

# Got Rum?®

JANUARY 2021

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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



6



10



20



30



34





# CONTENTS

JANUARY 2021

- 5 FROM THE EDITOR
- 6-9 THE ANGEL'S SHARE - RUM REVIEWS
- 10-13 COOKING WITH RUM
- 14-19 RUM AGING SCIENCE
- 20-23 THE MUSE OF MIXOLOGY
- 24-25 THE RUM UNIVERSITY LIBRARY
- 30-33 THE RUM HISTORIAN
- 34-37 THE COCKTAIL SCIENTIST
- 38-41 RUM IN THE NEWS
- 42-43 RUM ASTROLOGY
- 46-55 EXCLUSIVE INTERVIEW
- 56-59 CIGAR AND RUM PAIRING







# Got Rum?®

Printed in the U.S.A.  
A publication of Rum Runner Press, Inc.  
Hutto, Texas 78634 - U.S.A.

Tel/Fax +1 (855) RUM-TIPS  
© 2021 by Rum Runner Press, Inc.  
All rights reserved.

January 2021

Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Cigar and Rum:	philip@gotrum.com
Angel's Share:	paul@gotrum.com
Rum Historian:	marco@gotrum.com
Rum in the News:	mike@gotrum.com
Cooking with Rum:	sue@gotrum.com
Cocktail Scientist:	joel@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

If you would like to submit news or press releases, please forward them to:

**news@gotrum.com**

You can download the free electronic version (low-res) of this magazine, or purchase the high resolution printed version at:

**WWW.GOTRUM.COM**



The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.



facebook.com/GotRum

follow us on  
**twitter**

@Got\_Rum

FRONT COVER: Rum Waterfall

INSIDE SPREAD: New Year At The Beach



# FROM THE EDITOR

## 20 Years of Rum

Twenty years ago we started “Got Rum?” as a simple, monthly newsletter designed to keep rum enthusiasts informed about what was perceived back then to be a very “sleepy” industry. Rum companies back then were few and their idea of product innovation was to put the same liquid inside fancier bottles (Coyopa comes to mind). Consumers have slowly changed, creating niches unimaginable a decade ago and today there is a plethora of craft distillers and private labels competing to fill these niches with innovative *liquid content*, not just presentation.

These twenty years have been amazing for us at Rum Runner Press, Inc. (the parent company of this magazine and of other operations, such as The Rum University and Rum Central). We’ve been able to witness the change around us from multiple angles: as producers, blenders, consultants and educators. As a result of industry changes, the magazine has added and dropped columns and special features, always reflecting what our readers tell us they want or need more. We are fortunate to have attracted and retained the best team we could have asked for, comprised of professionals who are passionate about rum and who love to share their passion with others.

These past “roaring” twenty years are a strong indication that the best for the rum industry is still to come. In a couple of months we will also be celebrating Philip’s 100th cigar and rum pairing for us, yet another reminder of how quickly time flies when you really enjoy what you do.



2020 was perhaps the most chaotic year anyone could have imagined, but as I wrote last month, the Phoenix bird is reborn from the ashes, ready to take on the New Year with renewed energy and dedication.

Thank you, to all our readers, for accompanying us during this journey.

This magazine is carefully and passionately put together by a lot of different people, just for you.

Cheers,

A handwritten signature in black ink, appearing to read 'Luis'.

Luis Ayala, *Editor and Publisher*



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

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



# THE ANGEL'S SHARE

by Paul Senft



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

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

Cheers!

## Holmes Cay Belize 2005

We have enjoyed other private bottlings from Holmes Cay and were happy to receive a sample of their 2005 Belize bottling. The rum was produced from fermented molasses and aged in used American white oak Bourbon barrels at the Traveller's Liquour distillery located in Belize City, Belize. The rum was bottled in 2020 at 61% ABV. Like all Holmes Cay rums, no additives were used in the production of this limited-edition product.

### Appearance

Holmes Cay uses a squat short necked 750 mL bottle with the basic information about the rum on the labels. Each bottle is individually numbered and indicates what cask they are from.

The liquid has a dark golden-brown color that lightens to a golden amber in the glass. Agitating the liquid creates a band that slowly thickens and over time drops multiple waves of legs down the side of the glass before finally beading up and evaporating.

### Nose

The aroma of the rum is an interesting funky mix with lots of tropical fruit notes, cherry, dried prune, apricot, candied pineapple and roasted coconut with cacao and oak char completing the experience.

### Palate

The sweetness of molasses dominates the tongue as the alcohol of the rum



conditions the palate. Additional sips revealed the cherry and prunes from the aroma, roasted walnuts, allspice, nutmeg, cinnamon and cloves taking the baseline and midpalate, while grilled pineapple, brown sugar, and dried apricot take the high notes. As the flavors begin to settle, there are notes of dark coffee, dried tobacco leaf and lightly bitter cacao, char and minerals that linger in a nice long finish.

### Review

Over the years I have enjoyed several different releases from Belize's historic Traveller's Distillery that have made good cocktails and sippers. Some of their other limited-edition releases were made to commemorate special events or people and were for me definitely on the dessert side of the rum spectrum. What I discovered with this Holmes Cay bottling was an enjoyable sipper. I added a drop of water to the tasting glass and fruit and floral notes really opened it up. Savored both neat and with the single drop of water gave me two distinct flavor experiences.

Holmes Cay continues to gain momentum as each private bottling raises its popularity with rum enthusiasts and introduces one unique experience after another to the market. The Belize 2005 is no exception and well worth picking up if you spot it in the store.



www.holmes cay.com



# THE ANGEL'S SHARE

by Paul Senft

## Privateer International Distiller's Drawer Puffery

Privateer Rum Distillery of Ipswich, Massachusetts produces a special rum line called the Distiller's Drawer amongst their many offerings. These releases are created by the distillery staff and are special creations, experimentations and explorations of rum distilled and aged by the company.

No artificial flavors, sugar or additives of any sort are used for these products. For the Puffery release the spirit was aged in used oak rum barrels for two years and ten months. 227 bottles were produced of this product at 56.5% ABV.

### Appearance

The labels on the 750 mL bottle provide a good bit of detail about the product. The liquid is golden-amber that maintains its color in both the bottle and glass.

Swirling the liquid created a small band around the glass that slowly thickened before dropping a few legs. As the legs slid down the glass, they gained speed rejoining the fluid in the bottom. After a few minutes, the band evaporated, leaving a small ring of beads behind.

### Nose

The rum has a strong aroma of molasses, charred oak, fresh cut

apple and cherry, with a bit of alcohol lingering in the air.

### Palate

The first sip delivers the notes of molasses and oak in the aroma along with a bitter, medicinal cherry/berry flavor that coats the tongue along with a burst of alcohol. Additional sips reveal apple flavor just like in the aroma, as well as charred oak and ethanol.

### Review

While I appreciated every other rum I have had from Privateer's portfolio, this one stood out as an interesting experience that has a lot to offer those who want to explore an immaturely aged spirit. The medicinal cherry note was not really for me and it was difficult for me to find a cocktail I wanted to use the rum in, due to that dominant flavor. For those who enjoy cherry flavors, they should give the rum a try in an Old Fashioned or other cocktail that can balance and check the dominance of it.

Overall an interesting exploration which makes me curious to try other rums in their Distillery Drawer experimental line.







www.privateerrum.com

Would you like  
to see your rum  
reviewed here?

We don't charge  
fees to review  
rums. You don't  
even have to  
advertise.

So...  
what are you  
waiting for???

