

Got Rum?®

FEBRUARY 2021

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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



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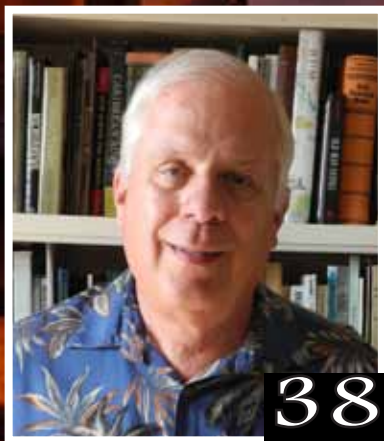


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FRONT COVER: Rum For Two!

INSIDE SPREAD: Rum-antic Sunset

FROM THE EDITOR

Rum, Romance and Rebellion

If the current political climate in the USA is making you feel like the world is coming to an end, don't despair: many people in the past have had the same feeling and we're still here! :-)

The American presidential election of 1884 was every bit as dirty, heated and violent as what we witnessed in recent months. Author Mark Wahlgreen Summers documents his research into these events in his book titled "*Rum, Romanism and Rebellion: The Making of a President, 1884.*" The title of the book reminded me of a much older book by author Charles William Taussig. I am, of course, referring to "*Rum, Romance and Rebellion*," a book published in 1928 that addressed different social injustices and problems.

Both books discuss economic and political powers that were trying to impose their interests and influence their respective societies. The common thread in both cases is -surprisingly- rum: the drink that represents agriculture, commodities, world economies and people's devotion to alcoholic beverages also represents oppression, slavery and depravity.

Regardless of your current political or religious views on the world, the fact that you are now reading these words means that we too have rum in common. And, want it or not, we may be living in the pages of a future book that someone will write about events affecting our current lives.



Rum has been around us for hundreds of years, giving us the courage to explore, consoling us as we wept, helping us forget our corporal pain as we suffered and amplifying our celebratory cheers on special occasions.

This month, more than ever, I invite you to use rum as an excuse to celebrate the simple joys in life with those near you.

Cheers,

A stylized signature of Luis Ayala in black ink.

Luis Ayala, *Editor and Publisher*

LinkedIn

<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!

Chairman's Reserve Legacy

In 2011 my wife and I visited Saint Lucia and had the pleasure of meeting Saint Lucia Distillers Laurie Barnard. During our visit with him he shared his dreams of growing sugarcane for the distillery, discussed blending, aging rum in different kinds of wooden casks and letting us try a variety of rums that the company was producing at that time. It was his vision and freedom to take risks and experiment that led to the creation of the Chairman's Reserve line in 1999. I remember discovering it at a local shop during the early days of my rum journey and the spiced version becoming one of my favorite spiced products to use for making certain cocktails as well as making desserts. So, meeting the man behind one of my favorite brands was a thrill and a highlight of that trip. In October of 2012 Mr. Barnard passed away, leaving behind a lasting legacy and guiding vision that helped Saint Lucia Distillers become one of the best companies in the Caribbean.

Chairman's Reserve Legacy is named in honor of this legacy and memory. The rum is a blend of four rums (aged between 5 and 8 years) that used two pot stills and one Coffey still with a combination of molasses based rum and appropriately enough sugarcane rum sourced from the company's sugarcane estate located on Rosseau, Saint Lucia. The rum is bottled at 43% ABV and is currently available in the Caribbean, Europe and the United States.

Appearance

The rum can be found on the shelves in a box that features a portrait of Laurie Barnard. It provides details about the man, his impact on the company, and world of rum. The bottle is the standard Chairman's Reserve short necked bottle that features the portrait from the box and provides some of the basic information about the rum.

The rum holds a Mahogany and dark amber color in the bottle and glass. When I agitated the glass a medium band formed that dropped a wave of fast-moving legs, then slowly thickened and dropped a second wave of slower legs. The band continued to thicken and dropped a third was of even thicker legs before evaporating and leaving a wave of beads around the glass.

Nose

The nose delivers an aroma of lush vanilla, light nuttiness, smoked banana, cooked pineapple, cantaloupe, passion fruit juice, toffee and loads of oak tannins.

Palate

The first sip conditions the tongue with a swirl of floral, spice, and caramelized vanilla notes. Subsequent sips reveal cinnamon, mace, allspice, black pepper, spearmint, charred oak, allspice, dried tobacco, all of the fruit notes from the aroma weave and bind the heavier flavors together in a complex fruity finish that takes quite a while to fade.

Review

As Chairman's Reserve was an early discovery it is one that I have returned to time and again and found reliable in its consistency. The spiced incarnation has had some slight changes in the flavor profile, but remains in my opinion, one of the best spiced rums from the Caribbean. Legacy in no way disappoints and quite frankly surpassed expectations. This is definitely a rum that slowly builds from the aroma and early sips, conditioning the senses and unveiling its complexities though out the tasting experience. As the rum fades from my palate, I am sure it is the most complex rum in the Chairman's Reserve line. Available in the United States and Europe this rum is a must have for anyone who enjoys Saint Lucia Distiller's products and truly honors Laurie Barnard's legacy.



www.saintluciarums.com

THE ANGEL'S SHARE

by Paul Senft

Hampden Estate Great House Distillery Edition 2020

During our first visit to Jamaica in 2019 my wife and I had the honor of visiting the historic Hampden Estate Distillery located in the northwest region of Jamaica. During our visit, we toured the grounds and the historic Great House is a memorable focus of the property. Founded in 1779, the Great House was used for storing barrels and later selling rum to locals out of the first floor until the early 1900's. This vintage of the Great House release was created by the Master Distiller, Vivian Wisdom, and is a blend of two Hampden rums: 80% is Hampden OWH (80 to 120 grams of esters) and 20% is Hampden DOK (1,500 to 1,6000 grams of esters) and bottled at 59% ABV.

Appearance

The darkly tinted bottle conceals the color of the rum while the white and green labels provide the basic information about the product. Pouring the rum in the glass revealed it had a shiny, copper-amber color. Agitating the liquid created a thin line that thickened and released legs that ambled down the sides of the glass, gaining momentum until they returned to the rum in the bottom of the glass. A second set of legs began to form and as they started to drop they evaporated and beaded up before they descended.

Nose

It is no surprise that nosing the rum right after the pour delivered a strong hit of alcohol, a chemical/medicinal floral note, roasted pineapple, charred wood and minerals. I let the glass sit for a few minutes and when I returned to it I discovered the aroma had mellowed revealing notes of ripe peaches, rose water, sweet vanilla and orange zest.

Palate

The first sip delivered the heat of the rum along with the expected funk that manifested in a swirl of molasses, cooked fruits, minerals and char. Subsequent sips revealed anise, sugared pear, iron, dried tobacco, cooked pineapple, cacao nibs and orange zest. As the rum began to fade sugared-cinnamon and vanilla cream icing take over and lingered in a long pleasant finish.

Review

Every high ester rum I have experienced is its own mini adventure for the palate and this one was not what I expected in a good way. This rum is very different than the 2019 vintage with the aroma and flavor profile being more intense and varied compared to the newest incarnation. The 2020 vintage is much more targeted with the strength of the flavors concentrated in the notes I discovered. In my opinion tracking down the yearly vintage and exploring them should be a goal for any fan of Jamaican rums and specifically Hampden. Knowing the team at Hampden they are probably already plotting what their next vintage will offer our senses.

As far as availability, this rum is being imported in small amounts to Europe and the United States by La Maison and Velier and can also be found for purchase at the Hampden Estate Distillery.

If funky, high ester Jamaican rums are your thing, then this is a must purchase for the year.



www.hampdenestaterum.com

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COOKING WITH RUM

by Chef Susan Whitley



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

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

Sue@gotrum.com

Spiced and Dark Rum Crêpes

Crêpes

Ingredients:

- 3 Eggs, separated
- ¼ C. Cornstarch
- ¼ tsp. Salt
- ¾ C. Light Cream
- ¼ C. Spiced Rum
- 1/8 tsp. Nutmeg
- Granulated Sugar

Directions:

Beat egg yolks and add cornstarch and salt. Add the cream, Spiced Rum and nutmeg. Fold in stiffly beaten egg whites. Drop a tablespoon of mixture onto a hot buttered griddle and fry until golden brown on both sides. Roll (or fold) crêpes while hot and dust with granulated sugar. Serve hot with rum sauce (recipe on next page).



Photo credit: Recetas Mallorquinas

Rum Sauce for Crêpes

Rum Sauce

Ingredients:

- 1/3 C. Butter
- 1 C. Confectioner's Sugar
- 1 tsp. Lemon Rind, grated
- 2 tsp. Orange Rind, grated
- 5 Tbsp. Dark Rum, warm

Directions:

Add grated lemon and orange rinds to the warm Dark Rum and let stand for a few minutes. In a bowl, cream butter and sugar together. Remove rinds from the rum and add to the butter and sugar mixture. Cook over hot water for about 25 minutes. Remove from heat and let stand for 1 minute. Pour rum into mixture and mix together. Pour mixture over crêpes. Serves 6. Garnish with a maraschino cherry.



