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FEBRUARY 2024

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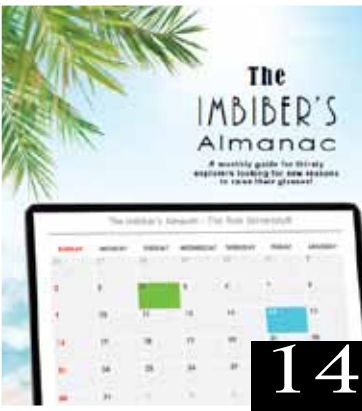
**COOKING WITH RUM - ANGEL'S SHARE
CIGAR & RUM - RUM HISTORIAN
THE AMAZING WORLD OF ALCOHOL - RUM IN THE NEWS
THE IMBIBER'S ALMANAC - RUM IN HISTORY
THE SWEET BUSINESS OF SUGAR**



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The Amazing

WORLD
of
ALCOHOL

Join us as we explore the fascinating world of alcohols, their aldehydes, carboxylic acids, esters and much more.

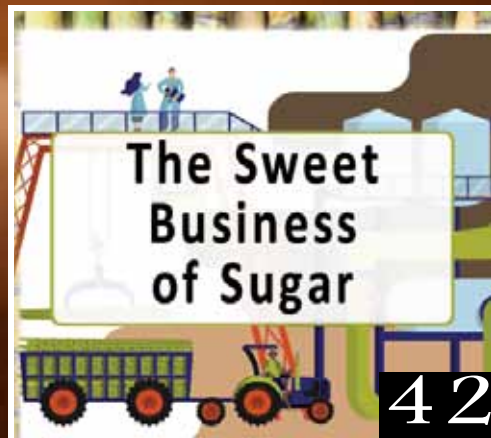
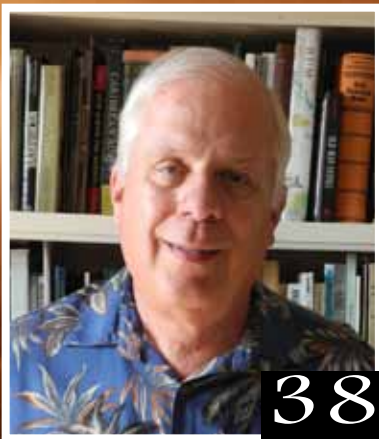
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FROM THE EDITOR

Congeners and Continuous Education

In last month's *From The Editor* column, I explained some of the reasons behind our new series called "*The Amazing World of Alcohol*". Since then, I've received several emails from readers asking how the different congeners impact the stability of the rum when blended or when proofed down for bottling.

While we will cover the answers to these and many more questions throughout the series, the easy/quick answer is that the pH of the rum is the key to the formation and dissociation of esters. But just like there are many types of chemical substances that can be called "congeners," there are also many types of acids that contribute to the overall pH of a liquid.

Diluting a rum with water, to bring down the proof for bottling, for example, introduces a solvent (water, in this case), with a particular level of purity (pH, minerals/ions, etc.) and the reaction with the rum's acids and esters is complex, but -thankfully- it is also predictable.

Changing subjects, if you haven't done it already, it is still early enough to set Continuous Education personal goals for this year. There are many sources of in-person training, including The Rum University, Moonshine University, local Community Colleges/ Trade Associations, etc. The important thing is to enroll and then commit to attending and complete the courses.



Stay tuned for exciting news about upcoming Rum University classes for industry members.

We are also very excited about a couple of follow-up interviews that we are preparing to publish in the coming months, showcasing the importance of having a crystal-clear goal and developing an effective and motivating strategy that will keep you going through the hard times. You won't want to miss them!

Cheers!

A handwritten signature in black ink that reads "Luis".

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!

Rhum J.M Terroir Volcanique

The Rhum J.M distillery was established in 1845 by Jean Marie Martin. This is the first distillery in Martinique to produce Rhum Agricole on the island. For Terroir Volcanique, Master Blender Karine Lasalle created a rum blend with the goal of capturing the terroir attributed to the cane grown on and around the Mount Pelée volcano.

After the cane is squeezed, the cane juice is fermented in an open-air tank. The Rhum J.M team then uses a Creole copper still to create the distillate; gradually, they bring it to proof during a six-month resting period. After they finish resting the liquid, they begin the aging process using recharred Bourbon barrels.

After that aging cycle is completed, the rum is transferred to ex-rum barrels that have been toasted, or, as some say, burned to a heavy alligator char. The entire aging cycle lasts for three years, and the rum is bottled at 43% ABV in 700 mL bottles.

Appearance

The bottle is an opaque bottle with colorful neck wrap and labels. The labels provide a good bit of information about the rum. In the glass, the rum has a honey-amber color. Swirling the rum creates a medium band around the tasting glass that slowly thickens and beads up before releasing a single wave of thick, slow-moving legs.

Nose

The aroma of the rum leads with notes of cooked fruit—stovetop cinnamon apples, banana foster, and berry Brulé. Spices and wood tannins drift in, punctuated by a hint of vanilla at the end.

Palate

The first sip of the rum delivers a swirl of flavors; clove, white pepper, and lemon zest lead the way, followed by the fruit flavors that dominate the aroma. A light brown sugar, baking spices, and vanilla note drifts in right before the charred oak notes take over in a balanced earthy dry finish.

Review

I first encountered this rum at Tales of the Cocktail and tried it again at an Atlanta rum event. In both of those situations, a person's palate is usually overstimulated, and it is not possible to truly understand how well a spirit will hold up under the scrutiny of a review.

While I enjoyed the rum at the events, it simply exceeded my expectations during the evaluation process. The balance of cooked fruit, smoky oak flavors, spices, and an earthy foundation come together to form an enjoyable flavor experience. While I enjoy sipping this spirit neat, it does quite well in a Ti punch or a variety of fruit-based cocktails.



www.rhumjusa.com

THE ANGEL'S SHARE

by Paul Senft

Santa Teresa 1796 Speyside Whisky Cask Finish

While shopping in Atlanta, I found this rum on the shelf beside the Santa Teresa 1796 expression I have kept in stock in my home bar for years. There was very little fanfare with this release, so I was curious if this was strategic or a lack of confidence. So, I bought the rum to review and began researching the product. According to the brand, the Santa Teresa 1796 Speyside Whiskey Cask Finish rum aging and blending process begins with the traditional blend of three different rums aged separately, then blended by Maestro Ronero. Then this blend is aged through four rows of Hogshead casks, creating their traditional Solera cask aging system. The final part of the aging process is done in large French Limousin oak vats that are never emptied to create the final flavor profile of their core rum. However, for this product, the rum is aged for an additional 13 months in previously used Speyside whisky casks. After the finishing process is completed, the rum is bottled at 46% ABV. This limited edition expression is the first in a new series the Maestro Roneros at Santa Teresa have crafted for rum connoisseurs to enjoy.

Appearance

The bottle was purchased in a black tube with white, gray, and gold script. The top of the tube is secured with a red cap that is the same color as the red wax seal used on Santa Teresa bottles. The cap has the Santa Teresa logo with the words "Passion with Purpose Santa Teresa" featured on it. The back of the tube provides detailed information about the company's aging process.

Removing the 750-ml bottle from the tube, I discovered the custom Santa Teresa bottle design with the cork secured to the bottle in the traditional wax covering. The labels provide basic information about

the rum. I could not find a security strip, so I cut the wax and removed the synthetic cork, revealing the strip submerged in the wax.

The liquid in the bottle and glass has a dark ruby color with amber highlights. Swirling the liquid created a medium band that slowly thickened and released one wave of slow-moving legs, then additional waves of fast-moving legs before leaving a ring of residue and pebbles around the tasting glass.

Nose

The aroma of the rum is interesting; it leads with a whisky note front and center, balanced by turbinado sugar. After the liquid rested, I found notes of caramel, baked peaches, toasted smoky oak tannins, and black pepper in the profile.

Palate

The first sip delivered notes of sweet caramel and vanilla as the slight burn of the alcohol conditioned the mouth. Additional sips revealed notes of apricots and peaches, a light barley nuttiness, dark cacao, and charred oak tannins. As the rum transitions toward the finish, the oak tannins begin to take over, and pops of black pepper hit, with sherry notes coming in as the rum fades into a long, dry finish.

Review

It is always interesting when brands work with cask finishes, and I was curious how this rum would compare to the Santa Teresa 1796 that I have explored and featured at tastings in the past. I was pleasantly surprised at how the whisky influenced and altered the flavors of the core rum and turned it into something special and different. I can see where this rum would be a fun one to experiment with in a variety of cocktails, but I will focus on sharing it in tastings so others can enjoy the unique flavor experience. For anyone who enjoys the Santa Teresa line or aged Spanish-style rums, I recommend picking up Santa Teresa 1796 Speyside Cask Finish rum to sip and savor.



www.santateresarum.com

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COOKING WITH RUM

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

by Chef Susan Whitley





Note: I was looking for inspiration on making my own Tiramisu. I found this recipe that allows you to make your very own ladyfingers. I tried it and this dessert came out delicious so I wanted to share it as is. Please note that original recipe is on the sweet side. You can cut back on the amount of confectioners' sugar used in the recipe. Also, a word of caution, I do not recommend substituting the Mascarpone Cheese with Philadelphia Cheese.

