

Got Rum?®

DECEMBER 2021

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



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FRONT COVER: Snow and Spice

INSIDE SPREAD: Nocturnal Contemplation

FROM THE EDITOR

Get Busy

It seems to me that it was only a couple of months ago that I was recapping 2020 and now I find myself doing the exact thing for 2021!

It has been said that *time flies when you are having fun*, and this year has surely flown by, but it was not exactly all fun and games! Pandemic-related challenges are still out there, mutating and reverberating while many of us try to adjust.

I've found that the best way to remain sane during these insane times has been to "get busy" planning, preparing, reviewing, adjusting, learning, etc.

American business icon Dale Carnegie once wrote:

"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy."

As a result of "getting busy," we have been able to develop new product lines, to improve processes at our Distilled Spirits Plant and to offer products to our clients at more competitive prices than we thought possible.

"Getting busy" also applies to life at home: find a room or closet that needs organizing, find a tree that needs pruning, find things that are not as useful to you but that could be useful to other people.

And if you run out of things to get busy with, you can always try getting busy



helping other people get busy! Many people around us (especially the young professionals with little experience facing pandemic-scale problems) could really use a guiding light or a sounding board.

2021 presented us with a lot of opportunities to learn, adjust and grow. I hope this was the case with you and those around you. If not, don't despair, as Carnegie said "go out and get busy."

Cheers!

A stylized signature of Luis Ayala in black 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!

Siesta Key Coffee Rum

Drum Circle Distilling, the makers of Siesta Key Rum, has added a new coffee rum to their lineup. Based in Sarasota, Florida, we have watched the brand expand over the years by adding stills and aging barrel space along with several limited releases. Their new Coffee Rum is their first addition to their core portfolio since they introduced their Toasted Coconut Rum in 2015.

The rum is made in small batches using copper pot stills. After much trial and error, they developed a method of infusing the coffee flavour similar to a cold brew technique using locally roasted Columbian coffee beans and cane syrup. After the flavour infusion, the rum is blended to 40% ABV and bottled onsite at the distillery.

Appearance

The 750 ml bottle features the new label and bottle size the company is using. The neck is shorter and it is easier to place on the shelves. I also found it a little easier to handle when pouring. I like the vibe of the new label designs and how they convey all the information about the product to the consumer.

In the glass, this rum is very dark and just barely clear when you hold it up to the light, presenting a dark brown color. The color lightens considerably to a dark amber when poured into the tasting glass. Swirling the liquid created a thick band that dropped fast-moving legs that collectively evaporated quickly.

Nose

Smelling the liquid there is no surprise that roasted coffee is front and center. There is an undertone of caramelized vanilla and a whiff of alcohol.

Palate

Sipping the rum, I knew that the coffee flavour would lead the way. It was the swirl of other flavours that came in that surprised me. I discovered toffee, roasted nuts, sweet vanilla and a lightly acidic cacao note. As the flavors began to fade, a light bitterness countered the sweetness of the rum as it lingered into a nice long finish.

Review

In general, coffee rums are tricky and the way the flavour is infused can introduce its own set of challenges. The method that Troy Robert and his team used presented a strong flavour profile without the bits of bean or syrupy mouth feel I have found with other coffee flavoured rum products. This coffee rum was well-balanced with the sweet vanilla of the cane syrup balancing the bitter of the toffee/charred bean notes. This rum would be great to use with Bailey's Irish Cream, in a Rum Old Fashioned for a special twist, or for a special twist a coffee rum milkshake. The team at Drum Circle Distilling continues to impress with their products and am happy that this one is part of the main line instead of a limited-edition release. If you are exploring coffee rums for a seasonal concoction, this one is a great one to start with.



www.siestakeyrum.com

THE ANGEL'S SHARE

by Paul Senft

Blackwell Fine Jamaican Rum 007

During World War Two, author Ian Fleming discovered and fell in love with Jamaica. After the war, he purchased some undeveloped property on the island and built his winter home there, which he called Golden Eye. Chris Blackwell, entrepreneur and founder of Island Records, grew up living next to the property and got to know Ian Fleming as his neighbour. In 1976, he purchased the property from the Fleming estate for his mother and, over time, purchased property around it that would become the Golden Eye Resort and Villas in 1989. So, knowing of Mr. Blackwell's ties to Ian Fleming, it put a smile on my face when I heard of this special Blackwell Fine Jamaican Rum 007 limited edition bottling of 25,007 bottles worldwide. The minimum age of the rum blend is one year and it is comprised of both column and pot still rums produced by J. Wray and Nephew LTD., made with Jamaican sugar cane molasses and blended to 40% ABV before bottling. The product was developed by Chris Blackwell Jr., who has taken over the family rum business, and Master Blender Joy Spence.

Appearance

The 750 ml rum bottle has a black wrap with silver and gold script providing information about Chris Blackwell and this unique partnership with the 007 franchise. Removing the security strip reveals a black synthetic cap and cork combo.

Since it is impossible to see the rum in the bottle I cannot even guess at the color. The liquid poured into the glass holds a dark amber color. Swirling the liquid creates a medium band that

thickens quickly and drops quickly. It takes a few minutes for the band and legs to bead up and evaporate.

Nose

The aroma of the rum has a strong bite of orange zest, followed by brown sugar, dark vanilla, caramelized bananas and cola, with a hint of charred oak rounding it out.

Palate

The first sip of the rum conditions the tongue with an interesting array of charred oak notes and caramelized vanilla. Subsequent sips revealed brown sugar, dark cacao, roasted coffee bean, baking spice, toasted coconut, flat cola, dried apricot and cooked bananas. A bitter orange peel note rounds out the flavour profile and lingers in a medium finish.

Review

When I learned that this rum was made at J. Wray and Nephew/Appleton, it did in away shape my expectations of the product. The smoky wood char notes leading the flavour profile was unexpected but really worked well with the balance of vanilla and brown sugar notes. This could have easily gone overly bitter with immature barrel-aged rum, but the blenders found a way to balance it out. If you are looking for a rum with a lot of "funky" flavors then you will need to look elsewhere. This rum is straightforward and is a fine sipper, but it shines when used in tropical cocktails. Usually a brand tie in lowers my overall expectations of a product, but I can say this was overall a pleasant surprise. If you spot one of the bottles, this is an easy one to pick up for your home bar. Cheers!



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COOKING WITH RUM

by Chef Susan Whitley



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

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

Sue@gotrum.com

Spirited Omelet

Ingredients:

- 8 Eggs
- 1 tsp. Sea Salt
- ½ lb. Chicken, cooked and diced
- 1 ½ C. Canned Chinese Vegetables, drained
- ¼ C. Celery, chopped
- ¼ C. White Onion, chopped
- 2 Tbsp. Vegetable Oil
- 2 Tbsp. Soy Sauce
- 2 Tbsp. Dark Rum
- 2 tsp. White Sugar
- 2 Tbsp. Butter
- Sauce for Pancakes:
- 2 Tbsp. Cornstarch
- 2 C. Chicken Bouillon

Directions:

In a large bowl, beat eggs with salt. Sauté chicken and vegetables in vegetable oil for about 5 minutes. Add soy sauce, rum and sugar and cook thoroughly. Pour a little of the meat mixture into the bowl with the beaten eggs. Continue to add meat slowly and mix until both mixtures have mixed well. Melt butter in skillet. Drop large spoonfuls of mixture onto heated butter and cook over moderate heat until pancakes are brown on both sides. Blend cornstarch and chicken bouillon and then cook until sauce thickens. If you want a darker color for the sauce, add a teaspoon or two of soy sauce. Serves 8



Photo credit: www.thespruceeats.com

Rummy Apple Fritters

Ingredients:

- 3 Lrg. Apples
- ½ C. White Sugar
- 2 Tbsp. Dark Rum
- 1 tsp. Grated Orange Rind
- 1 ½ C. Sifted Cake Flour
- ¼ tsp. Salt
- 2 eggs, well beaten
- 1/3 C. Beer
- 2 tsp. Dark Rum
- Confectioner's Sugar, for topping

Directions:

Core, peel and cut apples into ½ inch rings. Pour rum and sugar over them. Let stand for 2 hours. Mix together the remaining ingredients and let stand for 1 hour. Dip apples into batter and fry in oil until golden brown. Drain on paper towel and then move to a serving plate. Sprinkle generously with confectioner's sugar. Serve warm. Serves 4 to 6.



