

# Got Rum?®

FEBRUARY 2022

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM  
VALENTINE'S DAY - RUM HISTORIAN  
RUM IN THE NEWS - SUGAR MILLS  
THE RUM UNIVERSITY - EXCLUSIVE INTERVIEW**





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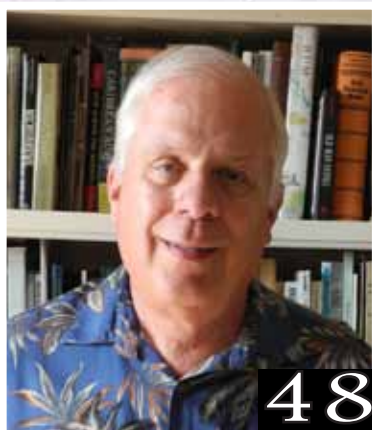


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# Got Rum?<sup>®</sup>

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FRONT COVER: Sweetness Distilled  
INSIDE SPREAD: The Heart of the Sugarcane



# FROM THE EDITOR

## Balancing Yield vs. Flavor

Back in the mid 1800's, Johan Gregor Mendel, who is recognized today as the "father of genetics," studied the segregation of parental genes in plants and their reappearance in their offspring. His work, which was not recognized or applied at that time, was later rediscovered by researchers. His mathematical patterns of inheritance are widely-known now as "Mendel's Laws of Heredity".

During the 20th century, the application of Mendel's laws and Darwin's theory of evolution provided the foundation for the successful development and propagation of numerous new varieties of fruits, vegetables, grains and legumes, many of which we enjoy to this day.

Increasing crop yields has become very important as the world's population grows and the surface land available for agriculture is continuously decreased, along with the resources needed for cultivation. Researcher George Harrison Shull, for example, whose application of the above principles resulted in the creation of "Shull's Corn," managed to increase corn crop yields by 20%-50%, which was instrumental in feeding the world after the end of World War II.

Selecting genetic traits from parents to produce more desirable offspring -also known as *hybridization*- rarely focuses on flavor or aroma traits, as the bulk of the research done in this field is backed by financial interests wanting to see returns in the form of quantity and durability, rather than optimized taste.

In the world of sugarcane, for example, new varieties are constantly being developed, with higher insect tolerance, higher fiber content (more bagasse means more fuel for generators



producing electricity) and better resistance to cold weather.

The world needs commercially-available hybrids to support our critical industries, but we also need to preserve original or native specimens that honor the plants' own evolution paths. Not only can these "original" specimens help future hybridization efforts, they also represent organoleptic expressions of nature with flavors and aromas that exist for a reason. Finding the balance here, as in all areas, is the key to a better future.

Cheers!

Luis Ayala, *Editor and Publisher*



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

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

# THE ANGEL'S SHARE

by Paul Senft



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

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

Cheers!

## Ten to One Caribbean White Rum

The Ten to One product line is the brainchild of creator Marc-Kwest Farrell, former Starbucks Vice President, and spirit brand entrepreneur. First released in 2020 in New York, the Ten to One rum line has quickly expanded its distribution across the United States. I was glad to finally see it on the shelves at one of my local stores and snapped up a bottle to review for Got Rum? Magazine. Ten to One Caribbean White Rum is a blend of unaged Dominican Republic Column Still rums and Jamaican High Ester Pot Still Rums blended to 45% ABV in Jacksonville, Florida and is unfiltered and additive free.

### Appearance

The short necked 750 ml bottle has a clear security band holding a wooden capped synthetic cork to the bottle. The label is loaded with information about the rum, including a message from the owner, as well as basic tasting notes.

The liquid in the bottle and in the glass is clear, but has distillate floating in it. This is solid confirmation that the rum is unfiltered. Swirling the liquid creates a medium band around the glass that slowly thickens and drops thick fast moving legs.

### Nose

The aroma is tropical fruit-forward, with notes of ripe bananas, fresh cut pineapple, orange and lemon zest, as well as white pepper and lemongrass.

### Palate

Sipping the rum reveals an interesting balance of flavors. Floral notes take the



high notes, while a foundation is formed with mineral and citrus zest notes. The midline is filled with the tropical fruit flavors from the aroma. Additional sips reveal the floral notes to be vanilla flower, jasmine and herbal tea, while the tropical notes are confirmed to be pineapple, banana, with the addition of fresh melon and a hint of honey. The mineral notes add just the right amount of earthiness to the profile, with a light coppery metallic twang. The zest helps unite and bind all the flavors together in long, herbal, sweet finish.

### Review

By the time I was able to acquire a bottle, I had seen a great deal written about the rum and its owner. Recently, the artist Ciara signed on as a partner of Ten to One which makes me hope that the brand will be adding to its portfolio in the future. The rum is surprisingly well balanced and engineered to be what I see as a Swiss army knife work horse rum. I discussed the rum with friends who have been using it for a while and it appears to exceed expectations when used in a Daiquiri and leads to well balanced tropical cocktails that have unsweetened natural juices. Artificial flavors and the mineral note can be combative depending on the drink so experiment accordingly. As I mentioned, the distribution of this rum has led to it being readily available in most states and through online retailers. If you are looking for a new base rum to use with your cocktails, it may just serve you well to give this one a try.



[www.tentoonerum.com](http://www.tentoonerum.com)

# THE ANGEL'S SHARE

by Paul Senft

## Diamond Reserve 151 Demerara Rum

This rum is produced at the legendary Demerara Distillers LTD. (DDL) in Guyana. The company creates the rum by fermenting molasses and then distilling the liquid in a combination of the company's heritage stills: a wooden column Still, French Savalle four column Still and the Port Mourant Wooden Pot Still.

The rums in the blend are aged in used white oak bourbon casks for one to two years, then blended and bottled at 75.5 ABV.

### Appearance

The rum holds a ruby tinged mahogany color in the bottle, lightening slightly in the glass. Swirling the rum creates a thin band around the glass that drops a set of fast moving legs. The band evaporates quickly, leaving a ring of residue in its wake.

The 750 ml short handled bottle's "Diamond 151" label design makes the bottle pop on the shelves, making it easy to spot. Demerara Distillers Limited is embossed on the glass. The labels share the key details about the rum and even has the Demerara Rum indicator on the back label.

### Nose

I poured the rum in the glass and the aroma of dried fruit, brown sugar and syrup filled the air. After the aroma settled, I discovered notes of butterscotch, fresh apples, apricots, dried cherries and raisins.

### Palate

The rum has a chewy molasses texture as the alcohol envelops the palate. Notes of vanilla, cacao, butterscotch and the fruit notes from the aroma swirl in fast. Leather, baking spices and dried tobacco notes take over the midpoint and transition into the oak and char notes, leading to a mildly sweet, mineral (graphite) rich finish.

### Review

Reviewing higher proof rums is always an interesting experience as the alcohol can, and often does, dominate the flavor profile. In this case, I thought the flavors were well balanced and enjoyed that the signature notes fit perfectly in line with what I consider a "Demerara Rum". These notes fit in well with tropical cocktails that call for 151 proof rum as an ingredient or float, especially cocktails like the classic 1944 Mai Tai, Zombie or Caribbean Cooler.

Moderately priced, this rum is a good value in the 151 category and is worth picking up if you want to experiment with this genre of rum.





[www.demeraradistillers.com](http://www.demeraradistillers.com)

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# COOKING WITH RUM

**Bringing the Spirit of the Cane  
Into the Heart of the Kitchen!**

by Chef Susan Whitley









## Rum Bacon Balls

### Ingredients:

- 1 lb. Ground Chicken
- 2 C. All-Purpose Flour
- 4 ½ tsp. Baking Powder
- 1 tsp. Salt
- ½ tsp. Cayenne Pepper, add more if you like them spicy
- 3 Tbsp. Butter, melted
- 8 oz. Cheddar Cheese, grated
- 4 oz. Pecans, chopped
- 2 Eggs, beaten
- 1 C. Panko Bread Crumbs
- 2 pkgs. Bacon
- 1 C. Dark Rum
- ½ C. Brown Sugar

### Directions:

1. Preheat oven to 400°F. In a large bowl, whisk together flour, baking powder, salt, cayenne pepper and butter. Add the grated cheese and toss to coat cheese. Crumble chicken into bowl with clean hands. Squeeze mixture through your fingers and knead the mixture to make sure everything has been mixed well together. After a few minutes of mixing, add nuts and mix well.
2. Firmly roll the mixture into 1 ½ inch balls.
3. Place bacon strips (cut in half) in a pan. Pour the rum over the bacon and add brown sugar. Let soak for about 5 minutes.
4. In a separate bowl, crack the 2 eggs and beat thoroughly. Take each chicken ball and dip into bowl to completely cover with egg mixture. Then roll each of the chicken balls in the Panko bread crumbs until covered completely.
5. Wrap each bacon strip around chicken balls and use toothpicks to hold it in place.
6. Place balls on a sheet pan that has non-stick cooking spray (or use foil).
7. Bake chicken balls for 15 minutes. Turn the balls and bake for an additional 5-10 minutes (or until bacon is completely cooked).
8. Remove from oven and ready to serve. See recipe on next page for an excellent dipping sauce for your Rum Bacon Balls.