Photo credit: Recetas Mallorquinas

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
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RUM CENTRAL



RUM Aging Science

American Oak: New vs. Used

Understanding the US regulations for Whisky and Bourbon

The Code of Federal Regulations (CFR) defines, among many other things, "Standard of Identity" for distilled spirits produced in the USA. Here is an excerpt that applies to whisky in general:

27 CFR § 5.22 - The standards of identity.

(a) *Class 1; neutral spirits or alcohol.* "Neutral spirits" or "alcohol" are distilled spirits produced from any material at or above 190° proof, and, if bottled, bottled at not less than 80° proof.

(b) *Class 2; whisky.* "Whisky" is an alcoholic distillate from a fermented mash of grain produced at less than 190° proof in such manner that the distillate possesses the taste, aroma, and characteristics generally attributed to whisky, stored in oak containers (except that corn whisky need not be so stored), and bottled at not less than 80° proof, and also includes mixtures of such distillates for which no specific standards of identity are prescribed.



(1)

(i) "Bourbon whisky", "rye whisky", "wheat whisky", "malt whisky", or "rye malt whisky" is whisky produced at not exceeding 160° proof from a fermented mash of not less than 51 percent corn, rye, wheat, malted barley, or malted rye grain, respectively, and stored at not more than 125° proof in charred new oak containers; and also includes mixtures of such whiskies of the same type.

(ii) "Corn whisky" is whisky produced at not exceeding 160° proof from a fermented mash of not less than 80 percent corn grain, and if stored in oak containers stored at not more than 125° proof in used or uncharred new oak containers and not subjected in any manner to treatment with charred wood; and also includes mixtures of such whisky.

(iii) Whiskies conforming to the standards prescribed in paragraphs (b)(1)(i) and (ii) of this section, which have been stored in the type of oak containers prescribed, for a period of 2 years or more may optionally be further designated as "straight"; for example, "straight bourbon whisky", "straight corn whisky", and whisky conforming to the standards prescribed in paragraph (b)(1)(i) of this section, except that it was produced from a fermented mash of less than

RUM Aging Science

American Oak: New vs. Used

51 percent of any one type of grain, and stored for a period of 2 years or more in charred new oak containers may optionally be designated merely as “straight whisky”. No other whiskies may be designated “straight”. “Straight whisky” includes mixtures of straight whiskies of the same type produced in the same State.

When it comes to whisky production, the bold and underlined words in item (i) are essential to the standard of identity: bourbon whisky **MUST** be aged in new oak containers.

Let's take a look now at the standard of identity defined by the CFR for rum:

(f) Class 6; rum. “Rum” is an alcoholic distillate from the fermented juice of sugar cane, sugar cane syrup, sugar cane molasses, or other sugar cane by-products, produced at less than 190° proof in such manner that the distillate possesses the taste, aroma, and characteristics generally attributed to rum, and bottled at not less than 80° proof; and also includes mixtures solely of such distillates.

As you can see, not only is rum not required to be aged, but those producers choosing to age their rums have no restrictions as to the type of oak containers (barrels) they can use.

This situation, where whisky producers are unable to re-use their empty barrels and rum producers are not required to use new barrels results in a perfect commercial relationship that explains why most of the aged rum around the world is aged in ex-bourbon barrels, which are cheaper and more readily-available than new barrels. Some rum producers opt, at a higher cost to their

RUM Aging Science

American Oak: New vs. Used



Above: change in rum color after only one month of aging in a new barrel.

Below: comparison between 1 month old rum aged in a new barrel (left) and 12 month old rum aged in an ex-bourbon barrel (right).

The darker color indicates the difference in wood extraction rates between the two barrel types.



January 2021 Weather (F)

SUN	MON	TUE	WED	THU	FRI	SAT
27 76° 47°	28 74° 56°	29 75° 62°	30 73° 43°	31 43° 30°	1 53° 38°	2 63° 30°
3 70° 40°	4 75° 48°	5 71° 61°	6 67° 45°	7 61° 38°	8 51° 33°	9 53° 41°
10 41° 34°	11 47° 30°	12 51° 31°	13 66° 38°	14 67° 39°	15 59° 38°	16 63° 38°
17 67° 38°	18 75° 54°	19 68° 49°	20 55° 49°	21 65° 54°	22 75° 50°	23 61° 60°
24 69° 69°	25 75° 44°	26 72° 48°	27 65° 58°	28 54° 37°	29 68° 53°	30 79° 52°

RUM Aging Science

American Oak: New vs. Used



operation, to age in new oak barrels, and this impact on the rum is part of what we are exploring in this series.

These are the pH readings, as recorded on the 1st day of each month:

pH	New Barrel Char #1	Ex-Bourbon Barrel
January	7.04	7.04
February	5.01	5.67

Color: The color difference between new and used barrels is very significant too (opposite page).

Taste: When comparing the 1 year old sample and the 1 month old sample, the rum from the new barrel definitely has a more intense oak aroma and taste, but this taste is mainly comprised of astringent, un-oxidized tannins that are not very pleasant.

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

THE MUSE OF MIXOLOGY

by Cris Dehlavi



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

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

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

Rum Hot Chocolate

Much to my dismay, we have another month (at least!) of cold weather around the country, and one of my very favorite ways to stay warm on a cold winter night is hot chocolate. I have such fond memories of it as a child, you know the kind-- the dry packet you mix with water, including freeze dried marshmallows? So good.

I do love boozy, hot cocktails, and there are so many classics ; The Hot Toddy, The Hot Buttered rum, The Irish Coffee....but in my honest opinion few things are more cozy than a cup of cocoa. Before we get to the recipes, a little history lesson for you.

The Mayans were likely the first civilization to drink chocolate, dating back to 500 BC, but it would have been served cold and had chile peppers in it. The Spanish explorer, Hernan Cortez, is credited with introducing a HOT chocolate drink to Spain in the 1500's, made of ground cocoa beans, sans the spicy peppers. By the time London started enjoying this delicious beverage in the 1700's, there were "chocolate houses" (much like today's coffee shops) popping up everywhere. They were very trendy, although chocolate was quite expensive. The English started adding milk to their chocolate, and it became a very popular after dinner drink. Today, hot chocolate has many different forms and styles around the world, from dark and rich to the aforementioned instant packets. Rum is a perfect spirit to add to it because of rum's natural flavors of cinnamon, vanilla, nutmeg, and even the funky Jamaican banana flavors. I have



included a few of my favorite recipes below. Side note- National Hot Chocolate Day is January 31, I realize this article will get to you all just a bit after that but remember, hot chocolate is good on any day!!

SPICY HOT CHOCOLATE

- 1.5 oz. Ron Zacapa 23
- .5 oz. Ancho Reyes
- 4 oz. Hot Chocolate Mix*

Serve this in your favorite coffee mug, add a dollop of whipped cream and top with a pinch of cayenne pepper.

*Hot Chocolate Mix:

Combine equal parts of Vahlrona cocoa powder (unsweetened), raw sugar and hot water. Stir until you achieve a thick consistency.

MINT CHOCOLATE

- 1 oz. Angostura 7 Year Rum
- .5 oz. White Creme de Menthe
- 4 oz. Hot Chocolate (the above mix, or the tried and true packet works great!)

Add all ingredients into a coffee mug, top with a dollop of whipped cream and crushed mint candy. (To crush: place a peppermint candy in a sealed baggie, then wrap in a towel. Use a mallet to crush.)





COAST TO COAST HOT COCOA

- 1.5 oz. Smith and Cross Traditional Rum
- .5 oz. Bailey's Irish Cream
- 4 oz. Hot Cocoa Mix (the darkest you can find is ideal, specialty grocery stores will have a lot of options)

TIPS:

1. Use $\frac{1}{2}$ and $\frac{1}{2}$ instead of milk for this one....it will give you a richer consistency.
2. Top with marshmallows and chocolate shavings

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



Time to Mix It Up: The Very Best Valentine Cocktails for You and Your Lover

(Publisher's Review)

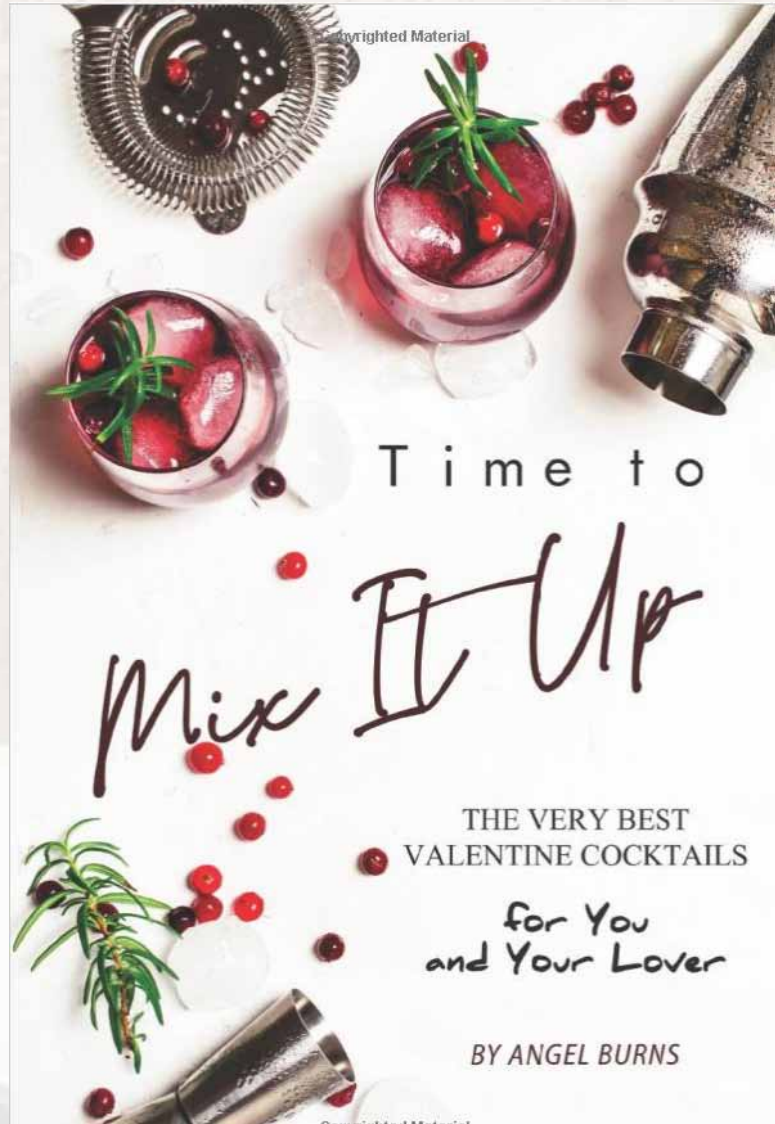
Valentine's Day is just around the corner, and you need to get yourself prepared to have the most romantic and emotionally fulfilling day with your partner. You should always make sure to put in some extra effort to make Valentine's Day extra special for yourself and the people you love.