Photo credit: www.whatlifewaslike.com



RUM Aging Science

American Oak: New vs. Used

Introduction

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

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

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

A Research
Collaboration Between

THE **Rum**
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&



RUM CENTRAL

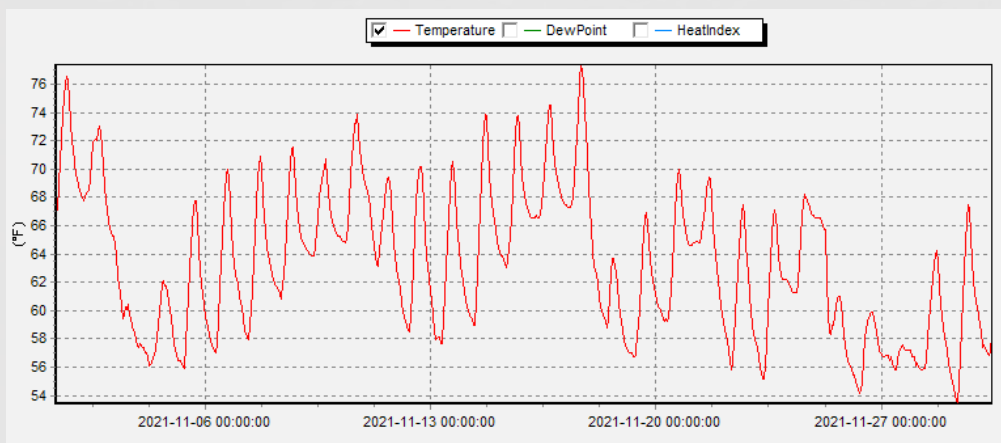


RUM Aging Science

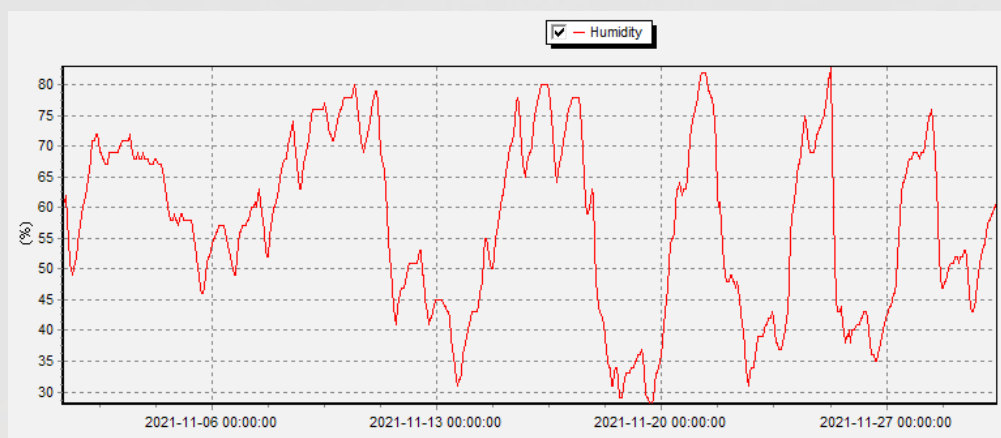
American Oak: New vs. Used

November's Weather

November's daily temperatures were all over the board, with cold mornings and warm afternoons, often times with 20+ degree swings. The average low temperatures inside the cellar hovered in the high 50s and low 60s. The daily highs were in the high 60s and low 70s.



Relative humidity fluctuated quite a bit too, with lows in the 30% range and highs in the 80% range, as shown below.



As we reach the end of this series, the rum shows no sign of slowing down the extraction of tannins from the barrel, getting darker, richer and more complex. This rum was darker and had more wood-extractives after one month in a new barrel than the rum we aged in an ex-bourbon barrel for a whole year.

RUM Aging Science

American Oak: New vs. Used



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

pH	New Barrel Char #1	Ex-Bourbon Barrel
January	7.04	7.04
February	5.01	5.67
March	4.80	5.32
April	4.54	5.23
May	4.45	5.10
June	4.41	5.03
July	4.29	4.96
August	4.23	4.95
September	4.09	4.84
October	4.22	4.66
November	4.22	4.64
December	4.18	4.63

The amount of wood extractives and the increased acidification gained in the new barrel show a clear difference when using new barrels over used ones. Whether this difference is an advantage or not depends on the profile desired for the rum.

RUM Aging Science

American Oak: New vs. Used



Above: color transformation of the rum in a new charred barrel, from January through June (as of the first day of each month). Each sample shows a consistent darkening in color, due to the increased concentration of oak extractable material.

Below: the transformation continues as we approach the end of the series.



RUM Aging Science

American Oak: New vs. Used

And these are the changes in ABV % readings (as of first day of each month), also compared to the ex-Bourbon barrel:

ABV%	New Barrel Char #1	Ex-Bourbon Barrel
January	62.35	63.43
February	61.80	63.42
March	61.61	63.42
April	61.50	63.43
May	61.41	63.40
June	61.30	63.40
July	61.19	63.40
August	61.12	63.50
September	61.25	63.62
October	61.34	63.72
November		
December		

Color: The monthly change in color continues to be measurable through colorimetry and is definitely noticeable to the naked eye.

Aroma: The wet oak, almond and coconut/nutty notes characteristic of American Oak are in full display. The aroma is enticing and very promising.

Taste: The organoleptic transformation continues, with all notes gaining in intensity after each passing month. The oxidized tannins are becoming more noticeable, but fresh (un-oxidized tannins) are still present due to their continuous extraction from the staves.

continued on next page

RUM Aging Science

American Oak: New vs. Used

COMING UP NEXT . . .

Rum Aging Science Volume III:

American Oak vs. French Oak

Stay Tuned!



RUM Aging Science

American Oak: New vs. Used

Conclusions

As expected, new barrels offer a higher quantity of wood-extractables than their used counterparts. Think of it in terms of tea bags: the first cup of tea you brew with a new bag always produces a stronger, more flavorful, more aromatic tea than subsequent cups brewed with the same tea bag.

Why, then, would someone opt for used barrels?

There are several reasons, including:

- Price. Used barrels are less expensive than new ones.
- Availability. Whiskey producers are not allowed to re-use their barrels, which means there is -usually- a constant supply of used barrels.
- Profile. Many consumers prefer “milder” or “softer/gentler” oak dimensions in their rums, something that is not achievable when using new barrels.

Which barrel you use depends on a combination of these factors, but savvy distillers/blenders know that they will have more flexibility to create new/ different products when they employ a combination of these barrels in their aging programs.

Join us next year as we explore aging rum in French Oak barrels!

THE MUSE OF MIXOLOGY

by Cris Dehlavi



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

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

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

HOLIDAY EGGNOG

For many of us, eggnog is nostalgic. It reminds us of the holidays, Christmas morning, and spending time with family. For me as a child it was such a treat to get to drink something so rich and delicious and because it only came around once a year it seemed even more special.


The history of eggnog actually dates back as early as the 13th century when British monks were drinking something called “posset”. It was a hot milk and ale punch with eggs and figs in it and may have been used as a cold and flu remedy. By the 17th century, Sherry was added and because this drink contained ingredients afforded only by the wealthy, it was used in toasts to good health and prosperity. In the 1700’s American colonists were adding Caribbean rum to it, which was much less expensive than brandy or sherry and easy to acquire. It was at this time that eggnog became a holiday staple. Many countries have their own unique version of this classic egg based drink:

- Rompope - Mexico
- Coquito - Puerto Rico (eggs are often left out and coconut milk is added)
- Eierlikor - Germany
- Kogel Mogel - Poland

The recipe for eggnog is quite simple, a beaten mixture of eggs, milk, sugar and cream, with the spirit of your choice, and traditionally garnished with baking spices. Yes, you can find it in the grocery store during the holiday season but it’s so much more fun to make it yourself! (And it will taste so much better) I think rum is the ideal choice to “spike” your eggnog, because of its







versatility and complexities. A rum, like Ron Zacapa 23, will add rich flavors of brown sugar and nutmeg whereas using Smith and Cross is going to impart flavors of banana. If you search the internet you will find hundreds of recipes for eggnog, most requiring a lot of time and effort. Here is my super quick but amazingly delicious go to recipe for an instant eggnog. Have fun with it and of course enjoy responsibly! I hope that you all have a wonderful, safe, and happy Holiday season.

EGGNOG FOR 2

Ingredients:

- 1 Whole Egg
- $\frac{1}{3}$ Cup Sugar
- $\frac{1}{4}$ Cup Milk
- $\frac{1}{4}$ Cup Heavy Cream
- 1.5 oz. Aged Rum (your choice!)
- 1.5 oz. Amontillado Sherry
- 2 Drops Vanilla Extract
- 1 pinch of Nutmeg

Directions:

Crack the egg into a mixing tin, lightly beat with a fork and then slowly start to pour in the sugar. It will turn into a custard like consistency. Add the remaining ingredients and a scoop of ice and shake hard for one whole minute. (Enlist your friends and family to help with this part!) Strain into two cocktail glasses and add fresh grated cinnamon and nutmeg to the top.

Cheers!
Cris

THE Rum[®] UNIVERSITY LIBRARY

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

www.RumUniversity.com



Demerara Sugar Childhood on a Sugar Plantation

(Publisher's review)

An evocative memoir of childhood on a sugar plantation in British Guiana in the 1930s and '40s ...

In *Demerara Sugar*, author Pam Walters provides a child's-eye view of British Guiana -- the British Empire's only foothold on the South American continent -- that is by turns poignant, humorous and insightful.