Photo credit: [www.kapplerkitchen.com](http://www.kapplerkitchen.com)



## Rum Mayonnaise

### Ingredients:

- 2 Egg Yolks, raw
- ½ tsp. Salt
- ½ tsp. Dry Mustard
- 1 Tbsp. Tarragon Wine Vinegar
- 1 Tbsp. Dark Rum, same rum used for the Rum Bacon Balls
- 1 C. Olive Oil

### Directions:

1. In a blender, mix the first five ingredients at high speed for 30 seconds.
2. Turn to slow speed and slowly start adding the olive oil through the small opening in the lid of the blender.
3. Blend until entire mixture is smooth and thick.

This recipes makes about 1 ½ cups of mayonnaise.



Photo credit: [www.downshiftology.com](http://www.downshiftology.com)

# **RUM**

## **Aging**

### **Science:**

**French Oak vs.  
American Oak**

A Research  
Collaboration Between

**THE Rum**  
**UNIVERSITY**

and



**RUM CENTRAL**







# RUM Aging Science

## French Oak vs. American Oak

### Introduction

In Volume 1 of **Rum Aging Science** (published from January through December of 2020), we explored the aging of rum in American Oak, ex-Whiskey barrels. In Volume 2 (published from January through December of 2021) we explored the aging of rum in new American Oak barrels. This year's Volume explores the aging of rum in French Oak barrels.

**The Rum:** Just as we did in Volumes 1 and 2, this new series starts using a low-congener, column-distilled rum, made from fermented HT (High Test or "*miel virgen*") molasses. We use low-congener rum so that we can focus more on detecting the wood extractables and their impact on the rum's profile.

**The Barrel:** We selected barrel number 20-0016, made by Independent Stave Company, with toasted staves and char #1 heads (see photo on page 18).

**The Wood Extractives:** The compositions of both American Oak and French Oak have a lot of things in common. They are, after all, both oaks. But the proportions of the components that are extractable by alcohol differ between one and the other. These extractives include:

- **Cellulose** - is the most abundant natural polymer on earth. It consists of linear chains of glucose units and remains relatively intact even after wood curing and toasting.
- **Hemicellulose** - also known as a "wood sugar" is a two-dimensional polymer comprised of many simple sugars, including: *Glucose*, *Xylose*, *Mannose*, *Arabinose*, *Galactose* and *Rhamnose*.
- **Lignin** - despite the fact that it is also one of the most abundant nature-produced materials on earth, lignin remains one of the least understood. Oak ligning consists of two building blocks: *guaiacyl* and *syringyl*. The former is responsible for producing *coniferaldehyde*, *vanillin* and *vanillic acid*, which -especially the vanillin- are easily recognized in cask-condition spirits.
- **Oak tannins** - these plant polyphenols derive their name from the Latin word *tannum*, which means "crushed oak bark," since in early times oak trees served as a major source of tannin for the leather-tannin industry. Tannins improve aged rum's character by increasing the perception of balance, complexity and roundness.

#### Scope of Study

Each month we will evaluate a sample of the rum collected from the barrel and will report its pH, ABV and color. We'll compare these results against those obtained from the rums in Volumes 1 and 2.



# RUM Aging Science

## French Oak vs. American Oak



Above, Left to Right: one-month old rum samples, aged in a) new French oak barrel, b) new American oak barrel and c) used ex-whiskey barrel. The concentration of wood extractives is evident to the naked eye.

### Rum aged in a new, French oak barrel, after 1 month

Well, our rum has spent its first month inside the barrel at Rum Central's aging cellar. It was one of the coldest months of the year, but the rum nonetheless managed to interact with the barrel to extract tannins, ligning, cellulos, etc. If we had filled the barrel in June, the first 30 days would have resulted in higher extraction levels due to the increased heat, but we'll get to that later. All of the previous Volumes of Rum Aging Science have been based on 12 months (Jan-Dec) and this one will not be an exemption.

# RUM Aging Science

French Oak vs. American Oak



Above: the barrel that is the subject of this 12-month, rum-aging study. Made from French Oak, by Independent Stave Company. The barrel is being kept at the Rum Central Distilled Spirits Plant in Texas.



# RUM Aging Science

## French Oak vs. American Oak

### Organoleptic Changes

The aroma is very raw/fresh, meaning harsh and superficial. The increased level of tannins present in French oak come across as having a spicy character, similar to cinnamon and clove. The taste is definitely harsh, as the tannins have not had a chance to oxidize and there has been very little time for esterification.

### Physical Changes

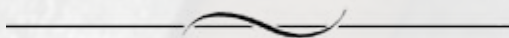
These are the pH readings, as recorded on the 1st day of each month, compared to the rums from the previous Volumes, which was aged in an ex-Bourbon barrel. Notice how quickly the pH goes from neutral to acid:

pH	New French Barrel	New American Barrel	Used American Barrel
January	7.04	7.04	7.04
February	5.16	5.01	5.67

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

ABV%	New French Barrel	New American Barrel	Used American Barrel
January	62.35	62.35	63.43
February	62.30	61.80	63.42

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



# Happy Valentine's Day







## The Simplest Pairings Are Often The Best Ones!

Do you like chocolate? Do you like rum? Then treat yourself to one of the simplest, yet most enjoyable pairings imaginable!

Try pairing a high-cocoa chocolate with a rum aged in French oak or a rum aged in an ex-whiskey barrel with chocolate-covered almonds!

The sky is the limit!







## Watermelon Mojitos

Ingredients (per serving):

- 1 Oz. Mint-flavored Symple Syrup
- 1 Oz. freshly squeezed Lime Juice
- Small pieces of watermelon, seeded and cut into bite-sized cubes
- 3 Oz. White Rum
- Club Soda or Lemon-Lime Soda
- Thinly-sliced Lime Wheels for garnish







Directions:

1. Pour lime juice and rum into the serving glass. Gently stir until combined.
2. Add ice cubes and watermelon cubes. Add Club Soda or Lemon-Lime Soda taste and top with lime wheels.

## **Cranberry Rum Martini**

Ingredients (per serving):

- 1 oz. Lime Juice
- 2 oz. Cranberry Juice
- 1 tsp. Sugar
- ½ oz. White Rum
- ½ oz. Golden Rum
- ½ oz. Dark Rum

Directions:

1. Pour lime juice, cranberry juice, sugar, white, golden and dark rums into a cocktail shaker filled with ice.
2. Shake well and strain into a Martini glass.
3. Garnish with a strawberry and/or red sugar.

Source: [www.thekitchenmagpie.com](http://www.thekitchenmagpie.com)









## Jamaican Coffee / Rum Coffee

### Ingredients:

- $\frac{3}{4}$  Oz. Dark Rum
- $\frac{3}{4}$  Oz. Coffee-Flavored Liqueur
- 1 cup Freshly Brewed Coffee
- 2 Tbsps. Whipped Cream as garnish (optional)
- 1 Chocolate Covered Coffee Bean (optional)

### Directions:

1. Pour rum and coffee liqueur into a fancy coffee cup.
2. Fill the cup with the hot coffee.
3. Optional: Top with a dollop of whipped cream and garnish with a coffee bean.

## Here's to Fighting, Cheating, Stealing and Drinking!

If you **Fight**, may you fight for a friend.

If you **Cheat**, may you cheat death.


If you **Steal**, may you steal a lover's heart.

And if you **Drink**, may you drink with me!