For more  
information,  
please send an  
email to:

[margaret@gotrum.com](mailto:margaret@gotrum.com)





# 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

## Dizzy Pork Chops

### Ingredients:

- 8 Center Cut Pork Chops, ½ inch thick
- ¼ C. Olive Oil
- 1 tsp. Sea Salt
- ¼ tsp. Black Pepper
- 1- 10 ½ oz. Can Cream of Tomato Soup
- ½ C. Dark Rum
- ¼ C. Sweet Sherry
- 1 Red Bell Pepper, sliced thin
- 1 Yellow Bell Pepper, sliced thin
- 2 Medium White Onions, sliced thin
- 2 Beef Bouillon Cubes

### Directions:

Brown pork chops in the olive oil, drain any fat. Add seasonings, soup, rum and sherry and stir until well-blended. Cover skillet and cook over low heat for about 30 minutes. Uncover and add the bell peppers, onions and bouillon cubes. Stir till mixed well and cover pan and cook for an additional 15 minutes or until pork chops are tender. Serves 6-8.



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



## Sweet Potatoes in Orange Cups

### Ingredients:

- 6 Large Oranges
- 5 Large Sweet Potatoes
- ¼ C. Half & Half
- 1 Tbsp. Butter, melted
- 6 Tbsp. Brown Sugar
- 3 oz. Gold/Dark Rum and 2 Tbsp. for marmalade
- ½ tsp. Sea Salt
- ½ tsp. Allspice
- ½ tsp. Cinnamon
- Orange Marmalade
- ¼ C. Almonds, chopped
- ¼ C. Pecans, chopped
- ¼ C. Crystalized Ginger, chopped

### Directions:

Boil and peel the sweet potatoes. While potatoes are boiling, cut oranges in half with sharp knife. Remove pulp to form orange cups. Once potatoes are boiled and peeled, add half & half to moisten the potatoes. Mash the potatoes and add butter, brown sugar, rum and seasonings. Whip mixture until light. Fill orange cups with mixture, about ¾ of the way. Combine orange marmalade with the 2 tablespoons of rum and spread over sweet potatoes. Mix the almonds and pecans together and sprinkle on top of the marmalade. Sprinkle ginger pieces on top. Bake at 400°F until edges of orange cups begin to brown.



Photo credit: [www.farmhouse1820.com](http://www.farmhouse1820.com)





# RUM Aging Science

## American Oak: New vs. Used

### Introduction

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

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

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



A Research  
Collaboration Between

THE **Rum**  
UNIVERSITY

&



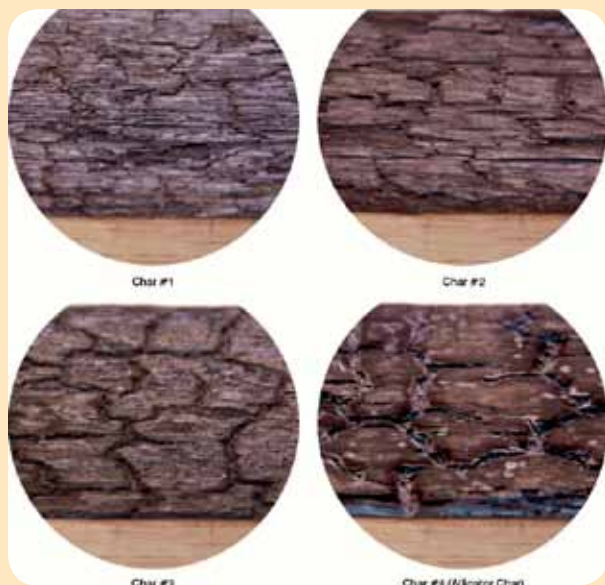
RUM CENTRAL





# RUM Aging Science

## American Oak: New vs. Used



Understanding Barrel Char Levels: One of the last steps during barrel making is toasting or charring the inner surface. The intensity of the heat/flames results in different levels of toast or char. On average, a Char #1 means 15 seconds of direct ignition, Char #2 is 30 seconds, Char #3 is 35 seconds and Char #4 (Alligator Char) is 55 seconds.

### Experimental Design and Equipment

#### 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.



# RUM Aging Science

## American Oak: New vs. Used

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).
- Total volume should decrease (due to evaporation).
- ABV should change (due to esterification and differences in evaporation rates).
- Tannic and wood extractable content should increase.
- 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).

How fast will these transformations take place and how will they differ from the results obtained from the rum aged in the ex-Whiskey barrel?

### The Rum

The white rum used to fill the barrel is column-distilled, from fermented High

# RUM Aging Science

## American Oak: New vs. Used



Test Molasses (“*miel virgen*”). The entry ABV into the barrel is 63.43% ABV.

### **The Barrel**

The barrel was made by Independent Stave Company, using White American Oak. The heat finish of the barrel is a #1 Char and it has no previous use: the rum used in this study will be its first fill. Rum Central received the barrel shortly after it was produced and the barrel was filled quickly afterward.

Since American Whiskey and Bourbon are aged using new barrels like this one, we expect the type and concentration level of wood extractives in our rum to be similar



# RUM Aging Science

## American Oak: New vs. Used

to those in the aforementioned spirits. These extractives include:

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

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 since 2002. I just took on an exciting new role as the Brand Educator for Columbus for Diageo brands. I ran the bar program at "M", of the Cameron Mitchell Restaurant group from 2002-2020. I am currently the Vice President of Columbus USBG and was one of the founding members of the chapter.

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

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

## Swizzle In, Swizzle Out

Hello Got Rum? Readers and Happy 2021!! I hope that you are all healthy, safe, and excited for what this New Year will bring. For my first article of the year I wanted to write about something uplifting, and Swizzles immediately came to mind. Aside from being a really fun word to say, a "Swizzle" is both a noun and a verb. It is a style of cocktail, but also the word for a bar tool. The term *swizzle* originates from the West Indies, but with most historic cocktail stories, there are different theories as to where the original *swizzle stick* was created-- One story is that it was invented during the 18th century at a West Indies rum plantation, and another is that it originated in Martinique, with the stick being whittled from the twigs of the Bois Le'le' tree.

So how exactly does one "swizzle"?? A stick, or branch, with 4-5 little prongs on the end is inserted into a tall glass, (or even a pitcher) and then placed in between the hands. Using a motion similar to making fire with a bow drill, the swizzle stick twirls in the glass of ice and liquid, not only mixing the drink but making the outside of the glass incredibly frosty. It is like a primitive version of a hand mixer.

The Swizzle (noun) is traditionally a tiki style cocktail served in a tall glass or mug, over crushed ice, with rum in it. The "Rum Swizzle" is known as Bermuda's national drink, and is often associated with the "Swizzle Inn" of Bailey Bay. It is the oldest pub in Bermuda and its motto is "Swizzle in, swizzle out".







Here are a couple of my favorites, the Queens Park and Rum Swizzle are classics, and the other is my own recipe. Go get yourself a swizzle stick, and have some fun with them.

#### **QUEENS PARK SWIZZLE**

- 2 oz. Overproof Demerara Rum
- 1 oz. Simple Syrup
- 1 oz. Fresh Lime Juice
- 3-4 Dashes Angostura Bitters
- 8 Mint Leaves

Place the mint leaves in a tall glass and using a muddler, gently press and bruise them. Add all other ingredients except the bitters and then pack it with crushed ice. Swizzle and mix until the outside of the glass is frosty. Add the Angostura to the top so that the colors are layered, and garnish with a fresh mint sprig.

#### **BERMUDA RUM SWIZZLE**

- 1.5 oz. Gosling's Black Seal Rum
- 1.5 oz. Gosling's Gold Seal Rum
- 1 oz. Pineapple Juice
- 1 oz. Orange Juice
- .5 oz. Grenadine
- 3 Dashes Angostura Bitters

Build all ingredients in a tall glass or tall tiki mug and pack with crushed ice. Swizzle and mix until the outside of the glass is frosty. Garnish with fresh pineapple.







### ESPRESSO RUM SWIZZLE

- 1 oz. Aged Rum (your choice here, be creative!)
- 1 oz. Amaro Di Angostura
- 1 oz. Brewed Espresso
- .5 oz. Kahlua
- .25 oz. Falernum
- 6-8 Mint Leaves

Place the mint leaves in a tall glass and using a muddler, gently press and bruise them. Add all other ingredients and then pack it with crushed ice. Swizzle and mix until the outside of the glass is frosty. Garnish with a fresh mint sprig and a sprinkle of cocoa powder.

