refurbished building, is on track to be a key attraction for spirited travelers. I personally enjoyed the experience so

much that I hope to bring my wife to visit later this year. While there we learned we can expect a few new rums from them this fall, and I am interested in learning more about them when they are ready to roll out. This location is going to be a surefire hit with visitors to New Orleans and I cannot wait to see it completed.

As Friday afternoon rolled around I took the opportunity to attend some brand experiences and have a couple of meetings. The main rum event of the afternoon was the annual National Daiquiri Day celebration. This year, Bacardi took over the event space Beach on Bourbon and offered at least eight different Daiquiris, live music, and opportunities to meet with Brand Ambassadors and Bacardi Legacy contestants. The event was open to all Tales participants and it was a pleasant break from the show.

As the sun rose Saturday morning I worked on my assignments and got ready for my last day of Tales. The first event of the day a "Taste of the Islands" a Falernum Master class hosted by the Wine & Spirit Education Trust (WSET) and taught by Richard Seale of the Foursquare Rum Distillery, makers of John D. Taylor Velvet Falernum; a key ingredient in the Corn N Oil cocktail. After the class I got to share some time with folks at the Beam Suntory Recharge lounge and the Barfly bar tool shop. Before I knew it, it was time for my last seminar of Tales.

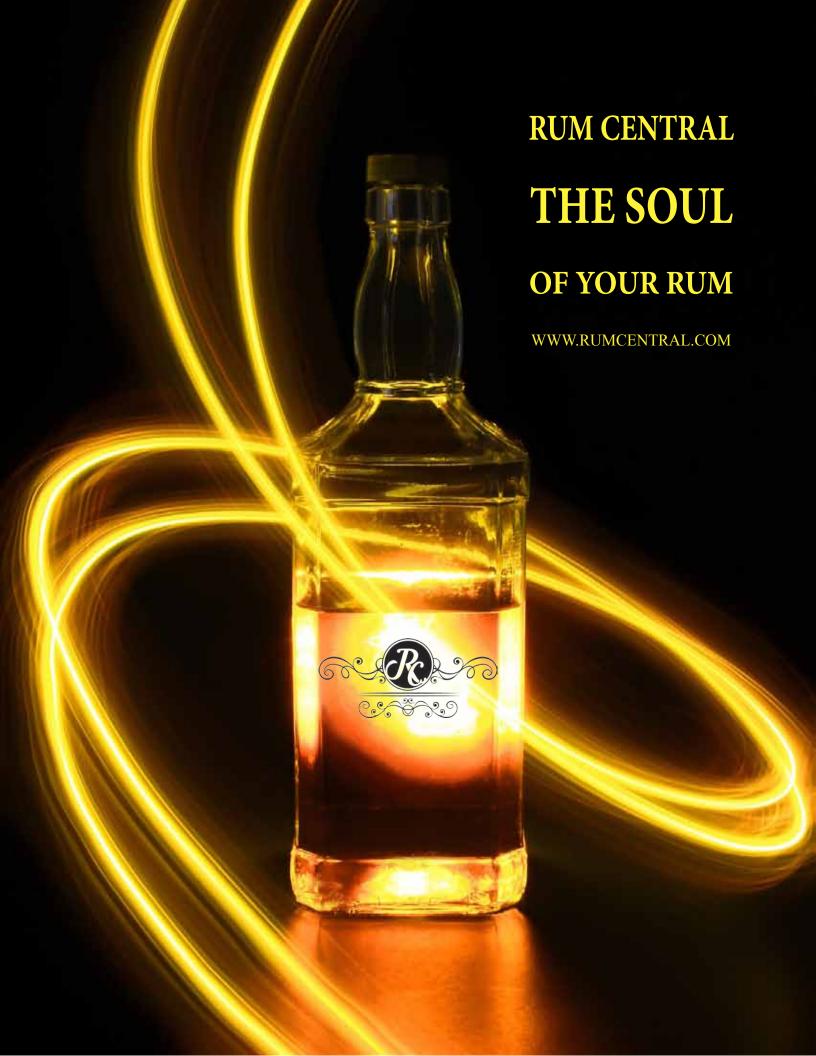
"I Love Rum As It Has No Rules:
The Debate" a discussion about the importance of Geographical Indicators (GI's) for the rum industry. The talk was moderated by Global Rum Ambassador lan Burrell, and the panel was comprised of pro GI-Joy Spence of Appleton Rum, Richard Seale of the Foursquare Rum Distillery, Nicole Austin of George Dickel Distillery, and Bailey Pryor of the Real McCoy, with opposing views offered by Maison Ferrand owner Alexandre Gabriel. The discussion was lively and information shared, especially from the insightful Nicole Austin, helped everyone in the

audience better understand what was at the core of the GI debate and why it is important for the future of the rums of those islands. For many the seminar was a continuation of the ongoing divide in the rum industry and it is clear there is a fine line between business competition and what companies see as the honest and true way forward for their brands and islands interests.

Normally the rum seminar would be my punctuation mark to my Tales experience. However, this year I had a few more things to attend. "Indie Sprits that Rock" like the "Meet the Distiller" event showcased some rum brands like Doctor Bird Rum of Two James Spirits and The Real McCoy rum line along with many other independent spirits in the industry. Across the lobby the House of Angostura held a fun pop up and finally and completely unrelated to rum, Johnnie Walker impressed everyone with their Game of Thrones Song of Ice and Song of Fire event. Finally, as the Indie Spirit event closed. I shared a brief time with my global rum family before packing up and preparing for my flight home.