— Anonymous





The background of the page is a dark, moody photograph. In the lower-left foreground, a thick, lit candle is visible, its flame casting a warm, yellow glow. To the right and slightly behind the candle, a glass filled with a dark liquid, presumably rum, is shown. The glass is out of focus, with light reflecting off its rim and the surface of the liquid. The overall atmosphere is intimate and classic.

“To every lovely lady bright,  
I wish a gallant faithful knight;

To every faithful lover, too,  
I wish a trusting lady true.”

— Sir Walter Scott

A glass of rum is the central focus, filled with a golden-brown liquid. It sits on a stack of old, thick books. The background is a warm, blurred scene of more books and a piece of paper with Russian text. The lighting is soft and warm, creating a cozy atmosphere.

# THE Rum UNIVERSITY LIBRARY

Reviews of books related to sugarcane, milling, fermentation, distillation, aging, blending and other topics related to the production or history of rum.

[www.RumUniversity.com](http://www.RumUniversity.com)



## The Art of Mixology: Classic Cocktails and Curious Concoctions

(Publisher's review)

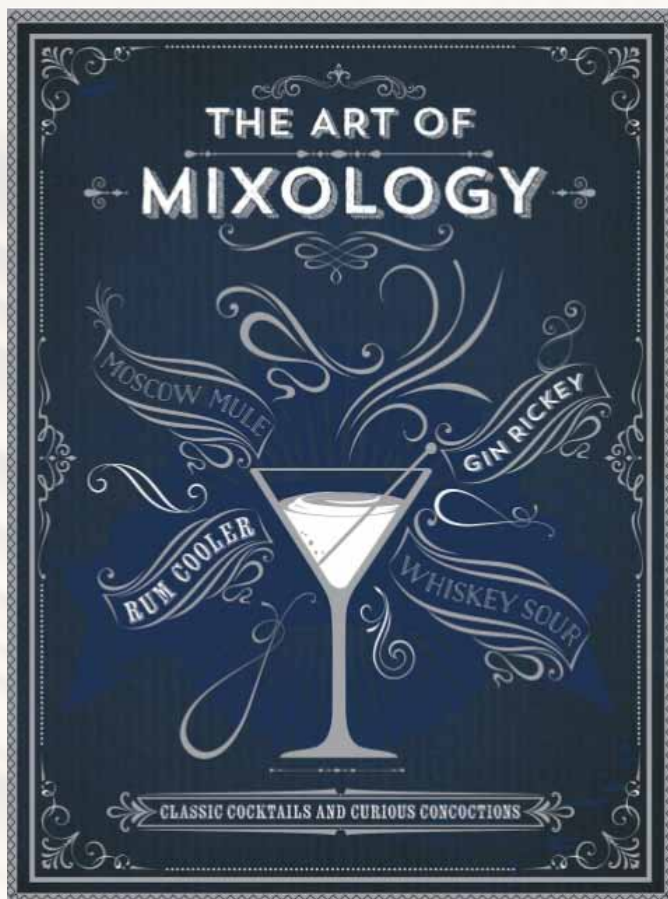
Become your own bartender and create new, delicious concoctions at home with this collection of artisan cocktail recipes. In addition to craft drinks and techniques, this book also covers traditional mixology methods and features classic cocktails that never go out of styles, such as the Mai Tai, Marilyn Monroe, and Zombie. Are you craving a cocktail but not the alcohol? Try your hand at making mock-tails with recipes for the Ginger Fizz, Long Boat, Sober Sunday, or Cranberry Energizer. Let the cocktail hour commence with more than 200 recipes to choose from!

**CLASSIC AND CONTEMPORARY RECIPES:** The best of traditional and contemporary mixology for all occasions. For a romantic dinner, special celebration, holidays, entertaining and more, there is a perfect, well-loved drink for every get-together.

**ACCOMMODATES ALL LEVELS:** This ultimate cocktail recipe book is made for beginners, experts, and everyone in between, featuring non-alcoholic drink recipes or mix drinks with alcohol favorites including whiskey, vodka, gin, rum, brandy, and bubbles.

**ANY OCCASION:** Whether it's creating a cocktail hour martini or fixing a Brandy Alexander nightcap, this is the stylish guide to exclusive drinking that will capture the beautiful cocktail artistry for all drink enthusiasts.

**EASY AND SIMPLE:** Includes a beginner bartenders guide to cocktails and a stunning anthology of cocktail recipes for novice to experienced bartenders



to make at home as well as beautiful photographs.

**MAKES A GREAT GIFT:** Makes a great gift for a birthday, holiday, Valentine's Day, Mother's Day, Father's Day, and more. This is a great bartending book gift for a new home or to complete any renovated home bar.

**Publisher:** Parragon Books (September 18, 2018)

**Language:** English

**Hardcover:** 192 pages

**ISBN-10:** 1680524100

**ISBN-13:** 978-1680524109

**Item Weight:** 1.65 pounds

**Dimensions:** 7.7 x 0.7 x 9.4 inches









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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](http://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.



## WHAT'S IN A NAME?

The substance that we now call alcohol was first discovered in 11th century's Italy; in the Middle Ages, Latin was the common language of cultivated people, and the new, strange and wonderful substance was first called *aqua* (water), because it was as colorless as water. Later, in the 1200s, when alcohol production spread in Northern Italy, they referred to it as *aqua vitae* (water of life) or even *aqua ardens* (burning water). *Aqua vitae* resulted in the Italian *acquavite*, the French *eau-de-vie*, the German *aquavit*, the Scandinavian *akvavit* and more, including the Gaelic *uisgebeatha*, which then became whisky. *Aqua ardens* resulted in the Spanish *aguardiente* and the Portuguese *aguardente*.

Between the 1500s and the 1600s, the Spanish and the Portuguese introduced sugarcane in America, producing great quantities of sugar and also a new, strong alcoholic drink that they called *aguardiente de caña* and *aguardiente de cana* (sugarcane burning water). Then, depending on different places, periods and languages, came many other names: Chinguirito, Roma, Gerebita, Eau-de-vie de canne, Tafia, Guildive, etc. Even today various distilled beverages made from sugar cane have different names than Rum, the most famous is the Brazilian *Cachaça*, but there are also the Mexican *Paranubes* and *Charanda* and others.



In the second half of the 1600s, also in Barbados and in the other English colonies in the Caribbean, to designate sugarcane spirit they used many names, such as Kill-Devil, Rumbullion, Barbados Water, This Country's Spirit, etc. Among those, over time the use of the word Rum emerged and it became dominant during the 1700s. And, since in the 1700s Great Britain became the most important producer, consumer and importer of rum in the world, the English word spread in Europe and then all over the world; sometimes with local adaptations, like the Russian and Swedish *Rom*, other times adopting the English word directly, as in German and Italian.

But where does the word Rum come from? According to Wikipedia, the origin of the word "rum" is unclear. I agree with this opinion and, I'll tell you straight away, even more after writing this article.

As our readers know, one of my passions as a Rum Historian is the study of the Origin of Rum. Well, I believe that finding out the origin of the word Rum is fascinating in itself, but it can be very useful too in order to understand the origin of the thing Rum. Unfortunately, I am not an etymologist and I have never carried out specific research on the origin of the word. Therefore you won't find any new discoveries and original hypotheses in this article. More simply, since the hypotheses that are circulating have not convinced me, I have tried to put in order the things I have come across about the name during these years of work on the history of Rum, and while doing so, I have done some thinking. What's more, in some cases I have been able to verify the sources personally, directly in the texts; therefore they are primary, reliable sources. In other cases, on the other hand, this has not been possible, so I had to rely on secondary, second-hand sources, regarding which I have to trust those who quote them. In the latter cases, however, I have tried to use the oldest sources and the ones which seemed the most authoritative. If any reader should be interested in this subject, you may write to me and I will detail which sources are first-hand and which are second-hand.

According to the *Oxford Advanced Learner's Dictionary* online:

## RUM

**Noun** a strong alcoholic drink made from the juice of sugar cane

**Adj.** [usually before noun] (old-fashioned, BrE, informal) strange **SYN** odd, peculiar

## WORD ORIGIN

**noun** mid17th cent. Perhaps an abbreviation of obsolete *rumbullion*, in the same sense.

Let's clear immediately the field of a hypothesis that reappears every so often, according to which the word comes from the contraction of *Saccarum Officinalis*, the scientific name for sugar cane. This hypothesis is senseless, for two reasons: first because in the 17th-century texts I have read in which the word Rum begins to appear, the word *cane or sugarcane* is used, and certainly not the scientific name; and second, the scientific name of sugar cane, with the system of binomial nomenclature, comes, I believe, from the Taxonomy of the great Swedish naturalist Carolus Linnaeus who published the first edition of his "*Systema Naturae*" (The System of Nature ) only in 1735, many decades after the first use of the word rum.