Emily's Famous Tiramisu

INGREDIENTS

LADYFINGERS

- 5 eggs, separated
- $\frac{3}{4}$ C. White Sugar, divided
- 1 C. All-Purpose Flour
- 1 tsp. Vanilla Extract
- $\frac{3}{4}$ C. Confectioners' Sugar, for dusting

SYRUP

- 1 C. White Sugar
- 1 C. Boiling Water
- $\frac{1}{2}$ C. Strong Brewed Coffee
- $\frac{1}{4}$ C. Rum

FILLING

- 1 (8 ounce) container Mascarpone Cheese
- 2 C. Confectioners' Sugar
- $\frac{1}{4}$ C. Dark Rum
- 1 tsp. Vanilla Extract
- 2 C. Heavy Cream

TOPPING

- 2 (1 ounce) squares Semisweet Chocolate, grated
- $\frac{1}{8}$ C. Confectioners' Sugar, for dusting

DIRECTIONS

1. Preheat oven to 350 degrees F (175 degrees C). Line baking sheets with parchment paper.
2. In a medium bowl, whip egg yolks and $\frac{1}{4}$ cup of sugar with an electric mixer until thick and pale. In a separate bowl, whip egg whites (with clean beaters) to soft peaks. Gradually sprinkle in the remaining $\frac{1}{2}$ cup sugar while whipping to medium stiff peaks. Fold the egg yolk mixture into the egg whites. Gently fold in the flour and 1 teaspoon vanilla. The batter should be thick and pale yellow.
3. Trace two 9-inch circles onto the parchment paper using a cake pan as a guide. Spread or pipe batter to completely fill inside the lines of the circles. The batter should be about $\frac{1}{2}$ inch tall.
4. Load the remaining batter into a pastry bag fitted with a half inch tip or hole. Draw parallel lines onto another piece of parchment that are 3 inches apart. Pipe the batter back and forth just between the lines in a compressed S motion, until you run out of batter. This is the part that wraps around the outside of the cake. (It helps to have it in one piece, but you can pipe individual fingers using the guidelines drawn on the paper, if you prefer.) There may be extra.

5. Bake in preheated oven 10 to 15 minutes, until firm but not browned. Remove from the oven and dust generously with confectioners' sugar. Set aside to cool.
6. To make the syrup, stir together 1 cup sugar, boiling water, coffee and 1/4 cup rum until sugar is dissolved. Set aside.
7. To make the filling, combine mascarpone, 2 cups confectioners' sugar, dark rum and 1 teaspoon vanilla in a large bowl. Whisk together until completely smooth, scraping the bottom of the bowl to remove any lumps. Gradually whisk in the heavy cream. Whip with an electric mixer until soft peaks form. Stop whipping when the mixture shows the first sign of graininess.
8. To assemble, line the sides of a 9-inch springform pan with parchment or waxed paper. Place one of the ladyfinger rounds in the bottom of the pan. Brush generously, but do not soak completely, with syrup. Place the 3-inch high ladyfinger strips around the inside edge of the pan, so that the sides are completely covered. Brush generously with syrup.
9. Spread half of the filling mixture over the first ladyfinger round in the pan. Place the remaining ladyfinger round on top of the filling. Soak the second ladyfinger round with syrup until it cannot take any more. Spread the remaining filling over that and smooth the top. Sprinkle with grated chocolate. Refrigerate at least 4 hours.
10. To serve, remove the sides of the pan and carefully remove the parchment or waxed paper from the outside of the cake. Dust with confectioners' sugar just before serving.



Credit: <https://www.allrecipes.com/recipe/27136/emilys-famous-tiramisu/>

The IMBIBER'S Almanac

A monthly guide for thirsty
explorers looking for new reasons
to raise their glasses!

The Imbiber's Almanac - The Rum University®

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

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THE **Rum**[®]
UNIVERSITY





The IMBIBER'S Almanac

FEBRUARY

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Are you looking for festive reasons
to raise your glass this month?

Here are a few of them!

Write to us at info@gotrum.com
if we missed any!

- FEB 1** International Gruit Day
- FEB 7** Pisco Sour Day
- FEB 18** Drink Wine Day
- FEB 22** National Margarita Day
- FEB 24** World Bartender Day
- FEB 25** Open That Bottle Night
- FEB 27** National Kahlúa Day





The IMBIBER'S Almanac

Featured Cocktail:
Rum Margarita
(Celebrated on February 22)

Making a Rum Margarita is as easy as making a traditional (Tequila) one. Here are the ingredients:

- 2 oz. Rum
- 1 oz. Orange Liqueur (Cointreau or Triple Sec) or 1 oz. Fresh Orange Juice + 2 tsp. Agave Syrup
- 1 oz. Lime Juice, freshly squeezed
- 1 tsp. Agave Syrup (optional)
- Ice
- Margarita Salt (to coat the rim of the glass)
- Lime Wedge, for garnish

Directions:

1. Coat the glass rim with the lime juice and dip the edge of the rim into a plate with the Margarita Salt (or any type of coarse salt), turning the glass until the entire rim is salted.
2. Fill the glass with ice.
3. Combine the rum, orange liqueur, lime juice, and agave syrup (optional) in a cocktail shaker.
4. Add ice and shake until well-mixed and chilled.
5. Pour the margarita into the glass filled with ice.
6. Garnish with a lime wedge and enjoy!



A glass of amber-colored rum sits on a stack of old, worn books. The background is filled with the pages and spines of these books, creating a library-like atmosphere. The lighting is warm and focused on the glass.

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.

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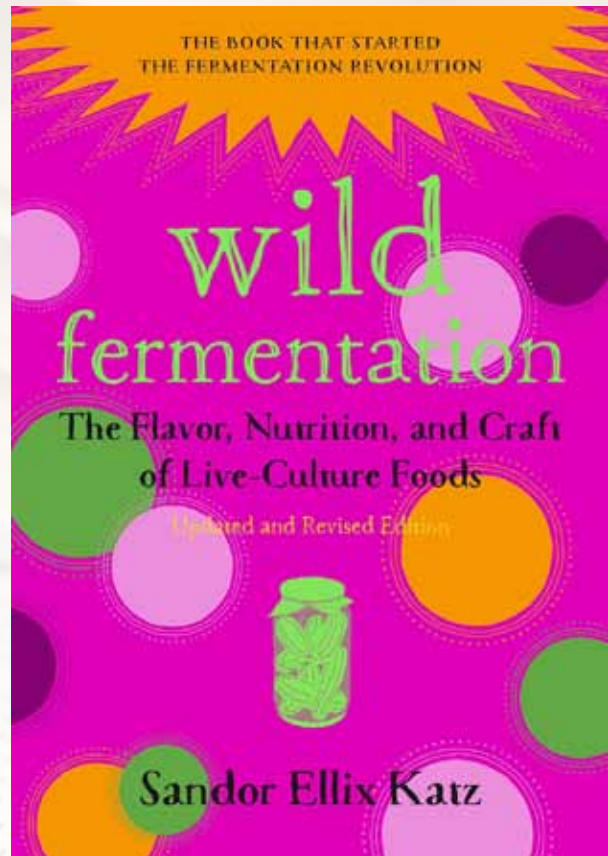
Wild Fermentation: The Flavor, Nutrition, and Craft of Live-Culture Foods 2nd Edition

(Publisher's Review) Sandor Ellix Katz, winner of a James Beard Award and *New York Times* bestselling author, whom Michael Pollan calls the "Johnny Appleseed of Fermentation" returns to his iconic, bestselling book with a fresh perspective, renewed enthusiasm, and expanded wisdom from his travels around the world. This self-described fermentation revivalist is perhaps best known simply as Sandorkraut, which describes his joyful and demystifying approach to making and eating fermented foods, the health benefits of which have helped launch a nutrition-based food revolution.

Since its original publication, and aided by Katz's engaging and fervent workshop presentations, *Wild Fermentation* has inspired people to turn their kitchens into food labs: fermenting vegetables into sauerkraut, milk into cheese or yogurt, grains into sourdough bread, and much more. In turn, they've traded batches, shared recipes, and joined thousands of others on a journey of creating healthy food for themselves, their families, and their communities. Katz's work earned him the Craig Clairborne lifetime achievement award from the Southern Foodways Alliance, and he has been called "one of the unlikely rock stars of the American food scene" by *The New York Times*.

This updated and revised edition, now with full color photos throughout, is sure to introduce a whole new generation to the flavors and health benefits of fermented foods. It features many brand-new recipes, including:

Strawberry Kvass
African Sorghum Beer
Infinite Buckwheat Bread
And many more!



Updates on original recipes also reflect the author's ever-deepening knowledge of global food traditions. For Katz, his gateway to fermentation was sauerkraut. So open this book to find yours, and start a little food revolution right in your own kitchen!

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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 have visited distilleries, met rum people, attended rum Festivals and joined the Rum Family. 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.