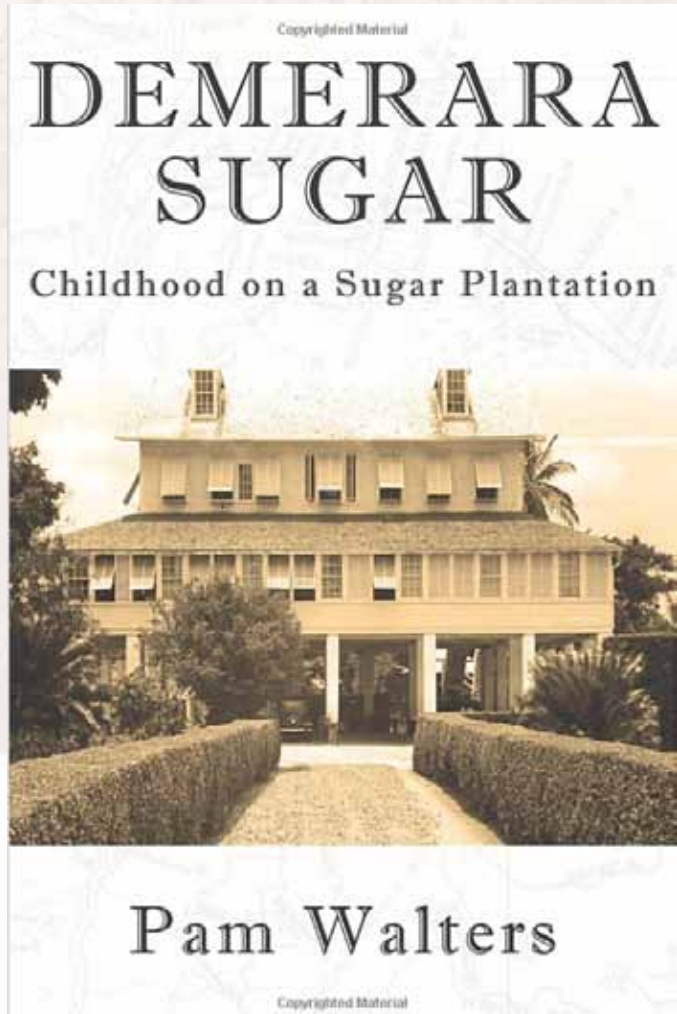
The colony's sugar plantations were integral to the economy of the Empire. Expatriate English, Scots and Irish managed a plantation economy only possible with the work of field labour and a colonial society of merchants, teachers and government officialdom.

"All are childhood memories and what I gleaned from Kitchen-talk and word-of-mouth stories from the people around me at the time," the author writes of the sources of her narrative. "[Those people] were the descendants of slaves who had been taken to Enmore from the slave ships and whose families had always lived there."

With an unerring eye for detail, the author depicts her own at times eccentric family and household, against the broader backdrop of growing up on a sugar plantation 1930s and '40s. She mines memories of her childhood with clarity and regard for the class and racial divisions of the day, deftly weaving together her recollections with the historical details of the period.

The result is a complex, entertaining and resonant memoir.

The book includes 24 period photographs.



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THE RUM HISTORIAN

by Marco Pierini

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

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

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

I have visited distilleries, met rum people, attended rum Festivals and joined the Rum Family: the net of distillers, professionals, experts, bloggers, journalists and aficionados that is alive every day on the Internet and on social media and, before Covid-19, met up every now and then at the various rum events all over the world. And I have studied too, because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors, it is a fascinating field of studies. I began to understand something about sugarcane, fermentation, distillation, ageing and so on.

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

Since 2013, I have been running this column.

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

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

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

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

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



A TALE OF RUM 12. PANNING FOR GOLD

We have finally reached the end of this series of articles which I chose to call "*A Tale of Rum*" to underline its narrative character. In the first article, in the January issue, I wrote that after years of research, and having witnessed the birth and growth of a full-fledged World of Rum in the same years, I decided that the time had now come to briefly summarize all that we know up to this point. So, in the successive articles you did not find new research, new sources and new discoveries, nor true scholarly history. I simply tried to tell the story of rum, from its obscure beginning to its lasting success. I hope I managed to do that.

Having got to the end, now I would like to tell you something about the "backstage", the behind-the scene work of your rum historian, with the problems I have faced and the choices I have made. With two simple, but necessary caveats. Firstly, I use the general word Rum for all kinds of Spirit made from the fermentation and then distillation of

the products of sugar cane. Secondly, my focus is not its “invention”, but its commercial, large scale, production and consumption. Some of the things you’ll read in this article I have already published, both in GOT RUM? and elsewhere, but often *repetita juvant* (“repeating does good”), as my wise Roman ancestors used to say.

“To use the language of Marc Bloch, the sources in metropolitan archives tend to be ‘intentional’ or ‘narrative’ sources, written to influence someone’s understanding of events. The sources on the island, by contrast, are more often what Bloch called ‘witnesses in spite of themselves,’ sources constructed not to shape understanding but for some other purpose...” (R.R. Menard)

The reliability of sources is of paramount importance in historical scholarship, but it is often neglected in the World of Rum. Often in a book or article, the author makes a statement (or quotes a document, a date, etc.) without explaining clearly what the source of the information is; sometimes he does not quote any sources at all, at other times he quotes not clearly identified documents. Then, someone else in their turn quotes him as a source and upholds the information (or quotation, date, etc.). Soon the statement, and the story based on it, bounces off from a book into another book, then into an article, then from the article to websites, finally from websites to festivals, and then the other way round. For the sheer fact of its diffusion, it acquires undeserved prestige and authority. Actually, if the sources are not reliable, the statement (or quotation, date, etc...) cannot be accepted and the story based on it is like a building without foundations. By contrast, the first problem of the historian, even more so of the rum historian, is to find reliable sources.

Simplifying a bit, the fundamental sources at our disposal are of two kinds: texts written during the historical period

which is the object of our research, or material evidence (works of art, archaeological finds etc...). Let’s leave aside the latter, scanty and little known, and let’s focus instead on the written sources, more easily available and better known.

Great part of my research is dedicated to the origins of rum, an endlessly fascinating theme for me. And, in order to get to the bottom of it, I had to study the origins of alcoholic distillation in general, perhaps an even more fascinating subject, and still little known. My readers will have realised that all my studies centre on the history of rum and of alcoholic distillation IN THE WEST, while I have never dealt with what happened in the East. Yet, I am well aware of the fact that also the East played an important role in this history, and that there would be so much to find out, particularly in India and in China. The problem is, I am not competent enough to undertake such a quest. I’ll try to make myself clear.

As we see in many old films, the gold miners in the Old West sifted through a great deal of water, pebbles, and sand in the hopes that, every now and then, a small, precious nugget would appear, nugget which was often recognizable only to the well-trained miners’ eye. Well, researching the origins of rum and of alcoholic distillation is a similar process. It requires examining many texts that speak about something else, because for those who wrote and read those texts then, rum was not important. For example, many 1600s’ accounts of voyages to America detail the history of the Colonies, the hard life of the settlers, the plant and animal life, the economic resources, etc. (with significant space devoted to the precious sugar), while they give just a few absent-minded nods to that new, unpleasant, but strong spirit made from sugarcane. You often have to read, or at least surf hundreds of pages in order to unearth, if you are lucky, the precious nuggets, that is, those few lines

that can shed light on the production and consumption of rum.

For this search to be useful, two things are necessary, which are often neglected by enthusiasts and popularisers in the World of Rum.

First, it is necessary to know the historical context in which those texts were written. For example, only if you know something about the history of France and of its rivalry with England is it possible to comprehend the reasons for the decline of French rum production at the end of 1600. I know the History of the Mediterranean and Atlantic World fairly well, but I know almost nothing about China and India. Of course, there are many valuable works of general History of China and India that can be read and are probably enough to understand the historical context, but here we stumble upon the other, insurmountable problem: the knowledge of the language.

Second, in order to do serious research on these themes it is necessary to read the texts in the original language. Firstly, because many ancient texts are only available in this way, and secondly because if a text is translated, we can't trust the interpretation of a translator who isn't interested in what we are on the lookout for. Translators are usually very good at their job, but they lack specific knowledge and interest in the technicalities of distillation. Here is just one example. Some years ago in the course of my research on the Origin of Rum I personally found the "smoking gun", that is the sure evidence that in Brazil rum was commonly produced at least in the first decades of the 1600s, before the Caribbean. I reached the conclusion after reading the "*Historia Naturalis Brasiliae*" (Natural History of Brazil) published in Latin in 1648. In this book, we find that from sugarcane juice they made a *vinum adustum* (burnt wine) and I understood that it was a spirit made from sugar cane, meaning

Rum (see the August 2015 issue). And this is of paramount importance, because it is one of the oldest reliable sources which provide incontrovertible evidence of the existence of the new beverage. How did I get there? My Latin, unfortunately, is poor, but luckily sufficient to realise that a few pages of the large book were important; not good enough, though, to fully understand their meaning. Therefore, I asked a friend with an excellent knowledge of Latin to translate those pages for me. She did so quite well, but she was dissatisfied and full of doubts, because she did not really comprehend what she was translating. She has no knowledge of distillation, so she understood the single words, but they didn't mesh as a whole, they didn't turn into the description of something coherent. She did not realize that what she was translating was the description of a process of fermentation and distillation of sugarcane juice resulting in the production of a strong alcoholic beverage, our Rum.