Therefore, according to the Dictionary, Rum probably derives from Rumbullion, and this the prevailing opinion in the Rum World too.

However, as far as I know, the first time that new spirit – the thing, not the name - clearly appears in an English published text, is in the deservedly often quoted "*A True and Exact History of the Island of Barbados*" by Richard Ligon, published in 1657, which chronicles Ligon's stay in the island between 1647 and 1650.

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

Why Kill-Devil? Maybe the new liquor was so strong and harsh to kill even the Devil? It would seem that from Kill-devil derived then the French word *guildive*, used for a long time in the French Caribbean to designate our spirit. (even if there are those

who maintain that things went the other way round, that is, that Kill-devil is an anglicisation of the original French *guildive*).

According to F.H.Smith in his seminal “*Caribbean Rum*”, 2005, “The lack of a common name for a sugarcane-based alcoholic beverage underscores its novelty. The earliest document to specifically use the term *rum* is a plantation deed recorded in Barbados in 1650, which identified Three Houses estate in St. Philip parish as having ‘four large mastick cisterns for liquor for Rum. The name *rum* originated in the British Caribbean in the seventeenth century and derivated from the English word *rumbullion*” From the English term Rum, it would seem, originated also the French term *Rhum* and the Spanish *Ron*.

For some time our spirit was called both Rumbullion and Rum, later, though, Rumbullion disappeared, replaced by Rum, whereas Kill Devil continued to be used for longer, especially in New England:

“*Rum* is a Spirit extracted from the juice of the Sugar-caness, commonly, twice as strong as *Brandy*, call’d *Kill-Devil* in *New England*, whither ‘tis sold, at the rate of Twelve pounds of *Sugar per Gallon*” (G. Warren “*An impartial description of Surinam upon the continent of Guiana ...*” 1667)

Many texts concern themselves with the derivation of Rum from Rumbullion; the most interesting one seems to me N.D. Davis’ essay *The Etymology of the word “Rum”* (*Timehri* 1885). Let’s read some extracts.

“In the Library of Trinity College, Dublin, is a manuscript entitled ‘A briefe description of the Island of Barbados’. It is undated, but from internal evidence it must have been written about the year 1651. In describing the various drinks in vogue in Barbados, the writer says: ‘The chief fuddling they make in the Island is *Rumbullion alias Kill-Divill*, and this is made of sugar canes distilled, a hot, hellish, and terrible liquor. In a News’ Letter from Leyden, dated 23rd February, 1652, and published in No 90 of *Mercurius Politicus* for the week from the 19th to the 26th of February, 1652, there is a report of the latest intelligence from Barbados, which includes the following statement: ‘ So that part by the Brandywine, wherewith we have furnish him, the spirits of *Rombullion*”

In an order of the Assizes of Bermudas in 1660 we find “a caske of *Rumbullion*”.

And a little later, “So early, however, as the 3rd of July 1661, the word Rum is used in the Orders of the Governor and Council of Jamaica ... and, by 1675, not only had the word itself come into use in the Bermudas, but it was even found necessary to pass a Law there on the 23rd of June in that year to prohibit the making of ‘unwholesome liquor called Rum’ ”

Barbados 1668: “Act to prevent the selling of ‘Brandy and Rum in Tippling houses” near the broad paths and highways”

Regarding the meaning of Rumbullion, Davis writes:

“As regards the word RUMBULLION itself, HALLIWELL, in his *Dictionary of Archaic and Provincial Words* gives it as a Devonshire word meaning, *A great tumult*; and, as many of the settlers in Barbados, at the time when Sugar-making was being established in that Island, came from Devonshire ...”

This hypothesis seems likely to Davis and the meaning would derive from the confusion that the excessive consumption of rum caused among the settlers. Davis then continues “the English had by 1600 substituted RUM for Kill-Devil. In enquiring how the new form of appellation came into the language, there seems strong reason for coming to the conclusion that as in the case of the word cab , which has been cut off from its original *cabriolet*, and of tat from tarpaulin, which was Jack-Tar’s earlier designation, so RUM has been clipped from RUMBULLION.”

Davis adds another hypothesis too. “A simpler theory is that the word ‘rum’, a colloquial term in Elizabethan times for something excellent, was combined with the French word for hot liquid, *buillon*, thereby giving us a description of a fine, hot drink”. I’m not buying this, because all the sources tell us that rum was a hellish drink, anything but fine; however, the reference to the French word *buillon*, meaning hot, boiling liquid, is extremely interesting.

According to P. Poiré in the “*Dictionnaire des Sciences et leurs applications*”, 1890 -1910, though, the word Rum has a completely different origin. It comes – he says - from the Malay word *brum* meaning liquor. And also



in "*Cuba. The Legend of Rum*" published in 2009 by A. Miller and J. Brown with D. Broom and N. Strangeway, we can read: "According to the nineteenth-century philologist Walter William Skeat, the term is an Anglicised version of the Malay word *brum*, which is an arrack made from sugarcane juice." As far as I am aware, this is possible. The commercial production of Spirits is a Western invention, but the distillation techniques arrived also in the East, where sugarcane cultivation and sugar making had a long history and where they soon began to distill spirits from many plants, including rice and sugarcane. Moreover, we know that also the English word *Punch*, - one of the most popular English beverages often made with Rum - came from the East in the same period.

Last but not least, there is a consensus in the Rum World that the first to appear was the English word *Rum* and that *Rhum* is a later French version. Moreover, it is often said that the letter H was added for the first time in the "*Encyclopédie*", possibly to ennoble the word, and only later did it come into common use in the French language.

And yet ...

John Josselyn was born in Essex, England, in 1608. We know little about him, but surely he was from a well-off family because he had received a good education and he could pay for two expensive voyages to America. He traveled to New England for the first time in 1638, for more than a year. Then he returned there in 1663, for eight years. We ignore the exact purpose of his voyages, but we know that a brother of his was an important planter in the colony. Back in England Josselyn wrote a book, "*An Account of Two Voyages to New England*", published in 1674. He was a keen naturalist and observer, particularly interested in medicine and botany and the *Account* is one of our fundamental sources about New England in this early phase of settlement. Josselyn's is also a handbook, a guide for settlers. In the description of his first voyage, he advises the colonists to take a number of things with them: food, medicines, weapons and various tools and he even quotes their prices. And "One gallon of *Aqua vitae*". This is very interesting, *Aqua vitae*, that is, Water of Life, the first name for distilled spirits in Europe. We don't know what spirit it was, maybe brandy, anyway it tells us that in 1638 England the

consumption of spirits was already common.

But we are here for Rum, and here it is:

"The fourth and twentieth day [September 1639] being *Munday*, I went aboard the *Fellowship* of 100 and 70 Tuns a Flemish bottom the master *George Luxon of Bittiford in Devonshire*, several of my friends came to bid me farewell, among the rest Captain *Thomas Wannerton* who drank to me a pint of kill-devil *alias Rhum* at a draught"

According to John McCusker's classic "The Rum Trade and the Balance of Payments of the Thirteen Continental Colonies 1650-1775", 1970, West Indians found a market for it in New England as early as 1638 "The reference appears in John Josselin's ... The wealth of detail in which he tells the story suggests that his published version was set down at the time and not remembered, potentially inaccurately, and recited at some later date. What details we can check verify some of the elements of his story. Contemporary sources, for instance, show Wannerton's action to be entirely in character."

Let's read this sentence again: "kill-devil *alias Rhum*". First, it is one of the few pieces of evidence we have that kill-devil and Rhum are two different words for the same thing, 9 years before the arrival of Ligon in Barbados. Secondly, why Rhum with an H? This source was published in English, by an Englishman, about a spirit produced in an English colony, more than 70 years BEFORE the publication of the "*Encyclopédie*"!

In conclusion, the real origin of the word Rum is really obscure.

Marco Pierini

## POST SCRIPTUM

Not even the relation between the English term Rum and the modern Spanish term *Ron* is straightforward, but I'm still doing research on this topic, therefore I would rather postpone it until I can tell you something more.