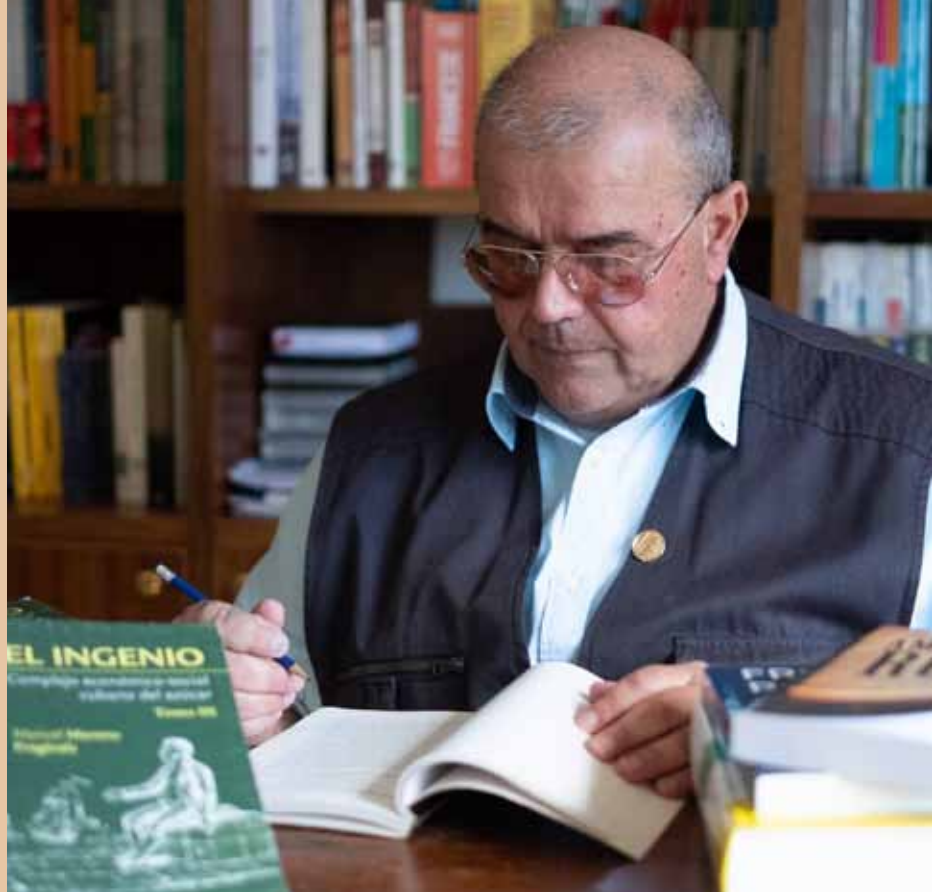
Soon, I discovered that rum has also a terrible and rich History, made of voyages and conquests, blood and sweat, imperial fleets and revolutions. I soon realized that this History deserved to be researched properly and I decided to devote myself to it with all my passion and with the help of the basic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

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

In 2019 I began to run a Blog: www.therumhistorian.com

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.



HISTORY OF CUBAN RUM

16. THE *RON LIGERO CUBANO*

In the January article, I wrote about the spectacular growth of Cuban rum at the end of the 1800s and focused on bottling, branding and marketing as decisive factors in its success. It is evident, though, that this success was also due to its organoleptic characteristics, that is, to the fact that a growing number of consumers found it good, better than the other rums on the market. It was indeed very different from traditional rums. Actually, it was a different kind of rum: the so-called *Ron Ligerero Cubano* (Cuban Light Rum). This new kind of rum was clean, light, low esters, without the usual bad smells, and easy to drink. It appealed to regular consumers, but it was also appreciated by many who did not usually drink rum, thus conquering new market segments. In this article, I will try to understand what its characteristics were and what technical and productive choices they came from. It is not an easy terrain to move on, and in this article you will find more doubts than certainties, however I think it is necessary to try.

Let us begin by attempting to make a reflection on consumption. In 2020, I devoted five articles

to the work of the “Royal Commission on whisky and other Potable spirits”, 1908. The Commission dealt bravely with the thorny issues of the legal definition of the products, the production methods, the raw materials and geographical origin. I do not believe that such a mass of evidence from industry professionals had ever been collected before, and perhaps even afterwards: 116 witnesses and various documents. The Commission dealt mainly with whiskey, but a lot of information can be found also on rum. One of the most interesting points is the debate on Pot Still versus Patent (that is, Column) Still and on the so-called “neutral spirits”. Many witnesses of the whiskey business stated that only the produce of the Pot Still can be rightly called Scotch or Irish Whisky, and not the “neutral spirit” produced by the Patent Still. The Commissioners were not convinced because – they said - the Patent Still had been de facto largely used to produce whiskey for many decades now. Moreover, according to some Commissioners, the Patent Still spirits were successful not only because they were cheaper than the Pot Still spirits, but also because their taste was most appreciated by the public.

Here is a testimonial about rum:

What do you say is the product of the Patent Still? – Silent spirit, I believe. It destroys all the esters and the valuable properties in the rum.

And on the Navy Rum:

“You are employed by the Admiralty, are you not? – Yes, we buy their rum.

“Do you buy all the rum for the Navy? – Yes, all.

Has the consumption of rum varied very much of late years? – It has been steadily increasing lately.

I suppose that increase is mainly an increase in Jamaica rum? – No, I should not say so. I should think it was more in the other sorts. I do not think Jamaica rum has increased materially. It has slightly.

Where is it manufactured? – Chiefly in other parts of the West Indies – Demerara

and Trinidad, but also Cuba, Mauritius, St. Kitts, Barbados. Most of the sugar-cane growing countries produce rum.

We once supplied the Admiralty with Jamaica rum (they usually take Demerara and Trinidad) and the sailors did not like it so well.

The bulk of the Navy rum, what is that? — That would be proof rum – not Jamaica.

But that rum is largely Patent Still rum? — Chiefly Patent Still rum.

In the Conclusions, we find this reflection:

“The advantages claimed for rum of the slow fermentation type distilled in Stills of the kind commonly used in Jamaica are frequently stated to be its flavours and its great restorative powers due to its high content of esters. As the esters contained in rum of every type consist mainly of ethyl acetate it is difficult to perceive how this not very pleasant substance can confer on rum the characteristic aroma of that spirit. ...The consumers of rum in the West Indian Colonies generally prefer a clean light spirit of medium fruity flavor, usually of low esters content, to a richer, heavier, and probably a somewhat oily spirit of high contents of esters and rich in flavouring matters.”

Therefore, the Royal Commission noted in 1908 that, for some time, there had been a general change in the taste of the public that now preferred more neutral spirits. I believe that the success of Cuban Light Rum fits into this framework, offering a new type of rum, more suited to the changed desires of consumers. A question: the change of taste predated the arrival on the market of the *Ron Liger Cubano* and of the other Column Still spirits? Or was it the other way round, that is, the arrival of new kind of spirits inspired the change of taste? Sorry, I am afraid I do not know.

We now come to production. Does the diversity and better quality of Cuban rum depend on the raw material? Yes, according to many, because Cuban sugar cane – they say - is better than others. Campoamor describes it in lyrical tones: “It is an axiom that without molasses there is no rum and also that molasses have different qualities in the botany of sugar cane. In plant

physiology, from germination to cutting in the field, ready to start the industrial process; in the house; in the growth of its roots and aerial parts; in their nutrition, there are factors that determine their performance in sucrose. Each biological stage, at par, is conditioned by solar energy - temperature and heat -, by humidity -rain and irrigation -, by soil conditions - nitrogen, phosphorus, potassium, aeration -, in addition to precise methods of cultivation and the availability of labor force. So the weather, in the first instance, is its physical author. And as much as the total weather, the light, which is part of that whole. True truth, scientific truth, is said when it is affirmed that two protective factors influence: climate and light. ... There is no secret - if the science is still secret to someone - in the quality of cane, of cane sugar, of molasses, and of aguardiente. It is a glorious chain reaction, a gift of fate to the island of rum.”(F. Campoamor “*El Hijo Alegre de la Caña*”). I dare to doubt that. First, because the cane had been the same for a few decades, before the birth of the *Ron Lígero*. In addition, today many rums are manufactured with different types of molasses bought on the market, but the rum produced remains the same. So maybe the role of raw material isn't all that decisive.

Fermentation. The short fermentation, which still characterizes Cuban rum, may be one of the reasons, as I already wrote in the article “BACARDI” in the July 2023 issue. Unfortunately, I have not found any sources on this subject. I wrote to Bacardi asking if they knew when they had started using short fermentation, but I had no answer. However, it must have been spontaneous fermentation, because a real choice of yeasts and inoculation in sterile tanks to avoid contamination, arrived only later, in the 1900s.

Distillation. We know that Bacardi started with a traditional, old Pot Still. When did they start using Columns Stills? Unfortunately, I do not know. The date of 1911 indicated by Gjelten (in his otherwise beautiful book “*Bacardi and the Long Fight for Cuba*”) is frankly too late. It is impossible that before 1911 they had produced such a huge quantity of rum with the old, “rachitic” Pot Still with which Don

Bacundo began production in 1862. I also wrote to Bacardi on this subject, but again, there was no answer.

Filtration. I think filtration is important. The bad smell of rum - “the right rum stink” so loved by the British in the past – was always a big problema and probably became increasingly serious in the 1800s, as the taste of the public changed. Many tried to solve it. Here is an example given by Manuel Moreno Fraginals in his great book “*EL INGENIO Complejo económico-social Cubano del azúcar*”: “The only technical problem to overcome was that the rum had an unpleasant taste and smell of must. In 1841, José Luis Casaseca [distinguished chemist, professor of chemistry at the Havana University] requested a reward from the Royal Consulate for having discovered an infallible method of eliminating this defect. Shortly afterwards it was discovered that the Casaseca method was published since 1817 in the book *L'Art du distillateur*. And besides, it left a worse taste. By 1850 a rum of the present taste and quality was first obtained, thus beginning the great liquor industry, whose great development was to take place in the second half of the century.”