Cris

---



# THE Rum<sup>®</sup> 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](http://www.RumUniversity.com)



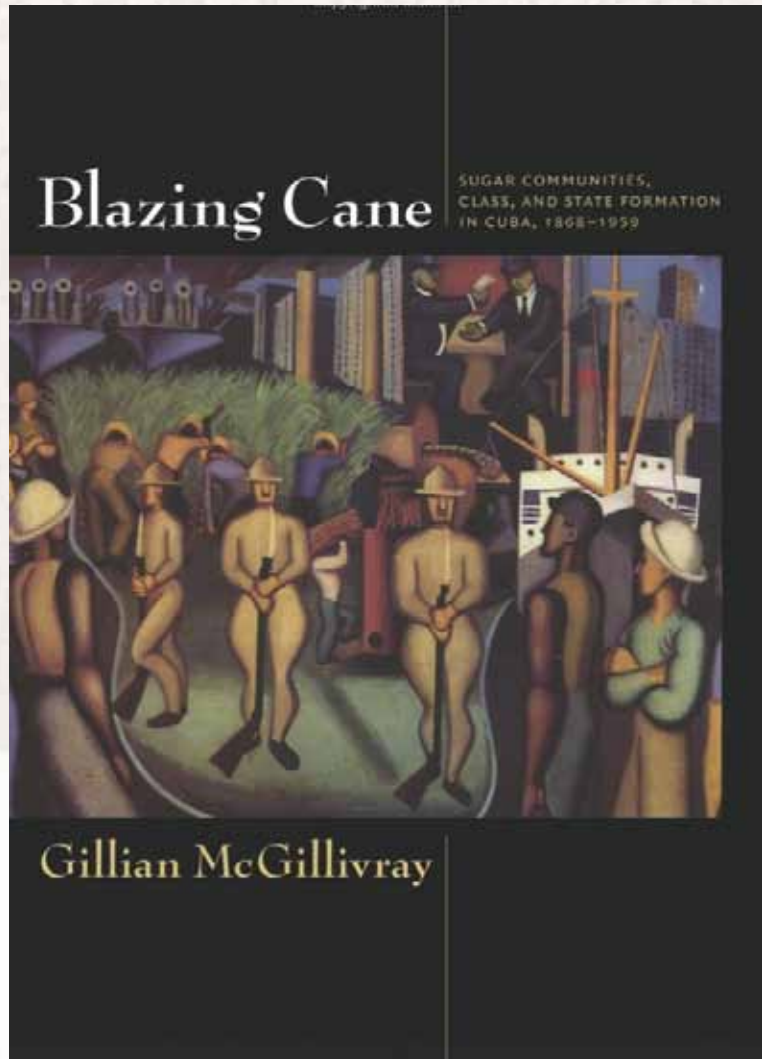


## Blazing Cane: Sugar Communities, Class, and State Formation in Cuba, 1868-1959

(Publisher's Review)

Sugar was Cuba's principal export from the late eighteenth century throughout much of the twentieth, and during that time, the majority of the island's population depended on sugar production for its livelihood. In *Blazing Cane*, Gillian McGillivray examines the development of social classes linked to sugar production, and their contribution to the formation and transformation of the state, from the first Cuban Revolution for Independence in 1868 through the Cuban Revolution of 1959. She describes how cane burning became a powerful way for farmers, workers, and revolutionaries to commit sabotage, take control of the harvest season, improve working conditions, protest political repression, attack colonialism and imperialism, nationalize sugarmills, and, ultimately, acquire greater political and economic power.

Focusing on sugar communities in eastern and central Cuba, McGillivray recounts how farmers and workers pushed the Cuban government to move from exclusive to inclusive politics and back again. The revolutionary caudillo networks that formed between 1895 and 1898, the farmer alliances that coalesced in the 1920s, and the working-class groups of the 1930s affected both day-to-day local politics and larger state-building efforts. Not limiting her analysis to the island, McGillivray shows that twentieth-century Cuban history reflected broader trends in the Western Hemisphere, from modernity to popular nationalism to Cold War repression.



Publisher: Duke University Press Books;  
Illustrated edition (November 23, 2009)  
Language: English  
Paperback: 416 pages  
ISBN-10: 0822345420  
ISBN-13: 978-0822345428  
Item Weight: 1.32 pounds  
Dimensions: 6.13 x 1.04 x 9.13 inches





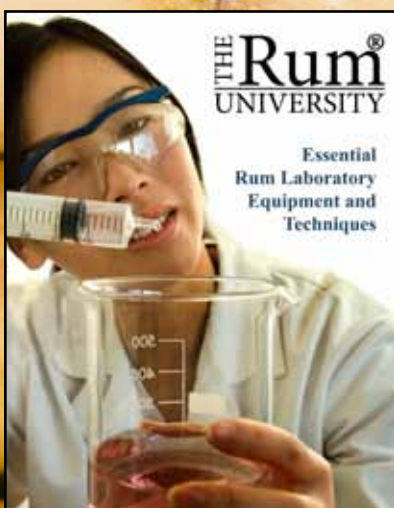
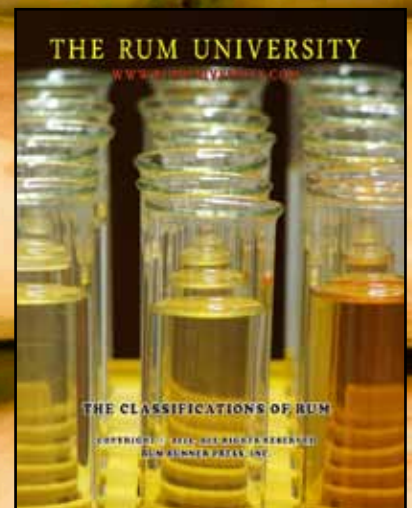
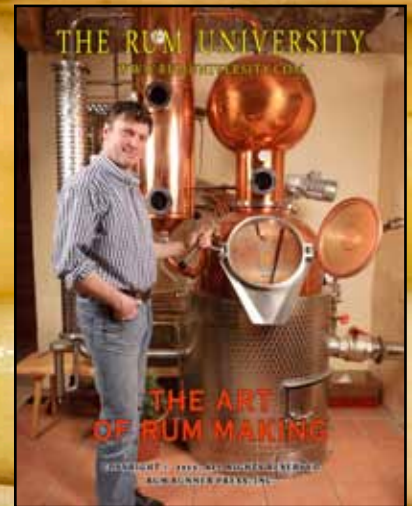
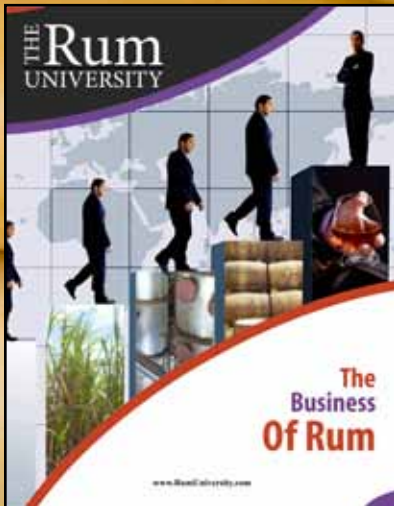


**Your One-Stop Shop  
for Aged Rums in Bulk!**

- Column-Distilled, Pot-Distilled or Blends
- High Congener (Including High Esters), Low Congener or Blends
- Aged in American or French Oak Barrels
- Finished in Whiskey, Bourbon, Tequila, Wine, Port, Muscat or Sherry Barrels
- Distilled in the USA, Central America, South America or in the Caribbean
- Over 150 Marks/Styles Available, plus Custom Blends
- Low Minimums and Fast Turnaround, Worldwide Shipping

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

### 5-Day Rum Course: May 10th-14th 2021, Kentucky, USA



### Early Bird Special!

Register now and receive 5 nights at the Brown Hotel included with your tuition. Check-in date: 05/09/2021, check-out date: 05/14/2021.