The background of the entire page is a photograph of a historic stone mill. The mill is constructed from rough-hewn stones and features a large, circular, dark-colored gear or opening on its side. The mill is situated outdoors, surrounded by lush green trees and foliage. A paved path or walkway is visible in the foreground, leading towards the mill. The overall scene is bright and sunny, with dappled light filtering through the leaves.

THE **Rum**  
UNIVERSITY

Presents

# The Sugar Mill: Origins and Evolution







## Introduction

Sugarcane (*Saccharum officinarum*) is a perennial grass of the family *Poaceae*. It is primarily cultivated for its juice, from which alcohol (through fermentation and distillation) and sugar (through dehydration and refining) can be obtained. Most of the world's sugarcane is grown in subtropical and tropical areas.

It is commonly accepted today that sugarcane originated in Papua, New Guinea, where it was initially domesticated. The plant was then taken to other lands by traders, where its sweet virtues quickly made it a sought-after commodity.

It is also commonly accepted that around 10,000 years ago, the original inhabitants of Papua did not have tools to process the cane, meaning that they likely chewed it raw to extract the juice, which was consumed as-is (Noël Deerr, *The History of Sugar: Volume One*).

Not much written history exists that documents the early extraction of the juice for the purpose of dehydration and formation of sugar crystals until the publication of *De Materia Medica*, a pharmacopoeia of medicinal plants and the medicines that can be obtained from them, which was written between the years 50 and 70 of the current era by Pedanius Dioscorides, a Greek physician in the Roman army. This is the oldest record documenting the existence of crystalized sugar, which was used at the time to "treat indigestion and stomach ailments."

How did people manage to extract the dissolved sugar from the juice? The answers to this question are at the core of this series. So join us, as we explore this fascinating topic!



The background image shows a vast field of sugarcane plants under a dramatic sky at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The clouds are scattered and catch the low light, appearing in shades of orange, yellow, and blue. The sugarcane plants in the foreground are dark green with long, slender leaves, and their shadows are cast across the ground. A white, rounded rectangular text box is positioned on the right side of the image, containing several paragraphs of text.

## Part 2: The Pole Press

The *Pole Press* likely predates the *Mortar and Pestle Mill* described in Part I of this series. Its simplicity makes it an ideal candidate for individual households or groups of families to have and operate for their own needs. Unlike the animal-powered *Mortar and Pestle Mill*, however, the *Pole Press* requires solely human labor and the amount of sugarcane processed is low, with an equally-low yield of sugarcane juice, therefore making it a bad fit for commercial operations.

The *Pole Press* consists of a large, firm base (usually the trunk of a large tree), through which a hole has been bored. A pole of smaller diameter than the hole is then inserted through and is allowed to move up and down within the hole. Often times a wedge is cut out of the tree trunk, near the bottom of the hole, to provide a flat surface for the sugarcane to rest on.

As the pole is raised, a stalk of sugarcane is placed on the space beneath the pole, such that when the pole is brought down, the downward leverage results in enough pressure to crush and squeeze the juice from the cane.

As the juice is squeezed out of the sugarcane, it is collected into a vessel, either by guiding the juice through grooves cut into the trunk or by using other surfaces as guides.

This press employs the principle of *leverage*, so the longer the pole used, the easier it is for the operator to apply enough downward pressure on the sugarcane stalk.

While the original implementations of the *Pole Press* relied entirely on naturally-occurring materials, it is common to see modern approaches built using contemporary ones, like metals and plastics, but the mechanics are still the same.





Above and below: traditional Pole Press using a wooden pole through a hole in a tree trunk. The pressed juice runs down the side of the trunk and is channeled through grooves on the tree surface towards a leaf that funnels it into a holding vessel. Source: The Rum University Digital Library.







Above: the same technology but implemented using modern materials, with a metal tube instead of a wooden pole, metal spikes to hold the cane and using sheet metal as cane juice collector. Source: [www.wikiwand.com](http://www.wikiwand.com).



There are many places around the world where the *Pole Press* is still employed today for small-scale sugarcane juice extraction.

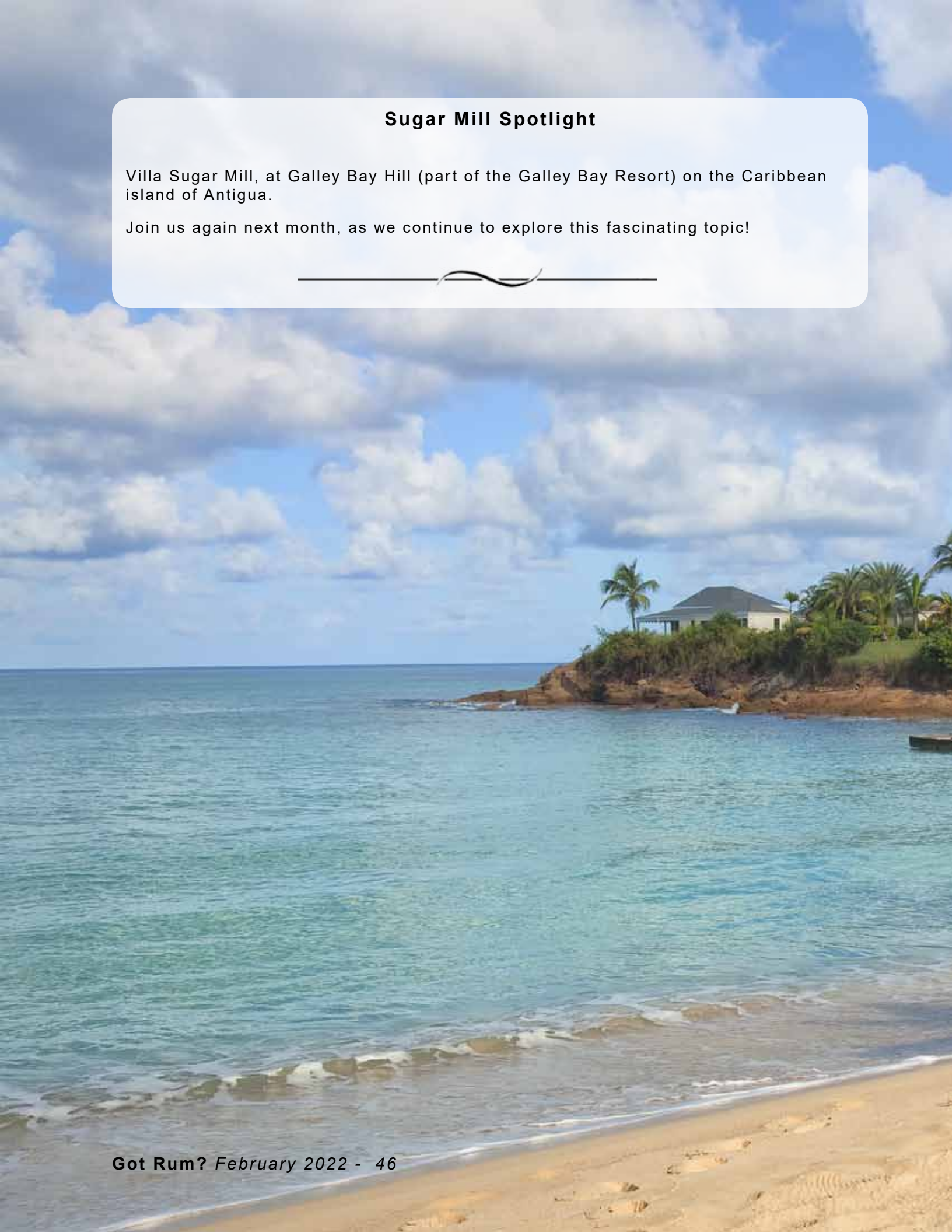
As of 2010, this method was in use by the Cuna Indians on Isla Río Tigre, San Blas Islands in Panama. The photos on the opposite page were taken at a small villa in the Guayas Province in Ecuador.



## Sugar Mill Spotlight

Villa Sugar Mill, at Galley Bay Hill (part of the Galley Bay Resort) on the Caribbean island of Antigua.

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







# RUM IN THE NEWS

by Mike Kunetka



These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send me an email to: [Mike@gotrum.com](mailto:Mike@gotrum.com).