What better way to do that than to make sure they have all their favorite foods and drinks to their fill. What better way to say I love than to go the extra mile to create the perfect cocktail for your significant other?

Our cocktail recipes have something for everyone, all you have to do is select the liquor you fancy, and we will handle the rest! If you or your partner loves fizzy drinks, then The Cupid's Bow is for you. Trying to lighten up the evening? Then try out The Scarlet Kiss.

Whenever you want to incorporate fruit, mix it up with a Bubbly Jack Rose cocktail with apple brandy and sparkling Prosecco.

We have loads of other amazing recipes you can try. Just grab this recipe book and get to shaking.



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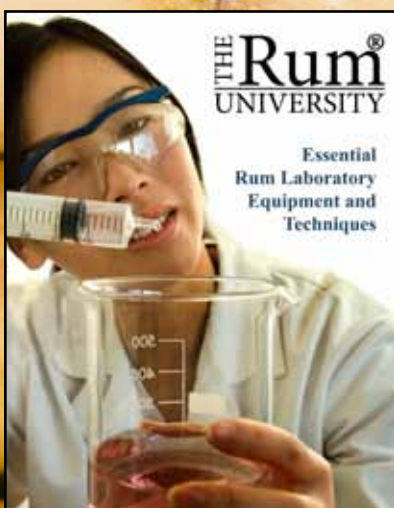
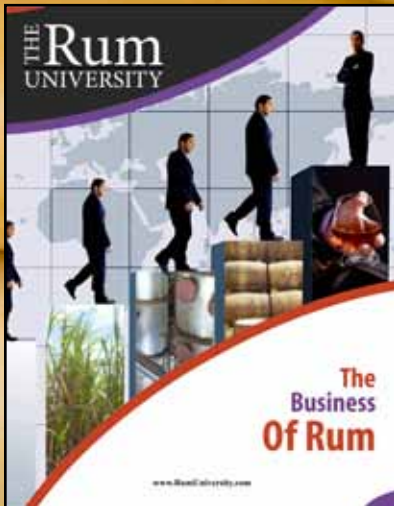


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THE RUM HISTORIAN

by Marco Pierini



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

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

And finally I have returned back to my initial passion: history, but now it is the history of rum. Because rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors; it has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions.

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

I have published a book on Amazon:

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

Got Rum? February 2021 - 30

A TALE OF RUM

2. BRAZIL

In the first article of this new series published in January, we have seen that in the 1400s, before the Discovery of America, Europeans were familiar with Spirits. Among these Spirits was RUM, too? No, I don't think so. Of course, they were able to make it. They had been making sugar for some centuries, Venice being one of the oldest centers of this industry, so they had at their disposal molasses [for the sake of simplicity, with the word molasses I mean all the by-products of sugar making]. So had nobody ever thought of starting commercial production of a new Spirit? Apparently not, or at least I did not find anything. I know that on the Internet a lot of different information is circulating, but without reliable sources.

Perhaps, and I repeat perhaps, the reason for this lack of initiative in fermenting and distilling molasses could be that the countries where the sugar making industry first developed, Italy and Spain, were also great producers of wine. At that time, most wine was of low, often even very low, quality and anyway even the best wines deteriorated quickly. Usually, wines were drunk young

before they turned sour and with the arrival of the new wines on the market, the previous year's vintage lost its value. So, distillers had an easy available, abundant, and cheap raw material, wine, that they knew well and that produced appreciated Spirits. So why should they risk gambling with their time and money for the sake of molasses?

Later, in the course of the 1400s, the Portuguese and the Spaniards discovered and settled in the Atlantic Islands, among them Madeira and the Canary Islands, where they set up large sugarcane plantations, but also in this case I have found nothing reliable about RUM. Therefore, it can be stated for now that before the Discovery of America, Europeans did not know RUM.

Christopher Columbus was a seasoned merchant in the sugar trade and in his second voyage (1494) he is also said to have planted sugarcane in Hispaniola (present-Day Dominican Republic and Haiti) even though its actual cultivation started some years later. Anyway, by 1527 there were 25 mills functioning at full capacity on the island. According to contemporary witnesses, the slaves drank a sort of cane wine, that is a rough beverage made by fermenting molasses, but nobody tells us anything about distillation and Spirits. Meanwhile, Hernán Cortés planted sugarcane on the Mainland, in New Spain (present-day Mexico) where the production of sugar developed quickly. In Hispaniola the production of sugar collapsed at the end of the 1500s, while in New Spain it continued to grow, even if only for local consumption, but for a century no sugarcane Spirit is mentioned. It's actually a bit strange: a century is a long period of time. People loved drinking alcohol, and the wine and brandy imported from Spain were both scarce and expensive. In addition, distillation technology was well known; for example, in 1621 a source describes current consumption of *Mezcal*, a Spirit made by distilling a local, traditional fermented beverage, the *Pulque*. It's hard to think that nobody thought of fermenting and then distilling molasses. Yet, as a matter of fact,

I have found no evidence, and the very lack of easy available sources tells us that in the 1500s no noteworthy commercial production existed. And maybe this also explains why only in the 1600s the Spanish Crown enacted a law prohibiting the making of sugarcane spirit, to defend the metropolitan wine and brandy trade from its competition. Actually, the first known prohibition of RUM in Spanish America is also the first undoubted evidence of its very existence: in 1631 the Viceroy of New Spain, Marchese de Cerralvo, prohibited the manufacture and consumption of *aguardente de caña* (cane Spirit), which is RUM. The Viceroy's decision was justified by the alleged danger of RUM for consumers' health; anyway, if it had to be forbidden, this means that it was already quite widespread. In New Spain clandestine RUM making went on despite the prohibition. But it (also called *Chinguirito*) was produced in limited quantities, its quality being very bad, and intended only for local consumption, without entering the Atlantic market. Maybe further and more in-depth research could discover that a sort of sugarcane Spirit was manufactured for the first time in Hispaniola or in New Spain. It is possible, but even in this case it would be a sterile birth, so to speak, without growth and without a future, a dead end in early RUM history. To sum up, it was not from Spanish America that RUM started its triumphal march into the world.

Meanwhile, further South the Portuguese discovered Brazil. Vasco da Gama reached India and returned to Portugal in 1498, paving the way for the rich trade with the East by way of the Cape of Good Hope. Today it is not easy for us to fully understand the difficulties of sailing. Portuguese ships headed for India were not able to follow the shorter route, that is to go down the African coasts till the Cape of Good Hope and enter the Indian Ocean, due to contrary currents and winds. Instead, the ships had to sail to South-West, deep in the Atlantic until they met the prevailing winds and with them they were able to pass the Cape. In the second voyage to India, in 1500, the fleet commanded by Pedro Alvares Cabral sailed



South-West so much till unintentionally reaching the coast of Brazil. A ship was dispatched back to Lisbon to inform the Crown, and the remainder of the fleet proceeded on the Cape route toward India. Some historians have suggested instead that the Portuguese, and maybe also the French, had discovered Brazil a few years earlier, but it doesn't change much; in any case, in the first decades the new colony was mostly a port of call for the ships en route to India. Then, at the latest in the 1530s, sugarcane cultivation was introduced with great success: towards the end of 1500s Brazilian sugar dominated the European market.

Before the encounter/clash with the Portuguese, Brazilian *indios* produced and drank some kinds of fermented beverages, but not Spirits. Now, a lot of sugar means also a lot of molasses. Molasses easily ferments in the warm and humid tropical climate, so a sort of cane wine, abundant and cheap, started to be largely drunk by slaves and poor whites. Then, someone brought to Brazil a still from Europe and began to distill just that cane wine, thus inventing RUM. Who? We don't know. When? We don't know exactly, but in the 1620s RUM commercial production was already common. So, RUM was born by the marriage between European distilling technology and Brazilian abundant, cheap molasses.

