

Got Rum?®

JANUARY 2020

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



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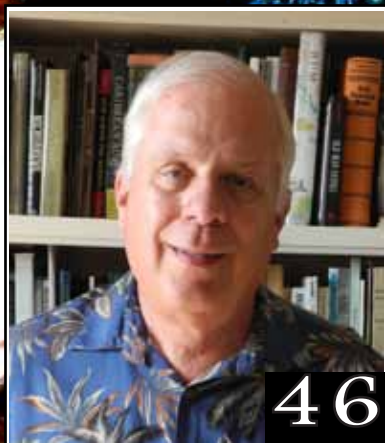
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FRONT COVER: Spirited Fire

INSIDE SPREAD: Distilled Celebration

FROM THE EDITOR

Looking Ahead

For the Rum Central team, 2019 was our busiest year to-date and 2020 is starting with the promise of even faster growth.

In the USA, the Craft Beverage Modernization Act, with its reduced Federal Excise Tax for craft distillers, has been extended for all of 2020, ensuring industry members can reinvest more of their profits into inventory, equipment, additional staffing and business development. Will the reduced rate become permanent after the end of the year? Lobbying groups worked diligently towards that goal for this year and will continue to do so over the next 12 months.

Premiumization in the Rum category continues to increase, a good sign even when overall rum volumes may be falling or stagnant (at least in the USA). The large industry players, who are being affected the most by the volume reductions at the lower price-points, have also diversified their portfolios quite extensively, taking equity positions in many craft brands that are thriving.

New rum festivals continue to pop up around the world, additional proof that interest in the category is on the rise, among organizers and consumers.

CBD (cannabidiol) production and applications continue to drive an emerging industry and large alcohol companies have taken notice. The amount of research funding allocated to the incorporation of CBD into alcohol products is mind blowing (no pun intended), with regulatory agencies struggling to keep up.

This issue also marks the starting point of a new series (Rum Aging Science,



pages 14-21) in response to inquiries from craft distillers and consulting clients who want to better understand the inter-operability framework and the science behind aging rum.

Starting this year, "Got Rum?" will also be taking a more active role promoting rum festivals and training opportunities around the world (see pgs. 30-31 for more information). Look for our contributing writers, they too will be more active attending rum events near and far!

Cheers,

A stylized signature of Luis Ayala in black ink.

Luis Ayala, *Editor and Publisher*

Linked in

<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!

Pacto Navio

Last year while visiting Havana, Cuba with my wife we discovered this Rum in the Havana Club Museo de Ron Gift shop. The name comes from the 1815 treaty that declared peace between Cuba and France. The Rums in the blend were distilled and aged at the distillery located in San Jose De Las Lajas. The company does not share the ages of the ten rums in the blends, but after the maturation process the rums are blended and aged for an additional time period in used French Sauternes wine casks. The Rum is finally bottled at 40% ABV.

The inspiration behind this Rum is the historic trade between France and Cuba in the 1700's. France would ship Sauternes wine to Cuba and then after the casks were emptied they were refilled with Cuban aguardiente and developed a distinct flavor profile in the three month voyage back to France.

Appearance

The 700 mL bottle has a cool compass embossed around the top of the glass and the label share some details about the historical inspiration that led to the creation of the product. It is sealed with a wood capped synthetic cork.

In the bottle the rum has a mahogany color, but lightens to dark amber when poured in the glass. Swirling the liquid creates a medium band that drops on a series of legs before beading up around the glass.

Nose

The aroma is interesting with notes of caramel, Madagascar vanilla, peach cobbler, candied apricots, charred oak, cardamom, honeysuckle and orange blossoms.

Palate

From the first sip the alcohol wraps the tongue and the sweetness of the spirit sweeps over the tongue and teeth. Additional sips reveal caramelized vanilla, mandarin orange, cloves, cinnamon, bitter dried orange peel dancing with charred oak tannins. Then, as the rum begins to fade, dried apricots and peach cobbler flavors emerge and carry the rum in a long finish.

Review

This is the kind of Rum that makes me enjoy being a spirits writer. I truly can say I have never had anything quite like it and enjoyed the exploration of the liquid. The aroma is intriguing and the flavor profile is quite complex, if not a tad sweeter than what I typically enjoy. This is one spirit I will be happy to share with friends and save for after meal enjoyment. I have a feeling my friend, Philip Barake, will enjoy pairing this with one of his fine cigars. If you enjoy Rums that are on the sweeter side of the spectrum, this one is worth picking up for your sipping pleasure.



www.havana-club.com

THE ANGEL'S SHARE

by Paul Senft

Sailor Jerry Savage Apple Flavored Rum

I received word that this spirit would be entering the marketplace during the first quarter of 2019, but did not spot it on the store shelves until the fourth quarter. A blend of "Real" apple flavor and the well-known spiced rum. I was curious how this measured up to other products in the industry. Owned by William Grant and Sons, this is the first spin off release of the Sailor Jerry spiced rum line. The Rum is produced and bottled in Scotland and imported into the United States via New York at 35% ABV.

Appearance

This tall 750 mL bottle has large labels that do not really tell the consumer much at all. I learned that the tiger on the front is one of the many images that Norman "Sailor Jerry" Collins used to tattoo on sailors and soldiers during World War Two.

The bottle has a metal screw top and the liquid has a solid caramel color. When I agitated the liquid a thin band formed, that clung to the sides of the glass before slowly dropping a few legs leaving a solid ring of residue behind.

Nose

Jolly Rancher sour apple candy, nothing else. I let the glass sit and air out a bit and the aroma lightened to a spiced cider aroma.

Palate

Sipping the liquid delivered a rock candy apple flavor with incredibly weak spice notes flattening on the tongue. A little caramel, nutmeg and baking spice came through, but the apple flavoring really just dominates the profile.

Review

This product was not one I enjoyed sipping and I am sure there are some creative bartenders out in the world that can do something with it, but nothing really obvious comes to mind. The artificial apple flavoring and overall sweetness are just not something I enjoyed imbibing. Due to the contrived nature of the flavor profile, I am not comfortable recommending it as a substitution for other liqueurs. If you were looking for a spicy apple flavored rum, this one fails to deliver on the spice and like the name infers my palate certainly feels savaged after this experience.





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COOKING WITH RUM

by Chef Susan Whitley



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

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

Sue@gotrum.com

Tipsy Tenderloins

Ingredients:

- 2 lb. Tenderloin Tips, sliced thin
- 4 Tbsp. Butter
- 2 tsp. Salt
- 2 Tbsp. Spiced Rum
- 1 C. Mushrooms, sliced
- ½ C. White Onion, chopped
- 1 Clove Garlic, crushed
- 1 C. Dark Rum
- 1 C. Canned Tomatoes
- 2 Beef Bouillon Cubes
- Parsley, for garnish

Directions:

Sauté meat in butter until brown. Add salt, Spiced Rum, mushrooms, onions and garlic. Cook for about 3 to 4 minutes, add more butter if needed. Add Dark Rum, tomatoes and bouillon cubes and simmer for 25 minutes or until meat is tender. Garnish with parsley. Serves 4 to 6.

I recommended serving whipped potatoes as a side dish to take advantage of the delicious gravy.



Photo credit: thekitchen.com

Woozy Date Torte

Ingredients for Torte:

- 1 C. Fresh, pitted Dates
- ½ C. Butter
- ½ C. Brown Sugar
- 4 Egg Yolks
- 1 c. Flour
- 1 tsp. Baking Powder
- ½ C. Dark Rum
- 1 C. Whipped Cream, for filling

Slice dates thin. In a bowl, cream butter and sugar then add egg yolks and beat well. Sift flour and baking powder and blend into creamed mixture alternating with Dark Rum. Fold in dates. Place batter into two greased 9-inch pans. Spread with meringue (see below recipe) and bake at 350°F for 45 minutes. Allow to cool before removing from pans. Put layers together with the whipped cream.

Ingredients for Meringue:

- 4 Egg Whites
- ¼ tsp. Cream of Tartar
- 1 C. Sugar
- ½ C. Pecans, chopped

Beat egg whites with cream of tartar until they form peaks. Gradually add sugar, beating until stiff. Fold in pecans.



Photo credit: the350degreeoven.com

RUM Aging Science

A Research Collaboration Between



And

THE **Rum**
UNIVERSITY



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Introduction

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

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

RUM Aging Science



RUM Aging Science

Environmental Parameters

As part of this study, we will be monitoring daily temperature and relative humidity inside the cellar, near the location of the selected barrel.

Physical Parameters

We will also be monitoring physical changes of the rum inside the barrel, including:

- pH
- ABV
- Color and
- Composition

Equipment

The environmental parameters will be recorded using Rum Central's Amprobe Temperature and Relative Humidity Data Logger, which is configured to log readings hourly.

Once per month we will withdraw a sample from the barrel we selected for this study. The sample will then be analyzed for physical changes using the following equipment:

pH will be measured using a Hanna Instruments Edge pH Meter.

ABV will be measured using an Anton Paar Snap 50 Alcohol Meter.