## MONTANYA DISTILLERS

It's a new year and there are several exciting changes happening at Montanya, from a new tasting room and headquarters location to launching their new distillery. Simplicity is their focus for 2022. Montanya has been dreaming of merging their tasting room and headquarters and they are finally able to make it happen. The office and restaurant staff can now collaborate under one roof and streamline many of the daily processes. The goal was to bring the focus of the new tasting room back to a rum-centered establishment with high-quality cocktails and delicious appetizers. Head Chef Nunu Mbokwana and menu creator Rose Reyes collaborated to bring new dishes to the Montanya experience. This entirely gluten-free menu also offers several vegan, dairy-free and vegetarian options. After a year of jumping through hoops, they are finally able to launch their new distillery, with a new still that will allow them to produce eight times more rum than before, without additional staff. The new still was custom built by Bridgetown Systems in Portland, Oregon to meet specs laid out by Montanya's owner and founder



Karen Hoskins. It is a 500 gallon alembic copper pot still with a lentil and bell, aka a double reflux system. It is steam jacketed and is connected to a number of sustainability systems such as closed loop water handling for cooling, cooling that is not powered by glycol but by their high elevation, natural environment and an on-site cooling tower. They are separating stillage for biodigestion on site. <https://www.montanyarum.com/>

#### PLANTATION

Plantation Rum and the team at West Indies Rum Distillery have released a coconut-infused rum made by the best artisan talents from Barbados. Plantation Cut & Dry mixes two icons of the Caribbean culture, rum made using local molasses and infused Bajan coconuts, with a perfect ratio of one coconut per liter of rum. They partnered up with farmer Mr. Anthony Nicholls whose farm lies just a few miles away from the distillery. Perfectly balanced and flavorful, the natural taste and true character of Plantation Cut & Dry will surely please all the mixology artists. Cut & Dry highlights the unique flavor of Bajan rum and its connection with the island, by promoting the rich heritage of farming communities. It is a limited edition exclusively available in Barbados. Also new from Plantation is the latest release from their Vintage Collection, Jamaica 2007. It was produced at the legendary Clarendon distillery. Distilled in a Vendome double-retort pot still after a 3 to 4-day fermentation in wooden vats, the Jamaica MSP 2007 expresses the delicate flavors and distinctive character of the Jamaican light pot-still rums. An exquisite edition showcasing the extraordinary diversity of Jamaican rums and enhanced by double ageing technique. This expression was aged thirteen years in the tropical climate of Jamaica and matured for another two years in French oak Ferrand casks in the southwest of France. <https://www.plantationrum.com/>

#### APPLETON ESTATE

Appleton Estate announced the launch of the Ruby Anniversary Edition, a limited-edition release celebrating Master Blender Joy Spence's 40 years of craftsmanship with the distillery. Ruby Anniversary Edition is an exclusive release unlike any before it in the brand's 270-year history; it is a blend of five exceptionally rare Jamaica rums, aged for a minimum of 35 tropical years, and including rums as old as 45 years, resulting in a complex sipping rum like no other. With only 500 bottles available, this offer is a luxurious gem for rum lovers, a commemorative release for the first female Master Blender in the spirits industry, and a taste of decades of craftsmanship and dedication. Ms. Spence's trailblazing

accomplishment is proof of her pioneering mindset and commitment to excellence in her work. An energetic, unbelievably skilled and deeply passionate force of nature, Joy has worked at Appleton Estate for four decades and proudly served as its Master Blender for nearly a quarter of a century, pouring her vast knowledge and perfectionism into every bottle of Jamaica's most-celebrated rum. Joy's unparalleled sensory skills, allowing her to detect the most delicate notes in her rums, are the crowning jewel of her dedication and expertise. "Forty years ago, I had the opportunity to channel my passion, talent, and knowledge into a role at Appleton Estate," recalls Spence. "I was honored to join one of the most revered world-class brands, in the place I call home. Forty years later," Spence continues, "from luxury editions to permanent expressions, I am still immensely proud to continue to innovate and produce luxurious aged rums at the highest quality standards, suited for every occasion. Since 1981, my goal has been to create the world's most exquisite, refined aged rums and to share them with the world. This special edition marks a milestone for me and was created using some of the finest stock in our over 200,000 barrels." <https://appletonestate.com/>

#### COPALLI RUM

A new year brings an opportunity for a fresh start, a chance to rid yourself of unhealthy habits and commit to doing better in the year ahead. While some may resolve to lose weight, exercise more, or spend less, increased concerns about climate change have many consumers resolving to live more sustainably. This year Copalli suggests eco-minded consumers to keep that resolution with Copalli Rum. Copalli Rum is an organic, single estate rum created to protect the rainforest of Southern Belize. The premium rums, available in white, barrel rested and cacao, are made from organic sugarcane, rainwater and yeast in a distillery designed to be carbon neutral. Resolving to live sustainably has never been more popular. In fact, a report, commissioned by World Wildlife Fund (WWF) and conducted across 54 nations by the Economist Intelligence Unit (EIU), found that interest in sustainable goods had increased by 71 percent in just five years. While some brands only talk about environmental responsibility, Copalli Rum is creating a path for others to follow. "Even before there was a distillery, there was a commitment to sustainability and preserving the Belizean Rainforest," said Mark Breene, CEO, Copalli USA. The founders have spearheaded the philanthropic support of the local community in Southern Belize for more than 20 years, through a legacy of rainforest preservation, marine conservation, and support of local education. Copal Tree Distillery supports the local community as the largest employer in

Southern Belize, providing more than 100 jobs in a clean and safe working environment to residents. "Copalli Rum is the choice for consumers looking for a premium rum that is not only good in cocktails, but good for the planet," added Breene. "Oh, and for those who still want to start a new diet, Copalli Rums are also gluten-free and keto friendly." [www.copallirum.com](http://www.copallirum.com)

#### PROPELLER RUM

The Taiwan News reported that Taiwan has purchased a total of 20,000 bottles of rum from Lithuania to save the liquor from being potentially blocked by Chinese customs. Taiwan Tobacco and Liquor Corporation (TTLC), a state-owned manufacturer and distributor of cigarettes and alcohol, confirmed Taiwan has procured the Lithuanian liquor at the request of the Ministry of Finance (MOF), wrote Mirror Media. The MOF reportedly did so after a wine exporter pleaded for help from the Taiwanese Representative Office in Lithuania because a cargo of rum due to arrive in China on Dec. 20, 2021 might have faced customs issues. According to the exporter, a beer shipment already faced such a fate at Chinese borders. Last month Chinese customs removed Lithuania from its list of origin countries, virtually blocking cargos from the country from being filed, per Reuters. The sanction, among other measures, was imposed to punish the Baltic nation for allowing Taiwan to open a de facto embassy. The 20,000 bottles of dark rum, manufactured by MV Group and sold under the brand of Propeller, arrived in Taiwan on Jan. 9. The rum will be available at spirits distributors across the country, the first of its kind on the market, said TTL Vice President Liao Chih-chien.

#### HAPPY RAPTOR DISTILLING

Last month, Happy Raptor Distilling announced the second annual seasonal release of its bestselling infused rum, 504King Cake! Produced exclusively for carnival season, this unique rum infusion is handcrafted in the Crescent City from only real ingredients and 100% Louisiana molasses. Notably, a portion of sales from every bottle of 504King Cake sold through Mardi Gras Day will benefit Grow Dat Youth Farm. "It's important to us that 504King Cake earns the appreciation of locals first," says co-founder and chief brand officer Meagen Moreland-Taliancich. "Louisianans know when a product has been made with them in mind, and New Orleanians certainly know good rum and good times. For the city's first Mardi Gras in two years, we couldn't be prouder to present 504King Cake again this season." 504King Cake begins as a flavorful, Caribbean-style white rum handcrafted in Happy Raptor's Central City distillery with 100% Louisiana molasses, picked up directly from a century-old sugar refinery in Belle Rose. This unique infusion is crafted with roasted pecans, hand-cut orange peel, vanilla

beans, and cinnamon. These whole ingredients infuse into the white rum for several weeks before they are filtered, bottled, and labeled by hand. 504King Cake contains no artificial ingredients, unnecessary added sweetening or syrups. "The quality of the ingredients we use has a huge impact on the outcome of each batch of rum," says co-founder and head distiller Mark Taliancich. "For us to continue producing a beautiful local product, responsible and equitable agriculture is essential in Louisiana. For this reason, we are very proud to support Grow Dat Youth Farm for this year's release." In keeping with sacred king cake tradition, 504King Cake is a limited, seasonal release available from Epiphany (January 6, 2022) through the end of carnival season. Happy Raptor opened its doors on February 14, 2020, only hours before the first uptown Mardi Gras parade, and one month before the pandemic shut down businesses in Orleans parish. This seasonal release joins Happy Raptor's signature line of infused 504Rum which includes 504Hibiscus, 504Bananas Foster, 504Silver and 504Gold. <https://www.happyraptor.com/>

