

Got Rum?®

DECEMBER 2020

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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



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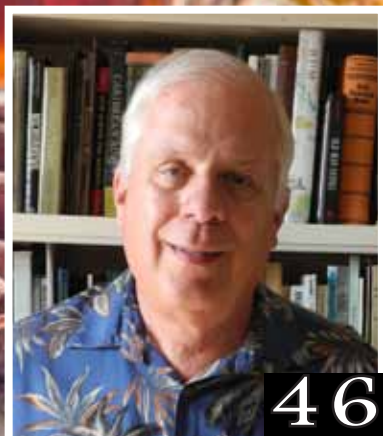


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Got Rum?[®]

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FRONT COVER: The Spirit of The Holidays

INSIDE SPREAD: Comfort and Joy

FROM THE EDITOR

Resolutions and the Transmigrating Phoenix

Calendars are powerful tools: they remind us when the rent is due, when we must work, when we get paid, when we celebrate special events, etc. But calendars can also be therapeutical aids for personal growth, giving us abstract notions of when we must “turn” the proverbial page, to start a new chapter in our lives or to make other important changes to our existence.

The ancient Greeks believed that the Phoenix was a bird capable of regenerating itself after dying engulfed in flames. This *transmigration* of the soul or essence of the bird has been since exploited in many novels and other works of fiction, its allure emanating from the fact that we like to believe in the existence of something beyond death or beyond our understanding of reality.

Turning pages on a calendar is like witnessing the Phoenix regenerate itself, with another day, week, month or year of life freshly revealed in front of us. It is for this reason that New Year resolutions are more powerful than those we set during other times, because of the metaphorical value we associate with the “turning” of the annual page, as if we were incinerating the mythical bird and waiting for it to emerge renewed from the ashes.

What do you want your new self to be like in 2021? How do you want to approach the challenges the New Year will present you? If you are a business owner, how do you want to operate in the coming year? If you are an employee, how do you want your



work to unfold? If you are a parent, how do you want your children to be raised next year? If you are a student, what type of world do you want to see yourself in next year or when you graduate?

2020 has been an extraordinarily-challenging year, one that will not be easily forgotten. But it too, must come to an end, with a physical and symbolic turning of the page.

Cheers,

A stylized, handwritten signature of Luis Ayala in dark ink.

Luis Ayala, *Editor and Publisher*



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

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

THE ANGEL'S SHARE

by Paul Senft



My name is Paul Senft - Rum Reviewer, Tasting host, Judge and Writer. My exploration of Rums began by learning to craft Tiki cocktails for friends. I quickly learned that not all rums are created equally and that the uniqueness of the spirit can be as varied as the locales they are from. This inspired me to travel with my wife around the Caribbean, Central America, and United States visiting distilleries and learning about how each one creates their rums. I have also had the pleasure of learning from bartenders, brand ambassadors, and other enthusiasts from around the world; each one providing their own unique point of view, adding another chapter to the modern story of rum.

The desire to share this information led me to create **www.RumJourney.com** where I share my experiences and reviews in the hopes that I would inspire others in their own explorations. It is my wish in the pages of "Got Rum?" to be your host and provide you with my impressions of rums available in the world market. Hopefully my tasting notes will inspire you to try the rums and make your own opinions. The world is full of good rums and the journey is always best experienced with others.

Cheers!

Plantation Isle of Fiji

Over the past several years Maison Ferrand has had a yearly release that expands their core portfolio along with their vintage and special bottling. In 2020 they presented Isle of Fiji Rum as a part of their signature blend range, providing a new flavor experience for fans of Plantation products to embrace and experiment with. The rum is created by the Fiji Rum company using locally produced molasses. The molasses goes through a four or five day fermentation before it is distilled in pot and column stills. The rums are then aged in used bourbon casks for two or three years before being transported to France where they are aged an additional year in Ferrand Cognac casks. After the second aging, the rum is blended to 40% ABV with Plantation's proprietary dosage (16 g/L) added along with caramel coloring for visual consistency.

Appearance

The bottle is the standard 750 mL Plantation bottle with a black security seal holding a plastic capped synthetic cork in the bottle. The label has a pretty tropical picture and shares the basic details about the rum.

The liquid holds an amber gold color in the bottle and glass. Agitating the rum creates a thin band that slowly thickens and drops fast moving legs. The band and legs evaporate and pebble up quickly, leaving behind a ring of beads in under two minutes.

Nose

The initial rush of ethyl alcohol and fruit aromas remind me of acetone. This strong note fades quickly as the glass breathes. Returning to the glass

I discovered notes of molasses, green apple, fresh plums, vanilla bean, baked pears, spiced banana cream brulee with a tweak of nutmeg.

Palate

Having experienced a few other Fijian rums I was braced for the funky entry and this one did not disappoint. Like the aroma, the initial rush of alcohol is a potent swirl of flavors that pucker the tongue with their intensity. Sweet molasses, dark vanilla, honeyed ginger, bitter wood, black pepper, nutmeg, toasted coconut, overcooked bananas, with a tart pomegranate/passion fruit combination punctuating the rum flavors. The balanced finish lasts for a few minutes with a swirl of sweet fruit and bitter oak char flavors lingering on the palate.

Review

As I mentioned, I have had a few other Fijian rums of varying age ranges, so was curious what the experience of this rum would be like with the Plantation dosage and finish. Overall, I enjoyed the way the wood and char flavors married and merged with other notes both in the aroma and on the palate. The dosage helped round the harsh edges of the rum and some of the funkiness in the aroma did not translate to the palate because the sweeter notes held them in check. Sadly, I really missed that funkiness that I knew should have been present, but as its own unique "Plantation Rum" experience was pleased with the uniquely balanced flavor experience the company achieved.



www.plantationrum.com

THE ANGEL'S SHARE

by Paul Senft

Pusser's 50th Anniversary Rum

One of the most unexpected positive surprise gifts of 2020 was receiving a bottle of Pusser's 50th Anniversary Rum from friends. Limited to 5,000 bottles and moderately priced, this rum is still being found in some outlets, but is mostly sold out. This rum as the name implies was created to commemorate the 50th anniversary of Black Tot Day which was celebrated with much fanfare on July 31st of this year. The rum is a 54.5% ABV blend of two column still rums from Trinidad as well as three pot and column still Guyana rums blended to the exact specifications last used by ED&F Man the company that provided rum to the British Admiralty. One particularly cool note about this rum is one of the Guyana pot stills used for this project was the Greenhart double Wooden Pot Still that began existence at Port Mourant Estate in 1732.

Appearance

The black 700mL wrapped bottle has a label that provides the history of the Black Tot and background on the blend of rum. On the front of the label is noted the bottle number for the limited edition rum. For this review I am evaluating bottle 562. Swirling the liquid created a medium band that slowly thickened and dropped one wave of fast moving legs and the a second set of slow moving legs that dropped as the band pebbled and evaporated.

Nose

The aroma of the rum reminds me of the many Demerara rums I have had over the years. In the glass, I discovered notes of brown sugar, sweet molasses, prune, star anise, nutmeg, dark cacao, wood shavings, peach filled pastry, dried orange peel, caramelized bananas, graphite and a hint of raspberry.

Palate

The first sip of the rum provides an explosion of flavors that I enjoyed evaluating. The organic and spice notes swirl with the alcohol conditioning the tongue so I can begin properly evaluating the flavors. First is the blend of dark chocolate mocha with brown sugar, cinnamon, nutmeg, punctuated by a bite of clove and black pepper. Allspice flattens the other notes and leads to revealing notes of dried orange peel, caramelized bananas, prunes, raspberry marmalade, dried tobacco leaf, anise and salt that brings out the char notes of the wood. It is this char and anise notes that carry the rum in a nice long finish. As the flavor fades there is a bit of a sweet residue left across the teeth and tongue and the anise note lingered until I cleared it after several sips of water.

Review

As the flavors fade I can honestly say I enjoyed the delightful complexity of the rum. It is rumored that the rums used in the blend were collectively around seven years old, but I could not find any reliable history from the company verifying it. Understanding what they were trying to achieve, I would love to have someone who participated in the British Navy at the time and get their honest take on the flavor experience. Personally, this was an appreciated gift and I am glad I was given the opportunity to evaluate the spirit. If you happen to discover it on the shelves and the price is right, pick it up for the cool and complex flavor experience it will deliver to you. Up Spirits!



www.pussersrum.com

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advertise.

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information,
please send an
email to:

margaret@gotrum.com



COOKING WITH RUM

by Chef Susan Whitley



Hello, my name is Susan Whitley, I am passionate about great foods and beverages. I love finding recipes that incorporate my favorite ingredients and sharing the results with my friends and family.

Through this monthly column I will do my best to inspire you to incorporate the ***spirit of the tropics*** into your everyday cooking!

Sue@gotrum.com

Smothered Turkey

Ingredients:

- 8 C. Baked Turkey, chopped into 1 ½ inch cubes
- 2 Tbsp. All Purpose Flour
- 2 lbs. Mushrooms
- 2 C. Turkey Broth
- 2 C. Heavy Cream
- 2 Tbsp. Worcestershire Sauce
- ¼ tsp. Soy Sauce
- 1 Large White Onion
- ¾ c. Celery, chopped
- 4 Colorful Sweet Peppers, chopped
- 1 C. Dark Rum
- ½ lb. Butter
- 4 Eggs
- ½ tsp. Paprika
- Salt and Pepper to taste

Directions:

Cut mushrooms into quarters and saute in melted butter. Add celery, peppers and onion. Cook until soft. Add broth and soy sauce and mix. Add turkey cubes.

In a bowl, beat eggs well and then add cream and flour. Add mixture to the turkey. Add salt, pepper, paprika, Worcestershire sauce and rum. Let simmer all together. Serve on toast, over rice or noodles.



Photo credit: www.campbells.com

Holiday Pumpkin Pie

Ingredients:

- 1 ½ C. Canned Pumpkin Pulp
- 2 Tbsp. Butter, melted
- 1 tsp. Cinnamon
- ½ tsp. Ginger, ground
- 1 Tbsp. Lemon Juice
- 2 Eggs
- ½ C. Brown Sugar
- ½ C. White Sugar
- ¼ tsp. Allspice
- ¼ tsp. Clove
- ¼ tsp. Mace
- ¼ tsp. Nutmeg
- 3 Tbsp. Dark Rum
- 2 Tbsp. Flour
- 1/8 tsp. Salt
- 1 C. Whole Milk

Directions:

Pre-heat oven to 450°F. Grease and flour a 9-inch pie pan and place an uncooked, all-purpose pie crust in pan. Put pumpkin pulp in a bowl and add the melted butter, cinnamon, ginger, lemon juice, allspice, clove, mace, nutmeg and rum. In a separate bowl, beat eggs until light and then add the flour and blend together well. Add dark and white sugar, salt and milk. Combine both bowls together in a larger bowl and mix well. Pour pumpkin filling into the 9-inch pie pan. Place pan in center of oven and bake for 15 minutes at 450°F. Reduce heat to 375°F and bake for an additional 30 minutes, or until custard sets. Insert a cake tester in the center of pie. If tester comes out clean, the pie is done. Serve plain or with whipped cream.