The solution came from chemistry. “German chemist Johann Tobias Lowitz (1757-1804) discovered and recorded, in 1785, that charcoal adsorbed noxious odours from sick people, putrid meats and rotten vegetables. He also found that the substance was excellent for removing the colour from liquids, particularly crystalline acetic acid ... Merely shaking corn-based spirit with powdered charcoal removed fusel oils and unpleasant esters, improving the liquor's aroma and taste. Undesirable colour was quickly whisked away, producing a cleaner form of ethanol.” (J. Brown and A. Miller “*Spirit of the Cane. The Story of Cuban Rum*”)

Later, Charles Derosne invented and marketed his own filtration system. According to Brown and Miller, “Cuba was an early adopter of Derosne's filtration system. Cuban sugar planters Joaquín de Arrieta, Wenceslao de Villaurrutia, and Pedro Lefranc Arrieta acted as Derosne's agents, setting up the first filtration system, in 1841, at La Mella plantation which was

owned by Wanceslao de Urrutia. This device streamlined tasks executed normally by slave labourers. Three years later, both Derosne and Cail recognized that the new filtration system needed to be operated by a skilled sugar master. Derosne himself travelled to Cuba” (Brown, Miller) to train workers and supervise installation. In 1918 (I think), the most authoritative Cuban newspaper, the *Diario de la Marina* dedicated a special issue to the major Cuban companies. Bacardi had a long article which confirmed the importance of filtration at the origin of its success. Our rum “became increasingly popular among the consumer public, distinguishing itself from similar products in Martinique and Jamaica and from all other rums in the West Indies by having a much more delicate taste and being devoid of that particular taste of other rums, which resembles the maceration of leather. ... The very special taste and aroma of this drink, which are due to a more finished work of purification (which is the secret of the house Bacardi and Co. of Santiago de Cuba) gave life to this new product of cane called the ‘Bacardi’. “

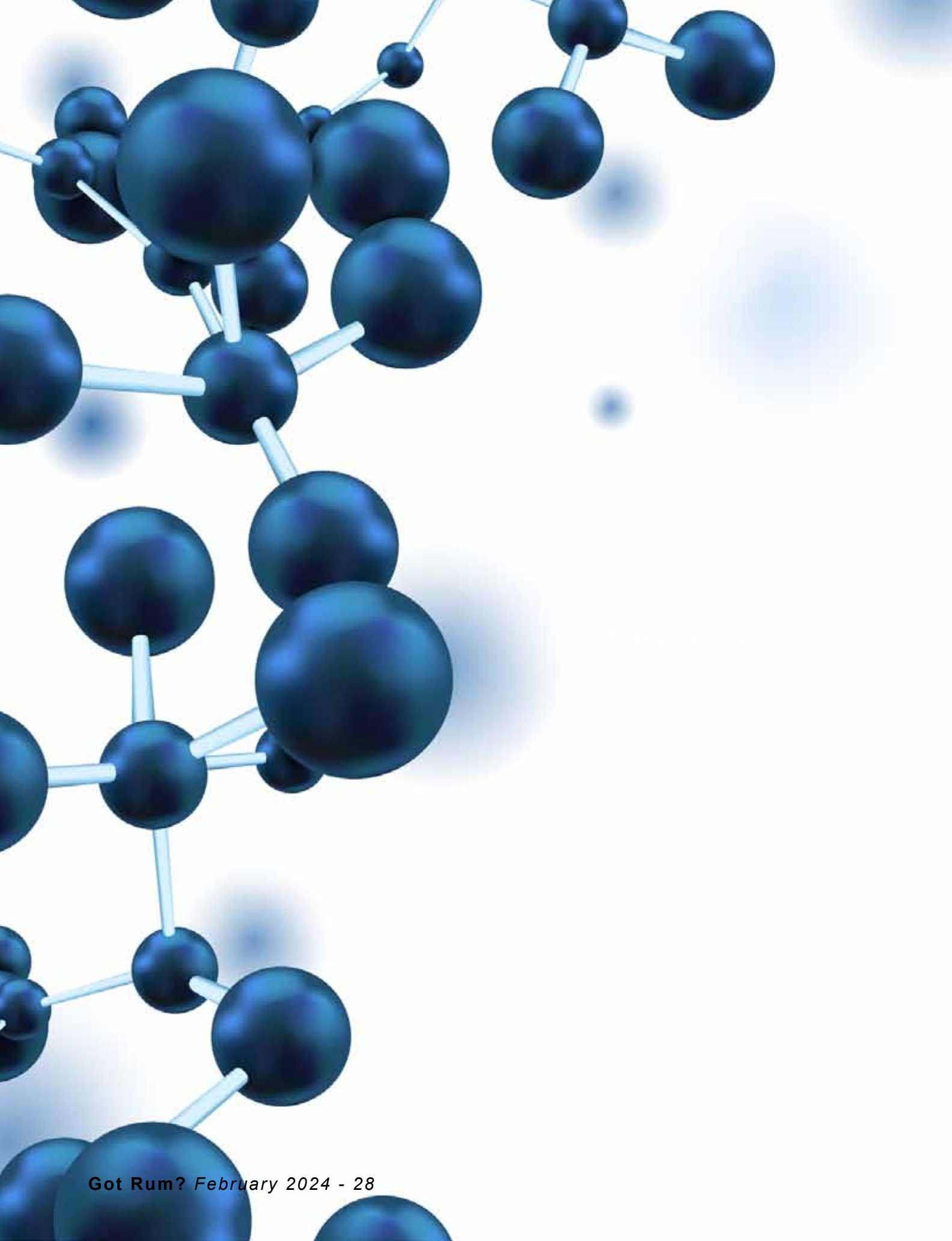
Last, but not least, ageing. Cuban distillers were maybe the first to consciously and deliberately age the rum on a large scale, to deeply improve the product. It was expensive, but in the long run it was very rewarding. “Meanwhile, more and more barrels were dated and sealed that slept their aging in the cellar of the firm, with a secret purpose. Don Facundo, a Catalan after all, took on the most solid patience and was investing every penny he obtained in the creation of those reserves that would one day turn his cheap rums into quality liqueurs. Without knowing it - or perhaps sensing it -, that enterprising and stubborn man was performing a unique operation in the history of rum, an operation that, moreover, would later prove un-repeatable: the incosteable creation of aged rums of five, ten, fifteen years, that so many losses provoked to his budget, but that were building the bases of a true empire.” (L. Padura “*La larga vida secreta de una fórmula secreta*”)

I want to conclude this article with the opinion of a real Cuban rum professional. Roberto Estévez Báez, engineer



specialised in sugar and alcohol, in his book “*Bosquejo histórico La Industria Alcohólica En Cuba*” posthumously published in 2017, writes: “It is the author’s opinion that the real cause that allowed the development of Cuban rum, as we know it today, arises from the introduction of continuous rectification equipment, which allowed the production of distillates with such purity, that the old stills couldn’t reach... Remember that the essence of Cuban rum consists of the proper mixing and processing of an impure distillate (the basic *aguardiente*) with purified distillates (alcohols) and thus achieves a light rum, with aroma and flavor perfectly balanced. ... Old continuous distillation system, all manufactured in copper, for the distillation of spirits and alcohols. These systems were the key to achieving the current characteristics of Cuban rum, along with the wise use of coal in the filtration.”

Marco Pierini



The Amazing

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ALCOHOL**

Join us as we explore
the fascinating world of
alcohols, their aldehydes,
carboxylic acids, esters and
much more.

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The Amazing WORLD of ALCOHOL

Definition

The term *Alcohol*, refers to any of a class of organic compounds characterized by one or more *hydroxyl* (—OH) groups attached to a carbon atom of an *alkyl* group (hydrocarbon chain).

Alcohols may be considered as organic derivatives of water (H_2O) in which one of the hydrogen atoms has been replaced by an alkyl group, typically represented by R in organic structures. For example, in ethanol (or ethyl alcohol) the alkyl group is the ethyl group, $\text{—CH}_2\text{CH}_3$.

Alcohols are among the most common organic compounds. They are used as sweeteners and in making perfumes, are valuable intermediates in the synthesis of other compounds, and are among the most abundantly produced organic chemicals in industry. Perhaps the two best-known alcohols are ethanol and methanol (or methyl alcohol). Ethanol is used in toiletries, pharmaceuticals, and fuels, and it is used to sterilize hospital instruments. It is, moreover, the alcohol in alcoholic beverages. The anesthetic ether is also made from ethanol. Methanol is used as a solvent, as a raw material for the manufacture of formaldehyde and special resins, in special fuels, in antifreeze, and for cleaning metals.

Classifications

Alcohols may be classified as primary, secondary, or tertiary, according to which carbon of the alkyl group is bonded to the hydroxyl group. Most alcohols are

colorless liquids or solids at room temperature. Alcohols of low molecular weight are highly soluble in water; with increasing molecular weight, they become less soluble in water, and their boiling points, vapour pressures, densities, and viscosities increase.

Another way of classifying alcohols is based on which carbon atom is bonded to the hydroxyl group. If this carbon is primary (1° , bonded to only one other carbon atom), the compound is a primary alcohol. A secondary alcohol has the hydroxyl group on a secondary (2°) carbon atom, which is bonded to two other carbon atoms. Similarly, a tertiary alcohol has the hydroxyl group on a tertiary (3°) carbon atom, which is bonded to three other carbons. Alcohols are referred to as allylic or benzylic if the hydroxyl group is bonded to an allylic carbon atom (adjacent to a $\text{C}=\text{C}$ double bond) or a benzylic carbon atom (next to a benzene ring), respectively.

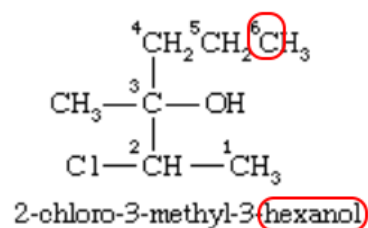
Nomenclature

As with other types of organic compounds, alcohols are named by both formal and common systems. The most generally applicable system was adopted at a meeting of the International Union of Pure and Applied Chemistry (IUPAC) in Paris in 1957. Using the IUPAC system, the name for an alcohol uses the -ol suffix with the name of the parent alkane, together with a number to give the location of the hydroxyl group. The rules are summarized in a three-step procedure:

1. Name the longest carbon chain that contains the carbon atom bearing the —OH group. Drop the final -e from the alkane name, and add the suffix -ol .
2. Number the longest carbon chain starting at the end nearest the —OH group, and use the appropriate number, if necessary, to indicate the position of the —OH group.