And this applies to any translator. What we now call Rum (and Alcohol) has had many names, often difficult to understand: *eau-de-vie de canne*, *tafia*, *gerebita*, *rom*, *aguardiente de caña*, *chinguirito*, etc. We cannot demand that the translator of a text which, I'll say that again, deals with something else, be able to discern the small, precious nugget among the sand, the pebbles and water. My native tongue is Italian, I can read Spanish and English proficiently, and also French and Portuguese even though with greater difficulty. Finally, I know enough Latin to understand whether a text is relevant to my research and, as in this case, ask for assistance with the translation. But I don't know any Asian languages, and this is sufficient to prevent me from doing any serious research on the origins of rum in the East.

Another example. There is quite a different story circulating in the World of Rum about the origins of rum. It usually

begins in 1532, when the Portuguese started to cultivate sugar cane in Brazil. Some say that the distillation of sugar cane products began almost immediately, others few decades later. Some add that the Portuguese learned distillation from the Arabs, others stress that in contemporary documents the word “*cagaza*” or something like that, can be found. Therefore, the origins of rum would appear to be almost a hundred years earlier than I indicated. But in order to predate the origins of rum back to round 1550, we need reliable sources proving the early distillation of sugar cane products. No one, as far as I know, quotes archaeological sources and the references to contemporary written texts are vague. Moreover, documents written in the Portuguese language of the XVI Century are not easy to understand, because, like English, Portuguese has changed greatly over these 500 years and the meaning of the words is not always clear to us. Actually, we find the word *cachazo* or similar in many documents of the XVI century, but during most of the colonial period, the word *cachaça* was commonly used for the foam of the cauldrons where sugar cane juice boiled, and not for the spirit.

And yet ... Historic research, like any scientific research, is a work in progress, always prepared to take into consideration new facts and theories. Some years ago, I began my collaboration with this magazine with a series of articles titled “*The Origins of Rum: A Quest*” (See the first articles of that series in the August 2013 issue) and I revisited the subject in “On the Quest Again” (See the June 2015 issue). At that time I dismissed this theory without any doubts, and I published this opinion also in my first book “*American Rum*” published in 2017. The reasons for this opinion were what I have said above, but also my incorrect knowledge of the context. I was sure then – like all the authors I knew - that the commercial production of Spirits was not common

in Europe before the second half of 1500s, and so it was deeply unlikely that in Brazil they produced a new kind of Spirit, Rum, earlier, even though I already knew that the foam was often used as raw material to make rum. But now, after my research on the origins of alcoholic distillation, which I wrote about in the series “*The Origins of Alcoholic Distillation in the West: a New Quest*” (see GOT RUM ? from February to October, 2018) and in my second book “*French Rum*” 2020, the paradigm has changed. Now we know for sure that the commercial production and consumption of Spirits in Europe dated back to more than a century before, at least the beginning of the 1400s. Therefore, now the theory of an early rum making in Brazil round 1550 is not unlikely any more.

In the 1500s, they already had the technical expertise, the instruments and the raw material to be able to produce rum. But there is no evidence as yet. Maybe in the future someone will discover new, trustworthy, sources about this early rum production. To be clear, I think this is probable: I guess that Brazilian archives hold many documents of the 1500s which have not yet been studied as they deserve. Probably, by poring on ships’ manifests, wills, plantation inventories and accounting books, we could find new, interesting information about the origin of Rum. But until then we have to reiterate that, as far as we know, the earliest commercial production of Rum took place in Brazil only at the beginnings of the 1600s.

Well, I think that’s enough. See you next month with new voyages into the History of Rum.

Marco Pierini



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

THE ALOE-HA COCKTAIL

INTRODUCTION

Need a bit of summer this winter? The ALOE-HA cocktail is as enjoyable to drink as it is to say its name. Although a wordplay on the traditional Hawaiian greeting, "Aloha," which is a phrase used when greeting or parting from someone, the drink itself will greet you with a refreshing and delectable taste from the very first sip. The most notable ingredient in the rum cocktail, the ALOE-HA, besides rum of course, is the presence of aloe vera juice. Aloe vera juice is a new and exciting ingredient that is beginning to be more commonly used in the craft cocktail scene much to the delight of mixologists everywhere.

MATERIALS & METHODS

Ingredients:

- Light Rum (40% ABV / 80 proof) – 1.5 oz (45 mL)
- Triple Sec – (24 % ABV / 48 proof) - 0.75 oz (22.5 mL)
- Aloe Vera Juice – 2 Oz (60 mL)
- Coconut Water – 1.0 oz (30 mL)
- Orange Juice – 0.75 oz (22.5 mL)
- Pineapple Juice – 0.75 oz (22.5 mL)
- Juice of 1 Fresh Lemon
- Garnish: Pineapple Leaves

Directions:

1. Add all ingredients into an ice-filled cocktail shaker.
2. Shake vigorously for 10-15 seconds.
3. Strain into a tall cocktail glass, preferably a Collins Glass, filled with crushed or pellet ice.
4. Garnish with fresh pineapple leaves.
5. Enjoy!

DISCUSSION

Historical Origin

The use of aloe vera juice as a cocktail ingredient has only increased with the craft cocktail movement. Its use as a tropical cocktail addition to drinks was only a matter of time as aloe vera juice is juice originating from the aloe vera plant (Genus: *Aloe*, Species: *vera*). (1) Historically, the plant has been associated with healing properties, and today is commercially cultivated mainly as a tropical treatment which is manufactured in the form of a gel. The gel is then used to treat skin conditions ranging from burns to dry skin. The jury is still out if aloe vera juice will help you on the inside as much as it will help you on the outside. Claims have been made in the past that aloe vera juice will help one's digestive system, however, to date there is no strong scientific evidence to this claim outside of one 2015 study that found that it effectively reduced the symptoms of acid reflux. (2) In fact, there have been some claims that drinking aloe vera juice routinely can lead to potential off-target drug interactions

when taken with medication, as well as abdominal discomfort and pain.

Flavor Profile

The Aloe-Ha cocktail is a delicious cocktail that with one sip will make anyone feel that summer is now the current season. The cocktail has flavor enhancing esters due to the presence of lemon, pineapple and orange juices. All three juice ingredients are very acidic in nature and negate the bitterness property that is present in aloe vera juice.

Rum

The Aloe-Ha cocktail recipe calls for a light rum, or a rum that lacks a strong suite of esters and is transparent. The presence of 1.5 oz (45 mL) of a 40% ABV (80-proof) light rum is significantly diluted by the additional ingredients mixed into the drink resulting in an overall lower ABV of approximately 10%. Additionally, one of the eye-catching properties of the cocktail is the beautiful citrus color of the cocktail which is the direct result of the transparency of the light rum influencing the color properties of the ingredients.

Additional Ingredients

Aloe Vera Juice

The name Aloe vera derives from the Arabic word "Alloeh" meaning "shining bitter substance," while "vera" in Latin means "true". (3) Aloe vera juice has a higher pH than the citrus acids in the cocktail. The acidic properties of the juices help temper the bitter flavor of the aloe vera juice.

Triple Sec

Triple Sec is a semi-sweet nearly colorless orange flavored liqueur that can range from 15% to 40% ABV. The spirit is French in origin. Sec is usually known as the French term for the word dry, although when it comes to the liqueur, the term means distilled. Therefore, Triple Sec means triple distilled. (4)

Coconut Water

Coconut water naturally contains many nutrient rich components including but

not limited to glucose, amino acids and electrolytes such as potassium, calcium and magnesium. The flavor profile of coconut water is built from acids, sugar, phenolic compounds and mineral content. Sweetness of the coconut water is best when the young fruit is 7-9 months of age. (5)

Orange Juice

Orange juice is a very popular mixer in cocktails because it contains acids, sugars, and phenolic compounds. The pH of orange juice traditionally falls between 3 and 4, as it contains citric, malic and ascorbic acids. Orange juice typically tastes sweet and flavorsome because of the natural sugars found in oranges which balances with the acids that are present.

Pineapple Juice

Pineapple juice comes from the fruit of the pineapple plant which is a tropical plant and is a member of the *Bromeliaceae* family. Pineapple juice is considered acidic with an average pH of 3.5. The juice also contains a high concentration of bromelain, which is a mixture of enzymes that are responsible for the tenderization of the tongue often experienced when pineapples are consumed. It is the combination of bromelain, flavorful esters, and the fruit's acidity which provides the characteristic tanginess for which pineapples are known for.

Lemon Juice

Lemon juice is known for its pronounced sour taste and is a popular ingredient added to cocktails. With a pH of 2, lemon juice is much lower in pH than orange juice and pineapple juice. The citric acid which is present in lemon juice is the contributing factor to the sourness.

NUTRITION

Less in calories than a traditional Mai Tai, but only because the alcohol is diluted with more cocktail ingredient volume, the Chief Lapu Lapu is a wonderful cocktail that is big enough to be enjoyed by two. Depending on proof of the rums, if a higher

proof rum were chosen, it can be expected that calorie count and ABV would go up as well.