Photo credit: www.dessert.com



RUM Aging Science

A Research Collaboration Between



And

THE **Rum**
UNIVERSITY





Introduction

Aging is the most value-added transformation that a rum can undergo while at a distillery or aging cellar. But aging all spirits involves so many variables, that distillers/cellar masters often leave some decisions to chance. In this new series, **The Rum University** and **Rum Central** will monitor and share monthly data from a single barrel, so that readers can better understand the transformations that rum undergoes while aging.

Different climate conditions around the world affect these transformations in different ways. While the effects are universal, the results presented in this new series will be those from Rum Central's Florence warehouse, located in Central Texas, USA.

RUM Aging Science



RUM Aging Science

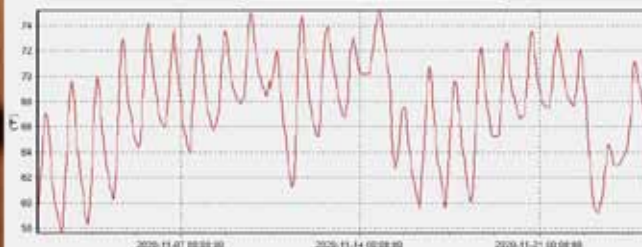
Series Overview

The January 2020 issue of "Got Rum?" covers in detail the goals of this series, as well as, descriptions of the different equipment being used to collect and measure the data.

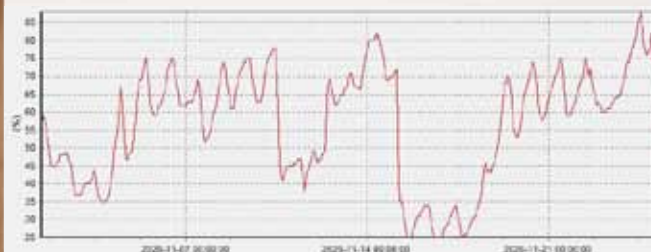
November's Weather

November was considerably cooler than October, the average outdoor high temperature was 69F and the average outdoor low was 46F.

Inside the cellar, the temperature ranged from a high of 75F to a low of 57F.



The average rainfall in our area (Central Texas) was 2.83 inches, which translated to moderate humidity levels in the cellar. The relative humidity inside ranged from a high of 86% to a low of 24%.



The Rum

The rum has completed its first year inside the barrel. The natural color extracted from the oak staves has slowly but steadily increased month to month.

RUM Aging Science

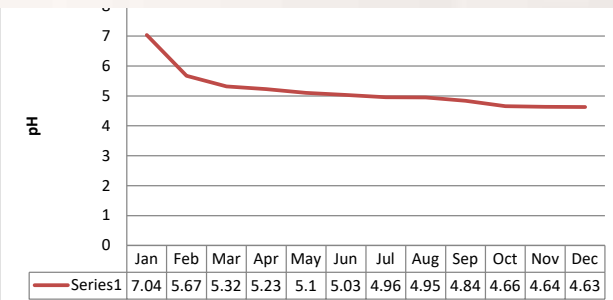


Samples representing the condition of the rum inside the barrel, on the 1st day of each month.

RUM Aging Science

From an organoleptic perspective, the rum already has matched or surpassed commercially-available “aged” rums from some craft and large distilleries, many of which have additional caramel incorporated to darken the color.

pH: The rum that went into the barrel had a pH of 7.04. This final reading after 12 months in the barrel is 4.63.



As you can see above, the most drastic *visual* increase of acidity (reduction in pH) took place almost immediately, but the increase in real, titratable acidity was actually more linear.

ABV: The alcohol concentration of the rum in the barrel decreased during the first half of the year and increased during the second. What this means is that, proportionally-speaking, more alcohol vapor left the barrel earlier, and more water vapor left the barrel later. The starting ABV was 63.43% and the final ABV is 63.84%.



RUM Aging Science

CONCLUSIONS

Aging rum truly is one of the most value-added transformations a rum producer can take advantage of.

Barrel selection is at the core of this transformation, since it will dictate the availability and type of extractable materials rum will be interacting with.

This full year we've monitored the rum inside an ex-whiskey barrel, and we witnessed how much natural color it extracted, and how fast it did so. We also monitored the pH changes to the rum during this journey and the impact of acidity in flavor creation, mainly in the form of esterification.

We also looked at ABV changes of the rum inside the barrel. Many readers have written with questions about why the ABV went up during the latter part of the summer, and this is a topic that we'll explore in more detail in future articles.

Are these results typical of all aging warehouses around the world?

Probably not. Even if the daily temperature and humidity deltas at our Distilled Spirits Plant in Central Texas are a close match to those experienced elsewhere, the alcohol vapor concentrations and amount/frequency of air exchange in those warehouses would also have to coincide with ours for the results to be the same. Having said all this, the closer the environmental match, the better the data will follow along.

Q: Is the rum ready to be sold after 1 year in the barrel?

A: While the transformation after 1 year of aging is quite noticeable, the rum's journey has only begun! If the distiller is in need of cash, then it would be OK to harvest a few barrels for bottling, but we would recommend keeping as many barrels as possible full, so that they continue to age. These barrels will then sell for much more money than their younger counterparts, handsomely rewarding patience.



RUM Aging Science

COMING UP NEXT

The response to this series from craft rum distillers has been overwhelming! Some were not aware of the chemical changes that would take place; others didn't know about the ABV fluctuations. Those distillers who only had whiskey-making experience were shocked by how little color is extracted from a used barrel, compared to that from new ones.

The questions have steadily poured in and the next steps for us could not be clearer: **Rum Aging Science** must continue, but the scope needs to be extended to include new barrels and different types of oak as well.



Will rum's chemical changes happen just as quickly in French Oak barrels as they do in White American Oak ones? Will color extraction be different in new barrels, depending on their toast/char level?

These are some of the questions we'll be exploring in future installments of the new series. So stay tuned and keep the questions coming!

Rum Central & Rum University Teams
info@RumCentral.com

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.

Festive Holiday Cocktails

The holidays will look a little different this year for most of us..... No big family gatherings or parties, no travel, and for some states, a continued quarantine.

For the restaurant business, this is typically the busiest time of year, but Covid-19 has certainly thrown a wrench in that. For those of you who ask, "what can I do to help them?" My immediate thought is to support those restaurants any way you can. If you are comfortable dining in, please do. If you are able to order take out, that is also a great option.

A lot of states are allowing take out cocktails too, and I highly encourage you to take advantage of that! It is a great way to enjoy your favorite drink, as well as helping our industry stay afloat during this unprecedented time.

If you enjoy making cocktails at home, I want to share with you some of my favorite "festive" cocktails that are perfect for the coming holidays. These are all easy to make, with lots of fun and creative variations.

I hope all of the readers of "Got Rum?" have a wonderful holiday season, stay safe, and see you in 2021!

Cris



AIR MAIL

This is a classic that could be considered a twist on both a French 75 and a Bee's Knees, but for me it's one of my favorite champagne cocktails.

- 1.5 oz. Cuban Rum (it was originally written with Cuban rum but you can certainly play with different styles of rum)
- .75 Honey Syrup (2-1 honey and hot water, to make it easier to mix)
- .75 Fresh Lemon Juice

Add all ingredients in a cocktail shaker and shake well with ice. Strain into a champagne flute or coupe glass. Top with sparkling wine and garnish with a lemon twist.

*Pro tip- use a flavored honey for a more elevated cocktail, such as lavender or citrus honey.

OLD CUBAN

Created by my dear friend Audrey Saunders, of Pegu Club in New York, this one is a lovely take on a mojito. This is also fantastic with basil!

- 1.5 oz. Cuban Rum (I would stick with Cuban rum on this one, the flavors are perfect)
- .75 oz. Simple Syrup
- .75 oz. Fresh Lime Juice
- 4-5 Mint Leaves

Add all ingredients in a cocktail shaker and shake well with ice. Double strain (being careful to remove all herbs) into a coupe glass. Top with sparkling wine and garnish with a fresh mint sprig.

ROSEMARY POINSETTIA

This is my original recipe, and is a Christmas twist on the classic Poinsettia cocktail.

- 1.5 oz. Ron Zacapa 23
- 1 oz. POM Pomegranate Juice
- .5 oz. Rosemary Simple Syrup

Add all ingredients in a cocktail shaker and shake well with ice. Strain into a champagne flute or a coupe glass and top with sparkling wine. Garnish with a fresh sprig of rosemary (the aroma will smell like a Christmas tree).

****Rosemary Simple Syrup:** In a saucepan add 2 cups of white sugar, 2 cups of water, and 4 sprigs of rosemary. Heat on medium for 15 minutes, stirring the sugar as it dissolves. Remove from heat and allow to fully cool before removing the rosemary. Refrigerate for up to one week.



THE Rum[®] UNIVERSITY LIBRARY

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

www.RumUniversity.com



Cocktails for the Holidays: Festive Drinks to Celebrate the Season

(Publisher's Review)

Mix holiday drinks like a pro with the help of this book from the editors of the award-winning *Imbibe Magazine*. *Cocktails for the Holidays* features favorite seasonal recipes from bartenders around the world—50 classic and contemporary recipes for every festive occasion.

Here is a summary of what you'll find inside:

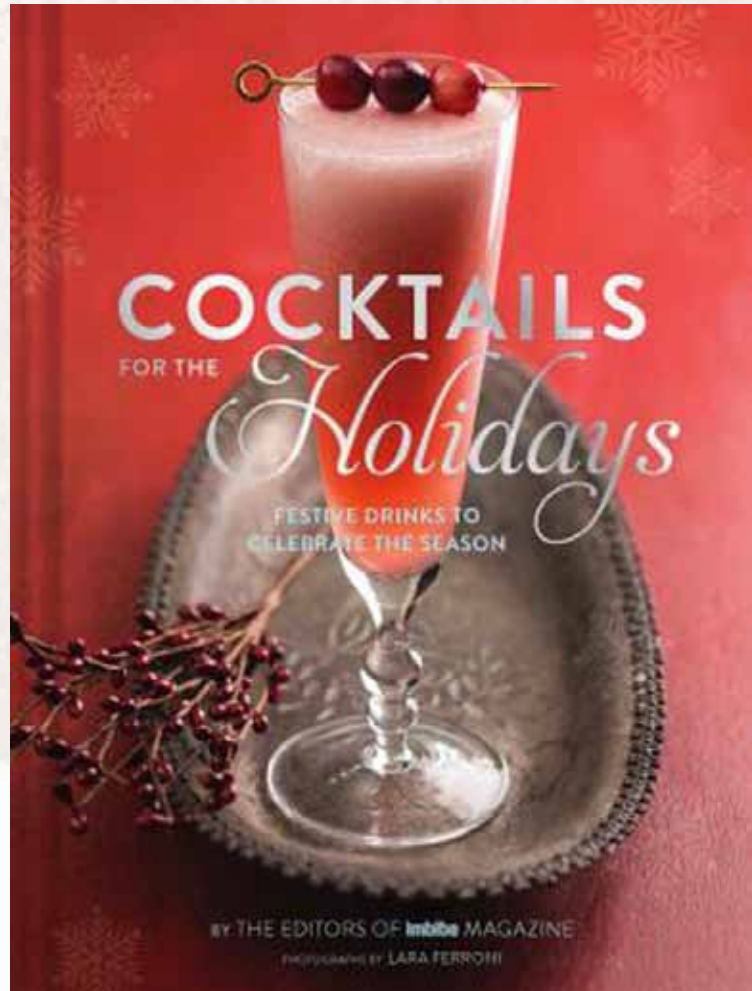
- Chapter 1: Classics, New & Old
- Chapter 2: Winter Warmers
- Chapter 3: Party Punches
- Chapter 4: Seasonal Sips
- Chapter 5: Festive Sparklers

In addition to the recipes, there is also a section with tips and tricks for entertaining large groups during the holidays.