3. Name the substituents, and give their numbers as for an alkane or alkene.

The example on the right has a longest chain of six carbon atoms, so the root name is hexanol. The —OH group is on the third carbon atom, which is indicated by the name 3-hexanol. There is a methyl group on carbon 3 and a chlorine atom on carbon 2. The complete IUPAC name is *2-chloro-3-methyl-3-hexanol*. The prefix cyclo- is used for alcohols with cyclic alkyl groups. The hydroxyl group is assumed to be on carbon 1, and the ring is numbered in the direction to give the lowest possible numbers to the other substituents, as in, for example, 2,2-dimethylcyclopentanol.



Common Names

The common name of an alcohol combines the name of the alkyl group with the word alcohol. If the alkyl group is complex, the common name becomes awkward and the IUPAC name should be used. Common names often incorporate obsolete terms in the naming of the alkyl group; for example, amyl is frequently used instead of pentyl for a five-carbon chain.

Physical Properties

Most of the common alcohols are colorless liquids at room temperature. Methyl alcohol, ethyl alcohol, and isopropyl alcohol are free-flowing liquids with fruity aromas. The higher alcohols—those containing 4 to 10 carbon atoms—are somewhat viscous, or oily, and they have heavier fruity odors. Some of the highly branched alcohols and many alcohols containing more than 12 carbon atoms are solids at room temperature.

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Featured Alcohol:

Ethanol

Aldehyde formed:

Acetaldehyde

Carboxylic acid formed:

Acetic Acid / Ethanoic Acid

Ester formed when reacting with itself:

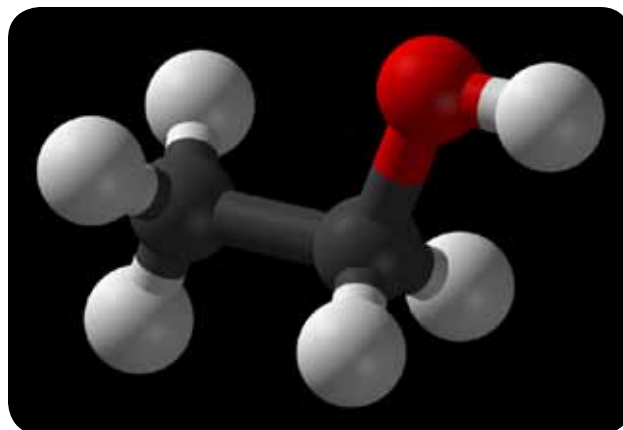
Ethyl Acetate, aka
Acetic Acid Ethyl Ester

Ethanol is the systematic name defined by the International Union of Pure and Applied Chemistry for a compound consisting of an alkyl group with two carbon atoms (prefix "eth-"), having a single bond between them (infix "-an-") and an attached -OH functional group (suffix "-ol").

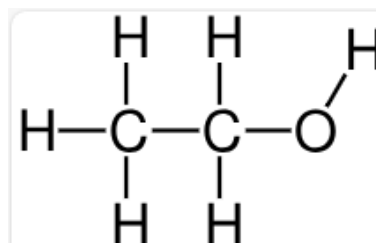
The "eth-" prefix and the qualifier "ethyl" in "ethyl alcohol" originally came from the name "ethyl" assigned in 1834 to the group C_2H_5- by Justus Liebig. He coined the word from the German name Aether of the compound $C_2H_5-O-C_2H_5$ (commonly called "ether" in English, more specifically called "diethyl ether"). According to the Oxford English Dictionary, Ethyl is a contraction of the Ancient Greek αἰθήρ (aithér, "upper air") and the Greek word ὕλη (hýlē, "wood, raw material", hence "matter, substance").

The term alcohol now refers to a wider class of substances in chemistry nomenclature, but in common parlance





it remains the name of ethanol. It is a medieval loan from Arabic *al-kuḥl*, a powdered ore of antimony used since



antiquity as a cosmetic, and retained that meaning in Middle Latin. The use of 'alcohol' for ethanol (in full, "alcohol of wine") is modern and was first recorded in 1753. Before the late 18th century the term "alcohol" generally referred to any sublimated substance.

Aroma

- Ethanol has a clean alcoholic aroma, almost indistinguishable from that of methanol. Often described as "medicinal".
- Acetaldehyde is described as an "off-flavor" with the aroma and taste of green apple or pumpkin rind.
- Ethyl Acetate is described as having a pleasant, ethereal-ntity, Brandy-like odor, but it can be somewhat nauseating in high concentrations.

Limit in Beverages

Ethanol is regarded as "safe for human consumption" worldwide, despite its toxicity at high dosages and harmful health impact when over-consumed over long periods of time.



RUM IN

HISTORY

FEBRUARY

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February Through The Years

1477 - Christopher Columbus visits England, but fails to obtain the financial support needed for his venture in quest for a new route to the Indies.

1477

1577

1677

1655 - England imports less than 88 tons of sugar, a figure that will grow to 10,000 tons by the end of the century as tea consumption, encouraged by cheap sugar, increases in popularity.



1800 - Selective breeding experiments begin to increase the sugar content of sugar beets, currently at six percent.

1979 - St. Lucia, St. Vincent and the Grenadines gain their independence from Britain.

1777

1877

1977

1974 - Grenada gains its independence from Britain.



RUM IN THE NEWS

by Mike Kunetka



PLANTATION BECOMES PLANTERAY

Early last month, Maison Ferrand and West Indies Rum Distillery unveiled the name evolution of Plantation Rum, now becoming Planteray Rum. The name 'Planteray' embodies the brand's identity and core symbols that have adorned bottles for more than 25 years. This name pays homage to sugarcane, the PLANT that gives birth to the rum, and the sun's RAYS that are essential for sugarcane growth and ripening. The decision to rename was prompted by the brand's announcement in July 2020 to evolve its name, reflecting an acknowledgment of the potentially negative connotations associated with the term 'plantation,' considering its ties to darker historical realities. "From today forward, the evolution from Plantation to Planteray begins," said Alexandre Gabriel. "It was a long journey of trademarking a name that reflects our brand ethos in 120 countries. Naturally, the rum we have proudly produced for more than 25 years remains exactly the same and will still be produced with the same expertise, attention and care but now as Planteray Rum. We remain wholeheartedly committed to make the same exceptional rum from Barbados and some of the greatest rum terroirs in the world." At the same ceremony, Maison Ferrand and West Indies Rum



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

Distillery announced the global release of Planteray Cut & Dry Coconut Rum, a 100% Barbadian artisanal rum infused with locally sourced coconut, available for the first time outside of the Caribbean. Cut & Dry Coconut Rum was officially launched as the first rum under the Planteray Rum name. Creating Cut & Dry was the result of four years of experimentation to find the perfect balance of natural coconut infusion for WIRD's delicious Barbadian rum. To capture the essence of Barbados, the birthplace of rum, WIRD partnered with local coconut farmers who have been cultivating delicious coconuts for generations. "Our partnership with our local coconut farmers promotes Barbados as a hub for premium craft products, as well as celebrate Barbados' rich heritage," says Andrew Hassell, WIRD's managing director. "The distillery has been the backbone of the local rum industry for more than 130 years and we invest in our community. We are proud to source local molasses and coconuts to produce Planteray Cut & Dry, a true product of Barbados. WIRD joined forces with the Caribbean Agriculture Research and Development Institute (CARDI) and the International Trade Centre's Alliances for Action program to work with local farmers in Barbados, fostering the growth of the agriculture sector and ensuring a sustainable supply of coconuts for rum production. The partnerships support Barbados businesses and sustainable agriculture initiatives and celebrate its heritage. WIRD's goal is to guarantee that Cut & Dry is always a 100% Barbados product. Handpicked at the peak of maturity, the white flesh of the coconut is meticulously cut and dried, preserving the pure coconut flavor. The flesh is then infused in Barbados rums, creating an expression that perfectly blends the rich flavors of Bajan rum with the tropical goodness of farm-fresh coconuts. There are no cutting corners, it takes one coconut to make one liter of Cut & Dry. "We tried coconut in all its shapes and sizes, juice, jelly, fresh fruit, dried shells, you name it, we distilled it, and tasted it!" says Don Benn, WIRD's master distiller. "It took four years of experimentation and 97 recipes to find the winning method and combination of ingredients sourced from our neighbors, using natural white coconut flesh infused in our delicious Barbados rum," says Alexandre Gabriel, owner and master blender of Maison Ferrand and West Indies Rum Distillery. "It took Andrew Hassel an extra two years to secure enough coconuts for our export markets. We won't be able to produce very big quantities because Cut & Dry is hand-made and the coconuts need to grow, and you can't speed that up. Nature needs to do its work." <https://planterayrum.com/>

CUBAN RUM FESTIVAL

The Latin America News Agency reported that the President of Cubasol, Luis Martinez de Armas, has announced that next September, Varadero, Cuba's main beach resort will host the Festival El Ron de Cuba. The event will be held from September 18th to the 20th at the Casa del Ron (House of Rum) in that town in the western province of Matanzas, some 140 kilometers east of Havana, the island's capital.