According to the great French historian Marc Bloch, the sources in European metropolitan archives tend to be "intentional" or "narrative" sources, written to influence someone's understanding

of events. The sources on the colonies, by contrast, are more often "witnesses in spite of themselves", that is sources focused not to shape understanding but for some simple, practical purposes. So, the first concrete reference to the existence of stills in Brazil comes from a 1611 Sao Paulo Inventory and Will. Then, according to the accounting books of a Brazilian sugarcane plantation, in the 1620s RUM was regularly distributed to the slaves. Later, in 1636, the governor-general of Brazil, Pedro da Silva, released a provision prohibiting sugarcane *aguardente* (burning water, that is RUM). This is a very interesting document because, among other things, it shows that RUM was already commonplace, because "many stills" existed, and numerous people benefited from the sale of it.

Then, the Dutch arrived. In 1624 the Dutch West India Company occupied the north-east coastal region of Pernambuco. The Company made great investments, bringing from Holland men, capital, technical skills and equipment. They held it till 1654 when they were finally driven out by the Portuguese. The Dutch had gone to Brazil mainly to take hold of its precious sugar, but with the sugar they discovered RUM too. We have an indisputable source in "*Historia Naturalis Brasiliae*" (Natural History of Brazil), a book published (in Latin) in 1648 that contains, as far as I know, the first ever description of a sugarcane Spirit in the West. It was made by fermenting and distilling the juice of sugarcane and they called it *Vinum Adustum* (burnt wine). Last, but not least, the Dutch transmitted that precious skill to the English settlers of Barbados, as we shall see in the next article.

In Brazil, unlike what happened in Spanish America, commercial manufacturing and consumption of the new Spirit developed, spread beyond local borders and actually started the journey that has brought RUM to us, to the present. The Portuguese had a stronger trade vocation than the Spaniards. Oversimplifying, the Portuguese sailed across the oceans to discover new and lucrative commercial routes, the Spaniards to discover and

conquer new lands. Maybe it could be stated that the former saw themselves mainly as *Navegadores* (Sailors), the latter as *Conquistadores* (Conquerors). In any case, Brazilian planters devoted a great deal of attention to the new Spirit. Soon it entered the trade records of the plantations, was regularly distributed to the slaves and sold to the natives and poor whites. Moreover, in the late 1640s, Brazilian slavers began to use the new cane Spirit (called *Gerebita*) to buy slaves at Luanda (in present-day Angola). So, RUM began to replace the wine until then used by the Portuguese slavers, paving the way later for Dutch, British and American slavers. The new Spirit was known also by the French that on several occasion tried to settle in Brazil and that, after being repulsed, in the 1620s occupied part of Saint-Christophe, present-day Saint Kitts, where almost immediately started to manufacture it. Therefore, we can state that, as far as we presently know, the voyage of RUM started in Brazil at the beginning of the 1600s; or in other words, Brazil is the real birthplace of RUM.

And yet, the interval between the 1530s and the 1600s is a very long time. During these more or less 70 years of established sugar making, didn't anybody think of importing a still and trying to distill cane wine? The local demand for alcohol was strong, as in every frontier-like settlement, and the wine and brandy imported from Portugal were both scarce and expensive. The problem is that the hypothesis of an earlier origin of RUM needs reliable sources: archeological finds (stills) or written texts of the time. I do not know any archeological sources and the references to contemporary written texts are vague. I know that we find the word *cachazo* or similar in many documents of the 1500s, but during most of the colonial period, the word *cachaça* was commonly used for the foam of the cauldrons where sugar cane juice boiled, not for the Spirit.

Some years ago, I dismissed this hypothesis without any doubts. I thought – like all the authors I knew – that commercial production of Spirits was not common in Europe before the second half of 1500s. Hence, it was deeply unlikely that in the far, new, colony of Brazil, in the same years, they were already

able to invent and manufacture a new kind of Spirit. But now the historic paradigm has changed. In these years of research, I have discovered without any possible doubts that the commercial production and consumption of Spirits in Europe began before what was usually thought, at least at the beginning of the 1400s, a century before the colonization of Brazil. Therefore the hypothesis of some sort of early RUM making in Brazil in the 1500s is not unlikely any more.

Moreover, until now, we have considered the transmission of distillation technology and skills from Europe to Brazil via the Western Route. But we must also consider the possibility of a different Eastern Route. Let's see. Alcoholic distillation and commercial production of Spirits is probably a Western invention, as I described in the previous article, but distillation techniques soon arrived in the East, too. And as we know that in the East sugarcane cultivation and sugar making had a long history, couldn't they have distilled RUM before it was done in Brazil? It is possible, I dare to say even probable. Then, the Portuguese arrived in India in 1498 and only a few years later trade between Portugal and the East was already widespread. For several decades the fundamental importance of Brazil was as a stopover for the ships sailing to and from the East. The Portuguese could thus have discovered a Spirit made from sugar cane in the East, learned the technique, and then used it in Brazil. It's possible, but I haven't found any proof. I guess that Brazilian archives hold many written, not yet studied, documents of the 1500s. I think that by pouring on ships' manifests, wills, plantation inventories and accounting books, we could find new, interesting information about the origin of RUM, but all this is beyond my own strength.

Therefore, for now I must insist that RUM was born in Brazil at the beginning of the 1600s and from Brazil it moved to conquer the world.

See you next month.

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)



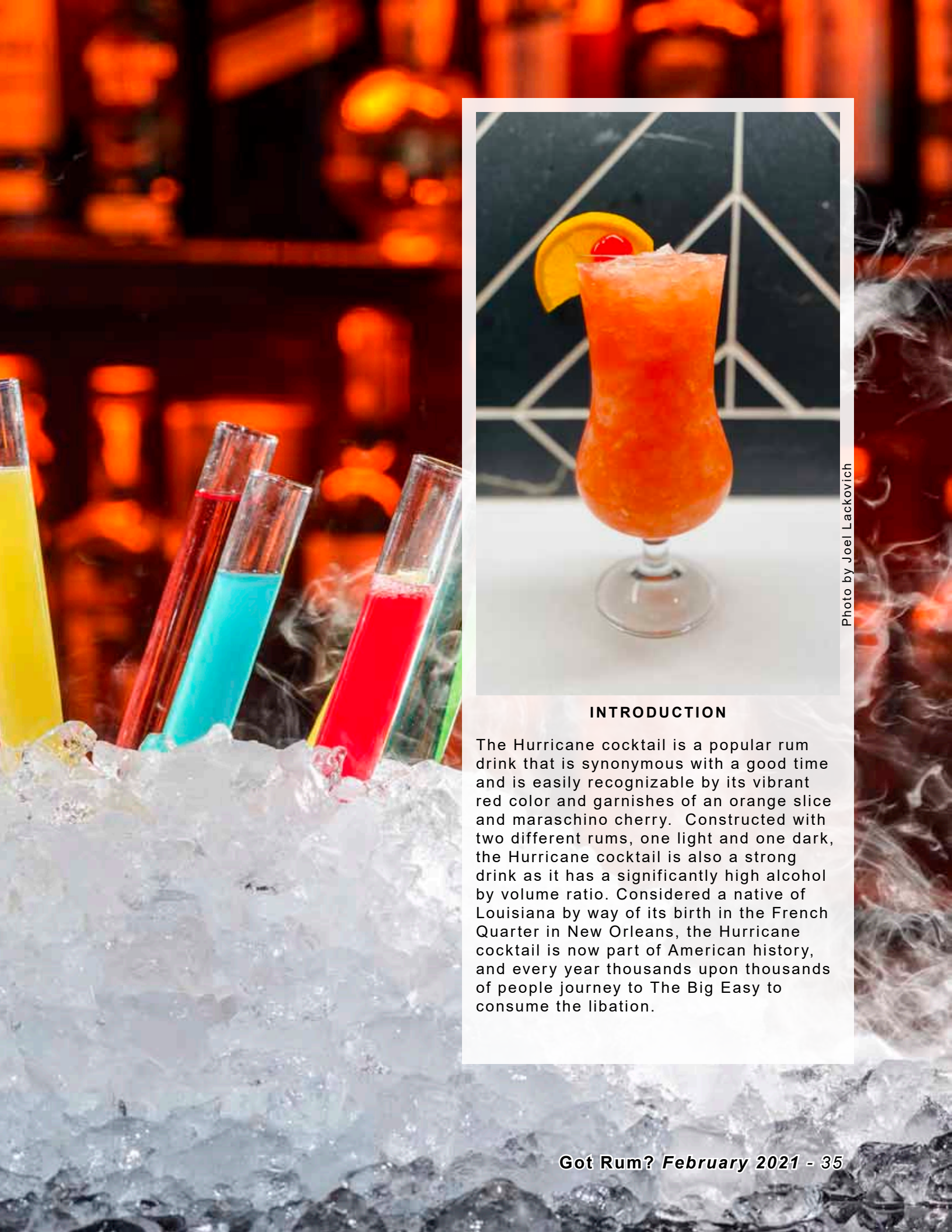


Photo by Joel Lackovich

INTRODUCTION

The Hurricane cocktail is a popular rum drink that is synonymous with a good time and is easily recognizable by its vibrant red color and garnishes of an orange slice and maraschino cherry. Constructed with two different rums, one light and one dark, the Hurricane cocktail is also a strong drink as it has a significantly high alcohol by volume ratio. Considered a native of Louisiana by way of its birth in the French Quarter in New Orleans, the Hurricane cocktail is now part of American history, and every year thousands upon thousands of people journey to The Big Easy to consume the libation.