[moonshineuniversity.com/product/5drum\\_210510/](http://moonshineuniversity.com/product/5drum_210510/)





# THE RUM HISTORIAN

by Marco Pierini



**M**y 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](https://www.facebook.com/marco.pierini.3) and in my new Blog: [www.therumhistorian.com](http://www.therumhistorian.com)

I have published a book on Amazon:

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

**Got Rum? January 2021 - 30**

## A TALE OF RUM

### 1. FROM WATER OF LIFE TO SPIRITS

I have been studying the History of Rum and in particular its Origin for ten years. At the very beginning, I discovered with great surprise that the History of Spirits in general and of Rum in particular is a complex and fascinating issue, but it is rarely, and what's more, badly, studied by scholars and almost unknown to the general public. All along my studies, I think I have achieved interesting results and, forgive my presumption, also made some actual findings.

Meanwhile, we have seen the birth of a true World of Rum. Rum Festivals and Rum related events have been born all over the world. The Rum Family was born too, a network of distillers, professionals, experts, bloggers, journalists and aficionados that is alive every day on the Internet and the social media and, before Covid 19, met up at the various events. On the market have arrived many new brands and many premium rums and the attention of both firms and consumers to education and story-telling has grown enormously. Hence, the books, essays, posts, in short the information available about rum has grown too.



Well, I think the time has now come to briefly summarize all that we know up to this point. For the sake of clarity, this is not new research, with new sources and new discoveries, neither true scholarly history. I'm simply trying to tell the story of rum, from its obscure beginning to its lasting success. A word of warning: I use the general word RUM for all kinds of Spirit made by fermentation and then distillation of the products of sugar cane.

The first step toward commercial production and pleasure consumption of Spirits can be found in Salerno, Italy, in the 1100s. As a matter of fact, the earliest sure source about the very existence of alcohol are some instructions for the distilling of wine which appeared in a short introduction to a study of medicine written by a "Master of Salerno" around 1150. Here it is: "A mixture of pure and very strong wines with 3 parts of salt cooked in the usual vessel makes a water, which will flame up when set on fire but leave the material unburnt".

So, WATER is the first name given to the newly discovered substance that we now call alcohol. The discovery was probably due to technical development on the issue of making pots and cooling the vapors, enabling the Master of Salerno to separate alcohol from wine. But above all, the social and cultural context made the difference with the past and opened a new road in human experience. Indeed, probably Alexandrian and Arab scientists had already discovered alcohol, but they kept it secret, or reserved to a few initiates and it never became a common technique, let alone a commercial production and consumption of Spirit. The well-known Quranic prohibition of consuming alcoholic beverages was not always strictly respected, but it did not promote the creation of a social environment suited to the passage of alcohol from a scientist's laboratory to a commercial distillery and finally to the tables of a tavern. The very fact that today's scholars have to look for evidence of Arab alcoholic distillation in ancient, cryptic manuscripts half-forgotten in some ancient library, suggests that commercial production never developed. Otherwise, why didn't it continue until today and even the memory has been lost?

In Salerno things were very different. The Medical School was the first medical school of Western Europe and its medical practitioners were unrivalled; as early as the X century the School was already famous and sick people from all over Europe flocked to Salerno to be cured, and doctors to learn. In this thriving, favorable environment the new substance was not kept secret for long, on the contrary, it was used as a medicine, starting slowly but steadily to be known and used increasingly often.

As a result of a two centuries-long historical process, in the 1200s Latin Europe emerged definitively from the Dark Ages and experienced a real renaissance. The population grew, the cropland increased, the cities flourished and with them craftsmanship and commerce. Additionally, in a close relationship of cause and effect impossible to fully understand, a new culture spread, concrete and experimental, focused on practical things and centered on human beings and their needs. The Cities of Central and Northern Italy were one of the centers of this culture, which embraced a new science, Alchemy. Alchemy was a serious matter in the 1200s, openly and amply debated by philosophers and theologians. Interest in the subject should not be identified as a propensity for irrational, secret, morally questionable practices, but as an expression of intellectual openness to a form of knowledge of nature that was not purely theoretical, but took into account the role of human actions in the world and aimed to perfect it. Alchemy fascinated many because it was a practical, experimental branch of knowledge, very different from the abstract, theoretical discussions of many scholastic philosophers of the day. Only later was alchemy classified among the 'occult sciences'.

Probably, alchemists were the first dedicated distillers. They subjected various substances of plant or animal origin to the action of fire within a closed apparatus to separate the volatile and solid parts. The solid material settled at the bottom, while the vapors separated from it rose up and were conveyed through a pipe. In the pipe

they condensed, finally taking the form of a liquid offering the essential properties of the initial substance, but now in a 'subtle' and 'spiritual' form, far removed from the heaviness of matter. This procedure evolved rapidly, culminating in the very distillation of wine with the production of alcohol. At the beginning it was called WATER because it is as colorless as water. Alchemists were fascinated by the new product, believing it to be a powerful medicine that could treat and prevent numerous illnesses: practically a panacea. Then apothecaries, doctors and surgeons noted the antiseptic properties of alcohol, its effectiveness in treating wounds and curing many diseases and around 1250 the production and consumption of alcohol as a potent medicine was an established practice in Northern and Central Italy. Moreover, in those years and in those places, the serpentine column began to be largely used to collect the vapors, an innovation with a decisive effect on the quantity and quality of the alcohol. Soon it was called WATER OF LIFE and also BURNING WATER and the two names stuck.

In the second half of the 1200s Taddeo Alderotti, professor at the University of Bologna and the most famous doctor of his age, published a book, "Consilia" (Pieces of Advice), which was a great success for many years and gave rise to a true genre of medical writing. The last seven pieces of Advice were all dedicated to water of life, which he also refers to as burning water. Taddeo was clearly impressed by alcohol because it truly worked, in contrast to most of the drugs of the age.

Here is an excerpt: "These are the virtues of water of life: first of all, it treats and eliminates, from inside or outside, all forms of bodily suffering proceeding from cold humors. From the inside, by drinking a certain quantity of it, or when applied on the outside. The quantity of the beverage to be taken is the amount that may be contained in a hazelnut shell, with a glass of good white wine. The same quantity may be applied externally. If you add spices or herbs, mince them in this quantity, and in two hours it will take on their flavor and virtues. And then it is highly effective against cold drops from the eyes, applying a little to the outside of

the eyes, or putting a drop in the corner of the eye."

A long list of illnesses that may be treated with alcohol follows. Finally, water of life preserves the vigor of youth and prevents aging, including white hair (human desires have not changed much since 1280!). Lastly, it not only treats ailments of the body, but of the soul too: "Against melancholy and sadness, half a spoonful every morning, on an empty stomach, taken with a glass of fragrant wine, will cheer and make you merry and playful".

Taddeo Alderotti and his prestige played a decisive role in making the general public of cultivated readers of the day aware of water of life. He was the first great propagandist of alcohol and also very much aware of how much it could yield in economic terms. Taddeo and other physicians of the day recommended rubbing water of life on ill or aching parts of the body, and above all drinking it. They suggested consuming it both pure and mixed with spices and medicines, which often improved its flavour. They clearly prescribed drinking it regularly to treat numerous illnesses, but they also suggested drinking it when healthy, to prevent illness, keep the body healthy and slow down the process of aging. This was a crucial suggestion: people began to drink it regularly, without necessarily being ill and therefore consumption grew significantly. A new form of consumption appeared on the market, which could no longer be satisfied by the small and expensive quantities of alcohol usually produced with so much time and so much trouble by physicians and alchemists. The supply could satisfy the new demand of the consumers only if a true commercial undertaking started producing the required quantity at a reasonable price.