#### WRAY & NEPHEW

The Jamaica Observer reported that J Wray & Nephew Ltd has raised its collective glass to its employees by allowing them to spend up to five percent of net salary to buy shares in parent company Campari Group. The move came about after an internal survey of employees showed that there was concern that the 'regular man' was not enjoying the sweets of the profit made by Italy-based Campari. J Wray & Nephew's director of human resources Jacqueline Cuthbert told the Jamaica Observer that the scheme, which was launched last October and took effect on January 1, had been off to a 'spirited' start. "The backdrop to doing this was that we have a bi-annual employee engagement survey and one of the pain points was the perception among 60 percent of our employees that they did not feel they had a share of the profits of the organization or share in the company's success. That was one of the main drivers for the Campari Share Plan, which is an Employee Shares Option Plan (ESOP). When we did deep dive into that response from the survey, the primary concern was yes, it's great that we receive bonus on an annual basis, but we would like to have a bigger stake in the company. The feedback was across the company. We took it seriously. We know we had a population that was keen to invest in the company or invest in the vehicle that's attached to the company," said Cuthbert. After the closing of the enrollment period between October 18th and December 17th, Campari Group is now able to announce the participation rate of its employees who decided to join the ESOP, amounting to 51.6% of all eligible employees. The first of its kind since the Company's listing on the Italian stock market 20 years ago, the ESOP is yet another testimony of Campari Group's ever



stronger and long-lasting commitment towards its people in line with the long-term perspective which has always characterized its strategic vision. <http://www.jwrayandnephew.com/>, <https://www.camparigroup.com/>

#### DR. YESO PERSAUD

The South Florida News reported that Dr. Yesu Persaud, one of the most influential people in the Caribbean rum industry over the past 60 years, has died at the age of 93. Dr. Persaud made an indelible impact on both Guyana's rum industry and the Caribbean rum industry. In 1975, he became the Executive Chairman of Diamond Liquors Limited, and served in that capacity for over four decades. During that time, he led the Guyanese rum industry through many changes. Including combining Diamond Liquors and Guyana Distillers Limited into a single company under state control, Demerara Distillers Ltd. and then the subsequent divestment of Demerara Distillers as it returned to be a publicly traded company with thousands of stakeholders. In addition to his work at Demerara Distillers, Dr. Persaud served as the Chairman of the West Indies Rum and Spirits Producers' Association (WIRSPA) from 1990-1992. Together with Jamaica's Evon Brown and Patrick Mayers of Barbados, Dr. Persaud played a pivotal role in obtaining funding for the Caribbean Rum Sector Program. This program allowed many CARIFORUM rum producers to substantially benefit from upgrades to their facilities. The program also added training and marketing, to transition from low-margin bulk rum to high-value branded products. Current head of Demerara Distillers and Chairman of WIRSPA, Komal Samaroo, said, "Yesu was a mentor, friend and distinguished gentleman. Under his Chairmanship, El Dorado rums became a popular, national brand. With his people-focused style of management, the company was restructured, and this pioneered us in the right direction. His role in WIRSPA, as a former Chairman, led at that time, to the significant improvement of the regional rum industry, through the benefits reaped from the Caribbean Rum Sector Program, which saw producers from across the region significantly developing their infrastructure and staff. Guyana has lost a true statesman. On behalf of the board of directors and all WIRSPA member-producers, we offer our deepest condolences to the Persaud family and to the nation of Guyana on the loss of a true son of the soil." <https://www.wirspa.com/>, <https://demeraradistillers.com/>

#### BACARDI

Bacardi will bring a splash of island spirit to the UK this winter with a limited run of new Caribbean-inspired domino sets. The domino tiles have been expertly crafted from reclaimed oak barrels that were previously used to age BACARDÍ rum under the Caribbean sun. As

well as giving the upcycled rum barrels a second life, this also ensures each individual piece is unique and one-of-a-kind. Each tile has been engraved with an eye-catching tropical design and the set comes with a bottle of BACARDÍ Reserva Ocho, which has been aged for eight years for a deep and complex flavor. This ageing process makes it the perfect rum to elevate cocktail classics, such as a BACARDÍ Ocho Old Fashioned or Old Cuban, or it can also be appreciated as a sipping rum, neat or on the rocks, with its mellow flavors of dried fruits, spices and oaky vanilla. "We're proud to be bringing culture, competitiveness and cocktails to the UK through our partnerships with bespoke joiners NDRJ and artist PopCaribe. With domino tiles crafted out of barrels from our distillery in Puerto Rico that have been given a second life, to the stunning, uniquely engraved design, we hope our sets not only create moments of good-spirited competitive fun over an Ocho Old Fashioned, but also become a keepsake to be treasured for years to come. This unique set could mark the start of a tradition for families across the country, just like the game of dominoes itself is a tradition in Caribbean culture, or how enjoying the finest form of rum has been a Bacardi family tradition passed down from generation to generation," says Marie Peyto, BACARDÍ UK Brand Director. The domino sets are available at <https://minimauk.com/>. <https://www.bacardi.com/>

#### FORMER BACARDI PLANT

Eye Witness News Bahama reported that developer Mario Carey is interested in building a regional disaster relief and recovery center that would fly into action the second a storm was predicted. The former Bacardi rum distillery and operations center on the south-central side of New Providence is a 62-acre site that includes every possible ingredient, existing warehouses, sprawling acreage and the most essential ingredient of all, vast waterfront to deploy recovery and relief vessels. "It's no longer a matter of if, but when the next natural disaster will strike," said Carey. "All the data dating back to when storm records started to be kept shows that of all the islands in The Bahamas, New Providence is the best protected and least likely to be devastated by a hurricane," Carey explained. "On New Providence, you cannot find another property that would be better suited to serve in a regional capacity for relief and recovery than the Bacardi plant." Carey, who in recent years has taken his super sales background into brokerage with a cause, envisions an operations command center that is created either through a joint venture or private enterprise with agreements in place between those who lease space and store supplies and those who manage the facility. No politics, no cost to government, he said.



# EXCLUSIVE INTERVIEW

by Margaret Ayala



Photo credit: Karen Wise Photography - [www.karenwise.com](http://www.karenwise.com)

Lynn Calvo, Hula Hut Spirits CEO, New York, USA

I am delighted to share this interview with all our readers. Lynn is yet another example of how a clearly-defined vision, combined with relentless work and dedication are the surest formula for success. Her passion for clean and healthy cocktails has come to fruition in the form of a book and a thriving cocktail business!

Her infusions are outstanding and the sky is the limit for her, way to go Lynn!

Margaret Ayala, Publisher



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

Lynn Calvo, CEO for Hula Hut Spirits  
Founded in Montauk, N.Y.  
Produced in Florida

**Q: Prior to starting Hula Hut Spirits you published a cocktail book ("Tiki with a twist") and were also running an actual Tiki Bar ("Lynns Hula Hut"), correct? How did you get started with the bar and what inspired you to write a book?**

Yes that is correct.

The bar started as a mobile tiki bar. It was adorned with a thatched Palapa on top of a long bed Chevy. We had a mahogany bar top and on the doors were the verbiage "Hula Hut... have Tiki will travel".





Photo credit: Karen Wise Photography - [www.karenwise.com](http://www.karenwise.com)

I did events all over Montauk and the Hamptons which finally led to me to leasing a space on a marina in Montauk. I converted an old office trailer, covered it in bamboo, and surrounded it with white sand and palms. After 2 1/2 arduous years of permitting, Lynn's Hula Hut was finally open. People come from all over to indulge in our very unique tiki cocktails and live music.

After a couple of years I was approached to collaborate on a cocktail book with James Fraioli. Tiki with a Twist was published by Sterling epicure. It contains 75 unique tropical cocktails and stories of my travels.

**Q: What made you decide to add your own line of spirits, hence the birth of Hula Hut Spirits?**

Honestly all I heard for years from my customers were, you need to bottle those infusions.