MATERIALS & METHODS

Traditional Hurricane Recipe (1)

Ingredients:

- Light Rum – 2 oz (60 mL)
- Dark (or Heavy) Rum – 2 oz (60 mL)
- Passion Fruit Juice or Fassionola – 2 oz (60 mL)
- Orange Juice – 1 oz (30 mL)
- Simple Syrup – 0.5 oz (15 mL)
- Lime Juice – 0.5 oz (15 mL)
- Grenadine – 0.5 oz (15 mL)

Directions:

1. Add all ingredients to a cocktail shaker filled with ice.
2. Shake vigorously for 10 – 15 seconds.
3. Double strain into a Hurricane glass filled with crushed ice.
4. Garnish with an orange slice and a maraschino cherry.
5. Enjoy!

DISCUSSION

Historical Origin

The author Napoleon Hill once said, “Ideas are the beginning points of all fortunes.” The Hurricane cocktail, which started out as an idea by the original bar staff at Pat O’Brien’s in New Orleans, surely deserves a star on the Hollywood Walk of Cocktail Fame. For decades, the drink has not only been a staple in the French Quarter in New Orleans, but a popular cocktail on menus across the globe.

The story of the invention of the Hurricane cocktail begins with Pat O’Brien, who once ran a speakeasy in the 600 block of St. Peter Street in New Orleans’ French Quarter until the repeal of Prohibition in 1933. Later in December of that year he officially opened a bar under his own name. A few years later he moved it one block to 718 St Peter Street where the cocktail bar stands to this very day. But it wasn’t until the mid-1940’s during World War II that the idea of the Hurricane cocktail was conceived. Due to the war, liquor had become scarce, especially domestically produced liquor. Distributors started stockpiling rum because it was plentiful, as the spirit was coming up the Mississippi River unimpeded from the Caribbean islands (2). The copious amount of available rum allowed the distributors to heavily incentivize bars to

purchase it to gain access to other spirits. Typically, bar owners would get a bottle of Scotch or Bourbon for buying several cases of rum. The story goes that with General manager George Oechsner Jr. at the helm, the bar staff was experimenting with rum cocktails when they invented the original recipe for the Hurricane (3). The original Hurricane cocktail recipe called for 4 oz of gold rum (preferably Jamaican rum), 2 oz of lemon juice, and 2 oz of Fassionola (a house specialty passion fruit syrup (4)). Once the cocktail came to life, bar lore suggests that it was a glass salesman who presented a glass that looked like a hurricane lamp to Pat O’Brien to hold the drink. The drink inherited the lamp’s name, and the world inherited an iconic cocktail.

Flavor Profile

Rum

As previously mentioned, the traditional recipe for the Hurricane cocktail uses multiple rums and the final volume includes an equal dose of 2 oz of 80 proof (40% ABV) Light Rum and 2 oz of 80 proof (40% ABV) Dark Rum or Heavy Rum. The large volume of rum purposely promotes the strength of the cocktail. In fact, in the 8.5 oz cocktail recipe the cocktail ABV is a staggering 18.8% thanks to this generous fill.

The combination of a light rum, a low congener rum, with a dark rum, a high congener rum, adds to the complexity of the cocktail. The use of heavy congener rum, which is made by aging in charred oak or wooden barrels for a measurable period of time adds richness, intense flavor and color to the rum. The longer the rum is aged, the darker the rum. The notes that evolve from aging are expressions by chemical compounds called esters. The light rum used in the Hurricane cocktail is generally filtered after fermentation and distillation through charcoal. This process removes the spirit’s color and aromatic properties by effecting its chemical composition and removing esters. The use of the light rum in the Hurricane cocktail allows not only the dark rum to present its aromatic and flavor properties, but also the other ingredients as well.

Additional Ingredients

Juices

Passion Fruit Juice

Passiflora edulis, commonly known as passion

fruit, is from South America and is purple in color. While another yellow variety does exist, the purple variety is widely eaten around the globe and it is deliciously tart and aromatic in flavor. The purple variation is also preferred for passion fruit juice because there is a significant difference in the sugar/acid ratio, which is often used as a measure of sweetness. The difference between the purple and yellow varieties are 5:1 compared to 3:8, so that the purple is generally considered to be sweeter than the yellow (5). Thus, passion fruit juice does not only add color to the cocktail but also adds a sweetening property which helps balance the cocktail with the other ingredients that are less sweet.

Orange Juice

The addition of fresh squeezed orange juice enhances the sharpness of the cocktail. With a pH of 3-4 and with a moderate level of natural sugars, the use of orange juice helps mask the high ABV content in the cocktail. It is important to use freshly squeezed orange juice right away, as it is not pasteurized, and may only have a shelf life of 5 to 23 days (6).

Lime Juice

Lime juice is a natural acidulant. With a pH of approximately 2-3, lime juice is sour and tart in flavor, drawing its sour flavor from the presence of citric acid. The use of lime juice helps balance the other ingredients sweetening flavor profiles.

Simple Syrup

Simple syrup is simply sugar (sucrose) dissolved in water. Used by bartenders across the globe to sweeten cocktails, since it is liquid it blends quickly in cocktails extremely well.

Grenadine

Grenadine is another popular bar syrup that is red in color and routinely used as a sweetener in cocktails. Originally, Grenadine was made from pomegranate juice, sugar and water. Today, commercial grade Grenadine relies on artificial ingredients to help reduce production costs.

NUTRITION

The Hurricane cocktail has been referred to as the “fruit and sugar bomb” cocktail

as it is very flavorful and possesses a significant amount of sugar per fluid ounce. Although not as high in calories or sugar as a Bahama Mama, Bushwacker or Mai Tai, it does have significantly more alcohol than them. With alcohol being a depressant, it is important to understand the effects of alcohol consumption. For example, in lower ABV cocktails alcohol can help reduce anxiety and cause euphoria. However, drinking multiple higher ABV cocktails, like the Hurricane cocktail, may cause drunkenness and stupor, and it is important to understand and to monitor consumption very closely.

NUTRITION FACTS

(Amount Per 1 Fl oz in an 8.5 Fl oz Cocktail)

Calories:	47.7
Total Fat:	0.1 g
Cholesterol:	0 mg
Sodium:	1.4 mg
Total Carbohydrates:	5.6 g
Dietary Fiber:	0.1 g
Sugar:	4.1 g

CONCLUSION

Whether enjoyed in New Orleans in the French Quarter, at a cocktail bar, on the beach, or at home in a social setting, the Hurricane cocktail is always accompanied by a good time. Sweet, fruitful, strong, complex, and served in an iconic shaped glass, it's a cocktail that is both fun in nature and fun in appearance and will remain a classic to be enjoyed for generations to come.

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RUM IN THE NEWS

by Mike Kunetka



KOLOA RUM

Hawai'i's award-winning Koloa Rum Company announced the launch of the brand's third aged rum release with the debut of its single-barrel Koloa Kaua'i Reserve Five-Year Aged Hawaiian Rum. Bottled at cask strength, Koloa Kaua'i Reserve Five-Year Aged Hawaiian Rum is artfully distilled and gently aged in charred American white oak barrels at its Kalaheo Distillery. The remarkable flavor, color and aroma of each batch is a reflection of time, temperature and humidity imparted over the course of the aging process. "We released our first aged rum in 2018 following more than five years of research and experimentation to develop the protocols necessary to properly age rum in Hawai'i's tropical environment," said Koloa Rum President and CEO Bob Gunter. "As Koloa Rum Company comes of age, so does our rum! Our Reserve Aged releases have quickly become some of our most sought after and coveted offerings, and this extraordinary five-year aged variation is no exception." The initial release consists of five individual barrels that have been aged for a minimum of five years. Each single-barrel batch yields approximately 210 bottles, which are carefully inspected and numbered to ensure quality. Koloa Kaua'i Reserve Five-Year Aged Hawaiian Rum is bottled at cask-strength, from 110-124 proof



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.

depending on the barrel, Additional barrels are scheduled to be released in April 2021. Koloa Rum Company was founded to create superior Hawaiian rum and ready-to-drink cocktails using locally sourced ingredients. In doing so, Koloa Rum provides quality employment opportunities for the community of Kaua'i and meaningful support to the local agricultural industry by increasing cultivated acreage and preserving open space. <https://www.koloarum.com>

MONTANYA DISTILLERS

Montanya Distillers, a craft rum distillery and Certified B Corporation®, is now certified Plastic Neutral. The company has partnered with rePurpose Global to fund the collection, processing and reuse of more than 1,000 pounds of plastic waste. This total equals how much plastic Montanya uses across its operations. By making this commitment, every Montanya rum purchase now carries a Net Zero Plastic Footprint. Through this partnership, Montanya enables the removal of plastic waste otherwise landfilled, burned or flushed into the oceans every year. rePurpose Global, in partnership with Montanya, supports vetted waste management social enterprise CarPe in India to collect and process hard-to-recycle waste streams otherwise too low value to be reclaimed from the environment, such as chocolate wrappers, chips packets and similar flexible packing items. By going Plastic Neutral, Montanya not only tackles a \$50 billion/year funding gap that plagues recycling supply chains worldwide, but also adds a crucial income stream for more than 50 waste pickers and their families in India. Today, informal waste workers often earn less than \$5/day, work in precarious conditions and face severe discrimination despite providing a crucial societal service for cities across the developing world. Through this initiative, Montanya is boosting these waste workers' income by attaching value to hard-to-recycle plastics, while supporting experienced recycling social enterprises who holistically uplift ex-waste pickers through occupational safety, health insurance and skills training. Montanya has long recognized the grave threat that plastic pollution poses to the future of our planet and intends to take even further action against this epidemic. It will also work with rePurpose Global to reduce the future use of virgin plastics in its manufacturing and delivery process to build a more circular model. "We love rum, however we love our planet and community even more," said Karen Hoskin, Montanya's founder and owner. "We've been on a mission to eliminate single-use plastic from our packaging, our rum education events and our tasting room. rePurpose Global is the perfect partner to help us go the final mile. Our mission has always been to offer the highest quality product while creating a deep, positive impact on the world. We truly believe in the power of business to create long-lasting change and to be a force for good." [MontanyaRum.com. https://repurpose.global/](https://repurpose.global/)

BEACH BUM BEVERAGES

Beach Bum Rum is the brainchild of Scottish entrepreneur David Adamson. After a memorable trip to Mauritius in 2016, he sought to create rums infused with the spirit and flavor of the island. His first two offerings are Beach Bum Silver and Beach Bum Gold.