About the Author(s)

Karen Foley is the publisher of *Imbibe*, an award-winning publication featuring the world's top drink destinations, recipes, and in-depth stories exploring all aspects of liquid culture.

Lara Ferroni is a food photographer whose work has appeared in numerous publications. She lives in Portland, Oregon.



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3RD ANNUAL RUM And The Environment



AWARDS



Protecting the environment is everyone's responsibility. Rum producers, cane growers, sugarcane mills, distributors, retailers, mixologists, brand ambassadors and consumers all have the power to make or to influence change.

Earlier this year we called on our readers to nominate companies or individuals who are doing a great job running their businesses in an environmentally-friendly way. The response was overwhelming, we had a hard time narrowing down the nominees to the four winners showcased in the following pages.

Our goal is for this to be an on-going tradition, designed to recognize environmental excellence in the rum industry, so please continue to send in your nominations.



Legado Distillery	
Category	DISTILLERY - <ul style="list-style-type: none">• Organic Certified
Country	Paraguay

Legado Distillery produces distilled spirits using sugarcane processed at the oldest certified-organic sugar mill in the world.

The distillery is also 100% energy self-sufficient, using leftover bagasse as fuel for boilers and capturing/treating 100% of their waste water. The remaining co-products from processing, fermentation and distillation are then mixed and used as fertilizer for future sugarcane crops.

www.legadodistillery.com





Abelha Cachaça	
Category	DISTILLERY - <ul style="list-style-type: none">• Organic Certified
Country	U.S.A.

Abelha Cachaça is the first cachaça to earn this award, thanks to their dedication and commitment to quality. They source organic certified sugarcane and then ferment it and distill it using small 800 liter copper pot stills (“abelha” means “honey bee” in Portuguese).

The distillery actively promotes a collective organization of organic agriculture, encouraging farmers to become individually-certified organic.

www.abelhacachaca.com





Bacardi	
Category	Packaging - • Plastic-Free (From Danimer Scientific)
Country	Global

Consumers are demanding stronger “green” attitudes from producers across the world. Bacardi is answering the call by planning to remove 80 million plastic bottles per year from their portfolio. The new bottles will be made using plant-based polymers developed by Danimer Scientific. A large market for environmentally-friendly, alternative bottles will invariably result in more research and additional/better offerings in the future.

www.bacardi.com





Dr. Noa Kekuewa Lincoln

Category	Education - <ul style="list-style-type: none">• Sugarcane Research• Sugarcane Preservation
Country	U.S.A.

It is hard to preserve our heritage if we do not fully understand our origin. Sugarcane is at the heart of our industry and few researchers have done as much to study and catalogue native cane varieties as Dr. Noa Kekuewa Lincoln. His book was featured in the September 2020 issue of "Got Rum?" and is a must read for anyone involved in growing and harvesting sugarcane.

www2.hawaii.edu/~nlincoln/bio.html



THE RUM HISTORIAN

by Marco Pierini



My 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.com/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".

THE GOLDEN AGE OF RUM

As I have already written, many today in the rum world seem to feel nostalgia for the good old times, when, in their opinion, the quality of rum (indeed, often the quality of quite everything) used to be better than it is now: more natural, authentic, artisan, and healthier too, a veritable Golden Age of Rum.

Unfortunately I have to disappoint them. Historical sources show us that, at least in regards to rum, in truth there is nothing to be nostalgic for, and that the good old times were not so good after all. Obviously we can't know exactly what rum tasted like in the past, but I think it can reasonably be said that it was generally bad, often disgusting and probably undrinkable for today's taste. And in many cases it would be prohibited today by all the health authorities on the planet.

I haven't done any dedicated research on the subject, simply I came across some interesting texts when researching for my books about the history of rum. Therefore I do not claim to make an organic speech about this issue (maybe in the future), I'll just present some thought-provoking sources.

Let's begin with the very first English and French ones, dating back to the 1600s.

In 1647 Richard Ligon, a Cavalier, a Royalist, ruined by the Civil War, left England and sailed to Barbados to seek his fortune. He would spend 3 years there. He didn't achieve what he had set out to do, so he had to go back to England, where things continued to go wrong for him, to such an extent that eventually he was imprisoned for debt. While in prison, he wrote a book on his journey, "*A True and Exact History of the Island of Barbados*", published in 1657.

Here is one famous excerpt from it:

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

Few years later, another much quoted English visitor to (or settler in) Barbados described rum in the following, not exactly enthusiastic way: "the chief fuddling they make in the island is Rumbullion, alias Kill. Divil, and this is made from sugar cane distilled, a hot, hellish, and terrible liquor."

At the end of the 1600s, the French Dominican priest Jean-Baptiste Labat, usually known in the rum world as *Père Labat*, volunteered to leave the convent for the colonies in order to replace deceased missionaries on Martinique. He wrote a big book about his experience "*Nouveau Voyage aux Isles de l'Amérique ...*" ("New Voyage to the American islands..."), published in 1722. Here are some excerpts:

"The spirit we make on the Islands with mash & sugar syrups, it's not one of the least used drinks, we call it *Guildive* or *Taffia*. The Savages, the Negros, the lowly settlers & craftsmen are not looking for another one & they lack self-control with this item, it is enough for them that this liquor is strong, violent & cheap; it doesn't matter whether it's harsh and unpleasant."

"The spirits we pull from the canes are called *Guildive*. The Savages & the Negros call it *Taffia*, it is very strong, with an unpleasant smell & acridness, a little like grain-based spirits, which we have trouble taking away from them."

In the second half of the 1700s rum became a widespread commodity. Consumers were well aware of the different geographic origins of rum, Jamaica, Barbados, Martinique, New England etc. and some rums were considered of far higher quality than others, with significantly different prices. In short, a proper international rum market already existed. Well, according to Guillaume's "*Le Rhum sa Fabrication et sa Chimie*" (1939), in 1777 the "*Encyclopédie*" says:

"Rum is refined by distillers and traders who often blend a large quantity of low-priced liquor with coarse rum containing large quantities of essential oils which wipe out those of other fermented liquors. There is a lot of refinement in England. Some people are not ashamed to do this refinement with grain spirits or molasses. It's very difficult to uncover this deception."

At the end of the 1700s, John Bell served as a military surgeon in Jamaica. Back to England, in 1791 he published "*An Inquiry into the causes which produce, and the means of preventing diseases ...*". Bell was shocked by the mortality rate in the ranks "in some of those regiments, two thirds, and in others upward of a half, died, or were rendered unfit for service before they had been a year, or at most a year and a half, in the island of Jamaica." In his opinion, the excessive daily consumption of rum was the primary cause of illness and death among the soldiers. The daily allowance was half a pint and was usually diluted with water, we do not know in what ratio. But soldiers bought much more undiluted rum, "large quantities of which of the most execrable quality" from private sellers at a cheap price. Actually, planters and distillers produced for the soldiers a kind of rum that only needed to be strong and cheap. It was fermented and distilled very quickly, saving on costs, without any regard for quality. As far as we know, the heads and the tails were not removed and in all likelihood in rum there was methanol, fused oils and bad congeners. And lead powder too, because lead and pewter were largely used in sugar and rum-making machinery. We know of soldiers who died immediately after they had drunk, or who fell to the ground in a state of torpor. Of hardy young men who declined rapidly. Of excruciating pains, ulcerated organs, illnesses The reports of the military surgeons of the time, and the first scientific

post-mortems, tell us a terrifying story.

In the middle of the 1800s, France had become a major producer and consumer of rum. In 1864, the "*Dictionnaire Francais*" by B. Dupiney de Voupierre, writes:

"Under the names of Rum or *Taffia*, we designate two alcoholic liquors which are obtained from sugar cane; but the first is the product of the fermentation of molasses, a residue from the cane juice, while taffia is removed from the debris of sugar cane delivered to fermentation. Rum is naturally colourless and endowed with a flavour similar to that of the spirit, but it is given the golden colour and the particular flavour which pleases the consumer by infusing cloves, tobacco tar, and especially scraping of tanned leather; usually a little caramel is also added."

Time goes by, but the quality of rum does not improve much. In his preface to Pairault's "*LE RHUM et sa fabrication*" (1903), Dr. A. Calmette, writes:

"It is enough that we protect it by an intelligent regulation which obliges the importers to definitively state the inconceivable fraud which consists of making a litre of authentic rum into three or four litres of a product sold under the same name. This product is a mixture of beet alcohols and wonderfully combined sauces to give the consumer the illusion of true rum perfumes. This fraud is not only detrimental to the interests of rum makers, it can also be harmful to consumers' health."

And now let's read again some parts of the report of the "Royal Commission on Whiskey and other Potable Spirits"

Twenty-sixth day. Monday, July 20th, 1908.

Mr. Frank Litherland Teed, recalled

14126. Have you any reason to think that this imitation rum is being sold in this country? – I have no means of knowing. Of course, you might get the import numbers from the Customs, but I do not see how you are to get the quantities that are actually manufactured in this country. If you take the patent still grain spirit which I believe is now called patent still Scotch Whiskey, and put some of these ethers to it, it becomes rum. We have heard this morning that it becomes gin under

certain circumstances, but, of course, if you put in other essences it may become brandy.

Twenty-seventh day. Tuesday, July 21st, 1908

Mr. James Monro Nicol, called

14357. You are exporters of Scotch whiskey, West Indian rum, British rum and compounded spirits, and you are proprietors of Customs bonded warehouses? – Yes.

14360. You wish to make some remarks to the Commission about a certain practice of mixing rum and plain spirit for exportation? – Yes.

14361. It has been suggested by one witness that this practice should be prohibited? – That is so.

14362. I understand that you take a different view: Will you kindly explain to the Commission exactly what that view is? – As stated in my *précis*, my present company and its predecessors have carried on that business for almost 40 years in accordance with the regulations of the Excise and Customs.

14363. That is the business of mixing Demerara rum with plain spirit in bond? – Yes. We therefore feel that it would be very unfair to us now to have that permission taken away not only on account of our own loss but we feel that it would be to the loss of the trade of the country, and there is no doubt about it that other countries would step in and do the trade if we did not do it.