It happened first in the city of Modena, not far from Bologna. There, evidence confirms that around the year 1300 a new enterprise started, able to produce significant quantities of alcohol making it into a commercial product to be sold on the home market and also exported abroad, first of all to Germany. The trade of alcohol was so important that local authorities put taxes on it. As far as I know, it was the first ever commercial



production of alcohol. And yet, all this cannot be surprising. Distillation is a difficult art, it requires both complex reasoning and remarkable craftsmanship. It is only normal that this new, sophisticated craft was born in Northern Italy, at the time the richest and most developed, in short the most modern part of the West.

Then, the distillation of wine became common throughout Europe. Later in the 1300s, in the Nordic countries, where grapevines would not grow and wine had to be imported and was therefore expensive, someone began to distil alcohol from malted grains. But while water of life had become a well-known and widely used product it was still sold and consumed above all for medicinal purposes. When and how did water of life come to be drunk for pleasure, not as medication? When and how did it leave the pharmacy and enter the tavern, becoming not anymore WATER OF LIFE, but a true SPIRIT?

We do not know exactly, but it happened during the course of the 1300s. At the beginning of the century, the use of sweetened alcoholic beverages called 'liqueurs', consisting of alcohol, sugar or syrup and some flavouring substance, spread from Italy. The secrets of their manufacture were brought to Paris by Italian distillers in 1332. The most beloved liqueur which the Italians took to France was rose-oil, a liqueur which smelt of roses. There is no doubt that at this point water of life, which we can now call SPIRIT, was consumed by all social classes and its spread can be gleaned from the regulations cropping up from time to time, for instance in Frankfurt, where we find regulations as early as 1361 which intend to cope with the spread of drunkenness and unruly behavior of intoxicated burghers. Fear made a significant contribution to the spread of the practice of Spirits. The Black Death made its appearance in 1348: one of the greatest pestilences in European history, the disease killed about a third of the continent's population, and other lesser but still terrible epidemics continued to strike all over Europe in the centuries that followed. Physicians were practically powerless, and recommended that the terrified population drink aqua vitae every day not only to treat but to prevent the Plague. And many people

continued to drink it after the Black Death was gone. At the end of the 1300s Spirits were drunk all over Europe.

Half a century later, Michele Savonarola (grandfather of the more famous and ill-fated Friar Girolamo) was Court Physician in Ferrara (Italy). Between 1444 and 1449 he wrote a little, great, virtually forgotten book: "Booklet of Burning Water". As far as I know, it is the first treatise entirely dedicated to alcohol, which he calls burning water.

Savonarola describes a pot still, sealed with lute and a coil to cool the vapors with plenty of water: "For this reason, those who produce burning water in large quantities seek places with running water". He even speaks against the use of lead because it is harmful to health. He goes on to deal with different types of wine suitable to make good alcohol. We need new wines, good and strong, therefore expensive; on the contrary, he laments that unfortunately all too often, in order to make more profit, many wine producers distil poor wines, wines gone bad or watered down, and consequently produce low quality alcohol, heedless of the damage it will cause to the health of the consumers. Savonarola then goes on to describe the technical complexity necessary to make good alcohol: "And yet, think and reflect on how the water which is sold in the square to poor, miserable people is made instead." The production was not in the hands of physicians and apothecaries anymore, but belonged to real entrepreneurs operating in a market with different levels of quality and also unfair commercial practices and adulteration.

To sum up, in the first half of 1400s, at least in Italy, a veritable commercial production and a widespread pleasure consumption of SPIRITS already existed. Shortly after, with the help of the printing press, works dedicated to alcoholic distillation sprang up everywhere, and the consumption of many kinds of Spirits spread throughout all Europe.

Among these Spirits, was Rum to be found yet? I don't think so, as we are going to find out in the next article.

Marco Pierini

# THE COCKTAIL SCIENTIST

By Joel Lackovich



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

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

Joel Lackovich (joel@gotrump.com)







Photo by Joel Lackovich

## MIDNIGHT OIL

### INTRODUCTION

The Midnight Oil is a mouthwatering craft cocktail that was developed by Bret Esler, an award-winning mixologist from Austin, Texas. A fusion of two of Bret's all-time favorites snack combinations, morning coffee and banana bread, the cocktail can easily be enjoyed either as a morning pick me up with a kick, or the perfect dessert after a full meal. Although this savory cocktail requires only a few ingredients, and on the surface appears straight forward to prepare, it is the process of combining the ingredients along with the flavorful garnish that leads to pure cocktail magic when constructed properly.

## MATERIALS & METHODS

### *Midnight Oil recipe by Brett Esler (1)*

#### Ingredients:

- Mount Gay Black Barrel Rum – 1.5 oz (45 mL)
- Cold-Brew Coffee – 0.75 Oz (22.5 mL)
- Domaine de Canton Ginger Liqueur – 0.25 oz (7.5 mL)
- Giffard Banane du Bresil – 0.25 oz (7.5 mL)
- Vanilla Extract – 3 dashes
- Garnish: Skewered slice of Banana Brûlée

#### Directions:

1. Prepare a skewered brûléed banana slice by coating a single banana slice with organic sugar and using a Crème Brûlée chef's torch for 15 seconds to create the browning effect.
2. Add all ingredients to a cocktail shaker filled with crushed ice.
3. Vigorously shake all the ingredients in the cocktail shaker for 15 seconds.
4. Double strain into a cocktail glass to remove any potential presence of ice shards.
5. Garnish with skewered banana brûlée slice and enjoy!

## DISCUSSION

### Origin

Pulitzer Prize-winning author John McQuaid once said, "We owe our existence and our humanity to taste." Craft cocktails like the Midnight Oil are delicious and flavorsome and thankfully mankind's evolution around taste has been a big contributor to their development. Our ability to enjoy a cocktail comes from the thousands of taste buds we are born with that are present in our mouth and throat. Each taste bud contains about 10-50 special sensory cells that are stimulated by the presence of tiny molecules released when we drink (2). And when drinking the Midnight Oil cocktail these sensory cells

are really activated. With the drink being inspired by banana bread, it possesses a very fruitful organic compound called isoamyl acetate which is an ester and the flavor compound primarily responsible for the banana flavor. Combined with Mount Gay Black Barrel Rum and coffee, it is easy to see why the Midnight Oil is best enjoyed pretty much anytime of the day.

### Flavor Profile

#### Rum

The Midnight Oil cocktail's primary ingredient is Mount Gay Black Barrel Rum, and the spirit is responsible for over fifty percent of the volume of the drink. Mount Gay Black Barrel Rum is 43% ABV (86 proof) and utilizes molasses from the Island of Barbados. Made from single column and double pot distilled, it is finished in heavily charred bourbon barrels before being bottled. The combination of the double pot distillates, which are highly concentrated, with the maturation process in charred smokey bourbon oak barrels is the source to the dark rum's distinct and rich flavor profile.

### Additional Ingredients

#### Cold-Brew Coffee

Cold-brew coffee differs from hot-brew coffee because it is steeped in cold or room temperature water. Many people believe that besides temperature that another differentiator from hot-brew coffee is that cold-brew coffee is less acidic than hot-brewed coffee. Recent research by scientists at Thomas Jefferson University have proved that the pH values of cold and hot brew coffee were found to be comparable, ranging from 4.85 to 5.13 (3). Variables that do affect the flavor profile of cold-brew coffee are room-temperature preparation versus chilled preparation, the region the coffee beans are grown in, the roast level of the coffee beans and the type and length of filtration (4).

#### Domaine de Canton Ginger Liqueur

Domaine de Canton is a delectable ginger flavored liqueur produced in France and available at 28% ABV (56 Proof). The



liqueur contains a syrup that is made from crystallized Chinese baby ginger, Grand Champagne cognac, neutral spirit, orange blossom honey from Provence, and vanilla (5). Due to the ginger, the liqueur is slightly peppery and sweet, with a pungent and spicy aroma, and is a subtle additional sweetener to the cocktail.