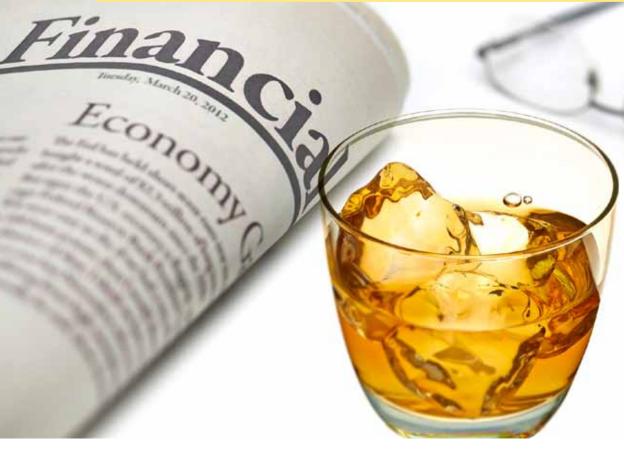
As I close this recap, I have a few final thoughts about the event. Continuing the momentum from last year the Tales of the Cocktail Foundation put together a well-balanced event that went beyond the brand experiences and tastings and focused on the health and well-being of the Hospitality Industry and community. In the days that have passed since its conclusion, I have spoken with consumers to industry pros, and while everyone had incredibly different experiences they all left the event satisfied. It is no easy feat to put together a show of this magnitude in a city like New Orleans and the organizers and volunteers should be congratulated for a job well done. I hope to see the positive evolution continue in the upcoming year.

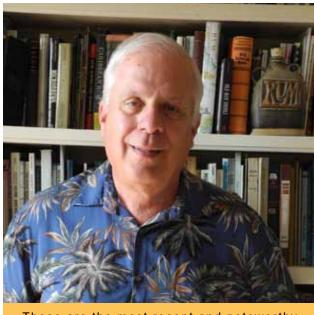
Paul Senft



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.

HAWAII SEA SPIRITS

At the beginning of last month, Hawai'i got a new luxury rum. BRUM is a world-sourced selection of aged rums crafted in the solera-blend style by Hawaii Sea Spirits Organic Farm and Distillery, the makers of Ocean Organic Vodka. "We search artisan cellars around the world and individually select elegant rums that have been aging 4 to 12+ years," states Bill Scott, Master Distiller. "They represent a multitude of styles and are selected based on character, profile and quality. We bring the assortment back to Hawaii, blend them together along with rum spirits distilled at our facility and place them into recommissioned bourbon barrels spiked with hand-charred Kiawe staves from retired Kiawe trees on our 80-acre farm." The blendedbatch is allowed to age an additional 1 to 2+ years and is routinely reviewed by Bill for aroma, taste and consistency. Once he feels the spirits have reached their optimal state, it is drawn from the barrels and blended with deep ocean mineral water to achieve an 80 proof BRUM masterpiece. Shay Smith, Founder and President says, "BRUM releases will be limited to small batches based on perfecting the spirits and the quantity available at the time of release. This and each future release will be our Master Distiller's artistic expression and available in extremely limited quantities exclusively at our distillery for connoisseurs and collectors." Paying tribute to all the great sources of rum in the world, BRUM holds a deep, rich buttery rum flavor, balanced by plenty of time in seasoned oak barrels. Not woody, just perfectly mature with nods to tropical fruits and a slight sweetness, yielding to a silky-smooth warmness all the way down for a delicious one-of-a-kind rum experience not seen before in the aged rum market. www.hawaiiseaspirits.com

ISH DRINKS

Danish producer Ish Drinks has launched its non-alcoholic rum in the UK through distributor Hops, Grapes and Spirits.

Ish Drinks uses 'natural' ingredients to provide alcohol-free alternatives for rum and gin, called RumISH and GinISH. Morten Sorenson realized there was an absolute need to turn the tables on the social norms of drinking. He wanted to provide an alcohol-free option for those who don't always have the desire to drink alcohol, but appreciate the social aspects of enjoying a cocktail. RumISH is an alternative for the athlete, the pregnant woman or the designated driver. It's for those who can tear up the dance floor completely sober and for those who simply want to wake up with a clear head on a Sunday morning. Realizing people craved the same familiar flavors, Sorenson created RumISH, so anyone can still mix their favorite cocktail, without alcohol and without compromise. The alcohol-free spirits are made from natural aromas such as juniper berries, vanilla and nutmeg, the same ingredients you'll find in a typical gin or rum. He has carefully extracted the aromas from these natural botanicals and spices and, with proprietary recipes, combined the ingredients to obtain the familiar flavors you recognize, as an alcohol-free alternative to your classic spirits. The process of extracting an aroma from its natural state occasionally requires a small amount of alcohol to release its full flavor. This is why ISH is labeled with 0.5% alcohol, but at such an ultra-low percentage, ISH is still considered alcohol-free. RumISH contains zero sugar for an ultra-low calorie content of 6 kcal pr. 100 ml. www.ishspirits.com