14364. Under what designation is this mixed rum exported by you; how is it described? – It is ordered first of all from us as a rum and we invoice it as a rum. We use the term "rum" in our correspondence ourselves, but in the Customs, of course, the name "rum" is not recognised. The casks do not bear on them the name "rum". They have to be marked "mixed": That is certain.

14365. Not "rum" but "mixed" by itself? – Yes, the word "mixed", which I suppose is a sufficient indication, or at least it meets the requirements of the Excise and Customs, that is a mixed spirit.

14366. That is, mixed for foreign use? – Yes.

14367. But is there any further mark on the cask that is exported? – That depends entirely on the market that the article goes to.

14368. Take Australia, for instance? – For Australia it is now necessary to add the country of origin on the casks and therefore they are marked: “The product of Great Britain and the West Indies”: There is no objection to putting on the word “British rum”, and as a matter of fact in exporting to Australia these two words do appear over and above the statement as the country of origin.

14369. You have on that cask when sent to Australia, have you not “British Rum”, the produce of Great Britain and the West Indies, in addition to the word “mixed”? – Yes, that is so.

14370. How do you invoice those mixtures? – It is invoiced as “rum”.

14373. Where does the bulk of that spirit go to? – It goes to Australia, New Zealand and the Australasian islands as well as to different parts of Eastern Europe.

14379. Would you regard that as a legitimate trade in this country? – I would.

14380. To sell that as “rum”? – Yes. I consider that there is no monopoly in the word “rum”.

14383. ... What is the smallest amount of rum you can get in the cheapest article you send out? You must have a cheap trade as well as anybody else. What is the smallest amount of rum you would put in? – That we use, or that might be used?

14384. That you can put in? – I should say if you use one gallon of Demerara rum with your British spirit it would have to go out as mixed spirit.

14385. One gallon of Demerara rum to how many gallons of plain spirit? – One gallon of Demerara rum to 100 of plain spirit.

Mr. F.W. Percy Preston, called

14491. What is the nature of the business of your firm? – We are distillers and also exporters.

14492. Distillers of what? –What do you distill? – British plain spirit.

14493. Is that grain spirit? – Molasses spirit mostly. There is a little grain, but the bulk of our trade is molasses spirit.

14494. You are proprietors of Excise bonded

warehouses? – Yes, and also of a vatting establishment over the top.

14495. You wish to give evidence before the Commission as the desirability or otherwise that the mixing of rum and plain spirit for exportation should be prohibited? – Yes.

14496. What do you wish to say in reference to that? – I simply say that if that is taken away from this country, the Germans take the trade and we lose it. They would send it direct from Hamburg to the West Coast of Africa, where I should otherwise send it, and they would simply take the trade off us, and our trade is ruined.

14501. What you export is a mixture of West Indian rum and British plain spirit? – Yes, made from molasses, which I call plain spirit.

14513. How do you invoice it? – It is really a trade term. A merchant writes to me and he says, “What is your price for African rum”, and I tell him what the price is. Another man from Manchester, from where most of the Mediterranean trade is done, writes and says, “What is the price for your Mediterranean rum”, and an Australian writes and says, “What is your price for Australian rum”, and I tell them. The Excise know the proper thing to put on the cask. We do not work under the Customs, but we work under the Excise.

Finally, in 1946, D. Kervégant in his great book “*Rhum et eaux-de-vie de canne*” writes:

“Most countries, however, tolerate the sale, under the name *fancy rum* or *imitation rum*, of mixtures of natural rum and neutral alcohols, and even rum imitations obtained by merely adding the alcohols of dyestuff and aromatic compounds (improvers).”

I think this is enough. To sum up, the good old times of rum never existed and the Golden Age of rum is right now.

Marco Pierini

Post Scriptum

It might be interesting to read carefully the rum labels of the past. I guess that few, if any, would comply with our contemporary requirements of transparency and education.

THE COCKTAIL SCIENTIST

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)





Photo by Joel Lackovich

WINTER SUNSHINE

INTRODUCTION

The Winter Sunshine is a delicious cocktail that will surely add a tropical touch to the holiday season. One sip and you instantly feel like you have been transported to a tropical beach on a winter holiday as the drink easily entices all five senses whether through the scent of fresh coconut, the sight of an umbrella topped cocktail, the sound of a tropical cocktail being blended, the rich coconut flavor, or the frothy texture. Overall, the Winter Sunshine is a sure treat to keep the spirits high no matter what this holiday season.

MATERIALS & METHODS

Winter Sunshine cocktail recipe (1)

Ingredients:

- Coconut Flavored Rum – 1.0 oz (30 mL)
- Coconut Milk – 1.5 oz (45 mL)
- Orange Juice – 1.0 oz (30 mL)
- Ice Cubes – 4
- Garnish: Coconut Flakes
- Garnish: Orange Wedge
- Garnish: Cocktail Umbrella

Directions:

1. Gently rim the edge of a chilled cocktail glass with simple syrup and then coat the edge with coconut flakes.
2. Next add the coconut rum, coconut milk, orange juice, and ice cubes to a blender and blend for 15 seconds.
3. Pour the blended mixture into the chilled prepared cocktail glass.
4. Complete garnishing by adding an orange wedge and a cocktail umbrella.
5. Enjoy!

DISCUSSION

Origin

On January 17th, 1920, Prohibition went into effect in the United States with the passage of the 18th Amendment to the U.S. Constitution, which banned the manufacture, transportation, and sale of intoxicating liquors (2). Thus, this was the beginning of the craft cocktail movement as flavorful ingredients were needed to be added to the rough tasting bootlegged liquor that was being produced during this time. During this time frame in history barrel-aging was rare, and bootleggers began resorting to the use of suspect additives to mimic flavor. Some attempts even included antiseptics, wood tar, rotten meat, and dead rats (3). Needless to say, the world of craft cocktails has come a very long way. Today there is no shortage of supply of mixologists looking to experiment and create tasty craft cocktails with more appealing ingredients.

One of these creations is the Winter Sunshine cocktail. The Winter Sunshine is a charming holiday craft cocktail that is remarkably like a Piña Colada. An obvious play on the classic cocktail, the Winter Sunshine cocktail provides warmth during the winter season with a nice dose of coconut rum instead of light rum that is commonly found in the Piña Colada. Other obvious differences are the use of orange juice instead of pineapple juice and coconut milk instead of cream of coconut.

Flavor Profile

Rum

No other spirit has the flexibility and range than that of rum. To be considered a rum by law, the spirit is not to be bottled less than 80 proof. The evolution of flavored rums was inevitable however, and while typically not 80 proof, coconut flavored rums have become increasingly popular and are still relatively high in alcohol content (70 proof). Lower proof flavored rums often considered liqueurs and rum creams are considered a subcategory of the flavored rum space and are frequently used in craft cocktails as well.

The Winter Sunshine cocktail uses a coconut flavored rum. Coconuts come from the coconut tree (*Cocos nucifera*) and much like flavoring rum with pineapples, flavoring with coconuts dates back a few centuries when distillers would soak raw coconut meat in barrels of rum to give the spirit sweetness and additional flavor. Modern approaches to flavoring rum have evolved and enhanced the flavor experience. Today, light rum (a low congener rum) is typically the base rum that is utilized when flavoring with coconuts. The rum is then flavored through infusion, alcohol essences, or flavor chemistry allowing for a greater unique flavor and aromatic properties.

Additional Ingredients

Orange Juice

The addition of orange juice to the Winter Sunshine cocktail provides a healthy supply of Vitamin C. However, the real

reason that orange juice is added to the cocktail is due to the introduction of a high concentration of simple sugars which act as a natural sweetener.

Coconut Milk

Coconut Milk used in the Winter Sunshine cocktail is different than Cream of Coconut, which is commonly used in classic cocktails like the Piña Colada and the Painkiller. Coconut Milk is the dilute emulsion of brayed or shredded coconut meat in water with soluble and suspended solids and contains 5% to 20% fat (4).

Ice

Ice is much more than just an ingredient in a cocktail. Not only does it make and keep drinks cold, ice acts as a dilution agent. By diluting a cocktail it allows flavoring ingredients in the cocktail to present themselves and become more noticeable.

NUTRITION

Thanks to the dilution of this cocktail with 4 ice cubes the relative nutrition per oz is improved. Because one ice cube on average equals 1.0 oz (30 mL) of water all categories are cut approximately in half if one were to consume the entire cocktail. And while this cocktail is not the sweetest of rum cocktails, it can be made sweeter by adding a rum liqueur, like Malibu Coconut Flavored Rum, or by adding simple syrup. However, as expected, adding additional sweeteners to the cocktail will change the nutritional profile of the cocktail by increasing the carbohydrate count.

NUTRITION FACTS

(Amount Per 1 Fl oz in a 7.5 Fl oz Cocktail)

Calories:	20.67
Total Fat:	0.97 g
Cholesterol:	0 mg
Sodium:	0.67 mg
Total Carbohydrates:	0.91 g
Dietary Fiber:	0.09 g
Sugar:	0.75 g

CONCLUSION

Henry David Thoreau once said, "One must maintain a little bit of summer, even in the middle of winter." The Winter Sunshine cocktail does just that by providing a tropical escape with exceptional character. With the warmth provided by the coconut rum and the cocktail's aesthetically pleasing eye appeal it is impossible not to feel tropical vibes even on the chilliest winter day when having a Winter Sunshine cocktail.

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Bartenders around the world
need our help.

Most have not been able to
return to work because of
the pandemic.

If you ever wanted to learn
about mixology, consider
paying an unemployed
bartender to teach you the
basic skills you'll need to
impress your friends.

You can also hire bartenders
to develop signature cocktail
recipes for you.

Together we can overcome
our obstacles!

THE **Rum**[®]
UNIVERSITY

RUM IN THE NEWS

by Mike Kunetka



LOST YEARS RUM



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.

Lost Years, the debut brand from independent rum house Cane & Able, is a marine conservation rum which brings the taste of the Caribbean and Latin America directly to British drinkers. Available exclusively on-line, the hand-bottled range includes authentic aged and unaged rums from some of the world's most revered distilleries. Not only do they taste great, but they do good too, as every bottle sold saves up to ten baby sea turtles. Lost Years aims to save more than 500,000 hatchlings over the next few years, helping protect one of the world's oldest and most endangered inhabitants. Cash from every sale will be used to fund community-based conservation efforts at key turtle nesting sites across the Caribbean and Latin America. The Lost Years range comprises four unique rum blends sourced from some of the region's leading rum distilleries.

Four Island is a blend of three fine cask aged rums: an eight-year old rum from the legendary Foursquare distillery in Barbados, a five-year old from Alcohóles Finos Dominicanos in the Dominican Republic and a two-year old from the acclaimed Worthy Park Estate in Jamaica. The blend is then finished with the addition of an unaged Rhum Agricole from Guadeloupe's Longuetau Distillery.

Arribada is a luxurious blend of fine aged rums from Venezuela, Panama, El Salvador, Belize and the Dominican Republic. Column distilled and tropically aged in white oak barrels for between five and eight years, the result is a wonderfully mellow, warm and spicy Latin American golden rum.