Both are made using a combination of column and pot stills, and have flavors of coconut and vanilla. "We've used the island's finest sugar cane to produce our own unique blend before naturally infusing the rums with coconut and vanilla. By combining column and pot stills in the distillation process we've made a true traditional rum with a modern twist. Both rums are incredibly versatile and can be enjoyed neat, short or long and bring a tropical vibe to any drink and occasion." Adamson has been in the drinks business for more than a decade and worked for Sovereign Brands before starting Beach Bum Beverages. "I was always attracted to rum and knew there was a gap in the market for a fun, modern brand to come out of Mauritius, which has been making some of the world's best rum for 150 years. Now we're seeing rum's popularity grow in the UK. It's a really consumer-friendly spirit, is lighter in taste, has lots of different flavor profiles and can be mixed easily." <https://beachbumbeverages.com/>

SIDEWALK SIDE SPIRITS

New Orleans cocktail syrup makers Cocktail & Sons have joined forces with iconic Louisiana bakery, Gambino's, to form Sidewalk Side Spirits LLC. Just in time for Mardi Gras, they are proud to announce the launch of their first product: Gambino's King Cake Rum Cream. Gambino's Bakery owner Vincent Scelfo and Cocktail & Sons worked together with the help of renowned blender Midwest Custom Bottling to create the perfect blend of Caribbean rum, Wisconsin cream, Louisiana sugarcane and New Orleans' own Cocktail & Son's King Cake Syrup. With applications from coffee to premium cocktails, it's Mardi Gras in a bottle. Says Scelfo, "Mardi Gras is all about good times with good people. For 70 years, Joe Gambino's Bakery has been the King Cake Kings of this New Orleans tradition. We wanted to take Mardi Gras to a new level this year, so we partnered with the acclaimed and local Cocktail & Sons to create Gambino's King Cake Rum Cream. If you could put Mardi Gras in a bottle, this is it." Lauren Myerscough, co-founder and CEO of Cocktail & Sons, explained, "I've loved Gambino's king cakes since I was a kid, bringing them to school for Mardi Gras. It's a thrill to work with such an iconic New Orleans institution and recreate their king cake in a glass." Joe Gambino's King Cake Rum Cream will be distributed by RNDC in Texas, Louisiana, Mississippi, Alabama, and Florida. Available from National Distributing in Georgia, Best Brands in Tennessee, and Major Brands in Missouri. Sidewalk Side Spirits will be headed by Cocktail & Sons co-founder Lauren Myerscough as Sales and Marketing Vice President. Myerscough will continue the same role at Cocktail & Sons. Cocktail & Son's partner Max Messier will be in charge of Research and Development of all spirit brands. Sidewalk Side Spirits is a spirit's brand incubator founded in 2020 by friends in the spirits, cocktail and hospitality industry. Gambino's King Cake Rum Cream was born out of the New Orleanians' love of Carnival and all it means to the hundreds of thousands of revelers who celebrate it across the country every year. For over a decade, its founders could be seen celebrating Mardi Gras with their friends and family on "the sidewalk side" of Napoleon and Prytania. <https://sidewalksidespirits.com>.

NATIONAL RUMS OF JAMAICA

Martha Miller has been appointed CEO of National Rums of Jamaica. She will be the first woman to lead the operations of NRJ in its 40-year history. This promotion comes as a result of the retirement of former CEO Neil A. Glasgow. Miller is a graduate of the University of the West Indies, holding a Bachelor of Science Degree (Hons) in Computer Studies; and a Fellow of the Association of Chartered Certified Accountants. Miller joined NRJ as Chief Financial Officer and Company Secretary in 2013 and was appointed Deputy CEO in 2020. Before her employment at NRJ, Miller's career in finance spanned over 20 years having served in senior positions as Regional Head Technology at LIME; Vice President, Financial Planning & Analysis at Cable & Wireless Jamaica Limited; and General Manager, Finance at the ICD Group of Companies/Mechala Group. Former CEO Neil Glasgow said, "Miller's engaging management style, strategic bent and sharp intellect will ensure NRJ's continued growth and success in the years to come." Miller has played a pivotal role in NRJ's success over the past seven years and is expected to lead the company in the expansion of its reach as a major producer and exporter of quality rums from Jamaica, the National Rums said in a press release. Komal Samaroo chairman of NRJ's board of directors also lauded Miller's appointment. "I thank Martha for her contribution as CFO to National Rums of Jamaica and congratulate her on being appointed to the position of CEO. I also want to thank Neil for his great leadership of the company over the years." Samaroo noted that the company is entering a new exciting phase of its growth and Miller is well equipped to provide high-quality leadership to the NRJ team as it pursues new opportunities and navigates around the various challenges, including the COVID-19 pandemic. "I have every confidence that under Martha's leadership, NRJ will become an even more significant contributor to the Jamaican economy. The board of directors joins me in wishing her great success and reaffirm our support to her efforts in the future". In 1980, National Rums of Jamaica (NRJ) was incorporated as wholly-owned subsidiary of the National Sugar Company Limited with the remit to operate the distillery assets of the parent company. In 2006, the Government of Jamaica divested two-thirds of their shares in National Rums of Jamaica with a third going to Demerara Distillers Limited (owners of El Dorado Rum) and the final third to West Indies Rum Distillers – based in Barbados, and which has since been acquired by Maison Ferrand Limited (owners of Plantation Rums). <https://monymuskrooms.com/>

SELVAREY

SelvaRey, the rum brand co-owned by superstar Bruno Mars, launched a new "Owner's Reserve" bottle last month. In terms of the name, Bruno is considered the "owner" for this bottle, although he co-owns the brand with brothers Seth and Marc Gold and Robert Herzig. The rum is a single-estate rum, hand-selected from the cellars of SelvaRey's Master Distiller, Don "Pancho" Francisco Fernandez. Mars asked Fernandez to blend

his finest aged rums across the distillery's best vintage blends to make a highly nuanced, deliciously smooth offering that would rival the best aged rums on the market. The result is a 40% ABV rum that includes 15 and 25-year-old rums that were then aged together in American Oak barrels. As for how it tastes, it begins with aromas of caramelized brown sugar, pipe tobacco, Pedro Ximenez sherry and orange peel, while finishing with endlessly silky notes of baked apple crumble and roasted Brazilian nut. Beyond dictating what the final liquid would taste like, Mars also worked on other aspects of the project. Mars designed the logo, wordmark, bottle shape, colors, materials, iconography, and every inch of the Owner's Reserve gift box. An expert team of artists/graphic designers and calligraphers all came together to execute his vision. <https://selvarey.com/>

COMPARI UK

Campari UK is pleased to announce that it will take over the distribution of super-premium agricole rum brand Trois Rivières on February 1st. Campari UK will distribute all SKUs currently available in the UK market: Trois Rivières Blanc, Cuvée de l'Océan, Ambré, Cuvée du Moulin, VSOP Réserve Spéciale and 12 Year Old. Trois Rivières Agricole rum is an exceptional vintage rum with an innovative spirit that embodies excellence and the Caribbean way of life. The prestigious rums are the product of AOC (Appellation d'Origine Contrôlée), a Protected Designation of Origin classification that certifies their superior quality based on strict regulation of production methods, terroir and artisanal techniques. Rhums from Martinique are the only rums in the world with AOC status. Trois Rivières combine AOC, technical expertise and innovation to create aromatic and full-flavored Agricole rum blends that express the charm of Martinique. Agricole rum is made by distilling pure, fresh, fermented cane juice. Produced mainly in the French West Indies, Martinique and Guadeloupe, agricole rum is a high-quality rum, well-known and appreciated for its specific aromas and flavors due to its long and established method of production. Trois Rivières gets its name from the three rivers; Bois d'Inde, Oman and St. Pierre, which border the original estate which was first established by Nicolas Fouquet, The Superintendent of King Louis XIV in 1660. The Plantation, in the far South of Martinique, benefits from an exceptional geographic location that gives the rums their character and rich flavor. The sugar cane grows in clay soils that are rich in magnesium, whilst their roots bathe in sea water. This gives the rums their high sugar content and their remarkable, refined and diverse flavor profile. Trois Rivières enjoys international recognition, highlighting its quality and asserting the rum's prestigious reputation. Attesting to the plantation's excellence and know-how, Trois Rivières is one of the world's most awarded rum, claiming 263 awards and medals in the past 5 years, 142 of which are Gold medals from the most world-renowned competitions: IWSC London, Spirits Selection by CMB, Concours Général Agricole and more. Campari UK's managing director, Brad Madigan, says of the acquisition: "With a rich legacy

and history Trois Rivières premium agricole rum has been recognized worldwide for its extraordinary quality and elegance. As a prestigious, high-quality rum brand, Trois Rivières is a brilliant addition to our established Prestige Portfolio brands such as Wild Turkey, Appleton Estate and Grand Marnier, further diversifying the Campari UK offering. I would like to thank the team at Speciality Brands for their commitment in establishing Trois Rivières in the UK market. We are very much looking forward to building on Speciality's great work and introducing more consumers to the wonder of Trois Rivières.." <https://plantationtroisrivieres.com/>