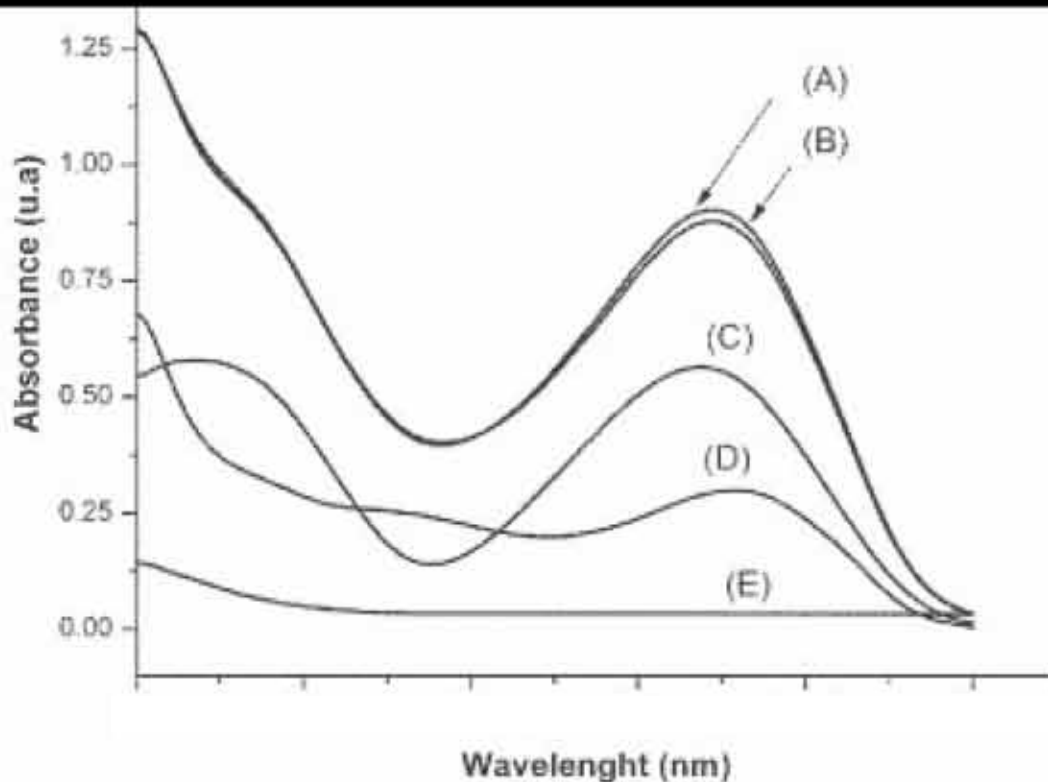
Color and composition will be recorded using a Thermo Scientific Spectronic 200 Spectrophotometer, with a wavelength range from 340nm to 1000nm.

Expectations

Acidity should increase (pH should decrease) over time, accompanied by a decrease in total volume (due to evaporation) and in ABV (due to esterification) and an increase in wood

RUM Aging Science

Sample Spectrophotometer Reading



RUM Aging Science

extractables. The concentration of aldehydes, acids and esters should also increase over time (due to the interaction of the different alcohols with oxygen inside the barrel).

The question is not: *will all the things we expect to happen, actually happen?* But rather: *at what rate will the transformations take place given the environmental conditions inside the aging cellar?*

If or when the month-to-month changes are significant, we will also include organoleptic (aroma and taste) assessments, describing the perceived changes when comparing the alcohol in the barrel to an un-aged control sample.

The Rum

The white rum used to fill the barrel is column-distilled, from fermented High Test Molasses ("miel virgen"). The entry ABV into the barrel is 63.43% ABV.



The Barrel (#19-0018)

The barrel is made from White American Oak and it was charred prior to its first use aging Bourbon Whiskey (for 3 years). Rum Central received the barrel shortly after it was emptied and this is its second use.

Most aged rum produced around the world employs ex-Whiskey barrels,

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thus our decision to use one for this series. Since its first use was only 3 years, the barrel still has a lot of wood extractives to contribute to our rum. 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 lignin 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.

Join us next month, as we share our observations from the first month of aging at the cellar!

THE MUSE OF MIXOLOGY

by Cris Dehlavi



My name is Cris Dehlavi and I am a native of Arizona, but have lived in Columbus, Ohio for the past 13 years with my daughter, Desi. I have been running the bar program at "M", of the Cameron Mitchell Restaurant group since 2005. I am currently the President of Columbus USBG as well as a consultant for bars and restaurants nationally.

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

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

Rocky Yeh

The spirit world lost a great person on December 2, 2019, someone I considered to be a dear friend.....so it seemed only appropriate to dedicate my first article of 2020 to him. I first met Rocky Yeh at Tales of the Cocktail (TOTC) in 2011. At that time I was one of 70 cocktail apprentices and Rocky was often there to lend a hand, in any way he could assist. He proudly wore an honorary CAP Jacket, and his infectious, larger than life personality was such a positive influence, especially during our long work days. As my role in the CAP program grew (I am now one of the senior leaders), so did our friendship. Rocky always respected what we did behind the scenes to make TOTC the largest and most renowned cocktail festival in the world, and he would jump in and help in any way he could. The CAPs arrive days before the festival begins, and we work 10-12 hour days followed by more hours of enjoying New Orleans and visiting with all of our friends, new and old. On the final day of the week, every year, Rocky would bring food and drinks for all 70+ CAPS, for us to enjoy during our last meeting. This was selfless, generous, and so appreciated, and is a true testament to the type of person he was.

Professionally, Rocky began as a bar back at Seattle's "Vessel", working his way into a bartending role and was celebrated as one of the most influential people in the city. He did ambassador work and consulting as well, and was truly a leader in the community. Over the past three years, Rocky was the brand ambassador for Maison Ferrand, the highly respected





cognac company-- which is also home to the Plantation line of rums. The iconic pineapple logo seemed the perfect match for him, as it is the international symbol of hospitality-- and hospitality literally oozed out of him. In 2014, Alexandre Gabriel (Cellar Master at Maison Ferrand) and David Wondrich (author of Imbibe!) developed Stiggin's Fancy Pineapple rum and brought it to Tales of the Cocktail to share with the CAPS and colleagues-- with no intention of making enough to sell. It was their liquid thank you to the apprentices for all that we do at Tales of the Cocktail. Lucky for the rest of the world, it was so good they decided they couldn't keep it just for us! Rocky was very passionate and knowledgeable about rum, and he and I spent a lot of time talking about it

and its versatility. He will be missed very much, not only by me but by the entire cocktail world.

FANCY PINEAPPLE DAIQUIRI
(the last cocktail I had with Rocky!)

- 2 oz. Plantation Pineapple Rum
- .75 oz. Fresh Lime Juice
- .50 oz. Simple Syrup
- 2 dashes Angostura Bitters

Shake well with ice and strain into a coupe glass.

Cris



THE Rum[®] UNIVERSITY LIBRARY

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

www.RumUniversity.com



The Joy of Home Distilling

(Publisher's Review) The complete guide for beginner and intermediate distillers. Make your own brew at home!

"If you're going to invest the \$100 or so to get a basic equipment and recipe kit, then you'll want to take care in ensuring that your first batch is brewed correctly." –Rick Morris, HowBrewBeer

The Joy of Home Distilling covers nearly every facet of distilling:

- Step-by-step instructions for the different processes, from bucket to bottle
- The difference between spirit types and how to produce each
- What yeast is, what it does, and how to ensure that you get a strong, complete fermentation
- What distillation is and common misconceptions about the process
- Legalities surrounding distilling alcohol at home
- Carbon filtering—when it's necessary, when to filter, and why you filter
- Flavoring and aging your spirits
- Keeping safety first when working with flammable materials, such as ethanol
- Yeast styles and nutritional requirements
- Different methods of distillation and equipment
- Post-distillation process
- And of course, fun drink recipes! (Try the Mudslide or the Cherry Bomb!)

Author Rick Morris, who has been selling distillation equipment for over 25 years, even includes his own recipes for different types of spirits and drink recipes. By learning not just how to distill, but also



the joy of home distilling

THE ULTIMATE GUIDE TO MAKING YOUR OWN VODKA,
WHISKEY, RUM, SCHNAPPS, AND BRANDY



Rick Morris

what is happening at each step and why it is needed, readers will be armed with the information they need to experiment with their own spirits and concoct their own recipes. Easy to understand even for a first-time distiller,

The Joy of Home Distilling is sure to become your number one distilling resource.

Paperback: 224 pages
Publisher: Skyhorse (October 21, 2014)
Language: English
ISBN-10: 1629145866
ISBN-13: 978-1629145860





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UPCOMING EVENTS

January

6-Day Distiller Course: Jan 19, 2020 - Jan 24, 2020. Moonshine University, USA.

March

5-Day Rum Course: Mar 2, 2020 - Mar 6, 2020. Moonshine University, USA.
Distilling Operations: Mar 9, 2020 - Mar 10, 2020. Moonshine University, USA.
Fermentation Workshop: Mar 12, 2020 - Mar 13, 2020. Moonshine University, USA.

April

Nordic Rum Fest: Apr 3, 2020 - Apr 4, 2020. Øksnehallen, Copenhagen, Denmark.
6-Day Distiller Course: Apr 19, 2020 - Apr 24, 2020. Moonshine University, USA.

Please consult the **Rum Events Calendar** at www.gotrum.com for additional information about specific events.

Don't see your event?

Visit www.gotrum.com, go to **Rum Events Calendar** and click on **Submit Yours**. There is no cost or obligation!