Silver Moon is a pure, unaged blend of traditional column still rum from Jamaica's Clarendon distillery, married with a high-ester pot still rum from the revered Foursquare distillery in Barbados. Light bodied yet flavor packed, it is a white rum with the natural sweetness of molasses.

Navy Strength is bottled at a formidable 54.5 per cent ABV. Made with the same blend as Silver Moon, this rum is instead bottled at true navy strength for a punchy unaged rum which is the perfect base for many cocktails.

Cane & Able founder Lee Smith said that the brand was inspired by his son's love of the sea turtles: "For as long as I can remember, my son Billy has adored sea turtles and the ocean. When he learned about the threat that these ancient creatures now face, all seven species are today either endangered or threatened, he wanted to do something to help." The idea for a sea turtle-saving rum was hatched during a family holiday in Jamaica last year: "I was sitting there watching the sunset and enjoying a glass of rum and it struck me – what if we could bring incredible rum from the Caribbean and Latin America and also do our bit to support one of the region's most celebrated creatures?"
www.lostyearsrum.com

WEST INDIES RUM DISTILLERY

A new rum pot still is coming to the West Indies Rum Distillery (WIRD). Assembled by legendary coppersmith John Dore & Co, one of the most famous distillation companies in the world, the new equipment has been dubbed the 'Hot Pot Still' in tribute to the popular Hot Pot beach in Brighton, St Michael where WIRD is located. "We have been working on this project for quite some time and we are very excited to see it come to fruition. This is an investment not only for WIRD but for all fans and stakeholders of Barbados rum," said Don Benn, Master Distiller for more than 20 years at WIRD. "This will help us greatly in reconnecting with our past Rum production methods as we will be distilling Rum as it was done in the early days of rum production in Barbados 1750s. "Our new Hot Pot Still is a distillation system inspired by 18th century techniques, and all the old copper pieces and rivets were actually handcrafted in keeping with tradition. We are assembling the equipment at this moment and we are very excited about what the future holds." This pot still is very special, as it's based on old blueprints and documents that were found in the Distiller's Vault at the distillery. The distillery's objective is to bring back the heritage of more than 125 years of distillation. "The Hot Pot Still was designed and crafted to be a 'dream still' using the most interesting and fascinating parts of each blueprint found. It was also produced using reclaimed riveted copper, so there is an element of sustainability and this sits squarely in line with WIRD's green philosophy," Benn said. "It has been an exciting process, and we have incorporated some of the best elements of what we found in the Distiller's Vault to create a one-off dream still of which we can all be proud," he said.

"It also provides us with more distilling capacity and we will be using the highest quality molasses available. We are optimistic of distilling additional rums with a unique organoleptic profile that's closer to the rums that were produced in the 18th century. This will be our primary focus for the Hot Pot Still, and we are excited

to share the results with the world while creating meaningful jobs and increasing foreign exchange earnings for Barbados.”

STRIPED LION DISTILLING

Striped Lion Distilling, a small-batch rum distillery located in Woodbury, Gloucester County, New Jersey, has finally opened. They are a family of rum enthusiasts and science buffs, using their knowledge to create rums, flavored rum liqueurs, and rum-based cocktail bitters. Erin and Kevin Wright want to educate the public on the versatility of rum as a spirit, in addition to educating them to be savvy consumers of alcoholic beverages. Because they feel transparency is important, each of their spirits clearly denotes whether sweeteners or colorings have been added. With the exception of their “Rum Collector’s Reserve”, which is a proprietary blend of aged rums, Striped Lion rums are fermented, distilled, processed, and bottled on-site. Their cocktails are created to showcase their rums and bitters, and to hopefully inspire consumers to enjoy rum beverages at home.

Striped Lion Distilling is a 100% black owned distillery and 55% woman owned. Their rum offering will shortly include: Striped Lion Rum, an unaged pot-still rum; Striped Lion Rum Collector’s Reserve, a proprietary blend of aged rums from four different countries; Striped Lion Citrus Rum, their unaged rum, flavored with citrus peels; Striped Lion Cocoa Rum, their unaged rum, flavored with cocoa nibs; Striped Lion Spiced Rum, their unaged rum, flavored with a blend of spices. More rum varieties, including rum liqueurs and rum-based cocktail bitters, will be forthcoming soon.

<https://stripedlionrum.com/>

GOSLINGS RUM

Bermuda’s Royal Gazette reported that Goslings has become the Willie Wonka of the rum world. Customers who buy a liter of Goslings Black Seal Rum from a MarketPlace store in Bermuda, between

now and December 13 have the chance to win one of five golden tickets. Just as in the Willy Wonka fantasy film, holders of a golden ticket will be in line for a dream prize. However, unlike the film the prize is not a trip to a chocolate factory, but instead is a behind-the-scenes tour of Goslings’ production facility in Hamilton, and a gift of a rare bottle of Papa Seal Single Barrel Bermuda Rum.

The 2020 Papa Seal is blended from pot and column distilled rums ranging between 10 and 21 years, aged in hand-sealed, once-used bourbon barrels, and married in American White Oak for an additional two years in Bermuda’s humid, salty air.

<https://www.goslingslimited.com>

DOMINICAN ASSOCIATION OF RUM PRODUCERS

According to *Dominican Today*, The Dominican Association of Rum Producers (ADOPRON) ratified its support for the General Directorate of Internal Taxes (DGII) initiatives, together with other government entities, to confront fraud in the production and commercialization of alcohol and advocates drastic consequences for violators. It considers that the authorities’ continuous action against illicit drugs in the area of alcohol protects consumers’ health, creates confidence in the market for the present and future investments, and protects the country’s image and the industry’s emblematic brands in international markets.

In this context, ADOPRON values the authorities’ decision to give continuity to the trafficking system, which, through the use of technologies, integrates consumers in the detection of illegal alcoholic beverages. They also advocate that the system be applied without discrimination between market agents and is very important.

The agreed terms and conditions regarding its scope, operation, and costs are formalized and maintained. Research carried out by economist

Nassim Jose Alemany for the rum industry has shown that high taxes on rum has resulted in a 27% decline in sales of the alcoholic beverage, as many former rum drinkers migrated to clandestine beverages with a 40% tax evasion. The study reveals that today the Dominican Republic is the Latin American country with the highest luxury tax on rum. The tax increased from 53% in 2013 to 67% in 2019. The Dominican rum industry generates more than 4,000 direct and indirect jobs and contributes more than 10,000 million pesos in taxes per year.

With exports amounting to 120 million dollars and more than 70 markets, Dominican rum exports represent 81% of the country's total exports of alcoholic beverages. Dominican rum stands out for its contributions to constructing a country brand since it is one of the few productive sectors in the country that exports brands.

BUNDABERG RUM

After winning the Gold Medal at the Australian Tourism Awards earlier in 2020, Bundaberg Rum recently won the Double Gold Medal and trophy for Best Distillery Visitor Center in the Spirits Tourism Awards component of the International Spirits Challenge 2020. The *Blend Your Own Rum Experience* was also highly commended with a Gold Medal in the Distillery Tour category, behind Irish Distillery, Roe & Co.

Judges applauded the Bundaberg team on their dedication to promoting local tourism and boosting the economy, as well as providing a superb experience steeped in brand heritage. Duncan Littler, who is Bundaberg Rum D2C's marketing and experience manager, told Food & Beverage Industry News "to take home an international award of this caliber is an incredible feeling, especially so soon after our last recognition."
<https://www.bundabergum.com.au/>

MARAMA ORIGINS RUM

Beveland Distillers has launched Marama Origins Indonesian, a spiced rum made Indonesian sugar cane flavored with extracts from exotic plants and fruits characteristic native to the area, such as vanilla & galanga root. It is then aged in American oak barrels. Marama Origins is the latest rum to join Beveland Distillers' portfolio, which includes Ron Jungla, Caracas Club and Ron Relicario. Beveland Distillers was founded by Ramón Masoliver in 1994.

Originally focused on the manufacture and distribution of drinks within Spain, it has grown rapidly and today is an international company covering over 65 countries.
<https://www.beveland.com/>

KOLOA RUM

The Koloa Rum Co.'s store and tasting room at Kilohana Plantation in Puhi is finally open again, after being forced to shut down for eight months because of the pandemic. "We are very excited to get back and feel a little normal," Valerie Smith told the Garden Island newspaper. "My team is excited, and a few of them have moved on to do different things because they needed to. I got a good crew and we are ready to tackle anything." Bob Gunter, president and CEO, said "We planted sugarcane last year at our new Koloa distillery site across the ball park, and last week was the first harvest of our organic sugar cane, with our second harvest earlier this week," Gunter is hopeful that the new distillery will be built in the heart of Koloa within the next six months, and hopes to keep his rum pure and only made with locally-grown ingredients while giving back to Kaua'i's community.
<https://koloarum.com/>

RUM ASTROLOGY

by Cris Dehlavi



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

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

Sagittarius the Archer

November 22 - December 21

Sagittarians are strong-willed, responsible, generous, and have great ability for focus. They are a *fire* sign and can be very intense, and must channel their energy or they will waste time and wear themselves out going in too many directions at once. They love to travel and are the most adventurous of the zodiac signs.

Hotel Nacional is a cocktail built on rich history, and as a Sag myself, I think it is the most appropriate rum cocktail for this sign. It was created in the early 1930's at the very famous Cuban hotel, and was the signature cocktail there for decades.

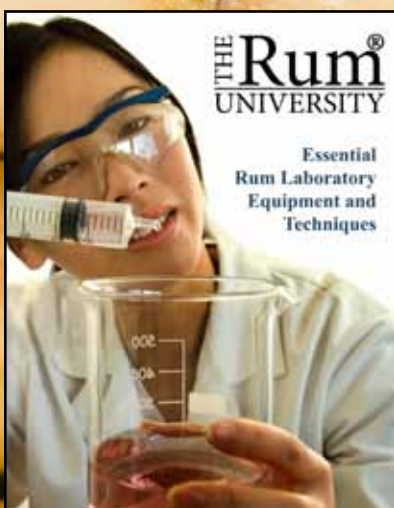
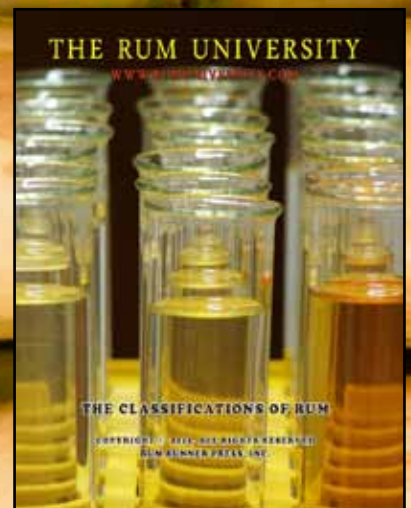
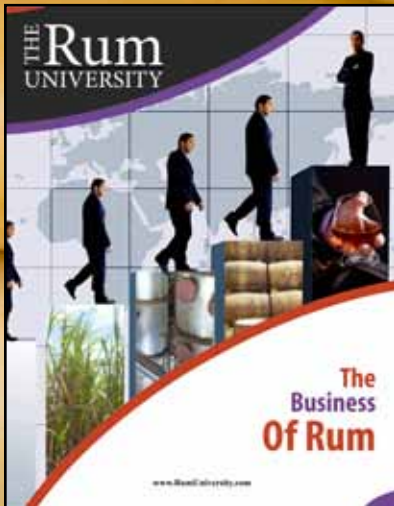
- 1 oz. White Cuban Rum
- ¼ oz. Apricot Brandy
- 1 oz. Fresh Pineapple Juice
- ¼ oz. Fresh Lime Juice

Shake well with ice, strain into a coupe glass, and garnish with a fresh pineapple spear.