TEN TO ONE

Ten To One's first Reserve pays tribute to the Republic of Trinidad & Tobago, the birthplace of their founder, Marc Farrell, with a limited bottling of four hand-selected casks of 17-year old Trinidadian rum. Aged in ex-Bourbon barrels, this expression features a compelling medley of savory fruit and flower notes, including pawpaw (papaya), passion fruit, ginger and apricot, which take you on a reminiscent journey to the Caribbean. Serving as a homage to Marc's birthplace, Ten To One Reserve encapsulates his deep appreciation for his cultural roots and challenges expectations of what a luxury spirit can be. Born and raised in Trinidad, Marc attended MIT at age 16, followed by Cambridge University and Harvard Business School, before joining Starbucks as its youngest VP. He always noticed a discrepancy between how rum is regarded in the U.S. vs. the Caribbean, often relegated to trope-ish narratives, fictional themes and sugary cocktails. Propelled to create a product that genuinely reflected his heritage and a contemporary view of the Caribbean, Marc launched Ten To One in 2019, showcasing rum's versatility by appealing to everyday occasions and food pairings. <https://www.tentoonerum.com/>

COPALLI RUM

Belize-based Copalli Rum has hired Mark Breene as its new chief executive officer. Breene will work alongside co-founders Todd Robinson and Anya Fernald to grow the sustainable, farm-to-bottle brand. His previous experience includes more than 20 years of experience working on global and artisanal brands for Rémy Cointreau and Diageo, and has also worked with American single malt whiskey producer Westland Distillery. "I'm thrilled to join a brand that shares my philosophy," said Breene. "A brand that proves it's possible to be produced as a clean, craft spirit that tastes phenomenal, has no carbon footprint and empowers the local community all at the same time. I look forward to working with our farmers, distillers and partners to show consumers around the world that choosing between rum that tastes great and rum that respects the planet doesn't have to be a choice at all. The ingredients you choose have a huge impact on your end product. Most people think spirits-making starts at the distillery, but at Copalli, it begins in the field, with the highest quality inputs possible" Also joining Copalli is Ryan Pearson as head of sales. Pearson brings experience in leadership roles with

Constellation Brands, High West Distillery and Stoli Group. Other members of the Copalli team include global brand ambassadors Elayne Duff and Julie Reine.. <https://copallirum.com/>

RON HACIENDA SANTA ANA

I must have missed this release last year. Ron Hacienda Santa Ana is a 2 year old, overproof rum produced by Edmundo Fernandez Inc, the people behind Ron del Barrilitos, one of the oldest existing rum brands in Puerto Rico. It was described to me as a 'cousin' to the famous 2 Star and 3 Star rums. While it shares some production elements with their traditional products, Ron Hacienda Santa Ana is their first attempt to break with the 140 year old formula and processes. First, it is aged in American white oak barrels, not their traditional ex-sherry barrels. It stays in the barrels for at least two years, not the 3 to five years of the 2 Star and the 6 to 10 years of the 3 star. It is bottled at 138 proof, instead of their normal 90 proof. The company's name, Edmundo Fernandez Inc appears on the label, but the name Barrilitos does not. What started out as a brief Inquiry about a new product turned into a lengthy conversation about the history and production of Ron del Barrilitos. Look for my interview with their Director of Sales and Marketing in the April issue of Got Rum. <https://rondelbarrilito.com/>

HAVANA CLUB BAR ENTREPRENEUR AWARDS

The Havana Club Bar Entrepreneur Awards seeks to recognize the determination, passion, and entrepreneurship of the innovators behind some of the world's top bars. This year there were 165 nominations from 40 countries. The nominees told their stories by answering a questionnaire created by the Dauphine University in Paris and submitting a video. The 13 finalists attended a Zoom Meet and Greet session, where they explained what they would do with the prize money (\$24,000.00) if they were indeed chosen as the winner. This year's winner was Ollie Margan, owner of Maybe Mae, a cocktail bar in Adelaide, Australia. Margan opened Maybe Mae in 2014 at the age of 22. He told Spirit Business "I am blown away to be named Havana Club's Bar Entrepreneur of the Year, it is a true honor. This recognition and investment will have a huge impact as we continue to establish Adelaide's cocktail and cuisine scene." Other awards included the True Grit Award, recognizing strength, resilience and bravery during these difficult time; One to Watch, acknowledging up and coming talent under the age of 30; and Social and Eco Entrepreneurship, honoring individuals who have shown a commitment to improving the environment or a local community, Ranji Al Raji, owner of Brazzaville bar in Lebanon won the True Grit Award. Omer Gazit-Shalev, CEO of bar operator Monkey Business Group in Israel was recognized as One to Watch. Yeferson Avila Rodriguez and Jean Trinh, co-owners of Alquímico bar in Columbia won the Social and Eco Entrepreneurship award for having their team also work at the Alquímico Farm, which grows organic produce for use in cocktails. <https://havana-club.com/>

RUM ASTROLOGY

by Cris Dehlavi



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

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

Aquarius the Water Bearer

January 20 - February 18

The Aquarius *air* sign goes about accomplishing goals in quiet, often unorthodox ways. They tend to be determined, humanitarian, eccentric, loyal and highly intelligent. They are considered a mystical healer and aspire to change the world.

The **Painkiller** is so perfect for Aquarius....not only because of the name but because this British Virgin Islands cocktail uses the freshest of ingredients and will make you feel fantastic when you enjoy it.

- 2 oz. Aged Rum (originally made with Pusser's Rum)
- 3 oz. Pineapple Juice
- 1 oz. Coconut Cream
- 1 oz. Orange Juice

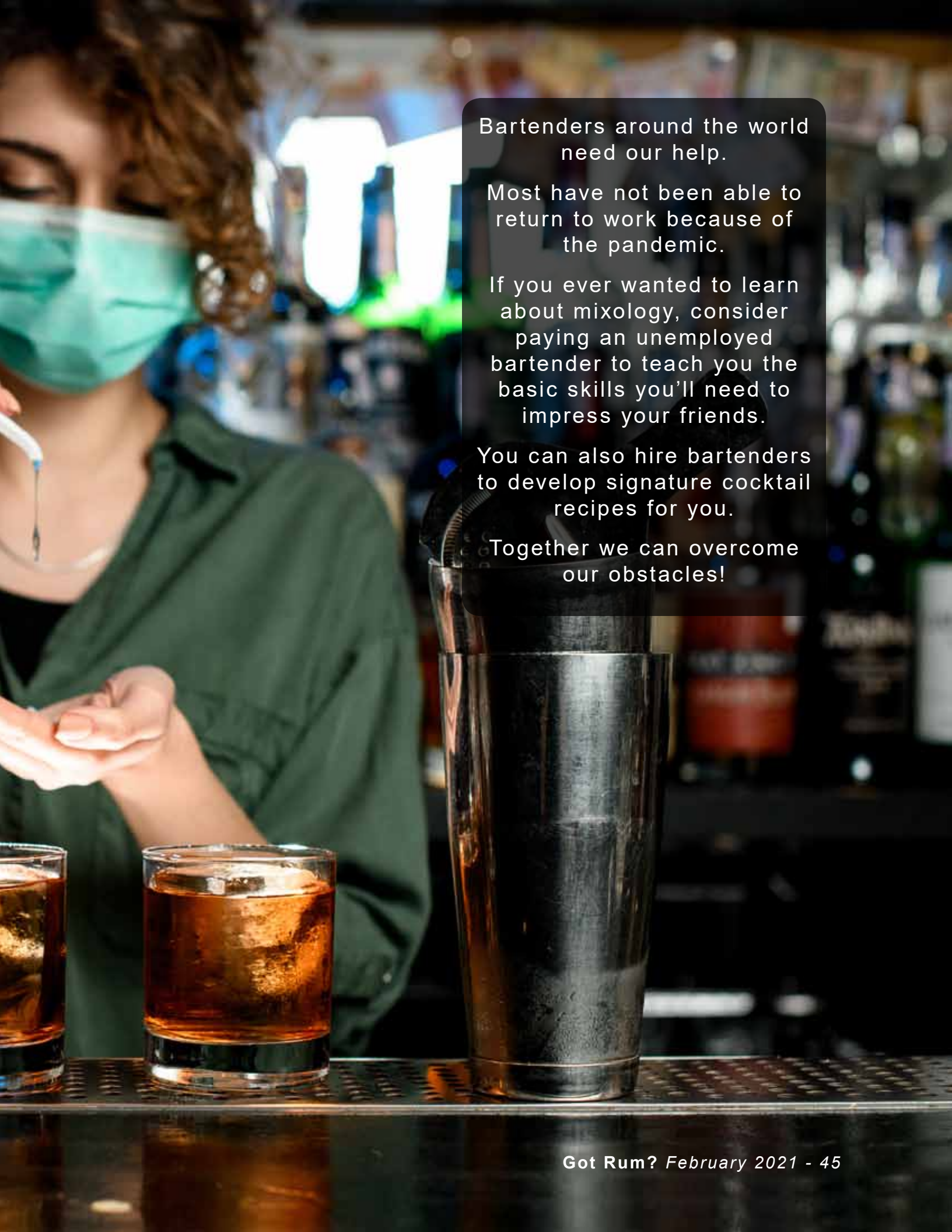
Combine all ingredients in a cocktail shaker, add ice and shake well. Pour all into a tall glass and garnish with fresh grated nutmeg.