**Are you planning to attend an upcoming
Rum Festival?**

Do you like to write and to take photos?

You may have what it takes to be the
official “Got Rum?” Field Reporter for that
event!

Send an email to **reporter@gotrum.com**
for additional information.



WHITE RUM PRIMER

Distillation
ABV

Congener
Composition

THE TMRum
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H₂O



Source of
Fermentable
Sugars



Congener
Quantity

Distillation ABV (Alcohol By Volume)

This is the concentration (% ABV) at which the alcohol was distilled, which is usually much higher than the concentration at which it is bottled. Many different alcohols are formed during fermentation (see “Congener Composition” below), distillation concentrates and separates these alcohols. The higher the distillation ABV, the more neutral/rectified the alcohol will be (it will have less water and fewer congeners).

Congener Composition

The primary alcohol in all distilled beverages is Ethanol, but many others are formed during fermentation. These alcohols, along with their aldehydes, acids and esters, are collectively called “Congeners.” Different yeast varieties and environmental/nutritional conditions lead to their formation. Some congeners have pleasant aromas and tastes while others do not.

Source of Fermentable Sugars

In the case of Rum, all fermentable sugars must come from a sugarcane co-product. These include: juice, concentrated juice (“miel virgen” or High Test Molasses), granulated sugar (from brown to white), non-granulated sugars (jaggery, panela, piloncillo, etc.) and all grades of molasses (from Grade A to Blackstrap). Each of these sugar sources has a unique combination of aromatic and flavor compounds (primarily Maillard) that survive fermentation. Distillation to lower ABVs preserves more of them, while distillation to higher ABVs tends to remove them.

Congener Quantity

The congener composition can tell us, for example, if a rum is “heady” or “taily” or if it can be considered “high esters.” The congener quantity (usually expressed in milligrams per liter, grams per hectoliter or in ppm) is the best (most scientific) way to understand the fermentation and distillation processes behind a rum.

What about the distillation apparatus (pot versus column)?

Although most Pot stills are normally used to distill at low ABV (high-congener alcohols), they can also be used to produce neutral alcohol (most “craft” vodkas are made using pot stills). By the same token, while most multi-column stills are normally used to distill at high ABV (low-congener alcohols), they can also be used to produce heavy alcohols. Classifying rums based on the distillation equipment alone, while ignoring the Congener Composition and Congener Quantity can be very misleading.

THE RUM HISTORIAN

by Marco Pierini



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

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

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

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

I have published a book on Amazon:

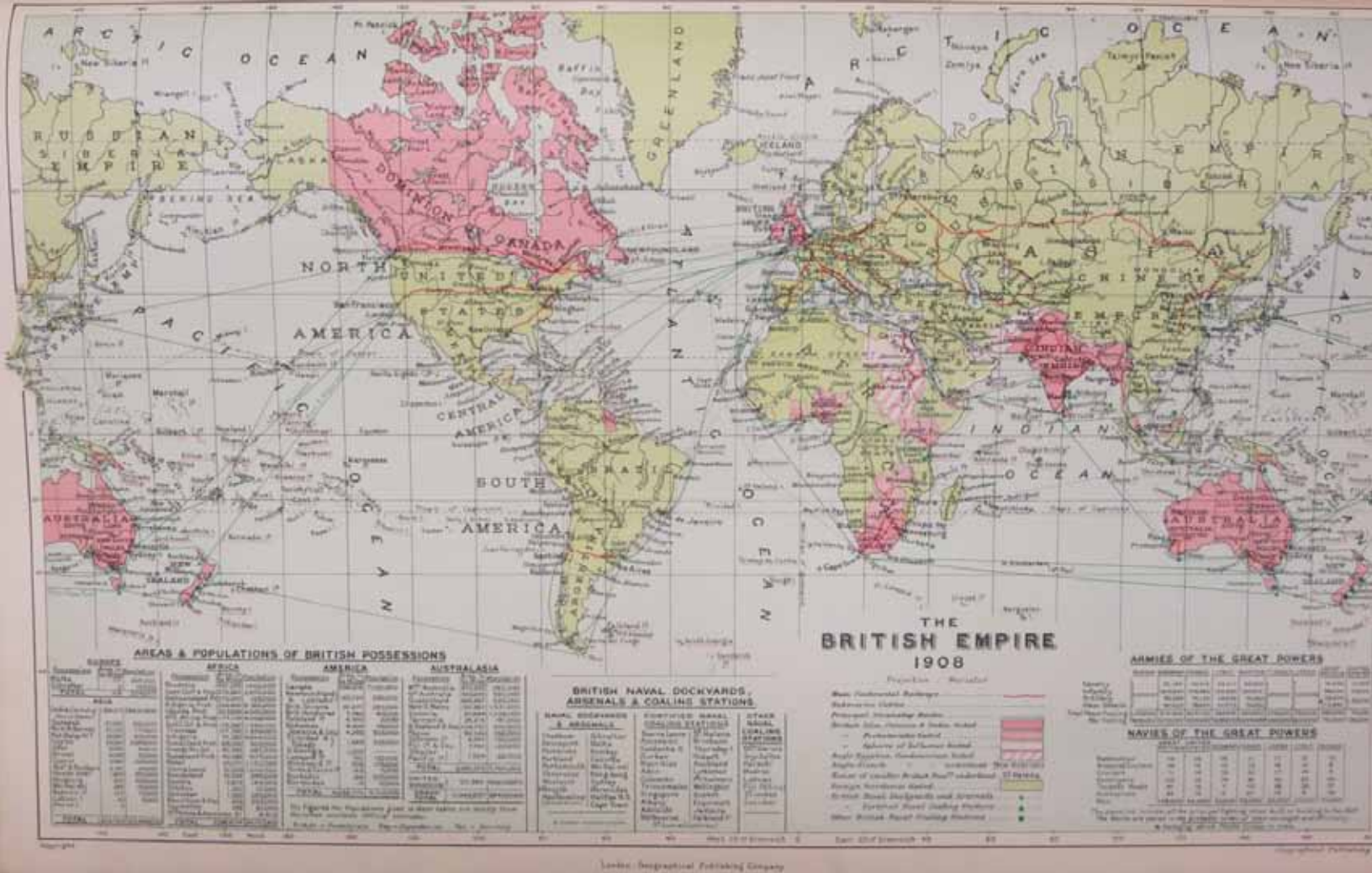
"AMERICAN RUM - A Short History of Rum in Early America".

THE ROYAL COMMISSION ON WHISKEY AND OTHER POTABLE SPIRITS (1908)

PART ONE

In my article about the 1st Nordic Rum Fest, in the July issue of GOT RUM?, I wrote that for years now the Rum Family had been discussing production techniques, quality, authenticity, sugar, additives, etc. Until a recent past these discussions seemed "the voice of one crying in the wilderness": things for Staff Only, Rum Geeks, or worse, incurable Rum Nerds, without any influence in the hard, real world of Rum Business. Then, things changed and now a considerable number of consumers and Rum Fests visitors (not experts or professionals, but ordinary visitors) ask questions about several technical points. They want to know what they drink and what exactly they pay the price of the bottle for.

But there is more. There is a real debate going on, among producers and experts, on the future of rum, on



what it is or what it should be, on the Regulations about it etc. Great part of this debate is concentrating on the new regulations concerning the Geographical Indication in Jamaica and Barbados. This cannot come as a surprise, since Jamaica and Barbados have such a prominent role in the history of rum and are now at the cutting edge of premium rum production. This broad debate might be summed up under just one title, which might be: Tradition and Innovation in the Rum Industry.

As Rum Historian, this is an issue I am very interested in, but one on which I do not have clearly defined ideas yet. I am not a distiller, nor a producer or a lawyer; therefore I do not understand well some technicalities of the discussion and their concrete commercial implications.

And yet, when we speak about "Tradition", History comes into play and here I think I can make a contribution. For a start, I believe it is useful to take a look at what the rum business was really like at the beginning of the XX Century. It was a crucial moment, it might be said that the modern industry of spirits was born just in those years: the years when the sale of bottled rum started to grow, when brands, labels and marketing got off the ground. The legal frame within which both industry and consumers operated was still nebulous. If I understand correctly, the few attempts to define the product had come mainly from the Excise and Customs, that is, from the need to tax the different products in an accurate way. But by then that was not enough.

Then, in 1904 along comes the Islington Prosecutions. It was a large and complicated judiciary case about

the selling of Irish and Scotch Whiskey that, according to the prosecution, were not “of the nature, substance, and quality” of Irish and Scotch Whiskey. Due to the importance of the matter for both the British economy and the health of the public, the British Parliament appointed a Commission to study the question and recommend a solution. 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: “Our first setting took place on the 2nd March, 1908, since which date we have held 37 sittings for the purpose of taking evidence. At such sittings we examined 116 witnesses and considered various document submitted to us. Since the commencement of the inquiry several of us have visited certain distilleries employed in the manufacture of whiskey in Scotland and Ireland, and also a number of distilleries and warehouses at which brandy is manufactured and dealt with in France.”

Eventually, the Commission published a voluminous text consisting of the minutes of evidence, reports and many appendices. I think it is a very important document, full of thought-provoking information. The Commission deals mainly with whiskey, but a lot of information can be found on rum and other spirits too.