The executive explained that the festival will offer visitors the opportunity to taste some of the best rums of Cuba, as well as learn about its history and production. The event will bring together specialists, businessmen, entrepreneurs, sales agents, producers and retailers to exchange information on the production and marketing of the main brands they produce and represent. Master classes will be given by renowned rum masters, technologists and national and foreign specialists, as well as the creation of cocktails with white and aged rums by bartenders from the Cuban Bartenders Association (ACC). Other proposals, Martínez de Armas said, will include visits to different rum factories on the island, which will offer the opportunity to discover the interesting and complex processes that give rise to the flavor of Cuban spirits. This new edition of the festival, organized by the company Caracol S.A., subordinated to Cubasol, will also be an excellent opportunity to enjoy Cuba and in particular Varadero Beach.

ANGOSTURA

The House of Angostura® has started to prepare to celebrate as it counts down to its 200-year anniversary in 2024. With just a few weeks into the start of the new year, the House of Angostura® is ramping up preparations for a full year of festivities in honor of its bicentennial. 2024 will be an extraordinary year for the House of Angostura® as new product releases, commemorative limited editions, and incredible anniversary parties are planned worldwide. Trinidad & Tobago is a country known for its ability to throw a good party, as its scenes at Carnival can attest. Angostura® will carry this legendary, vibrant energy through its anniversary celebrations internationally. This historic year will see the House of Angostura® join an elite group of companies that has successfully maintained its relevance with each new generation of consumers for 200 years by continually innovating and building on its legacy. Every dash of ANGOSTURA® bitters has told a rich story for two centuries. The iconic bitters brand was born in 1824 when it was first formulated as a medicinal tincture in Venezuela by Dr Johann Seigert, surgeon general in Simon Bolivar's revolutionary army. In the 1870s, Dr Siegert's three sons moved to Trinidad, where Angostura® has been made ever since to the exact recipe as in 1824.

In the 1950s, following the success of bitters, Angostura® decided to apply its know-how and passion for blending into crafting a range of beautiful rums. It now boasts one of the most highly awarded rum portfolios in the world. Angostura® today is one of Trinidad & Tobago's crown jewels, and the almost two centuries-old history is a testament to the company's grit, drive, and determination. Over the past 200 years, Angostura® has expanded from bitters and rum into other spirits, as well as low and no alcoholic beverages. 183 years after the original aromatic bitters, Angostura® introduced ANGOSTURA® orange bitters, and their latest innovation, ANGOSTURA® cocoa bitters, which was

released in 2020 is helping to support the survival of Trinidad & Tobago's indigenous agricultural gem, Trinitario cocoa, and provides small-scale organic cocoa farmers with a sustainable future. House of Angostura® Chief Executive Officer, Laurent Schun comments: "For any company to reach 200 years is an incredible achievement. We're very proud and really excited going into our bicentennial year. We have so many plans that we're about to implement, including some exciting new products. 2024 is going to be 366 days of celebrating. As for the next 200 years, the future looks bright for Angostura". www.angostura.com

BOUNTY RUM

The inaugural Spirit of Saint Lucia bartending competition will take place during the Miami Rum Congress on February 10th. Held at the Miami Beach Convention Center, the competition is open to bartenders in the US. They will be tasked with crafting cocktails that capture the essence of Saint Lucia, vying for a top prize of US\$1500 and a trip to their Caribbean island. The event is sponsored by Bounty Rum, which is produced in Saint Lucia, and cocktail syrup producer Reàl Ingredients. The collaboration is being called a 'harmonious fusion of Caribbean heritage and modern mixology'. Participants are expected to exhibit their creativity, by devising a unique cocktail that draws on Saint Lucia's 'diverse culture' and 'natural beauty'. Cocktails must be made using Bounty Rum as the base spirit, alongside one of Reàl Ingredients' products. A cash prize will also be awarded to second place (US\$500) and third place (US\$250). Ben Jones, North American sales director for the Miami Rum Congress, said: "We are thrilled to be a part of the Spirit of Saint Lucia Cocktail Competition. "This event not only celebrates the artistry of bartending but also pays homage to the rich cultural heritage of Saint Lucia. We can't wait to see how bartenders infuse their creations with the spirit of the island, using Bounty Rum as their muse." <https://bountyrum.com/>

HAVANA CLUB

Havana Club has announced the redesign of its bottle labels for the new year, with the intent of modernizing and preimmunizing its core portfolio. Among the changes include the flagship Havana Club Añejo 7 Años, which puts the Cuban provenance front and center, with a design inspired by Havana's iron doorways. It also includes the signature of the late creator Don José Navarro Primer Maestro del Ron Cubano and the bottle capsule now includes the number 7.

Alexa Varela, Head of Portfolio at Havana Club, commented: "As the leading Cuban rum brand, we're very excited to unveil a new look for our renowned core range that speaks of our proud heritage. While the liquids crafted by our skilled team of Maestros del Ron Cubano stay true to their roots, the refreshed labels add an innovative touch that blends modernity with tradition, enhancing experiences

for customers and bartenders from all corners of the world."

Reflecting on the project, Rosalind Michaluk, Strategy Director at Pearlfisher London, shared: "We were thrilled to collaborate with the Havana Club team to reinvigorate and redesign a global spirits icon for the next generation of rum drinkers. It was important to dial up the brand's unmistakable, timeless Cuban DNA across a newly harmonized brand portfolio while championing each liquid's unique story, authentically reaffirming its status as 'El Ron de Cuba', the rum of Cuba."

<https://havana-club.com/>

BEENLEIGH

In 1884, an abandoned steamboat washed ashore at 'Beenleigh', a sugarcane property on the Albert River in Queensland, Australia. Aboard the boat, the SS Walrus, was a tremendous copper still. Fate had landed a gift at the feet of cane growers John Davy and Francis Gooding, and they set about distilling spirit from their own sugarcane. Close to 140 years later, Beenleigh Rum is still crafted at the same riverside location. The heritage-listed site is no longer just a go-to for fans of spirits, however. It's now also home to a restaurant serving pub-style dishes that often come slathered with a rum sauce. Order the signature beef ribs, the corn ribs and sticky pork belly bites and you'll be eating rum condiments whether or not you've opted for the eatery's beverage of choice to wash down your meal. Seating 80, Beenleigh's new Distillery Restaurant offers not only its favorite tipple, but also local produce and Aussie flavors. Other dishes to try include spicy chicken wings, brisket and veggie burgers, char-grilled chili garlic squid and a 300-gram Darling Downs porterhouse steak. Plus, the sweets range spans a meringue stack paired with dragon fruit compote, as well as a sticky toffee pudding with burnt orange caramel, coffee and wattle seed gelato. Fancy not only stopping by for a meal and a drink, but for rum tastings, tours of the distillery and masterclasses? That's also available. "We are thrilled to introduce The Distillery Restaurant as an extension of the Beenleigh Rum Distillery experience, and believe it will quickly become a favorite with both locals and travelers," said Beenleigh Artisan Distillers' Head of Marketing and Hospitality Chris Illman. "The menu itself has taken classic comfort foods and elevated them with high-quality ingredients, new flavor profiles, unexpected twists — and, of course, a healthy dose of Beenleigh Rum where possible."

<https://www.beenleighrum.com.au/>

GOSLINGS

The latest from Goslings is the Family Reserve Old Rum Rye Barrel Finish. The first extension of Goslings Family Reserve Old Rum line, the rum is finished in once-used rye whiskey barrels for three years. Family Reserve Old Rum was originally produced exclusively for members of the Gosling family. It was created from a blend of rums that were left aging in hand-selected once used bourbon barrels and bottled once

annually. For the rye barrel finish, three rye barrel fills were combined in the final rum blend to lend a unique spiciness and an herbaceous, earthy quality to the final product. Each bottle is hand-filled, hand-labeled and numbered. Then, it is stopped with a cork and covered in green sealing wax (a color regularly associated with the use of rye barrels), before being sealed in the same way the Gosling family first bottled their Bermudan rums in the early 1900's. "Goslings introduced Family Reserve Old Rum in 2003, and twenty years later, the rye barrel finish is a welcome new addition to our family of rums. This will be the first of multiple innovations in the Old Rum line of products," says Malcolm Gosling Jr., eighth generation rum maker. "We took a unique blending approach when introducing our Old Rum to rye barrels, starting independent fills in 2018, 2019, and 2020. Finally, this year, we married the three aged rums for bottling and the end result is a complex rum that can be enjoyed like a bourbon or aged whiskey, either sipped, on the rocks, or in a classic cocktail."

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

RHUM J.M

SPIRIBAM has officially launched the most significant and ongoing projects of one of their iconic brands to date – Rhum J.M: The EDDEN Project (Engagés pour le Développement Durable de nos Écosystèmes et de notre Nature), marking the revered rum distillery's monumental progress as a global spirits producer and leader in the sustainability movement.