CAMPARI - TROIS RIVIERES - LA MAUNY

Davide Campari-Milano S.p.A. announced today that it has entered into an exclusive negotiations with Compagnie Financière Chevrillon and a group of minority shareholders (the 'Sellers'), and granted thereto in such context a *put option*, with a view to acquire the French company Rhumantilles SAS, owner of 96.5% of the Martinique based company Bellonnie & Bourdillon Successeurs. An iconic 'Rhum Agricole' producer with secular know-how rooted in craftsmanship and French Caribbean tradition, Bellonnie & Bourdillon Successeurs is the owner of Trois Rivières and Maison La Mauny, strategic

premium brands with a strong presence in France and potential for international growth, as well as Duquesne, a brand designed for the local market. Trois Rivières, Maison La Mauny and Duquesne obtained the Appellation d'Origine Controlée 'Rhum Agricole de la Martinique' certification, defining production standards and product designation, globally recognized as synonymous with high quality and link to the territory. Rhum Agricole, inside the overall rum category, is the only segment claiming such a high-level regulation behind the production process, which provides significant barrier to entry for potential competitors. The reported Net Sales value of the Target in 2018 was €24.1 million. The projected transaction scope includes the brands, the land holdings, the related distilleries and visitor centers as well as a high-quality aged rum inventory. With this contemplated acquisition Campari Group will have an opportunity to add prestigious Rhum Agricole brands to its offering and enhance its exposure to rum, a premiumizing category currently at the heart of the mixology trend and growing cocktail culture. Moreover, France is poised to become one of the Group's strategic markets and with this acquisition Campari Group has the opportunity to add significant critical mass in this market. Upon the hopefully positive conclusion of the negotiations, Campari Group will communicate thereupon and provide the key financial terms of the transaction. www.camparigroup.com, http://www. plantationtroisrivieres.com, https://maisonlamauny. com/

MONTANYA DISTILLERS

Constellation Brands acquired a minority stake in Colorado-based, American craft rum maker Montanya Distillers. The investment was made through Constellation Brands Ventures' Focus on Female Founders program which makes meaningful investments in female-founded and female-led businesses doing disruptive and innovative work across beverage alcohol. Women-led businesses are the fastest-growing segment of entrepreneurship in the United States, but they only receive a fraction of venture capital funding. Similarly, women are an underrepresented consumer across total beverage alcohol, even though they account for nearly half of the category's total consumer base. These gaps are real. It is why Constellation Brands plan to invest \$100 million in female-founded or led businesses by 2028 as part of their Focus on Female Founders Program. Karen Hoskin is Founder, President and CEO of Montanya Distillers, which will continue to manage, produce, market and sell its high-performing, awardwinning rums such as Montanya Platino, Montanya Oro, and Montanya Exclusiva. They want to assure their customers that their values remain the same. Their status as a B Corp is unchanged, and they are as committed as ever to continuing the practices that helped them earn that certification. Montanya will also remain in Crested Butte, where the character of their operations and their Elk Avenue Tasting Room

will remain intact and when they expand distilling, they will do so locally. The biggest change will be an increased availability of the rums their customers love. www.montanyarum.com, www.cbrands.com

FLOR de CAÑA

Flor de Caña, a Fair Trade certified and sustainably sourced super premium rum, has been chosen as the Official Rum Partner of The World's 50 Best Restaurants. Through this partnership, both organizations will work together to recognize and award the talented men and women behind the world's finest restaurants. During the 2019 award ceremony, held in Singapore on June 26th, participants and special guests received a gift bottle of Flor de Caña 18 Year, an ultra-premium rum aged for 18 years and one of the brand's finest offerings. Furthermore, in collaboration with renowned bartenders from the world's best bars. Flor de Caña held a series of master classes and offered attendees a variety of its signature premium cocktails during the event. Since 2002, The World's 50 Best Restaurants has reflected the diversity of the world's culinary landscape. Thanks to its panel of more than 1,000 culinary experts, as well as its structured and audited voting procedure, the annual list of the world's finest restaurants provides a snapshot of some of the best destinations for unique culinary experiences, in addition to being a barometer for global gastronomic trends, www.flordecana.com, www.theworlds50best.com

MARTINIQUE RHUM AWARDS

The Caribbean Journal staff reported that it was a strong start for the first-ever edition of the Martinique Rhum Awards. The new rum festival, the brainchild of world-famous beach bar proprietor Guy Ferdinand and the Rum Embassy, featured a week of highlevel rum events (including a popular bartending competition) and a panel of judges who rated more than 100 rums from around Martinique, Guadeloupe and the world. The judges were Dirk Becker, Suzanne Long, Matt Pietreck, Thomasz Krzyk, Alexandre Vingtier, Annie Des Groseilliers, Alexander Britell, Jean Claude Paderna, Hugues Labrador and Lauent Thirion. The festival concluded with a "Rum Village" on the beach in Carbet and a gala dinner at Trois Ilets' La Suite Villa restaurant. The Martinique Rhum Awards aims to celebrate what is the most famous export of the French Caribbean department. The winners were: La Mauny 50%, Martinique for White Rhum Agricole AOC Martinique 55%; Rhum Dillon 55, Martinique for White Rhum Agricole AOC Martinique 55+; Rhum A1710 Renaissance, Martinique for White Rhum Agricole non-AOC up to 55%; Pere Labat 59%, Guadeloupe for White Rhum Agricole non-AOC 55+; Dillon VSOP, Martinique for Rhum Agricole AOC Martinique from 3 to 6 years; Rhum Karukera Black Edition Alligator, Guadeloupe for Rhum Agricole non-AOC 4 years and up; A1710 Soleil de Minuit, Martinique for Molasses Rum 3 to