In the next articles I am going to present you with a small part of the text, focusing obviously on rum. In brackets you will find my comments, few and brief, written to make the text more comprehensible to today's readers. The minutes of evidence always follow the same pattern: a

question asked by a Commissioner is followed by the Witness's answer. It is clear from the context that sometimes the witnesses had sent a *précis* written before the hearing. The number before every question simply indicates the chronological order of the questions.

Let's get started....

From the “*MINUTES OF EVIDENCES taken by the ROYAL COMMISSION on WHISKEY AND OTHER POTABLE SPIRITS*”

FIRST DAY, Monday, 2nd March, 1908
At the Westminster Palace Hotel

Mr. Arthur John Tedder, called

1. What is your position in the Excise Service? – Chief Inspector of Excise

8. Could you give a definition of plain spirits? – Plain spirits means any British spirits which have not any flavours communicated thereto or ingredient or material mixed therewith.

9. How would you define spirit at proof strength? – The strength of proof is that ascertained by Sykes hydrometer. It is defined in the Spirits (Strength Ascertainment) Act of 1818 as “spirit which at a temperature of 51° F. weighs exactly twelve-thirteenth parts of an equal bulk of distilled water. ”Practically it is a mixture of almost equal parts of absolute alcohol and water.

132. And the object of blending, as a rule, is, is it not, to obtain a particular strength for a particular customer, or to obtain particular flavours to a certain customer's desire? – That is what the blenders would tell you.

133. What other explanation could you offer of it? – It makes all the difference as to the cost of the blend what a spirit you put into it. Of course, there is a very great deal in blending spirits to get a particular flavor.

INTERIM REPORT
OF THE
ROYAL COMMISSION ON WHISKEY AND
OTHER POTABLE SPIRITS.

Presented to both Houses of Parliament by Command of His Majesty.



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1908.

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[A legal definition of whiskey did not exist yet. Many witnesses in the whiskey business asked for a strict, narrow definition for both bottled and bulk whiskey. They mostly stated that only the produce of the pot still could be rightly called Scotch or Irish Whisky, and not the "neutral spirit" produced by the patent still. They also asked that only local raw material should be used and that ageing should be compulsory. The Commissioners were not convinced because the patent still and also foreign raw materials had been *de facto* largely used to produce both Scotch and Irish whiskey for many years. Moreover, according to some Commissioners, maybe Patent Still whiskey was successful not only because it was cheaper than pot still whiskey, but also because its flavor was more suited to the changes in

taste of the public. This could be true of rum as well, since those were the years of the phenomenal success of Cuban "Ron Ligero"]

SIXTY DAY, Wednesday, 18th March, 1908
Mr. Frank Litherland Teed, called

3193. You also, I believe, made a series of analyses of Jamaica rum and also analysed two samples of rum sold as Jamaica rum? – Yes, the allegation against the vendors was that it was not Jamaica rum.

3194. The defendants pleaded guilty? – Yes. In the first case they pleaded guilty, and in the second case they pleaded guilty, too.

3195. Those two cases were taken under a different Act? – Yes, the Merchandise Marks Act.

3196. You are prepared to give, if called upon, similar evidence as to brandy and rum? – Yes.

3197. You are confining yourself now to whiskey? – Practically entirely.

3198. You have a certain opinion about the importation of so-called "Imitation Rum"? – Yes.

3199. What are those views? – I have never heard of imitation rum being on sale to the public anywhere. I believe that all imitation rum that is imported is fraudulently sold as rum.

TWENTY-THIRD DAY, Monday, 6th July, 1908. Mr. John Heron called

12396. Can you tell us anything with the regard to the secondary products of Jamaica rums as compared with those of Demerara rum? – The secondary products of Jamaica rum are very much larger in quantity than in Demerara rum. I have made very little analysis of Demerara rum, but the analyses I have made practically conform to a silent spirit.

12397. Is there something also connected with the acidity of Jamaica rum which rather differentiates it from other rum? — Yes, it has a very high acidity.

12398. You have given in your *précis* certain maximum and minimum values for the acids, aldehydes, furfurals, and esters of rum. Would you kindly tell us what they are? — I have made analyses of what I knew to be absolutely pure Jamaica rums. I have got those analyses here. They varied from something like 900 to a little over 200 of esters.

12399. That is from 900 to 200 of the esters and ethers? — Of esters and ethyl acetates. I find nothing less than 200. The limits are from 900 to 212.

12400. How do the acids run? — From 288, roughly 290, to 65.

12401. And the aldehydes? — From 109 to 19, and the furfurals from 14 to 15. What I laid particular stress upon was the amount of the esters. In fact, I went so far as to lay down a test for pure Jamaica rum, that a sample of pure Jamaica rum should contain 200 or more parts to the 100,000 of esters.

12437. I think it would be useful to the Commission if you would give them some indication of the number of samples of rum that you have had on which these maxima and minima you have given us are based? — I really could not give you that straight off, but I should say I have analysed some hundreds of samples, and I may say that among the samples I have analysed, which were bought generally from licensed premises, some 5 to 10 per cent. Were genuine samples, and the others were all adulterated.

[The Commission was not convinced and asked many questions about the analyses]

12472. What was the result of this want of genuineness? Did it produce injury to health to the person consuming the rum? — It is not as good medicinally.

12473. Is it injurious to health? — I cannot say that it is injurious to health.

12474. When it is not quite so good is there any effect you can mention of the worse samples of rum compared with the better? — It has not the stimulating properties for one thing, or the reviving properties or the vivifying properties.

12475. You say it has not the stimulating properties. What is the injury produced by not having the stimulating quality? Would the bad quality of rum produce drunkenness sooner than the good or not? — I really could not say.

12476. Is there an evil you want to have remedied? — The evil is that a lot of rum is on the market described as pure Jamaica rum which is not Jamaica rum at all.

12477. That is a very fair answer. Are these bad qualities of rum, do you think, manufactured in the United Kingdom or in Jamaica? — Good qualities have simply been diluted by the addition of silent spirit.

12478. Are these bad qualities manufactured in the United Kingdom or in Jamaica? — I should say they are manufactured in the United Kingdom.

12479. And represented as Jamaica rum? — Yes.

Well, I think it is enough for a first sample; see you in February.

Marco Pierini

HOLY WOOD COLLECTION



The Ron de Jeremy 2019 Holy Wood Collection is true bottled history. It includes three single barrel bottlings from three legendary rum distilleries: Caroni Distillery in Trinidad, which has been closed since 2002, Diamond Distillery in Guyana and Uitvlugt Distillery also in Guyana, which has been closed since 1999. Each of the three productions is finished in a different kind of barrel: Cognac, Malt Whisky and Armagnac, creating completely unique taste profiles.

COGNAC BARREL

was distilled in 1997 at the now closed Uitvlugt Distillery in Guyana with its legendary Double Wooden Port Mourant Pot Still. It was matured for 3 years in American Oak previously used for Bourbon and then filled into a single Cognac barrel for another 19 years creating a rich and complex taste profile.

Only 227 bottles available. Bottled at 48,3%.

MALT WHISKY BARREL

was distilled in 1998 at the legendary Caroni Distillery, which was closed in 2002. The rum was matured for 11 years in American Oak previously used for Bourbon and then filled into a single Malt Whisky Barrel in Scotland in 2009 and matured for another 10 years creating a wonderfully complex taste profile.

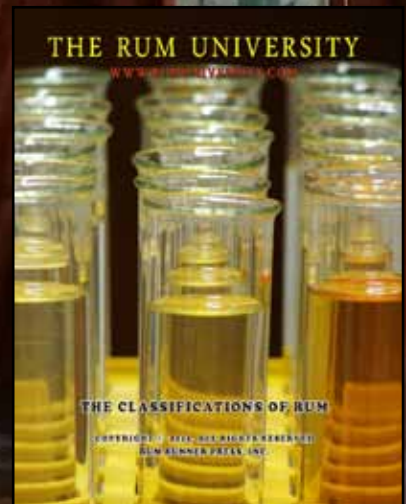
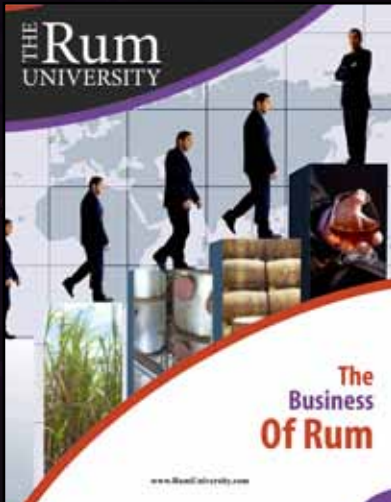
Only 336 bottles available. Bottled at 51%.

ARMAGNAC BARREL

was distilled in 1998 at the Diamond Distillery in Guyana with its legendary Wooden Coffey Still. It was matured for 2 years in American Oak previously used for Bourbon and then filled into a single Armagnac barrel and matured for 8 years until refilled again in a barrel previously used for rum and matured for another 11 years creating a completely unique taste profile.

Only 245 bottles available. Bottled at 49,2%.

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THE COCKTAIL SCIENTIST

By Joel Lackovich



Hello, my name is Joel Lackovich. I first became a Rum aficionado while bartending at the legendary Washington DC hotspot, NATION, in the late 90's. Serving hundreds of patrons each night, I always held a special place in my heart for Rum, whether I grabbed a bottle from the rail or from the top shelf.