5-Day Rum Course: May 10th-14th 2021, Kentucky, USA



Early Bird Special!

Register now and receive 5 nights at the Brown Hotel included with your tuition. Check-in date: 05/09/2021, check-out date: 05/14/2021.

moonshineuniversity.com/product/5drum_210510/



“GOT RUM?” TEAM INTERVIEW

by Margaret Ayala

THE KEY TO SUCCESS IS



TEAMWORK!

This issue is dedicated to the best team Luis and I could have ever hoped for:

- **Cris Dehlavi**
- **Joel Lackovich**
- **Marco Pierini**
- **Mike Kunetka**
- **Paul Senft**
- **Philip Ili Barake**



And to all the “Got Rum?” readers around the world ... a big CHEERS!

Margaret Ayala, Publisher

Putting together a monthly magazine is not an easy task. Thankfully for us, we have the world’s best contributing writers, who tirelessly produce content for us, month after month. It is easy, however, for readers to lose track of the people behind the stories, so each December we reserve space for all contributors to share a bit of information about themselves, their achievements, goals and observations.

Here is a quick update from Luis and me:

- Rum Central continues to grow, increasing the number of aged bulk rum offerings and specialty casks available for finishes.



- 2020 had a rough start and we, like the rest of the industry, were thrown into a world of unknowns, having to quickly learn the ins-and-outs of sanitizing gels and their commercialization.
- The Rum University remains committed to make an impact on the distillation front. It continues to collaborate with Moonshine University, taking part of the 6-Day Distillers Course and also conducting the annual 5-Day Rum Course (next course is in May 2021).
- In 2021 "Got Rum?" will celebrate 20 years of circulation! We are extremely lucky to have attracted and kept the most amazing team of contributors in the world. They all

make the magazine possible and for that we'll be eternally grateful.

- Most of our consulting and bulk rum clients are still in business, which is great for the industry.

A large number of bartenders and service industry people are still unemployed. Please think of ways you can reach out and help those in need.

And last, but not least, please read pages 30-35 for an overview of the four winners in this year's **3rd Annual Rum And The Environment Awards**.

I wish all a very happy holiday season!

Margaret

TEAM INTERVIEW: CRIS DEHLAVI

by Margaret Ayala

by Cris Dehlavi



Q: Rock climbing is a challenging sport but is also a metaphor for overcoming obstacles in our lives. Could you describe the feeling, for those who've never tried it before?

It is physically and mentally challenging and now that I have been doing it on a serious level I can't imagine my life without it! There is a huge sense of community as well and a real level of trust between climbing partners. If you aren't afraid of heights, and love to be active and outside, I highly encourage you to try it.

Q: Which of your articles did you enjoy the most and why?

One of my favorites was the "Bartending 101" article I did in March. I was newly unemployed and had friends and regulars texting me with questions on how they could make the favorites

Q: How did the Covid-19 pandemic affect you this year?

Unfortunately, the restaurant I worked for since 2002 was shut down in March, along with all of the others in Ohio. Many restaurants reopened in May but mine did not. I spent 7 months doing virtual cocktail classes, rock climbing and doing my best to stay safe.

Q: The service industry has been hit very hard by the pandemic. What can our readers do to help those in need?

It has indeed and my best suggestion is to support the restaurants you love! If you do not feel comfortable eating indoors, you can still get take out which helps them out a lot. Most restaurants these days are doing take out cocktails as well (in states that are allowing it) so you can order your favorite drinks too.

that I had been making for them behind the bar. It was a fun article to help people who were quarantined in their homes at the time. I also loved the on going monthly astrology column I had the pleasure of writing, pairing rum cocktails with each of the astrological signs.

Q: What are some of the things you are looking forward to in 2021?

Well like most people I am praying for life to get back to "normal". I miss traveling, and because my entire family is out west, I have been unable to visit anyone.

I also look forward to continuing to write about rum, and rum cocktails, and learning all I can about the category.

Q: Do you have any special message you would like to share with your fans?

I have good news, after 7 months of unemployment, I have just started an incredible job as the Brand Educator for Diageo Brands in Columbus. You all know I love to teach (and learn) so this job is ideal for me. I am thrilled to work for such an amazing company and am excited for the future.

Cris



TEAM INTERVIEW: PAUL SENFT

by Margaret Ayala

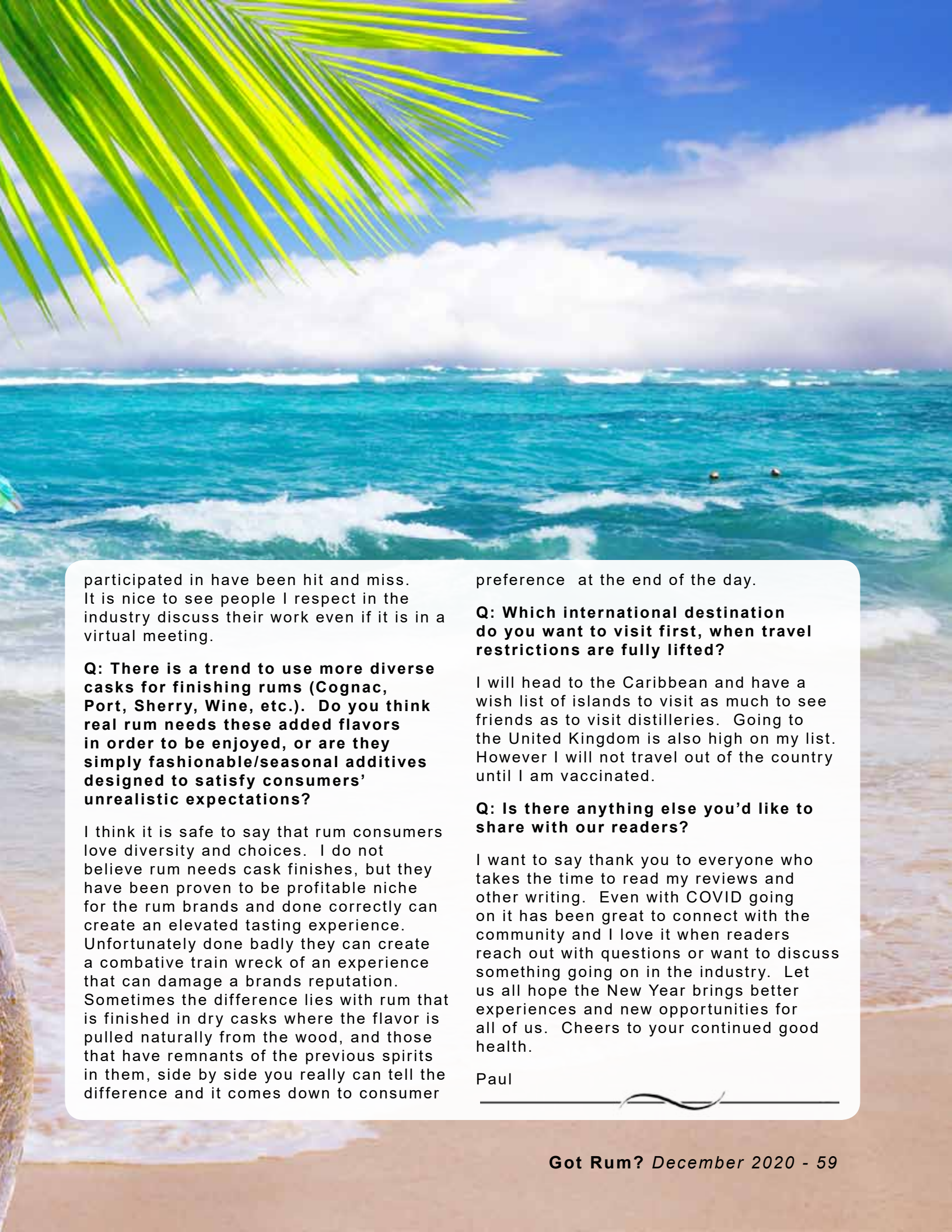


Q: How did the Covid-19 pandemic affect you this year?

It taught me the lesson that nothing is guaranteed. When given the opportunity do not take for granted how soon you might see people. All we really have is the moment we are in and do not take that for granted. When I shared time with friends in the industry in February it was with the expectation of seeing them at least a few more times this year. Due to Covid-19 that did not happen and I have missed them greatly.

Q: We know you've enjoyed travelling to and participating in rum festivals, but this has not been an option this year. Have virtual events/conferences made up for the lack of interaction?

Tales of the Cocktail certainly did, I got so much out of that conference. Whiskey Exchanges Black Tot day marathon was another excellent online experience. Other events I have



participated in have been hit and miss. It is nice to see people I respect in the industry discuss their work even if it is in a virtual meeting.

Q: There is a trend to use more diverse casks for finishing rums (Cognac, Port, Sherry, Wine, etc.). Do you think real rum needs these added flavors in order to be enjoyed, or are they simply fashionable/seasonal additives designed to satisfy consumers' unrealistic expectations?

I think it is safe to say that rum consumers love diversity and choices. I do not believe rum needs cask finishes, but they have been proven to be profitable niche for the rum brands and done correctly can create an elevated tasting experience. Unfortunately done badly they can create a combative train wreck of an experience that can damage a brands reputation. Sometimes the difference lies with rum that is finished in dry casks where the flavor is pulled naturally from the wood, and those that have remnants of the previous spirits in them, side by side you really can tell the difference and it comes down to consumer

preference at the end of the day.

Q: Which international destination do you want to visit first, when travel restrictions are fully lifted?

I will head to the Caribbean and have a wish list of islands to visit as much to see friends as to visit distilleries. Going to the United Kingdom is also high on my list. However I will not travel out of the country until I am vaccinated.

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

I want to say thank you to everyone who takes the time to read my reviews and other writing. Even with COVID going on it has been great to connect with the community and I love it when readers reach out with questions or want to discuss something going on in the industry. Let us all hope the New Year brings better experiences and new opportunities for all of us. Cheers to your continued good health.

Paul

TEAM INTERVIEW: PHILIP ILI BARAKE

by Margaret Ayala



Q: How did the Covid-19 pandemic affect you this year?

Well, this year caught me by surprise, as it happened to everyone else. We are still learning how to adapt ourselves, fortunately none of my relatives have been affected and I hope none are in the future. Economically, the impact has been very big, I haven't received any financial help from the government, so I've had to rely on my savings and I've reduced my monthly expenses. It is easy to cut back on many things, as long as there is enough rum!

Q: How is business at your bar, Red Frog?