12 Years; HSE XO, Martinique for Rhum Agricole AOC Martinique 6 years and up; Plantation Rum Jamaica 2005 for Molasses Rum 12 years and up; Trois Rivieres Cask Strength 2006 for Rhum Agricole AOC Martinique Cask Strength; MHOBA Rum Select Reserve French Cask Rum, South Africa for Rhum Agricole non-AOC cask strength; and Riviere du Mat 2006 (Cuvee of the Confrerie du Rhum), Reunion for Molasses Rum Cask Strength. martinique.rhum. awards@gmail.com

TEN TO ONE RUM

This newly launched Caribbean rum line is the brainchild of Trinidadian native Marc Farrell, who was formerly Starbucks' youngest vice president. Marc says "As someone born and raised in the Caribbean, I've been a student of rum, and its place within a myriad of settings, my entire life. With this has come a deep sense of appreciation for both the heritage of rum, as well as the broader role that it plays in contemporary Caribbean culture. In the US, I believe that there is an enormous opportunity to further elevate the conversation around rum, not only by introducing a high-quality spirit to market but by broadening and challenging the current perception around rum and the occasions for which it might be considered the spirit of choice for today's consumer." The white rum is a blend of column still rum from the Dominican Republic and high ester pot still rum from Jamaica, combined to yield a beautiful extra-proof expression. 100% rum with no added sugar, color, or flavoring. 45% ABV. The Dark Rum is a blend of 8-year old aged Barbados and Dominican column still rums, combined with high ester Jamaican pot still rum, and Trinidadian rum. Aged in American white oak ex-bourbon casks. Again, 100% rum with no added sugar, color or flavoring at 40% ABV. Both Ten To One Rum expressions taste wonderful when sipped neat or mixed into cocktails. www.tentoonerum.com

DENIZEN VATTED DARK RUM

Hotaling & Co. is proud to introduce Denizen Vatted Dark Rum as part of its portfolio of premium craft spirits. Paying homage to the courageous slaves who rebelled against their British colonists in Guyana on August 18, 1823, Denizen Dark Rum embodies the liberated spirit which is the essence of the Denizen brand. Rich in history and flavor, the rum combines dark rum blended in the old vatted style originally formulated for the British Navy in the mid-18th century. Distilled from a collection of antique stills, 80% of the blend is produced in Guyana. The Alcademics website breaks down the Guyana blend into three marks: 25% is 2-5 year old aged rum from Guyana distilled in French Savalle and Wooden Coffey Stills, then aged in ex-bourbon barrels. 25% is Unaged wooden pot still rum from Guyana. 50% is Dark unaged wooden pot still rum from Guyana. The remaining 20% of the total blend is of fresh rhum agricole from Martinique. "We have recognized the need in the mixology community for a high-quality

vatted dark rum that can transcend the Tiki craze," says Gregory Fitch, Hotaling & Co.'s Chief Sales Officer. "We are fortunate that the Denizen team has the expertise to create an award-winning, affordable spirit that can benefit any true cocktail program." "We are continuing to see growth in the premium dark rum category driven by consumer interest in elevating their cocktail experience. Denizen Vatted is a rum that fulfills just such a need," says Morgan Robbat, Chief Marketing Officer at Hotaling & Co. "The diverse origins of the final blend come together beautifully in a flavor forward, 100 proof rum that can work perfectly in both an elevated cocktail served at a bar, or an elegant simple serve that can be enjoyed in the comfort of home." http://denizenrum. com/

LOUISIANA SPIRITS

According to the American Press Newspaper, Louisiana Spirits, the largest privately owned rum distillery in the U.S., is seeking a tax break for a \$4.5 million expansion project, which company officials said will increase production and attract more visitors. The company, which produces Bayou Rum products at its facility in Lacassine, asked the Jeff Davis Parish Police Jury Wednesday to approve the tax exemption. The Police Jury considered the matter at its July 23rd meeting. The tax break would be for five years and would exempt the company from paying \$66,892 annually in ad valorem taxes to help offset the cost of the expansion of its manufacturing process to include bottling of Bayou Rum products. The exemption is part of the state's Industrial Tax Exemption Program (ITEP), which makes tax incentives available for manufacturers who commit to jobs and payroll. Amy McFarland, who oversees hospitality for Louisiana Spirits and Bayou Rum, said the company is looking at increasing production, jobs and revenues with the expansion. The company currently pays the parish nearly \$30,000 annually in taxes, which will increase with continued production and the addition of new liqueurs and labels, she said. "We want to continue to support Jeff Davis Parish as we continue to grow," Office Manager Regina Hoeflicker added. "As everyone knows, we have an expansion that is going on, and it is almost complete." Earlier this month the company officially opened an \$8 million expansion including a 4,000-square-foot indoor/outdoor event center and 6,000 storage barrel library. The event center, which includes a stage and dance floor, is a venue for weddings, reunions, holiday parties, concerts, fitness programs and other local events, McFarland said. The expansion created three new permanent jobs with \$90,000 in salaries and 30 construction jobs with salaries totaling \$2 million, according to information provided to the state. https://bayourum. com/

SPIRITED UNION

Spirited Union has introduced a new botanical rum, Union Lemon & Leaf. They have distilled their