Today, with over 20 years of experience in the field of life sciences, and degrees in Biotechnology, Chemistry, and Microbiology from the University of Florida, and an MBA from the Jack Welch Management Institute, I bring a unique blend of both science and human perspective to how I look at Rum, and the cocktails we all enjoy. The ingredients, the preparation, and the physical properties that constitute a Rum cocktail fascinate me. I hope you enjoy my column where I dissect a different Rum cocktail each month and explore its wonder.

Joel Lackovich (joel@gotrum.com)





Photo by Joel Lackovich

THE BLUE HAWAIIAN

INTRODUCTION

The Blue Hawaiian is an enchanting rum cocktail which enjoys some repute not only as a summer cocktail, but also as a celebrated cocktail in the world of Tiki. Strikingly blue in color as its name suggests, the Blue Hawaiian is a cocktail that balances flavor and color perfectly, receiving both properties from one of its key ingredients, Blue Curaçao. And although the drink is a popular variation of the iconic Blue Hawaii cocktail and a kissing cousin to the Piña Colada, the Blue Hawaiian truly stands on its own, providing all those who enjoy the cocktail a liquid metaphor for summer paradise.

MATERIALS & METHODS

- Rum – 1 oz. (30 mL)
- Cream of Coconut (Coco Lopez) - 1 oz. (30 mL)
- Blue Curaçao – 1 oz. (30 mL)
- Pineapple Juice - 3 oz. (90 mL)
- Crushed Ice – ½ Cup

Directions:

1. Mix the light rum, cream of coconut, blue curacao, and fresh pineapple juice in a blender.
2. Add crushed ice and blend for at least 15 seconds.
3. Pour in a 10 oz. cocktail glass.
4. Garnish with fresh pineapple and a tiki umbrella (maraschino cherry optional).

DISCUSSION

Historical Origin

In 1957, Harry Yee, an Avant-guard mixologist and bartender, created the Blue Hawaii cocktail at Honolulu's Kaiser Hawaiian Village (Hilton Hawaiian Village Waikiki Resort) (1). And while the drink shares its name with the Elvis Presley classic 1961 film, "Blue Hawaii", the cocktail is actually named after the 1937 Bing Crosby song with the same name which was recorded for the 1937 Paramount Pictures film "Waikiki Wedding." Immortalized once again in the movie starting Elvis years later, we have the Blue Hawaii and the Blue Hawaiian cocktails today thanks to Harry Yee's passion for the music of Bing Crosby.

The major difference between the Blue Hawaii and the Blue Hawaiian are the ingredients. The Blue Hawaii contains vodka, rum, Blue Curaçao and sweet and sour mix, while the Blue Hawaiian does not have vodka, and replaces sweet and sour mix with cream of coconut. While both are now Tiki cocktail staples, mystery enshrouds the Blue Hawaiian to this very day as to who spearheaded the cocktail's

creation. Was it Don the Beachcomber? Was it a bartender getting creative with a Piña Colada? Or was it the Lucas Bols Distillery, founded in 1575 in Amsterdam that argues to this day that they are the creator of Blue Curaçao and thus had a vested interest in creating more cocktails that used their liqueur. Regardless of historical origin, it is safe to say that that having two different delicious electric blue drinks is certainly better than one!

Flavor Profile

Rum

- The use of a light rum (a low congener rum) is essential in the assembly of a Blue Hawaiian, as it allows the other ingredients in the cocktail to present their flavor. If a heavier rum were substituted for the light rum, the drink's inherent properties would change, and it is likely that a stronger suite of esters would interfere with the characteristic sweet and creamy richness of the cream of coconut and the vibrant tropical flavor of the pineapple juice. It is also likely that the heavier rum, which is frequently darker in color, would negatively affect the bright blue color provided by blue curacao.

Additional Ingredients

Blue Curaçao

At its core, Blue Curaçao is a semi-bitter and sweet blue colored liqueur that is very similar to Triple Sec and Grand Marnier, other orange flavored liqueurs. Blue Curaçao is normally found at 15% ABV (30 proof), but it is also available as high as 40% ABV (80 proof). The flavor of Blue Curaçao originates from the oils extracted from the peels of the Laraha orange which is native to Curaçao o, a small Caribbean island near Aruba, and about 60 miles off the coast of Venezuela (2).

While Curaçao is naturally a colorless liqueur, Blue Curaçao is crafted by adding the food colorant E133 Brilliant Blue to it. E133 Brilliant Blue is one of the oldest FDA food color additives, is generally considered safe and non-toxic, and is

also used in cosmetics, medications, and dietary supplements.

Cream of Coconut

Like the Piña Colada, the Blue Hawaiian also contains a generous amount of cream of coconut. Cream of coconut is a blended cream from the hearts of coconuts with the perfect proportion of cane sugar. The result is a processed coconut milk that is thick and heavily sweetened. The addition of cream of coconut not only enhances the Blue Hawaiian's flavor but also gives the cocktail additional texture once all the ingredients are blended together. Blended with ice, the cream coconut causes a frothing effect within the cocktail, in which the bubbles become trapped inside the drink.

Pineapple Juice

Pineapple juice comes from the tropical plant *Ananas comosus*. Pineapple juice is available with and without added sugar, can be concentrated, and is more commonly pre-pasteurized, and then followed by an aseptically fill step. The juice may be obtained, as a by-product, at any of the following steps: small fruit peeling and coring, eradicator, trimming, slicing and cutting, excess juice in crushed pineapple, and from the cores (3).

NUTRITION

A 10-ounce Blue Hawaiian cocktail contains well over 300 calories and over 30 grams of sugar. Like the Piña Colada, it is not the healthiest choice of cocktails. However, the cocktail does contain a fair amount of pineapple juice. Three ounces of Pineapple juice is nearly a half a cup of pineapple juice.

The addition of a significant amount of pineapple juice to construct the Blue Hawaiian not only provides a tropical touch and flavor, but also adds a significant number of vitamins and minerals to the cocktail. These vitamins and minerals have been found to boost energy levels and aid in digestion.

NUTRITION FACTS

(Amount Per 1 Fl oz in a 10 Fl oz Cocktail)

Calories:	31.62
Total Fat:	0.69 g
Cholesterol:	0 mg
Sodium:	2.78 mg
Total Carbohydrates:	3.83 g
Dietary Fiber:	0.16 g
Sugar:	3.22 g

CONCLUSION

Regardless of music, famous musicians, or food colorant, sipping a Blue Hawaiian immediately takes you away on a tropical taste-cation to the island chain it is so aptly named after. The cocktail, like the Piña Colada, also has intense flavor and aromatic notes. And thanks to the presence of a light (low congener) rum in the cocktail, the ingredients can express themselves both in flavor and color thereby presenting the Blue Hawaiian as a true work of art in the medium of mixology.

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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.

BACARDI

Bacardi has released a ready-made version of the Coquito, the famed Puerto Rican holiday libation. This limited edition offering includes signature Bacardi Superior white rum with toasted spices, coconut cream, vanilla, and cinnamon. Bacardi president Ned Duggan told FOX Business' Stuart Varney that Bacardi wanted to pay tribute to its island roots. "Here in the U.S., we have eggnog; in the Caribbean islands, they have Coquito," Duggan said. "Generations of people will pass down Coquito recipes from generation to generation. They're very proud of it." In other news, Bacardi recently partnered with Duty Free Americas to launch a maturation-focused pop-up at Miami International Airport. The goal of the travel boutique was to educate consumers about the brand's ageing processes, and give travelers the chance to sample

Bacardi-based cocktails, taste spirits in the brand's range and personalize gifts. The campaign's core message 'Aged under the Caribbean sun' was brought to life with a multi-sensory campaign located in the center of the terminal, attracting travelers to explore the integrity behind Bacardí's premium rum portfolio. The portfolio spans a range of aged variants including Bacardí Cuatro (4yo), Bacardí Ocho (8yo), Bacardí Diez (10yo) and the travel retail exclusive Bacardí Gran Reserva Especial (16yo). <https://www.bacardi.com/>