NUTRITION FACTS

(Amount Per 1 Fl oz in a 7.75 Fl oz Cocktail)

Calories:	27.8
Total Fat:	0.0 g
Cholesterol:	0 mg
Sodium:	1.6 mg
Total Carbohydrates:	2.0 g
Dietary Fiber:	0.1 g
Sugar:	2.0 g
ABV:	~10 %

CONCLUSION

Aloe vera juice is quickly becoming a go to cocktail ingredient for mixologists. Traditionally thought of as a gel or lotion to sooth damaged skin, heads are taking notice in the craft cocktail scene where the ingredient is being added to enhance the overall properties of the drink that includes it. The Aloe-Ha cocktail is the perfect refreshing drink to be enjoyed on a sweltering hot day or in the winter to for those that are longing for the summer season.

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4TH 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.



2021

Lost Years Rum

Category

Wild Life:

- Sea Turtle Conservation

Country

United Kingdom

Founded by Lee Smith, Lost Years Rum is a rum company dedicated to saving the lives of endangered sea turtles. Working with their charity partner, the internationally renowned SEE Turtles, and together with their customers' support, Lost Years Rum aims to save at least 500,000 baby turtles over the next five years.



<https://lostyearsrum.com/>





Brinley Gold Shipwreck Rum

Category	Wild Life: <ul style="list-style-type: none">• Sea Turtle Conservation
Country	St. Kitts

Zach Brinley and his staff love sea turtles. So much so that they directly support the St. Kitts Sea Turtle Monitoring Network (SKSTMN). They donate proceeds from their annual rum sales and even participate in the activities in person.



<https://www.brinleygoldshipwreck.com/>





Max-Hamilton Group - Bionex

Category	Plastic Alternatives - <ul style="list-style-type: none">• Sugarcane Straws
Country	Global

Max-Hamilton Group offers biodegradable alternatives to single-use plastics. Their Bionex® products are made from plant fibers that are biodegradable, non-toxic, meet food safety testing standards and can be used anywhere, including restaurants, schools, airports, home and more.

Their most popular product is Bionex® sugarcane straws.

<http://max-hamilton.com/>

PLANT-BASED STRAWS



Returns to where it all started after use, the Earth.

**100% Biodegradable
Compostable**



Boundary Oak Distillery	
Category	Renewable Energy - <ul style="list-style-type: none">• Geothermal
Country	U.S.A.

Boundary Oak Distillery recently announced that they have successfully installed the very first Continuous Column Still to use a Geothermal ground loop for cooling. It consists of 20 wells, 300 feet deep underground. This arrangement allows for the recirculation of cooling water (for condensation of the distillate) in a closed loop system. While they are not currently distilling any rums, the achievement is worthy nonetheless and is sure to inspire rum producers around the world.

<http://boundaryoakdistillery.com/>



BOUNDARY OAK
DISTILLERY

RUM IN THE NEWS

by Mike Kunetka



BACARDI



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.

Bacardi has announced Astrophel "Troy" Arquiza as the new Global Master Blender for BACARDÍ rum (the "Maestro de Ron"). Troy, who is originally from the Philippines, has spent more than two decades with family-owned Bacardi, honing his craft as a rum blender and training for many years under industry-legend, José "Joe" Gomez, who is retiring after 41-years with Bacardi and who Troy now succeeds in the prestigious role. With the coveted title of Maestro de Ron, Troy will continue the legacy of his predecessors, following the same exacting standards set forth in Santiago de Cuba almost 160 years ago when Don Facundo Bacardí Massó created BACARDÍ Carta Blanca, the first mixable rum, and changed the way rum was made forever. "Troy has everything it takes to be a truly amazing Master Blender, an eye for quality, deep knowledge and love of the rum-making process, respect for the past and a vision for the future," commented Jean-Marc Lambert, Senior Vice President, Global Operations for Bacardi. "It's an exciting and historic moment as he becomes the Maestro de Ron for BACARDÍ." Arquiza will be based at the largest premium rum distillery in the world, Casa BACARDÍ, in Cataño, Puerto Rico, Troy will head up a team of rum blenders with responsibility

for protecting the integrity and quality of every drop of BACARDÍ rum enjoyed around the world. He will also oversee the distillation and aging of BACARDÍ rum, help develop new innovations that continue to lead the dynamic rum category and share his passion and skills to nurture a future generation of Master Blenders. "It is truly an honor and privilege to become the Global Master Blender for BACARDÍ rum," said Troy Arquiza. "Rum making is an art as much as it is a science, and it is a dream come true to be able to spend every day practicing that art as we create BACARDÍ rum under the Caribbean sun. I have the world's best job!"

In other news, from now through January, BACARDÍ will be rolling out a new campaign entitled "Winter Summerland," to invite people to elevate with the unexpected and take a "holiday from the holidays." To kick off the festive season, BACARDÍ has released a series of "Winter Summerland" spots, marking the brand's first holiday campaign in years. Comprised of three: 15 vignettes, the campaign conveys how sipping on a BACARDÍ cocktail inspires a Caribbean summer state of mind, no matter what time of year. All of the films within the "Winter Summerland" campaign will share one common character: a stylish and vibrantly dressed local who pedals his colorful cocktail cart meets Caribbean sound system. Using his powerful, block-rockin' beats, the bartender/DJ shakes up the season and reveals playful, tropical "Winter Summerlands" hidden beneath what appears to be cliché snowy holiday scenes. When the unveil takes place, viewers will see tropical locals engaged in spontaneous island revelry with a summer state of mind inspired by BACARDÍ. www.BACARDI.com.

SAILOR JERRY

Sailor Jerry Spiced Rum announced a partnership with film and photo company, Manual NYC to present "UNBOUND," a cultural content series and exhibition that champions a community of renegade creatives in the spirited city of Austin, Texas. UNBOUND marks the beginning of a focused cultural marketing and experiential campaign in Austin, Texas by Sailor Jerry Spiced Rum to build brand affinity and connect with a new generation of consumers through disruptive and surprising actions in culture and content. A selection of photographers whose distinctive styles echo Sailor Jerry's passion for creative curiosity have gathered to scan the outer edges of their own creative boundaries and showcase their expressions of 'UNBOUND.' Gemma Kane, Sailor Jerry Global Brand and Cultural Ambassador, comments: "Sailor Jerry has long celebrated the creatives with a rebellious nature that coalesces the culture of communities against the backdrop of mainstream homogeneity. The partnership with Manual NYC communicates these beliefs through the figurative and literal lens of creatives who carve their own path and have established their roots in the communities of Austin and Houston." The selected works for UNBOUND exemplifies a rebellion against limitations. How can we go beyond

what we are told and beyond what we are given? How do we break through the barriers of what we know to discover what is possible? These photographers have confronted these questions of limitation and celebrated the transcendence that comes with the power of creativity. The creative spirit and distinctive style of Austin aligns with Sailor Jerry's values of championing renegade creatives and the territories that inspire them. <https://www.instagram.com/sailorjerry/>

PAPA'S PILAR

Recently, Papa's Pilar Sherry-Finished Rum was awarded a Triple Gold Medal for their bottle design and a Gold Medal at the 2021 MicroLiquor Spirit Awards. Papa's Pilar Sherry-Finished Rum starts by sourcing rums of different origins, ages and taste profiles from across the Caribbean basin. The Sherry-Finished Rum has nine unique rums from five different sources: Dominican Republic, Panama, Venezuela, Barbados and Florida. These hand-selected rums are blended within their proprietary blending system in Bourbon barrels, Port Wine casks and further aged in Spanish Oloroso Sherry casks for an extended period of time thus creating a flavor profile unlike anything Hemingway Rum Company has produced before. The result is an 86-proof rum with slight sweetness, a spicy finish and a smoothness and complexity second to none. <https://www.papaspilar.com/>

TANDUAY

Made from heritage sugarcane and aged and distilled in the highlands of the Philippines, Tanduay's rums are celebrated for their distinct flavors. Starting October, they will be available in Massachusetts as Tanduay finalized its partnership agreement with the Horizon Beverage Group, one of New England's leading spirits, wine, and beer distributors. "Our international distributors are crucial to our success in the overseas market, and we strongly believe that the Horizon Beverage Group, with its experience and reach, can help us in Massachusetts," Tanduay Distillers, Inc. President and COO Lucio Tan III said. "Like them, we value collaborative work and elevating the experience of our customers." Like Tanduay, Horizon Beverage Group is a family-owned company and is now on its fourth generation of family owners. It connects makers, retailers, and consumers across New England, and employs more than 700 team members throughout Massachusetts, Rhode Island, New Hampshire, Maine, and Vermont. Nick Demjen, Horizon Beverage Group General Manager, Emerging Spirit Brands, shared that they are excited to have Tanduay in their portfolio. "New England has a lot of rum history. The consumers here are educated on the different types of rum available, and with Tanduay, we are bringing a range of rums that are good in taste and have great quality and value range," he said. "The United States is a crucial market for us, and we are fortunate to work with like-minded partners such as the Horizon Beverage Group in bringing Tanduay to more areas of the country for our fellow Filipinos

and all rum enthusiasts,” said Tanduay Distillers, Inc. Executive Vice President Kyle Tan, who heads the company’s international distribution. <https://ph.tanduay.com/>