Agricole-style rum from Mauritius, made from fresh sugar cane juice, with delicious zesty lemons grown along the sun-filled Amalfi coast in pursuit of an unrivalled fresh taste. These lemony flavors have been united with the delicate earthy tone of Kina bark together with Sarawak pepper and Sarsaparilla root for a complex spicy finish. In addition, they have distilled the finest blue eucalyptus leaves to create a balance of refreshing lemon and herbal flavors. When combined with UVA Highland black tea, their Mauritian rum's distinctive grassy citrus notes produce a unique light and minty union. www.spirited-union.com

WEST INDIES RUM & SPIRITS PRODUCERS ASSOCIATION

Prime Minister of Grenada, Keith Mitchell, has lauded the signing of a Memorandum of Understanding (MOU) between the University of the West Indies Open Campus and the regional rum industry grouping, the West Indies Rum & Spirits Producers Association (WIRSPA). Speaking last week during the signing of the MOU in Grenada, Mitchell said the initiative, which will see as its first task the development of an online training initiative for the industry, was a great example of the university applying itself to the needs of the productive sector, one in which the Caribbean possessed a wealth of expertise and heritage. The MOU was signed during a reception to welcome members of the industry to their annual technical meeting, held in Grenada over the period July 9 to 11. The meeting saw over 35 people from many of the grouping's large and small distilleries discussing key issues including responsible drinking, production and quality standards, product labelling, environmental management and raw material supplies. Mitchell also commended recent efforts on the part of the industry to intensify its support for tackling problem drinking and in particular, the recent announcement to upgrade product labelling in domestic CARICOM markets and its self-regulation code. According to the chairman of WIRSPA and head of the Guyana conglomerate, Demerara Distillers, Komal Samaroo, "the MOU will provide a framework for cooperation between the regional rum industry and The UWI. Our first planned collaboration is expected to be an online certification offering in rum and spirits production which would be offered to our members and more widely internationally, in several languages." He added, "this is a unique offering in education and training, coming as it does from the home of rum, the Caribbean." Chairman of Grenada Distillers, Leroy Neckles, speaking on behalf of the local rum industry welcomed the grouping to Grenada, said, "we in Grenada are proud to host our first meeting of regional rum producers. Grenada has a tremendous rum and sugarcane heritage which is second to none. We hope to share this unique history with our colleagues from the rest of the Caribbean". www. uwi.edu, www.wirspa.com, www.acr-rum.com

2nd Annual RUIM And The Environment AWARDS OPEN CALL



EXCLUSIVE INTERVIEW

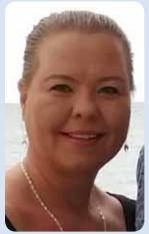
by Margaret Ayala



I am very happy to share this interview with all our readers. It is not everyday that you learn of a craft distillery growing their own sugarcane, let alone 40 different varieties!

Identifying,
respecting and
preserving
sugarcane for
future generations
is truly a labor of love.

Margaret Ayala, Publisher



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

Steve Jefferson, Co-founder and CEO of Kuleana Rum Works in Kohala, Hawaii.

Q: What inspired you to build a rum distillery and why in Hawai'i?

I was born and raised in Hawai'i and have a deep connection to our home. The story of Kuleana Rum began 12 years ago when my wife, Jackie, and I were sailing around the Caribbean with our then 1- and 3-year-old children. We made it to the French islands and were pretty stoked to be back in civilization. Martinique, in many ways, is a LOT like Hawaii. It's a volcanic island on the same latitude as the Big Island, managed by a first-world country, but really an island nation. As a cool day trip,



we drove to the top of Mt. Pelée and found the Depaz sugarcane plantation with its own rum distillery. I've always liked rum, but never had anything more exotic than Mt. Gay. Well, that day changed us. It was the first time I had rhum agricole and it was the best rum I had ever tasted. I took a sip, looked around at the stunning setting and that was the moment we came up with the idea to move back to Hawaii and make rum from fresh sugarcane juice.

Q: Hawai'i once had a thriving sugarcane industry, with year-round harvest and production, but the last remaining mill shut down a couple of years ago. Where are you getting your juice or molasses?

We actually grow our own cane. We have an unbelievably gorgeous 45-acre farm on

the Upolu Pt., the northern tip of the Big Island. At first, we were planning on using sugarcane left over from the plantation days that started in the mid-1800's, but then we discovered Noa Lincoln, who was getting his PhD at Stanford University in the Hawaiian field system and what he discovered stunned us. About 1,000 years ago, the legendary Pacific wayfinders discovered Hawaii in their voyaging canoes (think the Disney movie, Moana), bringing with them incredible plants and ideas – everything they needed to create a new world.

As part of his studies, Noa's DNA testing revealed there are 40 uniquely Hawaiian varieties that all derived from those original "canoe plants" that landed with the first settlers. As perspective, Europe was in the middle of the Dark Ages.



Q: Wow, so you grow your own kō (sugarcane), that is fantastic! How many varieties are you growing and why?

All of them! We were so excited to learn this story and this incredible history that we committed to grow all 40 Hawaiian varieties. Each cane is remarkable in both coloring and in flavor. We couldn't believe our luck – after committing to make rum agricole in our birth place only to find it is the home to a thousand-year legacy of arguably the most interesting sugar canes on the planet was definitely exciting.