Over the past decade, J.M has made a series of methodical developments to its sugarcane rum distillery improving production quality in a measurable and effective effort to diminish its impact on the natural environment by utilizing key practices to hone their craft within a full circular economy. Nestled at the foot of Mount Pelée, the largest distillery of the area has been a longtime advocate of the sustainability movement in Martinique, working to address the challenges to cultivate within the area's terroir-driven tropical climate in the most environmentally and socially responsible manner possible. Emmanuel Becheau, Managing Director, Rhum J.M, explained "We produce rum which demands excellence, yet our idea of excellence vastly simply surpasses that of taste alone. The lovers of our rum can be certain that behind each bottle there are passionate women and men committed to excellence, crafting our spirits within this circular economy: EDDEN. It is for our fans that we wish to share what we are learning, our dedication to the planet, and the value we hold for our environment and social responsibility." Grégoire Guéden, CEO, Spiribam, added "When you discover Rhum J.M, you cannot help but be moved. We knew it was our responsibility to protect it. How? Continuous innovation, tireless motivation, and limitless passion, because only this will enable us to protect our traditions while also paving the path towards our future. This is both the secret and battle of our centuries-old distillery. In this rich

land, swept by trade winds and tropical rains, we grow some of the best sugarcane in the world. We prioritize soil health using crop rotation and fallow. We operate our distillery according to the principles of this circular economy so that the waste products from sugarcane fuel our eco-efficient furnace. Some of our surplus bagasse is delivered to the local biomass plant to produce electricity for the island. With EDDEN, we're sharing these advancements because this is the way. Exceptional because it is authentic. Exceptional because we care. Rhum J.M is at the crossroads of modernity and tradition, and there is much more on the horizon." EDDEN has officially come to life launching J.M as the leader in the beverage industry with the intent to advocate for improved sustainability at distilleries around the world. Most importantly, there is clear transparency throughout the entire process from both Business-to-Business and Business-to-Consumer. J.M is a leader of the sustainability movement for all of Martinique, as it is one of the most recognized distilleries undertaking these goals around environmental and social responsibility. To codify their methodology, J.M engaged the sustainability consultants at Linkup Factory. Together, they built a manifesto to serve as a new standard for themselves, their partners, and their community. Ben Jones, Managing Director, Spiribam America said "I'm proud. After so many years of development, EDDEN has finally been shared with the world. This is not the end, but truly Day 1 of a lifelong commitment to be a leader of sustainable rum production practices. On Earth Day 2022, EDDEN was officially born from years of dedication, patience, and an ever-growing pursuit of knowledge. A huge milestone accomplishment from one of our own crown jewel rum distilleries!"

<https://www.rhumjmusa.com/eddenproject>

RUMCAST

In 2019, John Gulla and Will Hoekenga created the Rumcast, "the podcast that helps you navigate the world of rum by talking to the people who shape it." The podcast has been well received over the years and the number of listeners has grown dramatically. Last month they released their 100th episode, quite a milestone in the podcast world. Rather than a self-congratulatory, pat-on-our back romp, they created a well-written, professionally produced 90-minute collection of new interview segments from previous guests, covering how rum has evolved in the last five years and where they think rum is headed over the next 5 years. Returning guests include Kate Perry of La Maison and Velier, Zan Kong of Worthy Park, Margaret Monplaisir of St. Lucia Distillers, Craig Nicholson of Worthy Park, Maggie Campbell of Mount Gay, Jeff "Beachbum" Berry and Ed Hamilton. I strongly recommend that some night soon, you give yourself a good size pour (or two), sit by a blazing fire and have a listen.

www.rumcast.com/episodes/100th-episode



The Sweet Business of Sugar



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Venezuela

Regardless of distillation equipment, fermentation method, aging or blending techniques, all rum producers have one thing in common: **sugarcane**.

Without sugarcane we would not have sugar mills, countless farmers would not have a profitable crop and we would not have rum!

Required Report: Required - Public Distribution

Date: April 19, 2023

Report Number: VE2023-0007

Report Name: Sugar Annual

Country: Venezuela

Post: Caracas

Report Category: Sugar

Prepared By: FAS Caracas

Approved By: Abigail Mackey

Report Highlights:

Sugar production in Venezuela is forecast to increase by 13 percent to 300,000 MT in marketing year (MY) 2023/24 due to improved access to quality inputs, a reduction in diesel shortages, and higher prices to producers. While millers in Venezuela continue to recover and prioritize imports of raw sugar for processing to supply the market, delays in payments to producers, high raw sugar prices, and a change in Maduro regime policy that is favoring imports of refined sugar is preventing a major decline in imports of refined sugar. For MY 2023/24, Post forecasts raw sugar imports at 250,000 MT and refined sugar imports at 130,000 MT. Brazil remains the top supplier of sugar exports to Venezuela.

Production

In MY 2023/24, Venezuelan sugar production is projected upwards to 300,000 MT, a 13 percent increase compared to USDA's official estimate for MY 2022/23. Area planted is forecast at 60,000 hectares. Sugar production in Venezuela has consistently grown over the past several years. Improved access to quality inputs, reduced shortages in diesel supply, and higher sugar prices are encouraging larger investments in the industry and improving yields. Cane tonnage per hectare cultivated is forecast at 60 MT/ha in MY 2023/24. This is an improvement from the average yield in MY 2021/22, which was 51 MT/ha. Venezuela only produces centrifugal sugar.

Sugar production for MY 2022/23 is estimated to reach 270,000 MT, a 2 percent increase from USDA's official estimate of 265,000 MT. Area planted is forecast at 55,000 hectares. Cane tonnage per hectare cultivated is estimated at 60 MT/ha. The primary constraint to expanding sugar production is the lack of access to credit in Venezuela.

The four private mills currently operating in Venezuela have a potential combined capacity to process 4.5 million MT of sugarcane per year. Portuguesa remains the largest producer in the country. The average industrial yield of sugarcane converted to refined sugar is estimated at 8.28 percent among all private sugar mills in MY 2022/23, a slight decrease from the MY 2021/22 milling rate of 8.31 percent. When including Santa Elena, an active public mill, the yield drops to 8.17 percent.

There are 10 publicly owned sugar mills in Venezuela. According to industry contacts, only one, Santa Elena, is currently operating. Table 2 below shows the operational status of public sugar mills. The Santa Elena plant has an estimated potential to process 270,000 MT of sugarcane and process, with a yield of 7 percent, this into 18,900 MT of sugar.

Table 1: Estimated Production of Venezuelan Private Sugar Mills, MY 2022/23

Private Mills	Sugar Cane (MT)	Yield %	Refined Sugar Produced (MT)	Harvest months
Portuguesa	1,350,000	8.50	114,750	Dec-April
Molipasa	800,000	8.20	65,600	Dec-April
El Palmar	310,000	8.00	24,800	Dec-April
La Pastora	570,000	8.00	45,600	Jan-Aug

Source: Venezuelan industry

Table 2: Current State of Operations of Venezuelan Public Sugar Mills

Batalla Araure (CABA)	Closed this harvest
Sucre Power Plant	Closed this harvest
Venezuela	Closed this harvest
Industrial Santa Elena	<i>Operational this harvest</i>
Central Cariaco	Closed this harvest
Santa Clara	Closed this harvest
CAAEZ (Central Ezequiel Zamora)	Closed this harvest
CAZTA (Central Táchira in Urueña)	Closed this harvest
Puerto Tamayo Central Turbio	Closed this harvest
Central Trujillo	Closed this harvest

Source: Venezuelan industry

Consumption

In MY 2023/24, Post forecasts a 26 percent increase in domestic consumption to 680,000 MT compared to the official USDA estimate of 540,000 MT. This represents 25 kg per capita per year or 2 kg per capita per month. Sugar consumption in Venezuela is currently distributed as 80 percent for human consumption and 20 percent for industrial use. Demand for the use of artificial sweeteners in soft drinks is growing in Venezuela. At least 20 percent of Venezuela's total domestic supply of refined sugar goes to the regime's food subsidy program, commonly known as the Local Committee for Supply and Production (CLAP). The CLAP boxes provide monthly distributions of basic food commodities and typically include at least one kilogram of refined sugar per box to approximately 1.6 million families. The CLAP program is supplemented by refined sugar imported from Brazil in large quantities.

In MY 2022/23, Post estimates domestic sugar consumption at 660,000 MT. Sugar consumption in Venezuela is very stable due to its relatively low cost. An expected rebound in the economy and consumer purchasing power in the second half of 2023 is expected to increase demand for sugar, particularly sugar-based beverages.

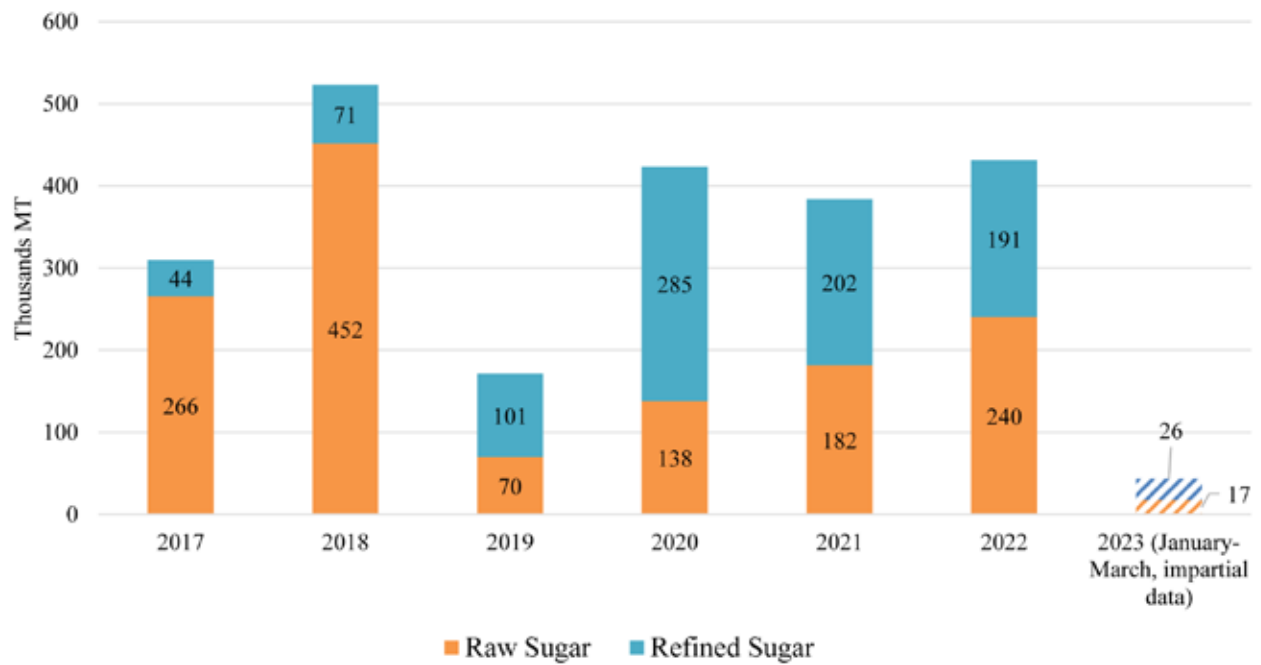
Trade

Raw Sugar

Post forecasts raw sugar imports at 250,000 MT for MY 2023/24, an increase of 4 percent compared to the official USDA estimate in MY 2022/23. The private sector has prioritized increasing imports of raw sugar to reduce its dependence on refined imported sugar. However, major increases in raw sugar exports as a percentage of total imports are constrained by delays in payments to sugarcane producers, growing prices for imported and domestic raw sugar, and a change in Maduro regime policy that is favoring imports of refined sugar. In 2023, millers are paying \$630/MT to producers for raw sugar while imported raw sugar costs \$680/MT.