FAIRMOUNT ORIGIN OF SPIRITS TOUR

Fairmont's new series of destination packages allow unprecedented access to the origins of the world's most popular spirits. Hosted in partnership with AirSprint Private Aviation, the "Origin of Spirits" travel collection leverages the convenience of private aviation to take guests into hard-to-reach locations, from island hopping in the Caribbean and Atlantic, to the agave fields of Mexico, to discover a whole new world of cocktail culture. Guests will sip, savor and sleep in the ultimate luxury and comfort at iconic Fairmont properties around the world, while embarking on exclusive experiences only Fairmont and AirSprint can deliver. The Ultimate Rum Run allows you and seven of your closest friends to a one-of-a-kind Caribbean adventure exploring the rum cultures of Barbados and Bermuda. It is a celebration of the vital role both islands have played as creators, innovators and pioneers in the rum trade. Curated especially and exclusively for you, your package can include such unforgettable moments and experiences as: Private jet travel on-board one of AirSprint's Legacy 450s, the only way to fly directly between Barbados and Bermuda; Premium Beachfront Suite at Fairmont Royal Pavilion in Barbados, including butler service, daily buffet breakfast and Platinum Airport Arrival Fast Track; Suite, Penthouse or Duplex in Fairmont Gold, Fairmont's most exclusive luxury offering, at Fairmont Southampton in Bermuda; Exclusive tour exploring the 350-year history and provenance of St. Nicholas Abbey Rum, including an in-depth look at how one of the finest rums in the world is produced and private tour of one

of only three Jacobean mansions left in the western hemisphere; Chef's tasting dinner at the 330-year-old Waterlot Inn, hand-paired by the master distillers at Goslings with Goslings Papa Seal, the heritage producer's very limited edition (only 12 barrels!), hand bottled, hand labeled prestige expression; Private Rum Blending Session, in which master mixologists share with you their time-honored techniques of blending rums, herbs and flavors to create your very own rum; an exploration of the fragrance of rum, a perfumery pairing experience and lunch with Lili Bermuda Perfumery; Fairmont Royal Pavilion's Jet Lag Rum Massage, which will soothe away the stresses of your long flight away using rum-infused herbs in Barbados, while the 2 hour Royal Poinciana Sensation at Fairmont; and Private chartered catamaran cruise with on-board chef and rum tastings. One of three destination packages in "The Origin of Spirits" travel collection, "The Ultimate Rum Run" can be personalized for eight travelers at a rate starting at \$185,000. <https://www.fairmont.com/americas/origin-of-spirits>

ST. LUCIA DISTILLERS

SPIRIBAM Fine Rum Specialists has launched the pre-sale in the United States of bottles harvested from one of the rare Chairman's Reserve Master Selection barrels. From this unique barrel selected by SPIRIBAM, 168 bottles were released on SPIRIBAM's online store. This rum was distilled from molasses on the John Dore 1 pot still in 2000 and has been tropically aged for 19 years in an ex-Bourbon cask. The proof is 53.1% and there are no additives. This extremely rare cask is one of the only ones of its kind in the world and roughly mimics the flavor profile of the original Mai Tai rum, Wray and Nephew 17 Year, the Holy Grail of the rum world. St. Lucia Distillers was formed in 1972 when the last two rum distilleries merged to preserve the rum-making heritage of the island. Laurie Barnard assumed responsibilities of St. Lucia Distillers and began installing components of his vision for St. Lucia rum, which included new fermentations, varieties of stills, and several unique barrels to blend a myriad of distillates and maturates.

It wasn't until 1999 when Laurie Barnard introduced Chairman's Reserve Rum, that Saint Lucia finally had its ambassador to the global premium rum market and re-established Saint Lucia's rum heritage. <http://www.saintluciarums.com/>

USA TODAY'S BEST CARIBBEAN DISTILLERIES

In their annual USA TODAY 10 Best Readers' Choice Awards, readers were asked to vote for the Best Caribbean Rum Distilleries. The winners might surprise you; remember, these are travel awards. In First Place, Voters chose Topper's Rhum from Sint Maarten. Topper's is a family affair for Topper and Melanie Daboul and famous for their unusual flavors like Banana Vanilla Cinnamon, White Chocolate Raspberry, Strawberry Jalapeno and Peanut Butter Banana. Second Place was Brugal Rum from the Dominican Republic. Brugal has been distilling since 1888 in Puerto Plata, where the warehouses that are positioned north to south making the most of the Dominican sun. Third Place went to Casa Bacardi in Puerto Rico. Cruzan in St. Croix came in fourth. Next came the Cadushy Distillery in Bonaire, known for their spiced rum and Island Liqueurs. In sixth place was Clarke's Court from Grenada and in seventh place was John Waitling's Distillery from the Bahamas. In eighth place was River Antoine from Grenada, famous for being the Caribbean's oldest functioning water-powered distillery. Next came St. Nicolas Abbey from Barbados and finally Mount Gay Rum, also from Barbados. <https://www.10best.com/awards/travel/>

LA HECHICERA

La Hechicera has released Serie Experimental No. 1, a blend of rums aged 12 to 21 years in American white oak barrels and finished in Muscat wine casks. But there is more to the story. The tale begins when Miguel Riascos Senior filled 16 rum barrels with his favorite wine, Muscat. The barrels were forgotten about until his son, Miguel Riascos Junior, found them 12 years later. As a result of maturing in the hot climate of Barranquilla, the liquid in the barrels had notes of walnut, prunes and leather. Riascos Junior then emptied the barrels and filled them with

rum aged between 12 and 21 years, which were left to age for several more months. "This type of innovation is part of an ongoing effort by our master blender Giraldo Mituoka Kagana to create the best possible liquids and to highlight La Hechicera's versatility and scope. Behind every successful blend there are many blends that never see the light of day and, even though they are amazing in their own right, they are not replicable. What we have set out to do is very openly share those 'experiments' and those stories with our customers and consumers, said Riascos Junior, managing director and co-founder of La Hechicera. <http://www.lahechicera.co/>

DISCARDED BANANA PEEL RUM

William Grant & Sons has introduced a new rum infused with banana peels. Discarded Banana Peel Rum uses Caribbean rum that has been used to prepare empty whisky casks for final maturation, which is typically sold off or even disposed of, and infuses banana peels sourced from a flavor house that usually disposes them. The peels are recovered to dry out and ferment, before being steeped in alcohol for two weeks. Finally, the rum and banana peel extract are joined together for another two days to complete the blending process. Tom Stannard, Global Marketing Manager of Innovation at William Grant & Sons, said: "It's exciting to see how consumers and bartenders have engaged with Discarded so far. When developing the rum, we wanted to maintain the magic of reuse whilst credibly expanding into a new category. The best way to describe the flavor is liquid banana bread, distinctive yet comforting. It's perfect in a Rum Old Fashioned or a Daiquiri." This is the second item in their sustainability portfolio, following the success of its Discarded Sweet Cascara Vermouth, a vermouth using the discarded fruit of the coffee berry. <https://www.discardedspirits.com/>

RON MATUSALEM

Ron Matusalem has launched a new Solera aged rum called Ron Matusalem Insolito Wine Cask. "We used a base of our selected rums, then aged for three years in single use Tempranillo single barrels," said Cynthia Vargas, master blender of Ron Matusalem.

The liquid was then married with Matusalem Gran Reserva 15. Insolito comes in an elegant bottle and is salmon pink in color. This single cask rum will be positioned at a price point between the flagship Matusalem Gran Reserva 15 Solera and the Matusalem Gran Reserva 23. <https://www.matusalem.com/>

CARIBBEAN JOURNAL BEST RUMS OF 2019

Last month I told you about the winners in the Caribbean Rum Awards, a rum festival held in Saint Barth. In addition to co-sponsoring that event, the Caribbean Journal also runs its own Best Rums of 2019 event. The 2019 judging was conducted at Empire Social in Miami, with a team of rum experts tasting an enviable group of world-class rums, whittled down from several hundred sampled by the Rum Journal team over the course of the year across the Caribbean. The Rum of the Year 2019 was Goslings Papa Seal Bermuda Rum, a mix of pot and column-still rums brought to the Atlantic region and aged in Bermuda for more than 15 years in ex-bourbon barrels. The Rhum Agricole of the Year 2019 was Rhum Neisson Vintage 2003 Cuvee Sacha. Master distiller Gregory Vernant's newest cuvee, the Sacha, named after his son, is a masterwork, a 2003 vintage that's a full-proof, single-cask stunner. Best New Rum of 2019 was Admiral Rodney Royal Oak, a blend of twin-column Coffey-still rums from seven to 12 years aged in ex-bourbon barrels. Best New Rhum Agricole of 2019 was La Favorite Privilege pour Lulu, named after Lucienne Dormoy, the mother of the owners of the distillery. It is a spectacular blend of rums aged between 10 and 20 years in oak barrels. Best White Rhum Agricole of 2019 went to Rhum Bologne La Coulissee, a refined white rum made from black cane grown on one of the oldest areas of the Bologne plantation. Best Spiced Rum of 2019 was Clifton Estate Rum, a handmade, small-batch rum that gets its flavors exclusively from natural ingredients added to a two-year-old aged rum. Best Overproof Rum of 2019 was Rum Fire, Jamaica, a high-ester, overproof rum bottled at 63 degrees. Rhum A1710 won Rum Company of the Year. Yves Assier began with a small plantation

and a dream, but in just a few short years Martinique's Rhum A1710 has become one of the most beloved small-production rums. <https://www.caribjournal.com/>

HERCULES MULLIGAN RUM AND RYE

Flaviar, a subscription club for spirits enthusiasts, has teamed up with spirits industry veteran, Steve Luttmann, to create Hercules Mulligan, a unique blend of Caribbean rum and American rye inspired by the unsung Revolutionary War hero Hercules Mulligan. "Hercules Mulligan's story deserves to be told. Operating in the shadows, he was a hero of the American Revolution, brave enough to take a stand against the injustices he saw in the world and risk his life more than once to save our founding fathers," said Luttmann. "Deploying all the tools at his disposal, including his Irish wit, off-the-cuff style, and secret stash of liquor, Mulligan seamlessly elicited secrets from the British military. He is the unsung hero of the time and this liquid pays homage to his independent spirit." Hercules Mulligan Rum + Rye is based on a historic recipe from the revolutionary era and is a 50:50 blend of three Caribbean aged rums from Jamaica and Guyana and three rye whiskeys. Fresh, organic, ginger root is macerated in the rum and rye blend, and a splash of bitters is added, ensuring this liberating libation can be enjoyed on the rocks as a ready-made Old Fashioned, perfect for the holiday season. "The rum and rye blend in Hercules Mulligan is a slight departure from Flaviar's current offerings and is the first time we're introducing the idea of a ready-made Old-Fashioned," said Grisa Soba, co-founder of Flaviar and master blender of Hercules Mulligan. "Today's consumer is looking for convenience without sacrificing taste and quality. When unexpected guests arrive, Hercules Mulligan saves the day, by providing a premium, quality and elevated drinking experience. This unique, complex blend, that once loosened lips, has been tailored to appeal to the taste buds of today's generation, which has embraced the convergence of spirits categories and blurred lines of convention." <https://www.herculesmulligancompany.com/>

EXCLUSIVE INTERVIEW

by Margaret Ayala



John Fortman, Master Distiller. Southwest Spirits, Dallas, TX, USA.