HOLMES CAY

Holmes Cay Rum has built its brand over the last two years by discovering rare, hard to find rums and releasing them in small, limited-edition batches. Holmes Cay has brought back its 2004 Fiji Single Cask 16-year-old rum, now with an extra year of aging in the barrel, by popular demand. Now available nationwide, only four barrels of the now 17-year-old, highly acclaimed rum will be sold. “Our 2004 Fiji Single Cask sold out quickly last year. Tastemakers, critics and spirits enthusiasts recognized this outstanding expression,” said Holmes Cay founder Eric Kaye. “We are extremely excited to bring it back. I chose the Fiji 2004 because it is such an exceptional example of a classic Fijian pot still rum profile, but this year’s edition is even more special.” Holmes Cay Fiji 2004 is a molasses-based, 100 percent pot still rum, distilled in 2004 at South Pacific Distilleries of Fiji. It was aged 17 years, tropically in an ex-bourbon barrel for 12 years with a further 5 years maturation in the UK. No sugar, color or other flavors were added. Holmes Cay Fiji 2004 is bottled at 58% ABV. <https://www.holmes cay.com/>

ANGOSTURA

Angostura® Solera Wines & Spirits has opened a retail and distribution center in Marabella, in Trinidad. It’s one which Chairman of Angostura Holdings Limited, Mr. Terrence Bharath describes as a ‘hybrid location’ and it’s also the first time that Angostura® is opening a retail and distribution center in one location. Speaking at the grand opening of Angostura® Solera Wines and Spirits on Wednesday evening, Mr. Bharath says, “We need to get commercial matters moving at a rapid pace once more to move us out of this pandemic. At Angostura® we continue to do our part to show the resilience of our brand, to share our confidence with our customers and to solidify our faith in recovery and our passion for excelling. This current location in Marabella provided for the birth of a new idea and a new concept to marry a distribution depot and a Wine and Spirits store. Marabella’s location near the Solomon Hochoy Highway and Southern Main Road, makes accessibility to all parts of Trinidad easy and this location is ideal for both aspects of our business.” Impressed by the new retail and distribution center, Senator the Honorable Paula Gopee-Scoon, Minister of Trade and Industry said, “Once again Angostura® is on the cutting edge and I really wish to applaud you for continually seeking to build and expand this brand. This physical space is strategic not only in terms of its location, but its purpose combines a retail and wholesale distribution center, and we couldn’t be more pleased about this because it’s about generating more interest and generating more commercial activity”. <https://www.angostura.com/>

RENEGADE RUM

With the experience he gained in building Scotland’s terrior-driven Bruichladdich distillery, Mark Reynier decided to create a rum distillery. He told Spirit News “We had the chance to make something really special here, with the latest thinking, drawing on our distilling experience from Scotland and Ireland to support the unique underpinning Renegade philosophy: rum defined by Grenada’s geology, farm by farm, field by field. This will be the first of its scale to have been designed from the ground up for terrior-bred sugar cane”. The distillery will use cutting-edge still design and digital logistics, as well as technology that provides air filtration and water purification of waste streams. Reynier seeks to make the “world’s most profound rum” by extracting flavors from Grenada’s sugar cane grown on different soils across the island. So far, he has planted six varieties of sugar cane among ten different farms, with each farm having as many as four different terroirs. The fresh cane is cut and quickly transported to the mill where it is crushed and the cane juice is sent to innovative, horizontal fermenters. The 6% wash is then sent to either the pot still or the column still. The first five pre-cask rums from Renegade are just now hitting the European markets. Two of these releases use the Lacalome Red Sugar Cane from the Dunfermline farm; one was distilled on the pot still, the other on the column still. The next release also uses Lacalome cane but is from the Old Bacolet farm; it was distilled on the pot still. Another release is from the Pearls farm and uses Yellow Lady sugar cane and it too was distilled on the pot still. The last release uses Cain sugar cane from the Old Bacolet Farm and is distilled in the pot still. Renegade has one of the most informative websites; explain all aspects of their cane, distillery design and production. I highly recommend that you pour yourself a glass of rum and read through the pages. <https://renegaderum.com/>

MOUNT GAY

On November 30th, Barbados declared itself an independent Republic. Barbados Today reported the country’s 318-year-old rum distillery launched a limited-edition blend to celebrate the republic, toasting to its own good fortunes despite the downturn in the global economy fueled by the COVID-19 pandemic. At the launch of its Republic Blend, Mount Gay Distilleries’ Managing Director Raphael Grisoni said: “High-end rum is an industry that has been growing in double digits over the last five years. Despite the pandemic, our exports grew by nine per cent, and following our investment of \$30 million over the last three years, over the next four years we will double that figure to \$60 million to expand our capacity.” He added that the company has also been reducing its carbon footprint as Barbados seeks to go fossil fuel-free by 2030. “We were the first to deploy solar technology at our distillery and we have so far reduced our carbon output by 30 per cent,” he said. In describing the blend, Master Blender Trudiann Branker, the first woman to hold that post,

said Republic Blend is “crafted in celebration of the island’s transition to a republic and its attributes are unique in that it showcases our oldest reserves of pot and column rum dating between 10 and 30 years. It has a hint of traditional Mount Gay flavor combined with vanilla, dark chocolate, banana and oak, and has 45 percent alcohol content.” The blend will be limited to 195 bottles available from Mount Gay’s Visitor Center at Brandons and “selected exclusive on-trade accounts.” Prime Minister Mia Mottley said that Barbados and Mount Gay’s journey over the years have had much in common. She said: “This blend reflects the excellence of Mount Gay and Barbados as a whole, and it is commendable that Mount Gay has invested \$30 million in Barbados when it was going through an IMF program, and the fact that you are investing more despite the challenges we have faced this year with a pandemic, ashfall, a storm and a hurricane is indicative of the confidence you have in Barbados.”. <https://www.mountgayrum.com/>

MOUNT GAY & TRIPADVISOR

TripAdvisor and Mount Gay Barbados Rum have teamed up to give away a free trip to Barbados. Winners receive a five-day, four-night trip for two during World Ocean Month in June 2022. The trip includes accommodations at a standard hotel, roundtrip coach airfare, transportation between the hotel and airport (as well as to various event venues), a tour of the Mount Gay distillery, and a Mount Gay dining experience. There’s just one catch: In order to win the trip, you and your guest have to participate in a 4ocean cleanup expedition while you’re there. You get to help out the environment and do a little good while enjoying a getaway to an amazing Caribbean island. Three other lucky winners will win trips to Miami, Boston, and Los Angeles for a stay at a Loews Hotel. In each destination, they will get to take part in an exclusive dining experience, a 4ocean cleanup expedition, and will also be gifted those must-have Sea Bag totes. (A few other winners will also receive the limited-edition totes and other 4ocean swag.) As part of the sweepstakes campaign, interested parties can also purchase the limited-edition bags created in partnership with actor and environmentalist Adrian Grenier to honor the ocean. With every bag purchase, a contribution will be made to 4ocean’s Pound Program, directly funding the removal of trash from the ocean, rivers, and coastlines using its full-time, professional cleanup crew members. <https://www.tripadvisor.com/> , <https://www.4ocean.com/>

SPIRIBAM

Drinks International reported that next February, Spiribam, the spirit division of Groupe Bernard Hayot, will open its proprietary operations in the UK for Rhum Clément, Bounty Rum, Chairman’s Reserve and Admiral Rodney. Matthieu de Lassus, Spiribam’s international sales and marketing director, has been appointed CEO of Spiribam-UK and will strategically

lead the new company. “This new step for Spiribam was quite logical and appears very promising. We are very optimistic with regards to the potential of our brands in the UK as most of them already benefit from a strong established footprint and great brand recognition,” said de Lassus. Gregoire Gueden, managing director of Spiribam, added: “The UK has always been a priority for Spiribam. The UK is one of the most dynamic spirit markets and the third largest premium rum market in the world, after the US and France, where Spiribam has had its own distribution companies respectively created in 2006 and 2005. ”Spiribam is the spirit division of Groupe Bernard Hayot, a family-owned international group headquartered in Martinique which owns rum brands in Martinique and Saint Lucia including Chairman’s Reserve and Clément Rhum. <https://www.spiribam.com/>

KISS RUM

The Legendary rock and roll band, KISS, debuts their award-winning spirits portfolio, Drink It Up by KISS, in the US. After selling over 100,000 bottles across Europe, Japan and Australia, the master-blended portfolio of premium gin and rum will be available starting November 15th across 25 states. This liquor portfolio with its unparalleled craftsmanship and exceptionally smooth taste, was created by fans, for fans. Drink It Up by KISS is a collaboration between the legendary band, their licensing agent, Epic Rights, and the award-winning spirits producer Brands for Fans.

- KISS Black Diamond Premium Dark Rum: KISS Black Diamond Premium Dark Rum has a marked oak-character, thanks to the rum’s 15 year barrel ageing process, leading to a slightly spicy finish. The product has been awarded six global accolades for quality and design
- KISS Detroit Rock Premium Dark Rum: For something a little stronger and more complex, there’s the KISS Detroit Rock Premium Dark Rum. This pays homage to the hit song Detroit Rock City and is bottled at 45% ABV with a clear barrel finish, for a sophisticated and full-bodied taste. The rum has received eight internationally recognized awards for quality and design.
- KISS Monstrum Ultra Premium Dark Rum: Named after the Latin word for ‘monster,’ the KISS Monstrum Ultra Premium Dark Rum lives up to its title as a monstrously exceptional rum. It’s the newest and boldest addition to the portfolio that’s not to be missed. The high-end and specially selected rum is barrel aged over 14 years. KISS Monstrum Ultra Premium Dark Rum has a well-balanced finish that highlights the uniquely crafted blend which has no added sugar or flavorings.