### **Giffard Banane du Bresil Liqueur**

Canary gold in color, Giffard Banane du Bresil Liqueur is used by bartenders globally as a versatile ingredient in many cocktails. The addition of the liqueur, which is made from the slow maceration of bananas, is 25% ABV (50 Proof) and is also a true dessert ingredient to any cocktail it is added too.

### **Vanilla Extract**

In its purest form, vanilla extract is a solution made by saturating and aging vanilla pods in a solution of ethanol and water. One of the most popular flavoring agents in the world, over 250 taste and aroma components have been detected in vanilla extract (6).

### **NUTRITION**

The Midnight Oil may appear to be a dessert cocktail as it contains 55 calories per fluid ounce. However, the cocktail may not necessarily satisfy your sweet tooth cravings as it is remarkably low in sugar. The addition of the cold-brewed coffee dilutes the cocktail, and its sweetening ingredients are also diluted. And while the coffee is acting as a dilutant, it is the presence of the cold-brew coffee where the Midnight Oil cocktail really lives up to its name. Cold-brew coffee is known to have a much higher caffeine concentration than hot-brew coffee as heat is known to extract some caffeine during the brewing process. The effect of mixing caffeine and alcohol is well-documented. When alcohol is mixed with caffeine, the caffeine can mask the depressant effects of alcohol, making drinkers feel more alert than they would otherwise (7).

### **NUTRITION FACTS**

*(Amount Per 1 fl oz in a 2.75 fl oz Cocktail)*

Calories:	55.9
Total Fat:	0 g
Cholesterol:	0 mg
Sodium:	0.4 mg
Total Carbohydrates:	2.6 g
Dietary Fiber:	0 g
Sugar:	1.1 g

### **CONCLUSION**

Breakfast, dessert or to be enjoyed as a cocktail treat, the Midnight Oil cocktail is pure liquid gratification. In addition, the construction process is almost as fun as sitting down and enjoying the cocktail itself. But it is indeed the sensory perception it provides that does make one feel like they are having the craft cocktail version of banana bread and coffee, which in my opinion I would have to agree with Bret Esler, is now one of my favorite snack time combos.

### **REFERENCES**

1. Esler, B. (2016). Midnight Oil. Retrieved from: <https://www.liquor.com/recipes/midnight-oil/>
2. NIH. (2020). Taste Disorders. Retrieved from: <https://www.nidcd.nih.gov/health/taste-disorders>
3. Rao, N. and Fuller, M. (2018). Acidity and Antioxidant Activity of Cold Brew Coffee. Nature. Scientific Reports volume 8, Article number: 16030. Retrieved from: <https://www.nature.com/articles/s41598-018-34392-w#:~:text=The%20pH%20values%20of%20the,of%20their%20cold%20brew%20counterparts.>
4. Ouellette, J. (2020). The Chemistry of Cold-Brew Coffee is So Hot Right Now. Ars TECHNICA. Retrieved from: <https://arstechnica.com/science/2020/04/the-chemistry-of-cold-brew-coffee-is-so-hot-right-now/>
5. Domaine de Canton. (2020). Retrieved from: <https://www.domainedecanton.com/>
6. Kennedy, C.R. (2015). The Flavor Rundown: Natural vs. Artificial Flavors. Harvard University. Retrieved from: <http://sitn.hms.harvard.edu/flash/2015/the-flavor-rundown-natural-vs-artificial-flavors/>
7. CDC. (2020). Alcohol and Caffeine. Retrieved from: <https://www.cdc.gov/alcohol/fact-sheets/caffeine-and-alcohol.htm#:~:text=When%20alcohol%20is%20mixed%20with,risk%20of%20alcohol%20attributable%20harms.>

# RUM IN THE NEWS

by Mike Kunetka



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

## FDA ASSESSES FEES FOR HAND SANITIZER

The pandemic hit small distilleries hard. In most cases, tasting rooms, a key source of revenue for these businesses were shut down. In attempt to keep their business afloat and employees working, many distilleries turned to manufacturing hand sanitizer. Some gave to local hospitals, health workers and first responders for free; others charged minimal amounts to cover the material costs. This week, just as it seemed they'd made it through the worst of a terrible year, the Food and Drug Administration added more bad news. The agency delivered notice to distilleries that had produced hand sanitizer (which it considers to be an over-the-counter monograph drug) in the early days of the pandemic, that they now owe an unexpected fee to the government of more than \$14,000. The FDA stated the following on their website: FDA is publishing a Federal Register Notice (FRN) titled "Fee rates under the Over-The-Counter Monograph Drug User Fee Program for Fiscal Year 2021" to establish fees with respect to OTC monograph drug facilities and OMORs for FY 2021. OTC monograph drug facility fees for FY 2021 will be due on February 12, 2021, 45 days after publication of this FRN. The Food and Drug Administration (FDA) is announcing the fee



rates under the Over-the-Counter (OTC) Monograph Drug user fee program for fiscal year (FY) 2021. On March 27, 2020, a new section was added to the Federal Food, Drug, and Cosmetic Act (FD&C Act) by the Coronavirus Aid, Relief, and Economic Security Act, which authorizes FDA to assess and collect user fees from qualifying manufacturers of OTC monograph drugs and submitters of OTC monograph order requests. FDA refers to the OTC Monograph Drug user fee program as "OMUFA" throughout this document. This notice establishes the OMUFA fee rates for FY 2021. Paying a surprise \$14,000 bill would be a challenge for small businesses in any year, but it's a particular challenge for craft distilleries in 2020. Becky Harris, president of the American Craft Spirits Association, told Reason Magazine "I compare it to surprise medical billing," She's hopeful that if the FDA has some discretion as to the applicability of the fee, that they will exercise it to exclude distilleries, most of which no longer produce sanitizer and have no intention of continuing to do so now that the emergency shortage has passed.

<https://www.fda.gov/industry/fda-user-fee-programs/over-counter-monograph-user-fee-program-omufa>

### **KOLOA RUM**

After launching a 3-year old rum in 2018, Koloa Rum Company has just released Koloa Kaua'i Reserve 5-Year Aged Hawaiian Rum. This release was aged in American white oak barrels at the distillery on the island of Kauai. Bob Gunter, CEO of Koloa, told Just-Drinks "We released our first aged rum in 2018 following more than five years of research and experimentation to develop the protocols necessary to properly age rum in Hawaii's tropical environment. Our aged releases have quickly become some of our most sought after and coveted offerings, and this 5-year aged variation is no exception." <https://koloarum.com/>

### **DESTILERIA SERRALLES**

Destilería Serrallés Inc., the producer of Don Q, Puerto Rico's number-one rum, announced the launch of Don Q Reserva 7, the latest addition to its curated portfolio of aged rums made with the finest reserves from the distillery in Ponce, Puerto Rico. The distillery's continuous focus on expanding its aged and super premium offering aligns with increased consumer demand and curiosity in the segment. Jaiker Soto, Master Blender, crafted a vibrant blend of multi-column distilled light rums and single copper column distilled heavy rums, which were aged for a minimum of seven years in American white oak barrels. For this unique blend, Soto collaborated with Silvia Santiago, Senior VP of Manufacturing and Maestra Ronera, along with Roberto Serrallés, sixth-generation rum maker, bringing together decades of rum making experience for the creation of this superb rum. The team hand selected and blended Puerto Rican rums that were aged for a minimum of seven years to create a new Don Q rum variant that is radiant and bold with an intricate start and a

mature, yet brilliant, long finish. This versatile rum expression is best enjoyed neat, on the rocks, in a cocktail like the Classic 7 or Honey Breeze, or to elevate a favorite mixed drink, simply by adding soda or fresh juice. "We wanted to create a rum with a distinctive flavor profile and maturity that had balanced notes and the characteristics fans have come to expect from Don Q Rums. With Reserva 7, our goal was to craft a rum that honored the Serrallés family and their legacy of making world-class rum," says Soto. "It was an honor to taste through reserves and blend a selection of aged rums to create a smooth and elegant expression with notes of roasted oak, caramelized fruit, honey and chocolate." Don Q Reserva 7 is presented in a new bottle design with the brand's updated image and logo. The elongated glass bottle evokes the refinement and simplicity that has characterized the rums crafted by the Serrallés family for 155 years. The brand's new packaging highlights Don Q's values of heritage and quality and was executed by Stranger and Stranger, the world-renowned, internationally awarded British firm that specializes in packaging design for premium spirit brands globally. <https://donq.com/>