I am very happy to share this interview with all our readers. Luis and I have had the pleasure of knowing John Fortman for several years. We are very proud of the work he and his team do in the beverage industry and are thrilled to have them as virtual neighbors, just "up the street" from Rum Central. Cheers!

Margaret Ayala, Publisher



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

John Fortman, Master Distiller at Southwest Spirits, located in Dallas, Texas.

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

I was in Chicago waiting on a conference call to begin when someone asked if I had ever heard of a wave of molasses coming down the street in Boston killing people. Of course, it sounded like a tale that had grown over time, so I didn't believe him. I decided to look it up over the weekend and found an incredible story with old photos. While I was searching, I discovered a wealth of history beyond this story. So many countries are rich with history involving rum, some good some



bad. Mixed in the search were articles on how spirits are made so my interest quickly grew.

I was working at a food company at that time and every Friday I would bring in a bottle of rum in from a country or brand that I read about. At the end of the day I would tell people it's "rum thirty" for those who wanted to do a tasting. The tasting was only a small sip, but it allowed us a little time to socialize. One day our largest customer asked me to explore RTD's (ready to drink) for their margarita mixer. They were a national brand, and we needed their business so we decided to bottle spirits along with our non-alcohol business. In our discovery phase I discovered a whole new exiting career without straying too far outside my experience level of food and beverage, so

I was forever hooked. It's a balance of art and science. As a side note, I have between 400 to 500 different bottles of rum thanks to "rum thirty".

Q: Where did you gain your knowledge about the spirits industry?

Believe it or not it started while I was working on national food brands, we did daily tastings to ensure that the product quality not only met technical specifications but also organoleptic testing. In food, we ensure that it not only looks and smells as it should, we taste the finished product. When tasting, we had to mentally break down the components and identify what's in it.

To answer the question, my R&D and blending work comes from the learning and



education that I received over the years in food. As for the operations, most of my career has been in manufacturing so blending, bottling, filling and packing was basically second nature.

When it comes to the creation of spirits, (grain, fermentation, distilling, etc.) well that is a different story. We had a 103,000 square foot building with some food equipment and no employees. I started by hiring a hand full of very talented people in the area and that I had a good work history with. While we were waiting for business to come, we had meetings every day, reporting to each other on assigned sections of the TTB CFR manuals. We also read everything we could on safety that was unique to spirits. The distilling education started by using a very small

still and documenting everything. We studied the impact of yeast strains, temperatures in fermentation and cooking. We worked on maceration times, molasses types, cuts in tales, etc. In addition to hands on education, we used the internet for research, however we quickly found that mixed in with expertise were people that posted information that was just plain false.

Our greatest education came from people in the industry. I just didn't know anyone in the industry when we started, and I didn't know how to reach the experts. Until I discovered Rum University and Moonshine University, that is. These classes are taught by professionals that have decades of knowledge. They also gave me resources outside of the classes



to reach out to. The best part is that they love to share and help. I tell people that if I had studied this hard in college, I would have a PHD.

The bottom line is, the one thing that bonds all master distillers, PASSION. You must have the confidence that you can create world class spirits (otherwise you will not fully experiment) with the understanding that you are not near as good or educated as you need to be.

Q: Most people don't know this, but Southwest Spirits is the third largest spirits distillery in Texas. How do you compare your daily challenges to those experienced by small start-ups, are they the same, except in a larger scale, or is their nature different?

I really like this question; I believe it is a little of both. We went 5 months before we ran our first case, so we have some experience with both small and larger operations. A \$10,000 dollar problem at a small distillery can be just as devastating as a \$1MM problem at a larger distillery. We have many of the same issues; if you are missing corks or labels...you are not running that day. If we would have an underfilled bottle for example, we would get the same angry call from a manager as a smaller distillery. So, from those standpoints we are the same, problems in any size distillery will keep you awake at night.

Where the separation begins is in scheduling and managing the employees. As for scheduling, we have 8 storage tanks



between 5,000 and 10,000 gallons. We have six blending tanks (never enough), ranging from 2,500 gallons to 4,500 gallons. We also have 3 production lines, so we must plan much farther in advance than we did several years ago. We are always filling, cleaning, chill filtering or emptying tanks to meet the needs of the lines. It is a ballet of scheduling lines, tanks and people.

When working with a large staff it takes a lot of thought and people skills to create and keep a great work atmosphere. The larger the staff, the more complex the work dynamics between employees becomes. It was a little easier when we had 5 people vs our 50+. The issues come at you fast and furious and so must the decisions. We

have a lot more SOP's (standard operating procedures) written now to help us manage through them.

Q: You produce your own house brands, but also bottle for numerous private labels. How much has the private-label landscape changed since you entered the industry?

We do not make any spirits for any one store or chain. With that said, those brands that have limited distribution have upped their game. The younger consumers are looking for something different. You have heard this before, but it's true, they don't want to drink what their parents do. It is about the experience and discovering something new. Stores are



slowly starting to get away from generic looking brands. The distributors are telling us that managers are looking for more complexity in the bottle and higher end label design. Local field to glass distilleries have influenced the market tremendously. Simply put, people are willing to spend a little more to get a better experience (within reason). In my parents' generation it was gin, for me, I remember when vodka was the hot market. Currently bourbon and whiskey are exploding so it reasonable to assume rum will be next on the dance floor. We are seeing the upside in the higher end aged rum category. The process of aging rum is also getting more sophisticated to expand offerings.

Q: What spirits are you currently producing?

We are very fortunate that most of our brands have won top awards.

- **George Ocean Rum:** White, Gold, Spiced, Coconut. These are great rums that are slightly sweeter for those who like that style.
- **Texas Navy Rum:** We have a white, and a dark which is really a gold rum that is a very smooth 1 to 2-year-old blend. These were designed to be mixers; however, I hear many people are also sipping the gold.
- **Boqueron Rum:** This is a rum that was also formulated on smooth slightly sweeter side. We have a white, gold, spiced and coconut rum. Side note: it is a great looking bottle.



**Bourbon
21% Rye
Sep-16**

Filled Proof: 120.00

Filled ABV %: 60.00%



- **Nue Vodka:** This is our flag ship spirit; we won the current rising star award for this 7x distilled Vodka. The price is ridiculously low for this high-end quality vodka.
- **Blumenflucker:** It is a balanced light liquor that has botanicals and star anise...and it's just fun!
- **Title 21:** Named for the 21st amendment repealing prohibition. We offer a whiskey, an 88% rye whiskey, and a smooth bourbon.
- **Henderson:** A nice spirit whiskey, formulated for mixing.
- **Calamity Gin:** A fantastic balanced gin that falls between a modern and classic gin. It has floral notes and just enough juniper to balance but not overpower.
- **Knockmore:** A true smooth Irish whiskey distilled and bottled in Southern Ireland.

Q: Where are your products currently available for purchase?

The rums are currently limited mostly to Texas outlets; however, Nue vodka is currently available in 35 states. The whiskey and bourbon vary but also can be found in many states.

Q: Do you have plans to increase your rum portfolio in the near future?

Our entire portfolio is under review and rum is certainly near the top of our list. Our new CEO is Guillermo Rodriguez who founded 4 Corners Spirit Company. In addition to starting his own business, he has held various executive roles over a 20-year period for Bacardi, both in the U.S. and internationally. With that background I am excited to see what the future brings, especially when it comes to rum. Guillermo has a great deal of industry knowledge that I can't wait to discuss.

Q: There is a trend nationwide to allow more direct-to-consumer sales online, but Texas seems to be trailing the rest



of the country, do you think this will change in 2020?

I believe that 2020 is a little aggressive for Texas at this point. The Texas Alcoholic Beverage Commission (TABC) has a lot on their plate and I would guess that they and the legislators will take their time and review direct sales to fully understand the implications.

Q: You have been a judge at some of the rum competitions in the recent past. Are there rum profiles that tend to do better at competitions or is their success more dependent on how the competitions are structured?

The categories certainly play a role, for e.g. in a recent competition the gold rum was competing with aged rum in the same category. In a blind tasting, gold rum is usually not going to win against a nice balanced older rum with a lot of character. More categories usually are available in the larger competitions.