You see, at Lynn Hula Hut we have several infusions made with all natural ingredients. I decided to go with my top three selling infusions.

I wanted to create a fresh modern and unique twist on Tiki without all the sugar. Clean spirits.

It's how I try to eat and drink. Clean.

**Q: Where did you gain your knowledge about the spirits industry in general and about (Tiki) cocktails in particular?**

I spent all my summers in Montauk which is a seasonal town. I became a bartender at a





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very early age. I love people and mixing cocktails.

The winters in Montauk are brutal so I started traveling to warmer climates. I had a wanderlust and fell in love with places like the Caribbean, Mexico and the Pacific rim region of the world. Especially Polynesia.

I learned how to be what you might call a "bar chef" from my Italian & Spanish family.

My mom and my grandmother who were exceptional chefs, inspired me to be creative.

My grandfather made his own wine and grappa. My grandmother grew her own vegetables and fruits.

They were infusing grappa way back.

Infusing is nothing new to me, it's second nature.

Infusing spirits just became kind of cool in the last decade.

**Q: You were just getting ready to launch your spirits when COVID-19 hit in 2020. What were some of the challenges you faced during the pandemic? How have you overcome these challenges?**

That is correct. I launched Hula Hut spirits approximately six months before Covid entered the picture.

Things were really looking up as I was in about 80 accounts in New York.





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Most of those accounts were on premise meaning restaurants, bars, etc...

When everyone was shut down our growth pretty much halted.

I was told by one of my advisors that I had a great authentic brand and that I should just take a deep breath that this too shall pass.

We are now in distribution with Southern Glaser Wine and Spirits in the Sapphire Division in New York and soon Florida. I'm also excited to announce that we are shipping direct to consumer in 30 states.

This has definitely helped us during this very difficult time.

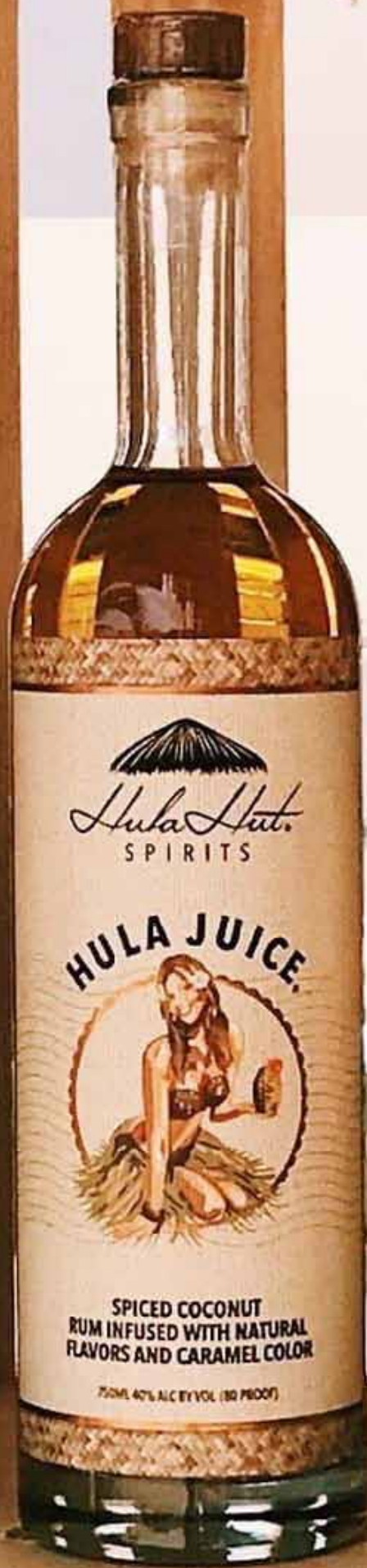
**Q: Which products do you currently make. Which is your favorite and why?**

Hula Hut spirits has three products in our portfolio.

-“Hula Juice” spiced coconut rum is made from Florida cane and infused with several trade secret all natural ingredients. It's 80 proof and extremely smooth and delicious.

There are two vodkas as well. Both are made from American corn and









infused with all natural essences .They are six times distilled and eight times charcoal filtered to produce a beautifully balanced and smooth spirit.

- “Le Tahitian” Vanilla with a hint of pineapple on the back end.
- “Le Hukilau“ lemongrass and ginger blend.

This is my personal favorite as it takes me back to Thailand!

**Q: Most people associate Tiki cocktails with Rum, but two of your products are made with Vodka, can you explain why you made that decision?**

Yes, you are right most people think of Tiki drinks as only being made with rum. Not everyone drinks rum.

I wanted to give people a taste of the tropics with Vodka.

Beside that ginger, lemon grass, vanilla bean and pineapple are all indigenous to the tropics.

All three of these spirits were the top selling infusions at Lynn Hula Hut. It was hard to choose just one as they are all my babies and I’m a proud momma!

**Q: Where are your products available?**

We are in distribution with Southern Glazier wine and spirits in the sapphire division in New York and soon to be in Florida.

For now you can order online as we ship direct to consumer and 30 states.



Photo credit: Karen Wise Photography -  
[www.karenwise.com](http://www.karenwise.com)





The link is on our website:

[www.hulahutspirits.com](http://www.hulahutspirits.com)

Also please like and follow us on Instagram and Facebook, this way you can watch us grow.

**Q: Do you have plans to add new rum-based products to your portfolio?**

Yes there are definitely Rum based brand extensions in the future.

**Q: Do you plan on writing any more books?**

Yes, I will absolutely write another book.

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

People can reach out to us via our website or on Instagram.

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

Please like, follow and share Hula Hut Spirits with your friends and watch how we grow. It takes a village ...please join our tribe. Thank you for supporting us!

**Margaret: Again Lynn, thank you so much for this opportunity and I wish you and your team all the best.**

# CIGAR & RUM PAIRING

by Philip Ili Barake







**M**y 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



## Super Bowl Pairing

We recently watched the conference playoff games and we finally have the teams that will face each other during Super Bowl LVI. The playoffs were very intense: none of the outcomes were clear from the beginning and we had to wait until the last minutes to see who the winners were. As cigar enthusiasts, we must highlight the victory cigar that Joe Burrow smoked two years ago as he celebrated his collegiate win. Fast forward to today, as he reaches the first Super Bowl of his professional career and it shouldn't be a surprise that he celebrated again with a cigar his AFC championship.

This pairing honors victory cigars. Inspired by the NFL conference playoffs, we will be matching two Venezuelan rums against each other: Santa Teresa 1796 and Ron Diplomático Reserva Exclusiva. Both of these rums should be relatively easy to find, which helps a lot. Since most of our readers are enjoying the cold weather now present in the Northern hemisphere, the pairing is being done with both rums neat, without ice. Being outside on a terrace or patio, in this climate, is done best with rum neat.

I wanted a cigar that would act as a good bridge between the two rums, so I selected a Montecristo N°2 (Pirámide, 52 by 156mm) from Cuba. I've never had any draw issues with this cigar, not only because of the brand but also because the format helps a lot too. I've had this cigar in my humidor for many years, so the typical strength of the cigar decreases over time and should become more "rounded". Let's see if this is the case.





Photo credit: @Cigarili





Photo credit: @Cigarili

The first step was to analyze each rum individually. I wanted to identify the subtle differences in sweetness and in finish. In the case of the Diplomatico, it has a good start and then it opens swiftly with sweet caramel and strong toffee notes, finishing with a well-defined vanilla touch. On the other hand, the Santa Teresa's sweetness is more alongside caramel, but well toasted, accompanied by old wood, as if it had been aged in multiple-use barrels. The blend of different rums makes it distinctive enough and the finish is very agreeable.

The cigar lit up marvelously, the draw was excellent, with the aromas and intensity level I had expected: smoother, well-rounded, very enjoyable. All these

factors were taken into account when selecting the two rums.

The pairing favored more the Santa Teresa 1796 rum, due to the rum's finish. Perhaps the first third was a bit easier and friendlier with Diplomatico, but at the end Santa Teresa had what it took to match the cigar all the way. And just as with the NFL playoffs, we started with an uncertain beginning, but at the end the better rum took the conference title. I hope you can enjoy recreating this pairing. We'll soon be watching Super Bowl LVI and having our own victory cigar at the end!

Cheers!  
Philip Ili Barake  
#GRCigarPairing



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