### **RICHLAND RUM**

The Georgia Department of Economic Development announced its International Trade division's 2020 GLOBE Award recipients. This state-led awards program highlights Georgia companies that entered new international markets in the previous year. During calendar year 2019, GLOBE winners from 17 counties across Georgia collectively entered 75 new international markets. Richland Rum has been named a recipient of the 2020 GLOBE Award in the International Trade Division. It's the fourth consecutive year the company has earned the annual award that highlights companies that entered new international markets during the previous year. Stephen Oakey, the company's Director of Marketing and Public Relations, thanked state economic officials for their continued support and recognition. He told the Brunswick News "Through the years, the GDEd has been instrumental in helping us and other Georgia companies to reach new markets and expand our business," he said. "Their resources, insight and support are top notch and make doing business in Georgia that much more beneficial." During the past year, Oakey said Richland Rum expanded its market to dozens of countries and is now sold as far as Japan, Denmark, South African and Namibia. <https://www.richlandrum.com/>

### **LANGS JAMAICAN RUM**

Langs Jamaican Rum first reached Scotland back in the mid-nineteenth century. Ian Macleod Distillers revived the Jamaican rum brand in September with the introduction of Lang's Banana Rum. Now they have added two new offerings, a Mango & Ginger Rum and a Pineapple Rum. Neil Boyd, UK Managing Director of Ian Macleod Distillers, said in a press release: "The rum category continues to skyrocket

in popularity, which is why we decided to meet that demand by bringing back a beloved brand. Langs Jamaican Rum stays true to the original 1860s Lang Brothers Rum, tropical, characterful and packed with exotic fruit notes. Our range is brimming with natural flavor and delivers a taste of the Caribbean to the UK. It's liquid sunshine in a bottle." Langs Mango & Ginger Rum is described as having notes of Mango coulis, chewy meringue, and vanilla hitting the nose, and a thick and sweet palate of ripe mango, peach, lime and crystallized ginger building in a long-spiced finish. Meanwhile, Langs Pineapple Rum boasts a nose of juicy pineapple, coconut and raisin ice cream, and a palate of fizzy pineapple balanced with rich caramel and cinnamon. Langs Rums are a blend of molasses-rich, pot and column distilled Jamaican rums from ex-bourbon American white oak casks. <https://www.ianmacleod.com/>

### **FLOR DE CAÑA**

Flor de Caña, a sustainably produced premium rum brand, has been honored with the prestigious "Sustainability Award", the highest distinction given during the 2020 Green Awards (organized by The Drinks Business), in recognition of the brand's leadership within the industry and historic commitment to sustainable practices. Today, Flor de Caña is the only global spirit to hold the world's two top sustainability certifications: Carbon Neutral and Fair Trade. While this achievement impressed the judges, it was the additional efforts of this family-owned brand that secured its position as recipient of the award, in particular the use of 100% renewable energy to distill its rum, planting 50,000 trees annually since 2005 and its programs to support the local community. The Carbon Neutral certification, issued by Carbon Trust, assures consumers that Flor de Caña offsets all carbon emissions during the entire lifecycle of the rum, from field to market. Meanwhile, the Fair Trade certification, issued by Fair Trade USA, verifies that the rum is sustainably produced in compliance with over 300 rigorous labor, social and environmental standards. The Flor de Caña story began in 1890 when a young Italian adventurer decided to establish a distillery at the base of Nicaragua's tallest and most active volcano, the San Cristóbal. 130 years and five family generations later, the entire production process of Flor de Caña continues under the supervision of the same family, mastering the art of sustainable rum making. Flor de Caña is a sustainably produced premium rum that's Carbon Neutral & Fair Trade certified. From an 1890 family estate, it's distilled with 100% renewable energy and naturally aged without sugar. It was awarded "Best Rum Producer of the Year" by the International Wine and Spirit Competition in 2017. [www.flordecana.com](http://www.flordecana.com)

### **APPLETON ESTATE**

Appleton Estate has launched its Hearts Collection, a limited-release of three pot-still rums aged between 21-26 years. The range is a collaboration between Appleton Estate's Master Blender, Joy Spence, and Luca Gargano, the Italian rum collector and owner

of Velier, the specialist wine and spirits importer based in Genoa. The rums are the first single-marque pot-still rums that the Jamaican distillery has ever released and are from each a different vintage; 1994, 1995 and 1999. Three thousand bottles are available from each marque. "I was looking for beautiful, spicy, fruity notes, something rounded with vanilla, a little coffee, and cocoa notes coming from the oak. The smell and taste are so enigmatic. It takes you into a different world," said Spence. "Pot still rum is such an amazing rum, it's such an amazing base to work with –it's the heart and soul of our blends." This release represents the first collaboration between Joy Spence and Luca Gargano. "For me, the Hearts Collection is really to show how many colors, the biodiversity of Appleton Estate in the sense that the Estate has so many different marques, so many different vintages," said Gargano. "The big value of Appleton Estate, in parallel with Joy's exquisite blending techniques, is its production, heritage and stock, which makes it the best distillery in the world." The Hearts Collection's launch follows Appleton Estate's recent brand relaunch which included a new packaging design and the release of a new eight-year-old reserve rum. The Hearts Collection is available from November to December 2020 in selected, premium spirits retailers in global markets including Italy, France, Germany, United Kingdom, Austria, Denmark, Belgium, Switzerland, Czech Republic, New Zealand, Singapore, Japan and Jamaica. The collection will be available in the United States in early 2021. <https://www.appletonestate.com/>

### **SPIRIT HUB INDEPENDENT DISTILLERY FUND**

Spirit Hub, an online direct-to-consumer marketplace to shop for thousands of hard-to-find craft spirits from independent distilleries, has launched the Spirit Hub Independent Distillery Preservation Fund, a 501(c)3 not-for-profit organization established to provide financial aid and resources for independent distilleries around the world. The creation of The Fund was accelerated in response to the COVID-19 pandemic, when many of these businesses found themselves in need of support. "Spirit Hub was founded on the premise of helping independent distilleries thrive and it was within that same premise that we created The Fund to alleviate the pressures facing independent distilleries across the United States," said Michael Weiss, CEO and Founder of Spirit Hub. "The Fund will provide much-needed support, financial aid and resources to independent distilleries greatly impacted by the pandemic and allow them to continue pursuing their passions and elevating the craft spirits industry as a whole." "The COVID-19 pandemic has hit the craft spirits industry hard, especially the mom and pop operations that didn't have big corporations backing them" said Kent Rabish, President of The Spirit Hub Independent Distillery Preservation Fund and owner of Grand Traverse Distillery. "The Fund will provide vital relief for those deeply impacted by the pandemic and be a resource to help beyond that too." In 2021, distilleries interested in applying for funding from The Spirit Hub Independent Distillery Preservation Fund can fill out an online application form to detail their request and



explain their needs. Applications will be reviewed by The Fund's board to determine the award. To launch The Fund, Spirit Hub has made an initial \$10,000 donation to be distributed to distillery recipients by the Board. In early 2021, Spirit Hub will launch the contribution matching program, whereby the company will match all donations made to The Fund by Spirit Hub's customers. The Fund has been created as an independent entity and its charitable operations are in compliance with industry regulations at the federal and state level. <http://www.spirithubfund.org/>.