The expression that is most likely to take home a medal is very well balanced. As a

blender I love it when people must give it a little thought to figure out what is going on. You want them to go on a journey when tasting, the front end, mid pallet and finally how does it finish. If any part of that journey is off, it will be remembered as a less pleasant experience. Don't sweat competitions, they can be subjective. A panel of very trained palates may like something different than the general public. We won a bronze on one of our spirits in a competition, I was pretty down. A few months later that same spirit won the SIPS (consumer) Platinum Award.

For U.S. rum producers, if I had to give some advice as a judge, it would simply be this:

For those new distillers that are struggling with a long, not so pleasant finish, consider the following. Try distilling at a slightly higher ABV or run it through the still for one final pass to cut down on the fusel oils. Don't convince yourself that your rum is great, let the rum do that. My opinion, if you are a craft distiller and you want to appeal to the masses, don't stray too much from a clean rum. If you want a



*We Produce
We Service
We Manage*

smaller, loyal following and could care less about 500,000 cases...let the “funky” rum flow.

Q: What are your thoughts on chill filtration, caramel and sugar use for spirits in general and rum in particular?

Let's start with chill filtration, I think it is fine since it is a subtractive process, I just don't want to get too lazy. Yes, the long and medium chain fatty acids can create chill haze, but they are also flavor components. In other words, don't remove more than you must. I think we need to do our homework and find the right amount of filtration, rather than simply over filtering.

Rum is the wild west of spirits in that each country has their own specific guidelines. With that said, all countries agree that it must come from sugarcane molasses or juice. For me, when it comes to sugar, less is more. Sugar does help carry flavor, and as I like to say, rounds out the rough edges. Sugar is certainly okay to add in rum liqueurs, it is part of the identity just don't let it control the experience. As for putting sugar into straight rum after distillation, I don't judge. It is being added to many or most rums I purchase, so there is no sense in me debating it. Personally, I don't care for overly sweet rums, and as a distiller, I would rather experience the natural profiles of rum.

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

My email address is john@sw-spirits.com. I will try to respond in a timely manner, however be patient, we are growing quickly so it gets a little busy sometimes.

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

I have been a long-time fan of “Got Rum” and “Rum University” so it is an honor that you allowed me to voice my opinion.

I participate in spirit shows around the country, and there is one thing that is clear: whiskey and vodka shows are great however, rum people really do have more fun! There are no strangers at a rum event, they all share a love for rum and dream of Caribbean beaches.

Margaret: Again John, thank you so much for this interview and I wish you and your team much success.

Happy New Year!

Margaret Ayala, Publisher

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



Closing the Year Well

Selecting the last pairing of the year has always been a struggle, but in 2019 I leaned more towards the classic cocktails adapted to rum, with simple pairings. Keeping it simple brought me great results so why not stay on the same road, going for something simple that I know works well: a Rum Apple Martini.

For this cocktail I'll use a 7 oz Martini glass and will use half rum and the other half will be a good quality apple juice. You can also use commercially available apple-peach juices, which work well for this type of drink.

When it came down to selecting the rum, I contemplated a Venezuelan rum with a lot of barrel notes and hints of caramel or something drier with a more intense alcohol character. Knowing I would get some sweetness from the apple juice, I decided for a unique rum, somewhat different from the norm, one that would play well with that sweetness without being dominated by it: El Dorado 15 from Guyana.

The recipe is extremely simple, you simply need the Martini glass, a cocktail shaker (or large glass), ice and a long spoon to stir all ingredients. Add all ingredients to the cocktail shaker or large glass, stir smoothly to cool them down and strain into the chilled Martini glass. It is important for the glass to be well-chilled, to keep the temperature of the cocktail low during the pairing.

The cigar I selected is a Cohiba Robusto (50 x 124mm) from the Reserva line, cosecha (harvest) 2014, with the filler and wrapper being aged at least 3 years. We know from previous pairings that Cohiba has a somewhat aggressive strength, but the aging of the tobacco tends to soften



Photo credit: @Cigarili



the flavors, making them rounder and more elegant, with an intensity that is more approachable.

The cocktail is perfect, great balance between sweetness and rum character, maintaining the origin of the rum. Temperature, however, is essential for this cocktail's success, more so if you decide to replace the rum for another with a more intense alcohol character.

Once I lit the cigar, the first third showcases the intensity associated with Cohiba, typical Cuban notes, long aftertaste and despite the additional 5 years of aging in my humidor, still comparable to the ones I smoked before, an excellent cigar with a great draw. Knowing this about the cigar, one starts to imagine what type of pairing to do: a rum neat would definitely be the simplest approach, but we should be able to do something better.

While some readers will opt for the rum neat, if you have the ingredients handy you should try making the cocktail and will realize it is not crazy or out of this world strange. As long as the cocktail is cold, the rum leads the taste profile, with the sweeter apple notes coming through more and more as it gets warmer.

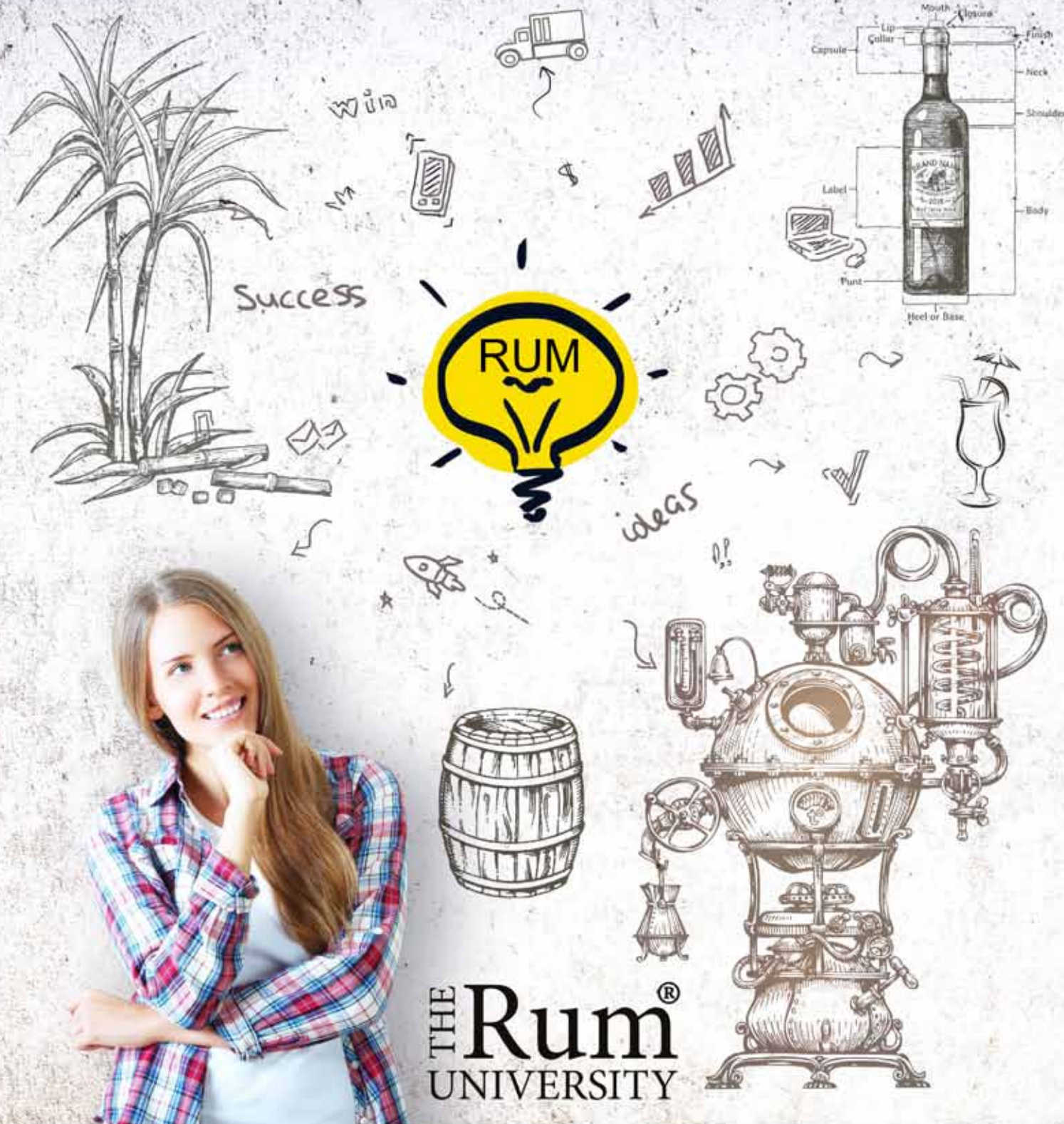
The smoking time is 30 minutes easily and the balance between the cigar and the cocktail brings back a lot of memories. I used some of this time to send messages to friends. As I approached the second third of the cigar, more cinnamon and leather notes started to appear, matching with the cocktail even better.

A pairing that may appear overly simple at first sight, but if done at the right time and place it can be very entertaining and complex. This is an easy cocktail to make and it is very approachable by the average rum consumer.

I hope 2020 brings you many new rums to taste and that you can dive into the world of mixology. You don't have to be a bartender to experiment with and explore your taste preferences, so you can modify existing recipes or even create your own. I wish you all much success and hope that we can continue to enjoy our cigars and rums.

A big hug to all, welcome to 2020!

Philip Ili Barake
#GRCigarPairing



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