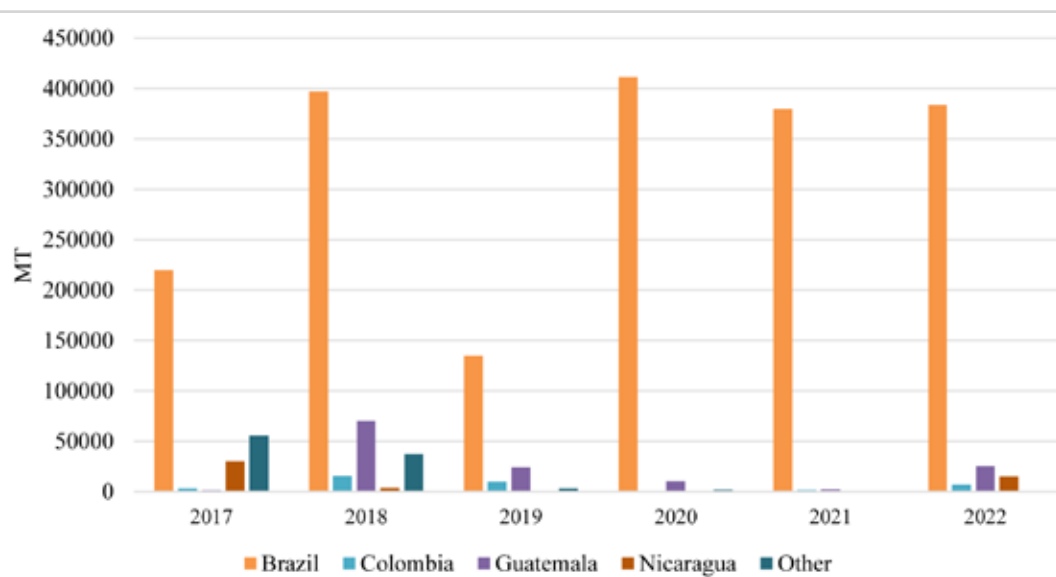
Post estimates raw sugar imports for MY 2022/23 at 215,000 MT. In 2022, imports of raw sugar constituted 56 percent of total imports compared with 47 percent in 2021. The main exporter of raw sugar to Venezuela is Brazil, with 94 percent of the total raw sugar exports to Venezuela in 2022, followed by Nicaragua with 6 percent. The United States is not a major exporter of raw sugar to Venezuela. In the first half of MY 2022/23 (October 2022 to March 2023), Venezuela imported 81,000 MT of raw sugar with 81 percent from Brazil and 19 percent from Nicaragua.

Figure 1: Venezuelan Imports of Raw Sugar versus Refined Sugar, 2017-2022 (thousands MT)



Source: Trade Data Monitor

Figure 2: Total Sugar Exports to Venezuela by Country, 2017-2022 (MT)



Source: Trade Data Monitor

Refined Sugar

Post forecasts an increase in refined sugar imports in MY 2023/24 to 130,000 MT compared to USDA's official estimate of 35,000 MT for MY 2022/23. While the share of imported refined sugar as a total of imports is expected to decrease, high prices for raw sugar and late payments to producers are constraining local industry's ability to compete with refined sugar imports. While refined sugar import prices have increased, Venezuela has the flexibility to import lower quality refined sugar at more competitive prices.

For MY 2022/23, Post estimates imports of refined sugar at 175,000 MT. Starting in late 2022, the Maduro regime began issuing more import permits to companies that import refined sugar and exempting these imports from VAT and tariffs. According to industry contacts, importing refined sugar was also done to favor regime-aligned companies and to supply local CLAP boxes. In the first half of MY 2022/23 (October 2022 to March 2023), Venezuela imported 109,000 MT of refined sugar with 89 percent from Brazil, 9 percent from Guatemala, and 2 percent from Colombia. The United States is not a major exporter of refined sugar to Venezuela.

Stocks

Venezuelan stock levels tend to fluctuate widely and are omitted from post estimates. According to industry contacts, there is about 125,000 MT of sugar in inventory.

Policy

Raw sugar imports continue to be exempt from tariffs. Since December 2020, refined sugar pays a tariff of 20 percent ad-valorem plus 16 percent VAT and 1 percent custom services. An import license is also required. However, the Maduro regime in 2022 began granting import licenses and exempting, on a case-by-case basis, refined sugar imports from VAT and tariffs. There are no direct or indirect subsidies for the sector or any kind of government aid to the producers or industry.

Table 3: Sugar: Production, Supply, and Demand Estimates

Sugar, Centrifugal Market Year Begins Venezuela	2021/2022		2022/2023		2023/2024	
	Oct 2021		Oct 2022		Oct 2023	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Beginning Stocks (1000 MT)	0	0	0	0	0	0
Beet Sugar Production (1000 MT)	0	0	0	0	0	0
Cane Sugar Production (1000 MT)	230	0	265	270	0	300
Total Sugar Production (1000 MT)	230	0	265	270	0	300
Raw Imports (1000 MT)	220	0	240	215	0	250
Refined Imp.(Raw Val) (1000 MT)	60	0	35	175	0	130
Total Imports (1000 MT)	280	0	275	390	0	380
Total Supply (1000 MT)	510	0	540	660	0	680
Raw Exports (1000 MT)	0	0	0	0	0	0
Refined Exp.(Raw Val) (1000 MT)	0	0	0	0	0	0
Total Exports (1000 MT)	0	0	0	0	0	0
Human Dom. Consumption (1000 MT)	510	0	540	660	0	680
Other Disappearance (1000 MT)	0	0	0	0	0	0
Total Use (1000 MT)	510	0	540	660	0	680
Ending Stocks (1000 MT)	0	0	0	0	0	0
Total Distribution (1000 MT)	510	0	540	660	0	680
(1000 MT)						

Attachments:

No Attachments

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



Coffee Split

Most of us have been experiencing opposite weathers as of late: here in the Southern hemisphere we are suffering horrendous heat waves, while in the Northern hemisphere there are reports of extreme low temperatures with polar vortices that is only getting worse as the years go by.

These weather events cause a problem for us, which involves finding the appropriate conditions to enjoy a cigar, and also, what to smoke. For these reasons I thought of a pairing that would not last more than 20 minutes, with a small cigar, and I believe I have a perfect choice. I recently put together a pairing with a Dominican cigar, the brand name is Fuller Cigar and it is made by a Chilean. Their portfolio includes a "Napoli," a Tuscan-style cigar with a medium body, infused with aromas of chocolate and coffee, which is ideal for this cold-weather pairing.

Now that we have the cigar, it is time to select the perfect cocktail. Thinking about the challenging weather, I decided to conduct a test. This is a cocktail I've made before as a Rum Espresso Martini, but with a few changes.

Coffee Split

- 2 oz Espresso Coffee
- 2 oz Aged Rum (not older than 5 years)
- 1 oz Coffee Liqueur
- 1 oz Banana Liqueur

Ideally, you'll use a cocktail shaker to combine all the ingredients, then strain into a rocks glass with large ice cubes. If you don't have a cocktail shaker, you can combine the



Photo credit: @Cigarili



Photo credit: @Cigarili

ingredients in a blender, but you'll then want to start with frappe (finely crushed) ice, to make the cocktail more uniform and easier to enjoy.

In my case, I used a cocktail shaker. If you do as well, please remember to use large ice cubes. When you shake it, you'll generate foam, which will help you as a bed for a couple of coffee beans as decoration.

When smoking infused cigars like this one, you enjoy their flavor/aroma the moment your lips touch them, even before lighting up the cigars. In this case the flavors are those of chocolate and coffee, which will only increase when we incorporate the cocktail.

The balance between the sweetness and the tobacco notes make of this an ideal "dessert pairing," but, in our case, it is

perfect for a snow-covered patio, after having dinner with the family, while we sneak out to enjoy a special moment. There are many Coffee Liqueurs available out there, I grabbed a bottle of Irish Coffee Mix, called Irish Velvet. I use this liqueur exclusively for pairings and they always turn out spectacular. I'm sure many of you also have favorite bottles that you don't like to share with others.

It is a simple and sweet pairing for coffee and cigar aficionados. Bundle up before you go outside to enjoy this pairing, and then let it warm you up!

Cheers!
Philip Ili Barake
#GRCigarPairing





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