While many people associate sugar cane with the Atlantic and the Caribbean, it's actually from the Pacific. Sugarcane originated in Papua New Guinea about 10,000 years ago. A single cultivar made its way overland via Asia and the Middle East where it was discovered by the Europeans and planted in the Caribbean. But for 3,000 years, when the Empire of

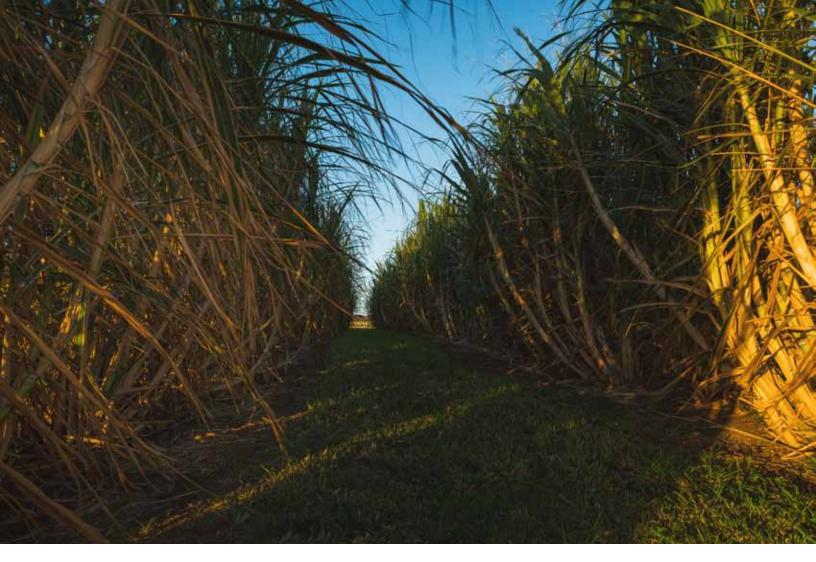
Rome was just taking hold, sugarcane has been traveling around the Pacific in the canoes of the wayfinders who discovered and settled virtually every island in the Pacific.

Q: What kind of sugarcane yields are you getting?

We're not growing cane the way it's done for the sugar industry, so we don't even have the same definitions for yield. Specifically, we plant in rows with at least 12' of space between each. We do this for aesthetics, ease of operations and to keep each variety discreet from the next. We get about 5 gallons of juice per plant and we plant around 1,000 plants per acre.

Q: Where did you gain your knowledge about fermentation and distillation to get your operation up and running?

Lots of painful sessions, some very excellent ones, tons of books, a few great



classes including your own (The Rum University) and working with some of the best rum makers and distillers in the world. In fact, Gilles Cognier, whom many of your readers are likely familiar with, is a big part of going from good to great. His 30+ years of experience making some of the best agricole in the world has been invaluable to us. Also on our team is David Perkins, the founder and CEO of High West Distillery. After he sold his critically acclaimed and wildly successful brand to Constellation in 2016, he joined our team.

Q: As all of our readers know by now, producing rum on an island has a very specific set of challenges, above and beyond those for mainland distillers. What were some of the unique challenges you faced when you opened the distillery?

First, we are the first licensed distillery on the Island of Hawaii, so just getting through the regulatory process was extremely challenging. And we do have to ship everything here, which usually means paying double the actual cost of the goods.

But that pales in comparison to the fact that Hawai'i is the best place in the world to make fresh cane juice-based rum. The Pacific is where sugarcane started on Earth and where most of the varieties still remain. Hawaii is the birthplace to the most glorious varieties of sugar cane in the world.

Q: Are the toughest challenges behind or do you see new ones in the horizon?

By my definition, the toughest challenges are the ones you haven't solved yet. And becasue we want to help rewrite the story on how great rum is, I expect challenges to keep coming in rapid succession.

Q: What rums are you producing?

We make rum in two ways: we make



rum agricole from our fresh Hawaiian sugarcane juice grown on our farm in Kohala, Hawaii. We distill in a hand-made, copper alembic pot still. We call that Kuleana Hawaiian Rum Agricole. We are also aging this rum in Cognac barrels and will release it as Kuleana Aged Hawaiian Rum Agricole in 2020.

Thanks to the skills and award-winning pallate of David Perkins, we also blend rums from around the world – carefully chosen for their purity and rich taste – into delicious and flavorful products not available anywhere else in the world.

Huihui is a super unique white rum in that we blend a delicious, molassas-based light rum from Papua New Guinea (the birthplace of sugar on Earth) and our own high congener rum agricole, as well as an exceptional rum agricole from Martinique. Huihui just scored 94 points from the Beverage Tasting Institute and has been very popular in bar programs because it makes cocktails taste fantastic. We also make an aged blend, called Nanea. We blend a two-, a three- and a four-year aged rum together to create a dry-but-fruity round, vibrant rum perfect for sipping and cocktails.

Like The Real McCoy and a growing number of artisanal rum makers, we don't use added flavors, colors or sweeteners to any of our products. We think great rum doesn't need anything to stand up to the very best spirits.

Q: Do you have plans to produce additional rums in the near future?

Yes! In addition to some aged projects, we plan on releasing a new product every



year. We can't share the details yet, but we are super excited – some of these will be products we've never seen in the market before.

Q: Where are your rums currently available for purchase?

We just launched in December of 2018 but are available anywhere in Hawaii and in California this fall.

Q: Do you offer tours of your distillery

as well as tastings? Are reservations recommended/required?

Yes and Yes! First, we built a 3,800 sq.ft. visitor center disguissed as a world-class bar and super yummy restaurant serving authentic, local dishes. Called the Kuleana Rum Shack, it's in the Waikoloa Beach Resort and is open every day.