The virus affected us all and some sectors were hit harder than others. My business is one of those most affected. Keep in mind that we were hit pretty hard last year with curfews and protests, which pushed many businesses to the brink



of bankruptcy. As soon as the social unrest stopped, we were then hit with the pandemic. Having the bar closed meant constant visits, to make sure no one would try to break in, as well as, to try to sell some of the liquid inventory to friends, at our cost, just to recover some of our expenses. My business partner and I also had to get a loan from the bank, to avoid bankruptcy and to keep some of our staff members. There is a lot of uncertainty when you have to request a loan and you don't know when or how long the government will allow you to open your business.

As of today, the bar has been open for 5 weeks, abiding by the maximum occupancy limits and all the health requirements.

Analyzing the reopening, we had to make a lot of changes. One of them is offering a digital menu, which is very practical and convenient. What I mean is that our digital menu is constantly updated to reflect only what we have in stock, such that if I break a bottle, I simply remove it from the menu and clients only see what is really at hand. I think this approach is here to stay.

We've also corrected many prices; we've adapted our operations to new schedules and have eliminated marketing practices that don't apply to our current environment. Overall, the changes have been good.

Q: During the pandemic, people have consumed more alcoholic drinks at home than before. Do you know if consumption of cigars has also increased or did it decrease?

True, alcohol consumption at home increased, I think it simply shifted from the on-premise channel. Sales from liquor stores and grocery stores skyrocketed, which would normally be seen as a bad sign, but alcohol and tobacco consumption cannot stop. I did notice on social networks that cigar smokers continued doing pairings during the pandemic, I would even suggest there was an increase of such activity. Personally, while at home, I would increase consumption of both whenever I had company.

Q: Every month you share a great cigar pairing with our readers. Do you have a favorite from 2020?

I have to say it was the Erythromycin pairing ("Got Rum?" June 2020), the idea of adapting a contemporary, well-liked whiskey cocktail, giving it a rum twist, was great. It is a recipe that many of our bartender readers can personalize according to their preferences. I thought it was an innovative cocktail with the whiskey touch characteristic from the Penicillin.

Q: Rums are always experimenting with aging/finishing in different types of barrels (Sherry, Port, Cognac, etc.) Are cigar brands doing the same?

Years ago, some brands started conducting experiments, aging tobacco leaves in barrels previously used for aging spirits. Some of the cigars I smoked that were made with those leaves had a more intense note than should have been present.

While it is true that tobacco leaves are hygroscopic (meaning that they can absorb nearby aromas), some of the brands went beyond natural limits. I understand this is for commercial reasons and that they have their audience.

Q: Is there anything else you'd like to share with your fans?

I sincerely wish everyone is safe. It's been many difficult months, possibly a year for some, and there are things we cannot control. I honestly hope all our readers and their families are healthy. Our families are our most valued assets. I hope the losses and troubles being experienced by all are not enough to keep us from enjoying a good rum.

When all these problems are in the past, get together with your friends, smoke a long-lasting cigar and pull out a bottle of rum, there will be many stories to share.

Philip

TEAM INTERVIEW: MARCO PIERINI

by Margaret Ayala



Q: How did the Covid-19 pandemic affect you this year?

Regarding my private life, I am among the lucky ones that have not been affected very much. There has been no contagion among my family and close friends. Moreover, I usually like to spend most of my time at home, reading and writing, and I have my family with me; so my everyday life did not change very much. Regarding my rum-related life, on the contrary, it has been a disaster. I have planned many trips abroad to attend rum festivals, visit distilleries, meet rum friends and do research in some libraries. And of course all of this has been impossible.

Q: You just finished your articles on Navy Grog. Did you uncover any surprises while researching for this series?

The most important result of my research is that a true Navy Grog never existed. There existed many different types of Grog that the British Navy distributed to its sailors, made with different rums, different ratio of rum to water and also different ABV. Frankly, it has not been a genuine surprise for me because I already had some doubts about this issue, but now I am sure.

Q: What will you write about next?

First of all, I 'd like to write some articles on my favorite topic: the origin of rum. Not a new, groundbreaking research, but simply to put in order the results of the studies I have carried out in almost ten years of doing research on the history of rum. Then I'll begin to publish a series of articles about my new field of interest: Cuban rum.

Q: The internet is full of incomplete and misleading information. Unfortunately, many young (and old) people are happy to accept what they find on-line as truth.

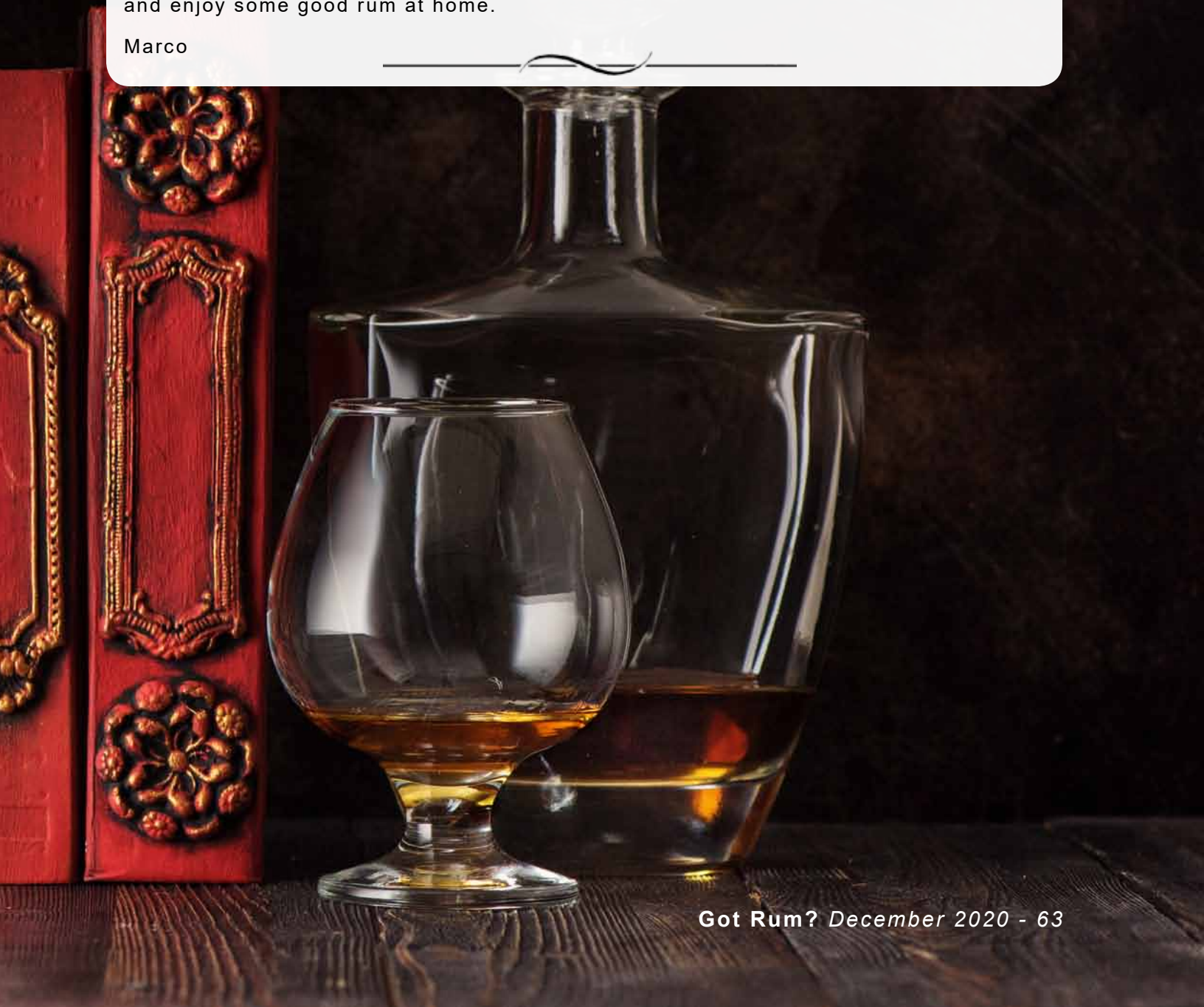
As an academic, you understand the value of research and validation. What advice do you have for your readers, when they stumble upon new information?

The Internet is wonderful, it is a potent tool available to (almost) everyone. I live in a small town in Italy, very far from the large libraries where the sources I need can be found; I would not have been able to work on the history of rum without the Internet. But, as with every tool, it must be handled with care. We must not settle for the first result of an internet search, but we must compare more results and always validate the sources. Moreover, we must remember that bare information is never true knowledge: we have to put the piece of information in its context, thinking it over by ourselves.

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

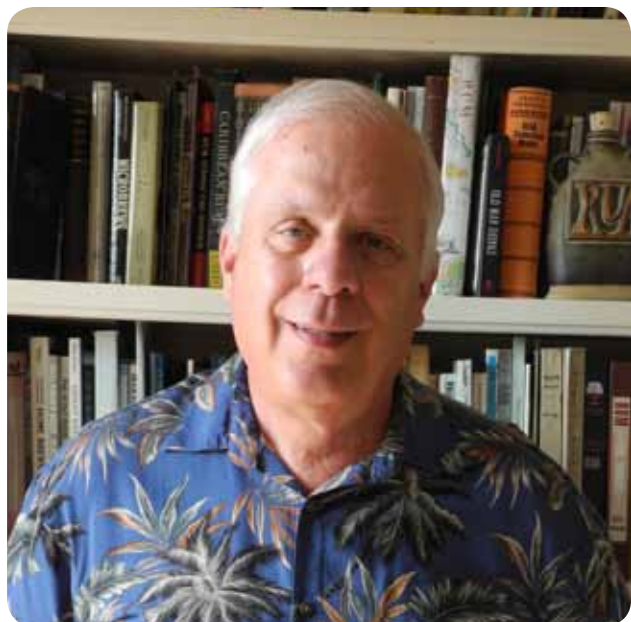
My grandfathers in their life experienced WWI, the Spanish Flu and WWII! We can deal with the Covid-19 pandemic for a couple of years. When it ends, we could return to live as usual, to travel and to meet each other everywhere in the world. I really miss the Rum Family. But meanwhile, please, let's respect the safety rules, stay safe and enjoy some good rum at home.

Marco



TEAM INTERVIEW: MIKE KUNETKA

by Margaret Ayala



Q: How did the Covid-19 pandemic affect you this year?

I feel very fortunate. Unlike so many people, I did not lose my job, or my house, or my health or a loved one. Covid robbed millions of people of birthday celebrations, sports, vacations, graduations, weddings and even

proper funerals. We were able to get food, and even cocktails to go, but missed the fun of a good dinner with friends. When things opened up in Colorado, we could dine in at restaurants, but only in small groups, six feet apart. We could meet friends for a drink, but could not sit at the bar and talk to our favorite bartender. In 2020, I turned 70 and retired, both without the big parties I had planned. We could not see the grand kids for ten months, so we sold our house in Colorado and moved to Arizona to be closer. We pray that 2021 will be a better year and everyone will be smart and safe and the Covid beast will disappear.