Other Brands for Fans releases include spirits from Candlemass, Ghost, HammerFall, In Flames, Jonas Åkerlund, Judas Priest, KISS, Motörhead, Ozzy Osbourne, Scorpions, Slayer and Sunge.

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.





"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 at "Got Rum?", 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:

- 2021 marked 20 years since the first issue of "Got Rum?" was published. We are very proud of being part of an industry that has evolved and



improved so much over the last two decades and are looking forward to witnessing it improve even more!

- The Rum University remains committed to make an impact on the rum distillation and aging front. Our **Rum Aging Science** series has been received very well, featuring aging in ex-Bourbon barrels in 2020, aging in new American Oak barrels in 2021 and continuing with aging in new French Oak barrels in 2022!
- Rum Central also continues to grow rapidly, supplying aged rums to distillers and bottlers around the world. Construction on our newest and largest facility is about to start and we can't wait to have it completed!

- Pandemic-related restrictions for our clients have, for the most part, allowed them to resume operations, meaning that they can generate income and pay taxes, both of which are much-needed in order to restart the economies around the globe. Ocean freight, however, remains a supply-chain challenge, forcing many companies to wait longer than usual for glass, cork and paper supplies.

And last, but not least, please read pages 30-35 for an overview of the four winners in this year's **4th Annual Rum And The Environment Awards**.

I wish all a very happy holiday season!

Margaret

TEAM INTERVIEW: CRIS DEHLAVI

by Margaret Ayala



I also love that you can take a cocktail that is traditionally made with whiskey and swap in rum and it's just as delicious (if not more).

Q: What are some of the things you are looking forward to in 2022?

On a personal note I am moving in with my boyfriend at

Q: Are you still finding time to enjoy the outdoors, especially rock climbing?

I get outside as often as possible, even in the cold weather. I have found a love for walking over the last year and a half and walk 5 miles a day at least 4x a week. Rock climbing is definitely my passion, and when weather allows I am doing it outside on real rocks and when the weather doesn't cooperate I go to an indoor rock climbing gym.

Q: Which of your 2021 articles/recipes did you enjoy the most and why?

I think my favorite was probably the article about the NY boroughs cocktails. We all know about the Manhattan but the others are somewhat obscure and they are all so good!



the end of this year so that is very exciting for me! I am looking forward to continuing writing for GotRum! And just thrilled that y'all still want me to!

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

Be creative with your cocktails. Try new rums you have never tried before.

Take care of the staff at your favorite restaurants, they are all working so hard post-Covid.

Cris



TEAM INTERVIEW: PAUL SENFT

by Margaret Ayala



Q: Looking back at all the new rums you tried this year (not just for the magazine), which ones were the most pleasant surprises?

I have been pleased with everything that has been released by the Holmes Cay line. The Fiji and South Africa vintages were interesting, complex and lovely to sip. I will be curious to see what they produce next year. Another favorite was Chairman's Legacy, that one I have gone back and revisited several times and is definitely one of my top picks for the year.

QL Which rum events are you planning to attend next?

I am planning on attending the Miami Rum Congress and Tales of the Cocktail. As the world slowly opens up, it will be interesting to see what other rum/spirit events happen that I can attend.

Q: What advice do you have for craft distillers attempting to make rum? What are some of the most common mistakes/faults you are seeing when tasting their products?

My advice is pretty simple. Don't dabble. Go all in, use quality ingredients, learn from others that have been making rum for a while to help you improve your craft. As far as the second question, do not cheap out on what you are fermenting to create your rum. Using a bad base limits the potential of your rum and it will fail to meet your long-term business expectations.

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

I hope to visit the Caribbean next year, but only in the right circumstances.

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

Thank you for reading my reviews and articles. I am always grateful when you contact me to discuss a product that has been reviewed or to put a new product on my radar. Hope to share time with you at an event in the future. Cheers!

Paul




TEAM INTERVIEW: PHILIP ILI BARAKE

by Margaret Ayala



Q: I understand the government in Chile has imposed several quarantines during this pandemic, affecting all hospitality business. What is the current state of the pandemic in Chile and how is bar, Red Frog?

Yes, there were many challenges and not all businesses were able to survive them. We were coming out of a social movement and did not have time to return to normal when the pandemic and its consequences hit, limiting our ability to operate the business and generate income. We tried the approach of offering home deliveries, but small businesses can't compete against the larger franchises. We ended up accepting help being offered by the government, which was helpful but was never enough to cover all expenses. All



partners had to contribute funds from their savings so the business could survive. Today we are open, constantly adapting to the changing environment, we believe this ordeal is not over yet.

Q: If you were to create your own cigar brand for Red Frog, what type of cigar would it be?

Without a doubt it would be a Robusto, I'd love for the smoking time to be approximately 30 minutes, ideal to pair it with a couple of rums. Recently I've been leaning towards tobaccos from Nicaragua.

Q: Every month you share a great cigar pairing with our readers. Do you have a favorite from 2021?

It was, without a doubt, the celebration of the 100th pairing. I planned it along Alan Kallens, it was a pairing worthy of a grill house. It is an experience that I want to repeat, but I don't think I'm going to wait until the 200th pairing to do so!

Q: You also celebrated the 100th cigar and rum pairing this year, the feast you prepared was truly mouth-watering. Do you have any suggestions for incorporating cigars with traditional Christmas' food?

During the end of the year, I don't usually prepare food similar to the traditional North American fare. The weather also, is not likely to allow for a long smoking session outside, to have a feast like the one we did for the 100th pairing. I would suggest cooking with rum for a Christmas meal, there are countless recipes that incorporate rum as an ingredient, but it would be best if everyone experiments coming up with their own recipe. It could be stewed or grilled meat, marinated in rum, etc. There is a lot of potential for being creative. Also, do put on a nice coat or jacket before stepping out into the cold with your cigar and rum.

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

In 2022 I am planning to resume my travels to rum festivals and, more important, a pending trip to visit Luis and Margaret to conduct a pairing together. It will be an epic occasion, given how long it has been without seeing each other. I hope these pandemic-related uncertain times move on, they have to one way or another, so we can look back at our challenges and can rejoice having overcome them. We will remember those we lost along the way and will smoke our best cigars and drink our best rums.

Philip

TEAM INTERVIEW: MARCO PIERINI

by Margaret Ayala



Q: Your beach resort in Italy has been operational this summer. Are you seeing a higher or lower level of tourism than you expected?

I expected a high level and my expectations came true. Covid-19 has discouraged long distance travelling, but luckily virtually all the guests at my beach resort are Italian and most of them are from neighbouring regions, so the summer season went very well indeed.

Q: Your series “A Tale of Rum” is coming to an end. What are you planning to write about next?

For now, I am planning to write not a new series, but some individual articles on various topics regarding the History of Rum. Then I would like to write a series about the History of Cuban Rum. I have been researching this topic for almost two years and I loved it. But there is a big problem. The Pandemic has prevented me from making a few study trips I had been planning and it has also disrupted the way Libraries



and Archives usually function, therefore my research has almost come to a halt. On the same days you will be reading these pages, I hope to be in Madrid to resume my research at the National Library and then I'd like to fly to Cuba, but I don't know when as yet. I'll have to wait and see.

Q: Do you think (premium) White Rum will continue its rise in acceptance in 2022 or has the trend stopped during the pandemic?

It's difficult to say. Without Rum Festivals and Rum related events and with all the restrictions on Bar and Night life it is difficult for me to understand the trends of the market. Regarding my country, Italy, it seems that the rise of premium white rums is going on, also thanks to the efforts of firms like Velier and others, even though it is still a niche market. World-wide I really couldn't say.

Q: Are you planning to attend any rum events or to travel to do rum research soon?

At the beginning of 2020 I planned to attend the Paris and Wroclaw rum festivals, then Covid-19 stopped everything. I'd like to attend them next year, but I have not yet a timetable of the international Rum events for 2022, so I cannot make real plans. Regarding Italy, I want to travel to Sicily where, after centuries of abandonment, a visionary entrepreneur has started to grow sugarcane again and to make rum. I am also planning to go to Milan to attend the first Italian event dedicated to craft distillation.

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

Nothing original, simply, like you all, I hope the pandemic will finish and we will all be able to meet again on the paths of rum. I mean, meet physically, for the Internet is a great thing, but nothing can replace a friend's hug.

Marco

TEAM INTERVIEW: MIKE KUNETKA

by Margaret Ayala



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?