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Bartenders around the world
need our help.

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

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

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

Together we can overcome
our obstacles!

EXCLUSIVE INTERVIEW

by Margaret Ayala



Kevin Wright, Co-Founder and Head Distiller and Erin Wright, Co-Founder and Chief Brand Officer, Striped Lion Distilling, LLC.

It is so rewarding to interview entrepreneurs who, despite all the obstacles encountered, always find a way to achieve their goals. I'm particularly proud of Kevin and Erin because we've been following their progress, cheering for them, ever since Kevin graduated from The Rum University. And, being a Leo, I'm thrilled beyond words with their name and logo! They are a lovely couple, their rums are excellent and their future is bright!

Margaret Ayala, Publisher



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

Kevin Wright, Co-Founder and Head Distiller – Striped Lion Distilling, LLC;
Erin Wright, Co-Founder and Chief Brand Officer – Striped Lion Distilling, LLC.

We are located in Woodbury, NJ (Gloucester County, about 20 minutes outside of Philadelphia)

Q: What inspired you to get into the spirits industry and why rum?

We have always enjoyed rum, but after tasting aged rum while in Bermuda, more than a dozen years ago, the enjoyment turned into a fascination. With Kevin's fascination with chemistry and Erin's love



of exploring interesting cocktail flavors, we naturally felt drawn to the idea of merging those things together to create our own rum!

Q: I understand you love big cats. Is this what inspired you to name your company Striped Lion? Can you tell us more?

Our first “real” date was to go to the Philadelphia Zoo, where we soon discovered we shared a love of big cats!

The rest, as they say, is history – but when it came to trying to find a name for our company that reflected something about us, we decided to honor our two favorite big cats: the lion and the tiger.

Q: Where did you gain your knowledge about the spirits industry in general, and rum in particular?

We started with a lot of self-study: reading books, attending seminars and festivals, visiting distilleries, and asking a lot of questions. For hands-on distilling, Kevin has attended a couple of courses – including the 5-day Rum University course.

Q: What was the process like, working with your local government, to get your permit approved for the distillery? How long did it take?

Fortunately, our local government has been wonderful to work with! We have a good relationship with them. Our



rate-limiting step was the fact that we needed to get fire protection sprinklers installed to satisfy the requirements for our certificate of occupancy, which was needed for our state permit. That process was long and arduous, and it took us about 4 years to finally solve that problem.

Q: What was your biggest challenge and how did you overcome it?

Our biggest challenge was getting financing for the sprinklers. We were unable to secure traditional loan funds for that. In the end, our landlord was able to work with us to make sure that requirement was fulfilled.

Q: You have mentioned that your operation is run by a majority of women. Could you tell us more about the women involved and their roles at the distillery? Is this something you plan to continue long-term?

Erin is one of the co-founders and is heavily involved in the day-to-day operations of the distillery, especially focusing on the tasting room, retail sales, and guest experience. Kevin's sister, Kanasha, is a minority owner and fulfills serving duties, as well as learning about managing guest experience operations. We plan to always have women in leadership positions, even as we grow.



Q: What rum(s) are you currently producing?

- **STRIPED LION POT STILL RUM:** This is our signature unaged rum. It is fermented from molasses and 100% pot-distilled on our distillery premises, a blend of different distillates.
- **CITRUS RUM:** To produce this rum our unaged pot-still rum is vapor-distilled through citrus peels to impart flavor naturally.
- **COCOA RUM:** This rum starts off as our unaged pot-still rum, which is then vapor-distilled through cocoa nibs
- **CINNAMON RUM:** To make this rum, we vapor-distill our unaged pot-still rum through cinnamon sticks
- **RUM COLLECTOR'S RESERVE 2020:** This is an aged blend of pot-distilled and column-distilled rums from four different countries (Jamaica, Dominican Republic, Panama, and United States). To comply with state regulations, the rum is finished in our distillery by resting it in a cognac cask prior to bottling.

- **OVERPROOF RUM:** This unaged pot-still rum is fermented from molasses and is 100% pot-distilled on our distillery premises. This rum is presented at 60% alcohol by volume.

No sugar or coloring is added to any of our rums

Q: What type of still do you use to distill your spirits?

We have a 100-gallon hybrid pot/column still with 4 plates and a gin basket.

Q: Can you describe your fermentation, is it the same for all products?

We ferment our molasses using a quick, 48-72 hour fermentation. It is the same for all of our current products right now, as we are producing an unaged, low-congener spirit.

Q: Do you plan to add new rums to your portfolio in the future?

Absolutely! We are working on some other flavors, we have plans to do some aging, and also to try to obtain some fresh cane juice. We will also be



experimenting with different yeast and different fermentation parameters.

Q: Where are your products currently available for purchase?

At this moment, they are only available in the retail store on our distillery premises, but we will be available in local retail liquor stores within the next few weeks. We are currently only available in the state of New Jersey, but are working on being available elsewhere as well.

Q: We have all been through quite a change in our lives due to the COVID-19 pandemic, how has it affected your operation and how did you overcome the challenges?

One of the biggest challenges for us has been that we opened in the middle of this pandemic, during a period of reduced indoor seating capacity, with regulations on how we place our tables, and increased rigorous cleaning protocols. We have been able to use some outdoor seating, although it is currently winter and that is not as popular an option right now. We are also allowed to sell cocktails to-go as a temporary measure.

Q: Do you offer tours of your distillery? If so, are reservations recommended or required?

Yes, we do offer tours. Reservations are required, because we have to continually be mindful of our reduced capacity.

Reservations will likely be recommended even after the pandemic restrictions are lifted.

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

During our tour, we bring customers into our production area and give an overview of how our rum is produced. Often production is under way while our guests are touring. Whether customers choose the walking tour option described above, or simply opt to hear some educational information about our facility before they enjoy a cocktail, everyone gets a little bit of education on our facility and our philosophy.

Q: You also have a tasting room, do you only offer tasting of your rums or



do you also serve cocktails made with other products?

In our tasting room, we only use spirits that are made on-site.

Q: Do you have a particular cocktail on your menu that is your favorite and if so, why?

Kevin: "The cocoa crème, because of all of the wonderful cocktails we have, that's the one I created!"

Erin: What cocktail I want depends on my mood, but our top three guest favorites are our House Punch, Old Fashioned, and... the Cocoa Crème – which features our cocoa rum, paired with simple syrup, cream, and a little bit of seltzer.

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

drinkup@stripedlionrum.com

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

We encourage others to always enjoy their rum thoughtfully, and with an open mind!

Margaret: Again Kevin and Erin, thank you so much for this opportunity and I wish you and your entire team all the best of luck.

Cheers!

Margaret Ayala, publisher of "Got Rum?"

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



Love Pairing

To think of February is to think of the month of love, a month where couples love to celebrate their love with romantic dinners or other special activities. Obviously, if it is a dinner, there is no better way to end it than with a pairing which, even if it is simple, will be special because of the date.

The brand of cigar for this occasion is quite obvious too: it is hard to think of one more romantic or romanticized than Romeo y Julieta, an established brand with many devoted consumers who are "in love" with the products. The format I selected is a Robusto, the most romantic Robusto (50 Ring x 124 mm), a relatively new format, but one that has been well-received since its release in 2006. This format cigar is ideal for those brief moments we want to enjoy, perfect for a romantic after dinner.

The cocktail is an invention of mine, something fresh and with low alcohol, but that retains the character of the rum. I was inspired by the idea of a cocktail that could be served as a digestif, mixed with black tea and peach juice. These flavors should combine very well with a fruity rum, so without hesitation I grabbed a bottle of Agricole Rhum, specifically I selected Clément VSOP from Martinique, which already features dried apricot and peach notes in its bouquet, alongside tanned leather which matches perfectly with black tea.

Here are the ingredients for the cocktail:

- 3 oz. Rhum Clément VSOP
- 2 oz. Peach Flavored Black Tea



Photo credit: @Cigarili



Photo credit: @Cigarili

The technique is very easy, simply chill the products and then pour them into a well-chilled glass. So simple but the cocktail retains the full aromas and flavors of the ingredients. It might look aggressive at first, but the overall strength of the cocktail is designed to be mellow, for a romantic evening, the ideal consumption time matches the 30 or so minutes it takes to smoke the cigar (or you can drink it faster and have a second one!).

I hope you can recreate this pairing at your house. If you don't have a

peach-flavored iced tea, you could make your own by macerating peaches in tea for at least 24 hours. The result will be worth the effort, as it adds complexity and delightful aromas to the rum. Enjoy this special day of the year, with a romantic dinner and a simple, yet spectacularly-smooth and elegant pairing.

Cheers!
Philip Ili Barake
#GRCigarPairing



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