Q: What are some of the most noteworthy rum stories (news) you reported to our readers during this year and what made them so relevant to you?

I think the terrible effects that Covid had on our brothers and sisters in the service industry and our friends in the spirits world is the top story. Thousands of people lost their jobs during the shutdown. Many of our favorite bars and restaurants closed, then tried to stay open and then finally closed forever. They will be missed.



Many distilleries started making hand sanitizer to help stop the spread of the virus.

Another big story of the year was the possible name change for Maison Ferrand's Plantation rum line. Founder Alexandre Gabriel originally named the brand 'Plantation' due to its meaning – a large farm, since Gabriel grew up on a farm.

However, the conversations around racism following the death of George Floyd, a black man who died in Minneapolis in the US while being arrested by police, has led to an "evolution" of the brand's name, which has links to slavery.

2020 also brought the new Renegade Rum Distillery, located on the north eastern side of the Windward Island of Grenada, into operation. This has been a ten year project for Mark Reynier, the former managing director of Islay's Bruichladdich distillery, and the developer of the Waterford Distillery in Ireland. Reynier has always been fascinated with local terroir and started this project by creating a sugar cane plantation in Grenada to provide fresh cane juice for the distillery. Then his team designed and built an energy efficient/environmentally friendly distillery to ferment and distill the juice.

Q: You are always on the quest to find new rum books. Are there any hard-to-find books you are struggling to get? Which has been your favorite this year and why?

This November was a tough time for the book collection. The move from Colorado to Arizona involved considerable downsizing, as the new office/library is considerably smaller. Even after many 'gifts' to friends,

ebay sales and donations to Goodwill, there are still over twenty boxes of books in the garage that need sorting. Although not all rum books, they do include other subjects like distillation, brewing and photography.

Q: Have you had a chance to check out the craft brewing and distilling scene near your new home?

I am anxious to visit the Desert Diamond Distillery in Kingman and the Elgin Distillery, appropriately in tiny Elgin, Arizona. Both are three hours away, in opposite directions, so they will make great day trips. Desert Diamond rums have won awards at the International Wine and Spirits Competition. Elgin Distillery's Ron Regalo de Vida won Best of Class for Extra Aged Rum as well as the coveted Best in Show at the World Spirits Competition in San Francisco.

Q: Did you brew any new beers this year or are you working on any rum blends?

I have been trying to create the perfect 'Mai Tai' blend, but have not hit the mark yet. Since I don't have a bottle of Wray & Nephew 17-year old in my basement, I have been trying to find the perfect blend of funky Jamaican rums and grassy Martinique rums. Hopefully, retirement will provide more time for experimentation.

Mike



TEAM INTERVIEW: JOEL LACKOVICH

by Margaret Ayala



Got Rum? Magazine which I was deeply disappointed I did not have time to do.

Q: Do you think enough young people are interested in science and are ready to face future challenges, such as we are facing now?

The Covid-19 pandemic has not only highlighted the importance and power of science in our world today, but also served as a global call for more scientists and global citizenship. The pandemic has bold printed and underlined that all communities are linked to one another, no matter what the geography, and it is important that we begin training the innovators and thought leaders of tomorrow with a deep focus on science. With more focus on STEM education and global citizenship I feel we can make the greatest impact on innovation and shared futures.

Q: How did the Covid-19 pandemic affect you this year?

This year has been a year like no other. By day I work for New England Biolabs, a manufacturer of life science reagents that are available for research. What feels like 24/7 support this year we have been supplying and supporting customers globally who are working diligently to develop better diagnostic tools and vaccines for the SARS-CoV-2 virus. This work has allowed us to partner and support additional customers that are developing diagnostic tools for lab-based and point-of-care. The demand for time and effort has been so demanding I was unable to find time to write a featured article in the April 2020 issue of





Q: Last year you shared news about your new rum brand, could you bring our readers up to speed?

This past year I was blessed to be part of a wonderful team in Austin, Texas that launched ROCK SOUND Rum based on my mission to understand the science behind rum and what makes the cocktails we know and love taste so great. ROCK SOUND, which was equally inspired by adventure as it was by phenomenal rum cocktails, sold out 40 cases in 4 independent stores this past year, and we are currently preparing for a larger case run in 2021. Stay tuned!

Q: You always do quite a bit of research as part of writing your articles. Which of your articles have you enjoyed researching the most?

This may sound cliché, but I thoroughly enjoy researching and writing generally about rum cocktails. Every time I put pen to paper, read articles online, dive into chemistry and flavoring, or hunt for long lost recipes or origin information I feel I satisfy this passionate thirst to keep learning. It is quite addicting I must admit!

Q: Do you have any special message you would like to share with your readers? Is there anything that they can look forward to in 2020?

I really look forward to continuing to balance understanding iconic cocktails and new modern craft cocktails that are emerging. I love observing and researching how modern craft mixologists are pushing the envelope and I absolutely love paying homage to the classic and iconic cocktails that have brought us to where we are today.

Joel

CIGAR & RUM PAIRING

by Philip Ili Barake





My name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.

I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

Philip



Best Coffee Time

Often times, the simplest pairings turn out to be the best ones. I've seen this on several occasions: sometimes it is the timing, others it is the company that makes all the difference.

For this pairing I selected an ideal moment for a cigar & rum combination, I'm referring to the after-meal time, with the perfect trilogy of coffee, cigar and rum.

In order for this pairing to work, time-wise, we must select the correct cigar format. In other words, the smoking time must not exceed 20 minutes, so it could be a Perla, Laguito N°3 or a Coronas Junior, or other similar ones. I selected a Coronas Junior from Bolivar, a format commonly known as "minutos" (minutes), 42 ring x 110 mm length. It is a full-bodied cigar and, even though the appearance may suggest otherwise, it is 100% handmade.

The coffee for this pairing has to be a basic espresso and the rum must be aged a bit. Don't select a very old rum or a very premium one, a pairing like this one is best kept simple and basic. It reminded me of a pairing I put together several years ago, with a coffee and Ron Pampero Aniversario. Back then I added the rum to the coffee, this time they will not be combined, but I'll be using the same rum as before.

It is now time to light up the cigar and to begin the pairing. This cigar format offers a very good draw right from the start; it is hard to find one cigar that is not perfectly rolled.



Photo credit: @Cigarili



Photo credit: @Cigarili

Right away the cigar has a very aggressive character: it could be described as a small bastard.

I started with just the coffee and the cigar, facing off the bitterness in each. On a scale of 1 to 5, the roasted coffee notes were almost 4 or 5, so very pronounced.

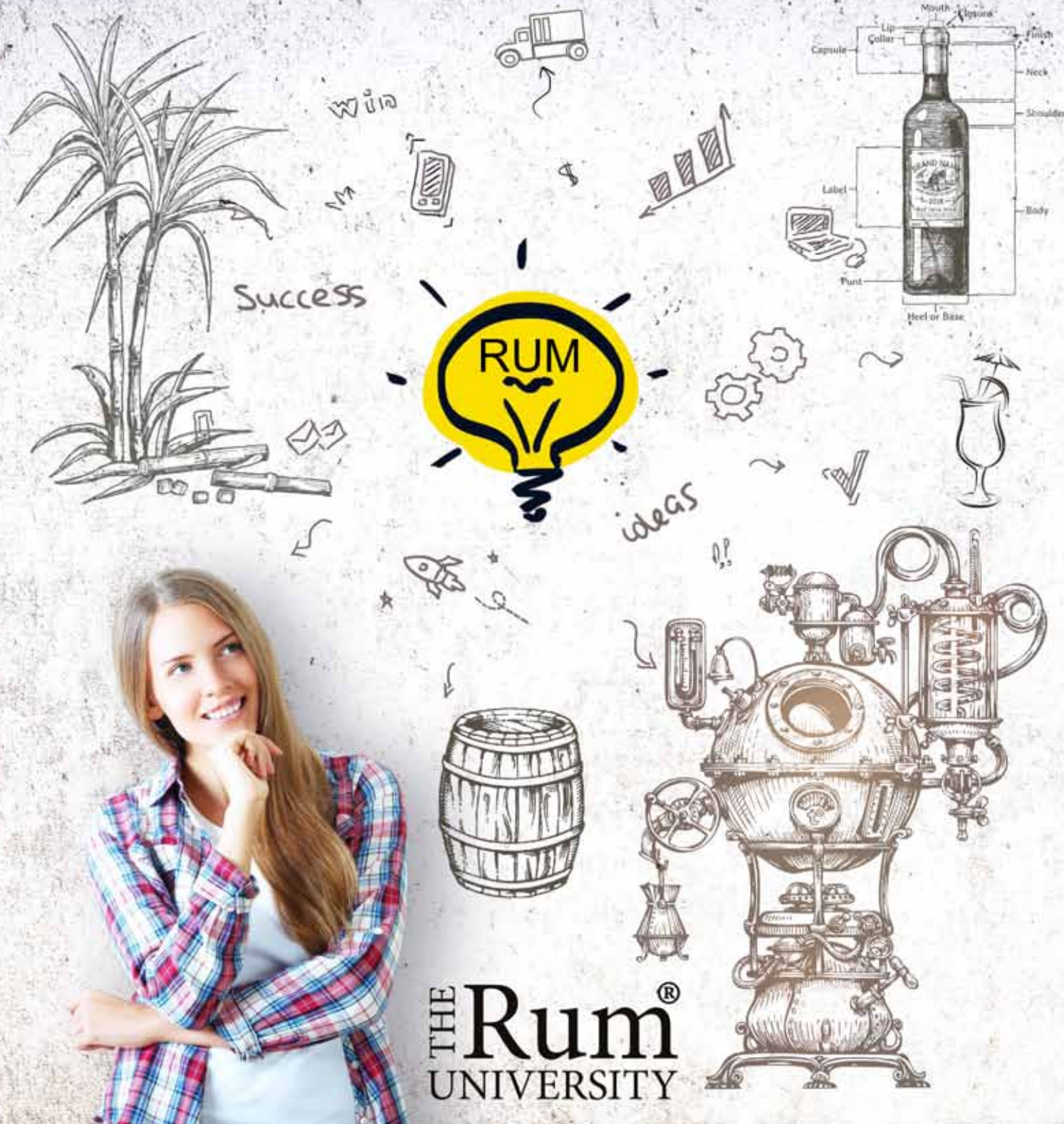
When I introduced the rum into the pairing, there was a diametrically-opposed contrast, but pleasant nonetheless. After a few sips, however, it becomes apparent that the tobacco notes prevail, with the unexpected appearance of a bitter-chocolate note, which prompts you to take sips more frequently. Also, since the volume of the coffee is less

and also due to its temperature, the second third of the cigar is even more enjoyable than the first.

It is truly a simple pairing but it offers 20 minutes of flavor explosions, true to my expectations. I hope you are able to recreate it at home, the products are easily replaceable, the key is the timing and having a good quality coffee.

The year is almost gone, I hope you can spend 20 minutes like this, either by yourselves or with those closest to you, which would make this “digestif” even more enjoyable!

Philip Ili Barake
#GRCigarPairing



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