The roller-coaster ride of COVID-19, the explosion of RTD's, and the pursuit of Geographical Indications were popular stories in the Rum Industry, but here were three other items that I found interesting:

1. The number of rum-related videocasts, podcasts and virtual events- Thanks to folks like Zavvy and Crowdcast, we were able to watch live interviews with distillers and tours of rum distilleries around the world. The podcast Rumcast offered more interviews with key people in our industry. Sure, some of these were self-promoting fluff pieces, but most offered great information and rum nuggets for of us rum nerds. The Whiskey Exchange pulled off a fun live event with their virtual Rum Show in July.
2. The Renegade Distillery- This is actually a continuation of a story from last year. Mark Reynier's \$25M project in Grenada has released its first distillates. (See the Rum in the News section for more information on these). Using the distilling experience he gained from his projects

in Ireland and Scotland, Reynier began this project in 2015. He is big on terroir and started by creating cane fields in Grenada; then he built his own waste-water plant and then the distillery. This is truly a plant built from the ground up.

3. Maggie Campbell joined Mount Gay- Maggie Campbell created great rums at Privateer and we all wondered what would be the next stop in her journey. It will be interesting to see what happens when you combine her knowledge, skill and enthusiasm with the 300-year-old heritage of Mount Gay. Maggie Campbell, Trudiann Baker and Jacklyn Broome should make a great team.

Q: In addition to being the official rum news reporter for "Got Rum?", you also enjoy interviewing people in the rum industry. What interviews are you lining up for future issues of the magazine?

This year I enjoyed talking with Eduardo Bacardi with Barrilitos and Phil Prichard with Prichard's Distillery. This coming Spring, I hope to interview Gary Ellam from the Elgin Distillery in southern Arizona. He produces no less than eight rums, some of which have received international awards. Gary entertained my brother and I last Spring with his knowledge, colorful stories and great rums. I only wish I had been taking notes. I plan on attending several rum festivals in 2022 and hope to meet other small distillers.

Q: I understand you had to get rid of a lot of books prior to your move from Colorado to Arizona. Has the book collection remained static since then or have you managed to add new books to it?

Since I am now limited to one room and three bookcases, buying new books means finding homes for some of the older ones. However, I am looking forward to a couple of books.

- The Oxford Companion to Spirits and Cocktails has just been released by Oxford University Press. It is a monster collection (864 pages) of history, techniques and general information compiled by David Wondrich and Noah

Rothbaum. (I hope that Santa Claus is reading this column...hint, hint).

- Rum Rebels: A Celebration of Women Revolutionizing the Spirits Industry by Martyna Halas is coming out in May. This looks like a must read. It covers the stories of Maggie Campbell, Karen Hoskins, Joy Spence, Lorena Vasquez and more.

Other books I have seen but have not researched.....

- Rum Histories: Drinking in Atlantic Literature and Culture by Jennifer Poulos Nesbitt comes out in January.
- Enjoying Rum: A Tasting Guide and Journal by Frank Flannery comes out late this month.

Q: Since your move to Arizona, have you had an opportunity to visit any rum distilleries?

I mentioned how much I enjoyed visiting the Elgin Distillery. It's about a two-and-a-half-hour trip, southeast from Phoenix, but it is worth the drive. Three hours in the opposite direction from me is the Desert Diamond Distillery and they, too, have won international awards for their rums. I hope to make that trip soon. I have also heard about three other Arizona distilleries that make rum: Desert Rock, Adventurous Stills and Grand Canyon. They are also on the visit list.

Q: Are you currently working on any rum blends?

For my birthday in July, my kids gave me a small, two-liter barrel from Oak Barrels, Ltd. After reading Luis Ayala's articles on rum aging, I thought I would give it a try. Boy, was I humbled. I combined a five-year old rum from Barbados, a three-year old rum from Guyana and an overproof rum from Jamaica. All were clear rums that I have enjoyed on their own, and I wanted to see what effect the barrel would have on the blend. I knew that small barrels affected rums quicker because of the surface area to volume ratio, but I was not prepared how fast that happened. I was sampling the rum weekly, but in a weeks' time, it seemed that it became too oaky. It has since mellowed somewhat. Nonetheless, it gave me further appreciation for the science and art of blending.

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

Covid has had a long-lasting effect on our favorite bars, restaurants and distilleries. Supply chains have been crimped; basic materials are difficult or impossible to get. Good workers have been hard to find and keep. Please support your local businesses and be kind and patient with those employees that showed up for work that day.

Mike



TEAM INTERVIEW: JOEL LACKOVICH

by Margaret Ayala



Q: You always do quite a bit of research as part of writing your articles. Which of your 2021 articles did you enjoy the most?


I really enjoy writing and researching every article. But if I had to pick one article this past year it was definitely the Florida Rum Runner. As a native Floridian this cocktail means a lot to me personally. While researching the cocktail for the article it almost felt like I was doing family genealogy in a weird sort of way. I really do believe that if Florida had a State cocktail it would be the Florida Rum Runner.

Q: Do you want to share any news about Rock Sound rums?

This past year has been an incredible year for ROCK SOUND Rum, the rum brand that I am a Co-Founder of here in Austin TX. All four of our rums were recently picked up by a

Q: As someone who works in the biotech industry, what are your thoughts regarding the much anticipated and talked about "return to normalcy"?

I have worked in biotech industry for over twenty years and have devoted the majority of my career to the field of life sciences. Personally, I believe we have a long road back to feeling some level of normalcy. The pandemic is far from over as many countries do not have adequate access to diagnostic tools and RNA vaccines. As long as some countries do not have these, the virus will continue to mutate, global supply chains will continue to be disrupted, and we will continue to see global populations suffer throughout the world. As global citizens it is imperative that we all work together to establish equal access to medical technology world-wide.



Distributor and ROCK SOUND Rum is now in 20 Spec's Liquor store locations in Austin, Houston, and South Padre Island. We have a lot of big plans on the horizon for the brand and we continue to live by our mantra which is, "Make every sip fiercely fun and memorable."

Q: You are also a cigar aficionado, what is your favorite rum and cigar pairing?

Hands down my favorite cigar is a Padrón 1964 Anniversary Series Exclusivo. I enjoy this cigar with ROCK SOUND Original Spiced Rum. Before I cut the cigar, I always dip it first in ROCK SOUND Rum and it really adds to the experience. After every article I write for Got Rum? Magazine this is a treat to me.

Q: Do you have any special message you would like to share with your readers? Is there anything in particular that they can look forward to in 2022?

Due to the pandemic and the pressures of supporting the war against SARS-CoV-2 I was unable to write an article each month in the magazine which pained me deeply. I am hopeful that in 2022 I will be able to write an article each month. Researching new and iconic cocktails is truly exhilarating.

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
#GRCigarPairing



Rum Martini 11

While thinking about this pairing, I could not get out of my head the Martini I prepared last week, while also remembering all previous Martinis I've made. So I reached out for a bottle of Vermouth that I received as a gift from one of the bartenders who works with me, it is called Vermouth La Madre and it is from Spain and I thought: why not try it as a Rum Martini! The problem, as always, is deciding which rum, so I tasted the Vermouth by itself, to determine its character and to decide which style of rum would suit it best. I thought of several rums, but the moment I saw a particular one I knew right away that it would make a great, simple cocktail: I'm referring to Santiago de Cuba 11 year old. This number is also special to me, from a sports perspective, as it reminds me of the GOAT, Julio Jones, who today plays for the Tennessee Titans, but I remember him best for the 10 years he spent with the Falcons.

Being familiar with the ingredients for the Rum Martinis, I knew that the pairing would call for a cigar with a medium-high to high intensity; possible options where classic cigars from Nicaragua or similar cigars from other countries. Inside the humidor I keep at the bar there were several potential candidates, but one stood out for its format and smoking time: a Campana de Bolivar (52 x 140mm), best known for its commercial release named Belicosos Finos.

This cocktail, like most Rum Martinis, uses traditional proportions. In this case, the proportions are:

- 3 ½ oz. Ron Santiago de Cuba 11 Años
- 1 oz. Vermouth La Madre





Keep in mind the importance of knowing the capacity of the Martini glass you'll be using so that you can mix the correct volume of cocktail. In my case I was using a 5 oz. glass and I allocated $\frac{1}{2}$ oz. for water (melted from the ice). You then mix the ingredients in a larger glass filled with ice and then pour into the previously-chilled Martini glass. Chilling the glass ahead of time will allow you to maintain the temperature of the cocktail while you smoke; there is nothing more unpleasant than drinking this type of cocktail at room temperature, so remember to chill the glass ahead of time!

During the first third of the cigar, the cocktail is a bit overpowering. Even with a full-bodied cigar, the Vermouth dominates the palate, both by itself and in combination with the rum. The cigar I selected is full-bodied, so its intensity will increase as we smoke more of it. For now it has a mix of wet wood burning with dried fruits, it is very enjoyable. Something happened as I approached the second third of the cigar that made the pairing more complex: as

the cocktail's temperature started to increase, the flavors gained intensity and were longer-lasting. The cigar, on the other hand, also gained intensity, but did so with intense coffee, dark chocolate and dried fruits, it was like eating a chocolate bar that had all those flavors combined. I'm not suggesting that the pairing should be done with a chocolate bar instead of with the cigar (it would probably not be a good idea), I'm just pointing out the flavors that the cigar is reminding me of.

I hope you can do this pairing too: you can replace this rum with another light rum as long as it is aged for several years. You could also replace the cigar with another one that is full-bodied, there are great options from Dominican Republic and Nicaragua. The most crucial part is the temperature of the cocktail!

Cheers!
Philip Ili Barake
#GRCigarPairing



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