We also provide full tours of our 45-acre kō (Hawaiian heirloom sugarcane) farm with a ridiculously gorgeous view of the



ocean and the Island of Maui. We then go to the distillery to see how we convert that cane juice to rum, and conclude at the Rum Shack for some great food, a tasting of all of our rums, and maybe an O.G. Mai Tai or two. We also sell our bottles there. Check out the kuleanarum.com for details and to book.

Q: Can you tell us a bit about what a customer will experience when they arrive at your distillery?

The distillery is just part of our tour. We want to people to see, touch and drink each part of the process. From fresh cane juice at the farm, to the fermented wash at the distillery, to one of the three award-winning rums (and best Mai Tai ever!) at the Rum Shack.

Q: Can you tell us a bit more about your "Rum Shack"?

We hired Art Deakins – a 20-year pro and the 2016 winner of the World's Best Mai Tai Contest to create and head our bar program. We've got an incredible deep back bar and fantastic list of cocktails. The most popular are the Kuleana Old Fashioned (kiawe wood smoked, rum-based version of the classic); the Waikoloa Sour (a rum and passionfruit-based sour); and, of course, our Mai Tai (made with our agricole and aged rums based off the 1944 recipe from Trader Vic).

Q: Do you have a favorite signature cocktail? And why?

Right now it's the HI Punch. It's simple and sublime: 2 oz. of our Hawaiian Rum Agricole in a glass, and on the side, a frozen half of lilikoi (passionfruit) and a 2 oz. decanter of fresh cane juice. It's a deconstructed Tí Punch if you will, and it delivers the essence of Hawaii in quite a remarkable way.

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

I'm always available at steve@kuleanarum. com. But better yet, come on down to the Kuleana Rum Shack and I'll buy you a Mai Tai!



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

We are super stoked to be included with such fine company. It's forums like this that create communities that create, share and release into the world great products. Our kuleana is to make the best Hawaiian rum possible and help share the incredible story of Hawai'i with the world.

Again Steve, thank you so much for this interview and I wish you and your team much success.

Cheers! Margaret

INTERNATIONAL RUM CONFERENCE

INTERNATIONAL RUM CONFERENCE 2019

International Rum Conference celebrates the "art" of rum making, showcasing 300+ rums from around the world. The event provides attendees a unique vehicle to learn about the rum category, improve industry tradecraft, and discover relevant trends and direction of the rum industry.

Coral Gables, FL. June 30, 2019 - It was announced today that the Congreso del Ron - Madrid will now be named the **International Rum Conference (I.R.C).** After seven successful years, the newly named event is moving across the pond to the United States in the spirit of getting closer to the core rum manufacturing territories.

The I.R.C. 2019 will take place at the Biltmore Hotel in Coral Gables, FL. on **September 25-28**, **2019.** It will showcase 300+ rums from around the world and will be attended by approximately 2,500 industry leaders, including distilled spirits industry management, hotel and restaurant trade, bartenders and rum enthusiasts from various countries. The I.R.C. has thus far experienced an amazing reception from leaders of the rum industry. According to event co-directors Jorge Galbis and Javier Herrera, "We are extremely grateful and encouraged by the overwhelming support. Presently, we have more than 40 exhibitors confirmed and are on track to sell out all exhibitor spaces by the end of July, 2019. This demonstrates that the industry was hungry for high-level content, excellent learning opportunities and networking in the gateway to the Americas."

The four-day celebration of the "art' of rum making will consist of a Rum Tasting Competition, two days of Industry Enrichment Seminars and two days of Grand Tasting:

- The I.R.C. Rum Tasting Competition welcomes rums from around the world to participate. Last year the conference received 380+ entries and this year it aspires to exceed 400 participants. All entries must be registered online and comply with all the Rum Competition pre-qualifications and guidelines highlighted in the event website (www.internationarumconference.com). A panel of expert judges is accepting entries in the various categories up to August 31, 2019.
- The I.R.C. Industry Enrichment Seminars features rum industry experts and is focused on all the technical fields within the "art" of rum production process as well as relevant trends within the category. These Enrichment Seminars will take place **September 25 and 26, 2019** and will highlight seven seminars per day. These sessions are not open to the public and will be attended by distilled spirits and/or rum industry trade. These seminars are limited to 160 spots, so interested attendees should make sure to secure their place promptly. Independently please make sure to visit the Industry Enrichment Seminars section of the website to learn more about the seminars topics, schedules and impressive speakers.
- The I.R.C. Grand Tasting is open to trade, rum enthusiast and consumers to sample and discover exciting and unique rums from around the world. The Grand Tasting will take place on **September 27 and 28, 2019** and will feature 300+ rums from any and all segments of the rum category.

INTERNATIONAL RUM CONFERENCE

& RUM TASTING COMPETITION

For exhibitors, attendees and friends of the International Rum Conference, we have secured exceptionally attractive hotel rates at the spectacular Biltmore Hotel in Coral Gables. Availability is on a first come, first serve basis.

Contact: Daniela Castro-Galbis danielacg@internationalrumconference.om www.Internationalrumconference.com

+1.786.593.3800

About International Rum Conference LLC:

International Rum Conference is headquartered in Coral Gables, Florida and is a rum industry trade event that is focused on celebrating rum and elevating the image of the rum category.



CIGAR & RUM PAIRING by Philip III Barake





My name is Philip III 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

Dark and Brown

For this pairing I decided to use two cigars contrasting strengths, somewhat extreme and made by the same company. One of the best lineups to achieve this comes from Perdomo Cigars from Nicaragua. selected the Habano Bourbon Barrel line. which features wrappers aged for many years before being finished for no less than 14 months inside an ex-Bourbon barrel. In order to be fair I selected Toro formats (54 x 6"): one Maduro and the other Connecticut. The Maduro was aged for 6 years prior to the 14-month finish in the ex-Bourbon barrel. This process gives it a very unique complexity in its evolution. The filler is a blend of tobaccos from 3 different Nicaraguan valleys, resulting in a medium to high body, perfectly suited for the aggressive end of the spectrum.

The Connecticut is similar in its composition, but the blend uses milder tobaccos, resulting in a mild to medium body, perfect for the light end of the spectrum.

Now that I have selected the cigars, I am ready to use them in a contrasting pairing. To start with, I decided to prepare an Old Fashioned using Bacardi 10 year old, with very little brown sugar and with the classic orange peel garnish.

I proceed with lighting up both cigars and at first the experience seems complex, but at its core it is only a difference in strengths/intensities, which is apparent from the first third of both cigars. The Maduro I selected was very tightly-rolled, but was also very true to expected aggressiveness and strength, even from the very beginning. The Connecticut was quite the opposite: it had an excellent draw, borderline loose, but very appropriate for the intensity of the tobaccos.





Cocktail in hand, the contrast between the cigars continues, but to this equation we now need to add the impact of the mixed drink. When making an Old Fashioned with rum, the cocktail highlights the sweetness of its ingredients in a subtle and elegant way. At this stage of the pairing, the Connecticut has the advantage, due to the mildness of its character. As the smoking approaches the beginning of the second third of the cigars, the Maduro starts to reach a balance with the cocktail, but the cocktail is also changing and the advantage continues to be for the Connecticut.

Once we reach the end of the second third of the cigars, I face a problem that is very easy to solve: I ran out of cocktail! So I changed to something a bit sweeter and with some glycerin which can match up with the complexity of the tobaccos, so I replaced the cocktail glass for a snifter with Hacienda Saruro Rum Liqueur from Venezuela, an aged liqueur with honey and coffee notes that is very enjoyable neat.

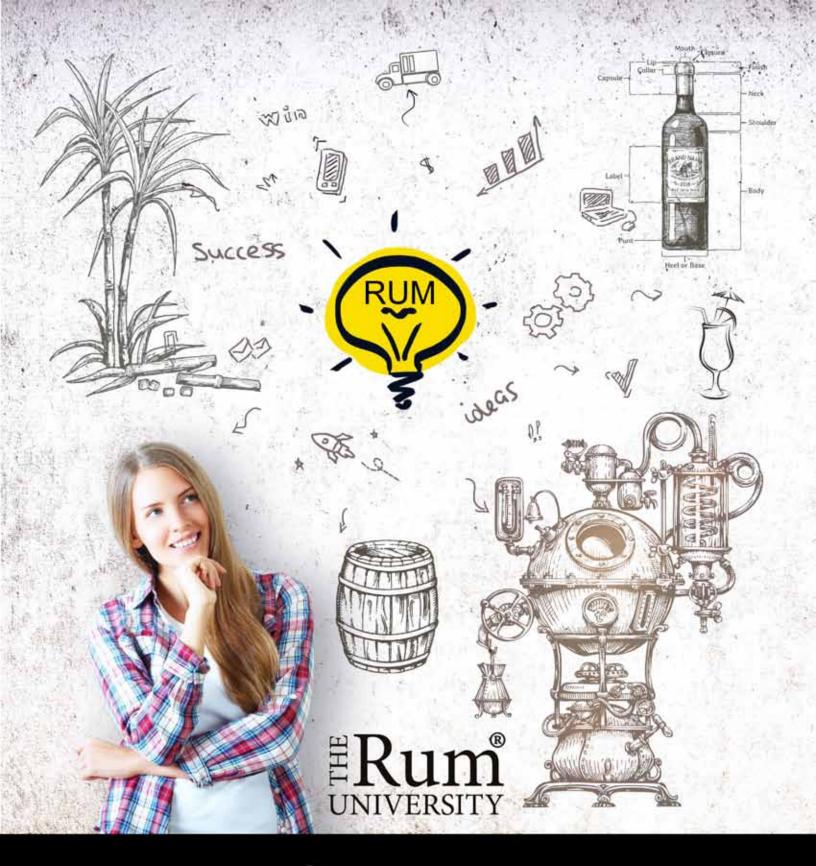
At this stage both cigars are coming across more aggressively than at the beginning.

The pairing with the rum liqueur highlights the cocoa and ground coffee notes from the Maduro, in a very well-balanced way.

At the end, I don't know which of the two cigars is the best one. It is more a matter of which drinking occasion is better suited. The Rum Old Fashioned was paired well with both cigar extremes, particularly the Connecticut, which thanks to its smoothness was perhaps a more "commercial" pairing. Towards the end, when the intensity of the cigars increases, the Maduro was a better choice against the liqueur, thanks to its long and balanced deep notes.

I hope you can find the time to do this pairing with these or similar cigars. If you think smoking two cigars by yourself is going to take too much time, invite a friend so you can share the experience together, you'll like the results!

Philip IIi Barake #GRCigarPairing





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