### **KOHANA RUM**

At the end of 2020 Kohana had two new limited releases. First was Kila, a cask-strength, 2-year old rum made from Manulele cane and finished in sherry casks for 8 months. The proof is variable (110 to 125 proof) and is handwritten on the label. The second release was the Koho Artist Series 2020, a collaboration with world famous photographer Kim Taylor Reece. Each bottle was individually chosen, etched, sealed and signed by the artist and bottled at 90 proof. <https://www.kohanarum.com/>

### **SELVAREY RUMS**

After quietly garnering awards and critical acclaim, boutique rum SelvaRey has revealed new packaging, branding and a global campaign. Behind the scenes, musician Bruno Mars has been guiding the process for years, redesigning every aspect of the brand. With the new package now rolling out in high-end retailers, restaurants and resorts across the U.S. and Asia, Bruno and SelvaRey plan to deliver Tropical Luxury, Wherever You Are. "I tried the rum years ago and loved it. It tasted like tropical luxury, like I was on vacation," said Mars. "So, we started working together, bouncing ideas about how we could show people how this drink makes you feel. Took some years and a lot of Piña Coladas but, dare I say, we did it." Distilled in the jungles of Latin America by a legendary master blender, SelvaRey (which loosely translates to "King of the Jungle") quickly won favor with the most discerning spirit enthusiasts, landing in Michelin-starred restaurants and catching the attention of the multifaceted Mars. Bruno was instantly inspired by the quality and flavor of the rums. He connected with SelvaRey's founders and after developing a close relationship, he offered to complement their amazing liquid with his creative vision. "I don't think there's anyone else in the world who could have nailed this all so perfectly the way he did," added co-founder Seth Gold. "We set out to push the boundaries of the rum category. And Bruno's taken it to the next level, creating a full-blown world of tropical luxury." Fine enough to sip on the rocks or enhance any cocktail, SelvaRey has been awarded 94 and 95 points from The Tasting Panel magazine for its core expressions, White and Chocolate, respectively, and garnered countless other industry accolades. With additional new expressions slated to roll out in the coming months, along with ad campaigns spanning the globe, Bruno and SelvaRey expect to make 2021 a breakthrough year for rum worldwide. SelvaRey

White, a delicate combination of rums aged in bourbon barrels. A three- year-old-rum brings the vibrancy and youth of fresh-cut sugarcane, which is rounded out with notes of caramel and butterscotch from a five-year-old rum. This blend is lightly charcoal-filtered to remove the color, leaving elegance in its place. SelvaRey Chocolate is a full bodied, five-year-old rum with inherent richness, enhanced by the infusion of natural chocolate. The velvety aged blend creates a sophisticated spirit, perfect for sipping on the rocks or mixing into any coffee cocktail. [www.selvarey.com](http://www.selvarey.com).

### **CRAFT BEVERAGE AND MODERNIZATION TAX REFORM ACT**

On December 27th, the \$2.3 Trillion Government spending package was signed into law, which includes making the Craft Beverage and Modernization Tax Reform Act (CBMTRA) permanent. The signing gives the country's 2,200 craft spirits producers much-needed, permanent tax relief and parity with their counterparts in beer and wine, who have enjoyed lower rates for many years. Under CBMTRA, distillers pay a reduced excise tax rate of \$2.70 per proof gallon for the first 100,000 proof gallons of distilled spirits (most craft distillers fall into this category); a rate of \$13.34 per proof gallon for the next 22,130,000 proof gallons of distilled spirits; and a rate of \$13.50 per proof gallon for production in excess of 22,230,000 proof gallons. On the American Craft Spirits Association website, Margie A.S. Lehrman, ACSA CEO said "As our country and industry face a challenging year ahead as we collectively recover from the direct, devastating impact on our businesses due to COVID-19 shutdowns, we applaud Congress, and in particular, Sen. Ron Wyden (D-OR) and Sen. Roy Blunt (R-MO), for working together on both sides of the aisle to support our community of 2,200 small businesses and do what is vitally important to keep our industry afloat. This isn't just a victory for our industry, but also the peripheral industries we support, including U.S. agriculture and hospitality. Today, we celebrate a major milestone in the fight for parity with craft beer and wine and thank the key Congressional leadership for their tireless efforts."

### **NEW TTB RULING**

Up until last month, U.S. consumers were limited to seven bottle sizes for spirits: 50, 100, 200, 375, 750, 1000 and 1750 ml. European bottlers and distributors used other sizes, including 700 ml. Consequently, these companies would have to produce a bottle for the United States (750ml) and a bottle for other markets (700ml). For smaller bottlers with limited releases that was not always financially feasible. On December 29th, the Alcohol and Tobacco Tax and Trade Bureau (TTB) ruled to add four new "standards of fill", 700, 720, 900 and 1800 ml. Hopefully, this new ruling will allow U.S. consumers access to the wide variety of rums that our European brothers and sisters have enjoyed for so long. <https://www.ttb.gov/distilled-spirits/notices-of-proposed-rulemaking>

# RUM ASTROLOGY

by Cris Dehlavi



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

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

## Capricorn the Goat

December 22 - January 19

Capricorn's are hardworking, analytical, practical, and confident and strive to maintain stability and order. They are good organizers, and are very intuitive, although they don't share this trait with others freely. They do not deal well with opposition or criticism, and are one of the Earth signs.

The **Queens Park Swizzle** is my perfect pair for Capricorn because it requires precise measurements as well as a specific technique in order for it to come to life. It is not a cocktail that you can "throw together" as it does require some work, but it is one of my favorites.

- 2 oz. Demerara Rum
- 1 oz. Fresh Lime Juice
- ½ oz. Simple Syrup
- 2 dashes of both Angostura and Peychaud's Bitters

In a tall glass, combine the rum, lime, and simple syrup. Fill the glass with crushed ice, and use a swizzle stick in between your hands to mix well. Top with both types of bitters, and garnish with a large fresh mint sprig.














A close-up photograph of a bartender's hands pouring a golden-brown liquid from a clear glass bottle into a small, dark metal cup. The background is dark and out of focus, showing hints of a bar environment with other glasses and bottles.

Bartenders around the world  
need our help.

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

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

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

Together we can overcome  
our obstacles!

THE **Rum**<sup>®</sup>  
UNIVERSITY

# EXCLUSIVE INTERVIEW

by Margaret Ayala



John & Deborah Patt, owners of Desert Diamond Distillery, Kingman, Arizona, USA.

I love interviewing craft distillers and learning about the source of their passion and about their efforts to differentiate themselves from the competition. I am very pleased to share this interview about a hidden destination in the most unlikely place for a rum distillery. Truly worth the trip!

I wish John, Deborah and their team much success. All aboard!

Margaret Ayala, Publisher



**Q: What are your full names, titles, company name and company location?**

John & Deborah Patt, owners of Desert Diamond Distillery. John is President. Deborah is "The Distiller's Wife". John says that just means I get to pretend I can tell him what to do. :) We are located in Kingman, AZ just four miles off the I-40 on historic highway 66. Our address is 4875 N Olympic Drive, but beware of GPS systems. There seems to be some confusion...

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

John always says "Insanity. There is a fine line between insanity and passion. Passion being the reason but sometimes crossing over." Deborah says "Our





inspiration came after doing workshops out west and realizing that Rum was really missing in action (as far as produced) out West. After doing workshops in AZ & CA in 2005 through 2008, we saw that rum was being left out, and we wanted locally made rum ourselves, so we decided to go ahead and specialize in rum out here in the Arizona west. Our original goal was to be known as “The Best Rum in the SouthWest”. Little did we know, we would be actually be known as “The Best Rum wrapped in a Whiskey wrapper”. Or was that “The Best Whiskey taste wrapped in a rum wrapper”? It’s still a toss up.

**Q: You are the oldest craft distillery in Arizona. What was the process like, working with your local government, to get your permit approved for the distillery? How long did it take?**

The process is much the same everywhere, and we refer everyone to [ttb.gov](http://ttb.gov) where anyone can find the first steps to becoming a distiller. It took about a year to get our federal license (called a DSP or Distilled Spirit Permit). Then it took another four months for our AZ state license, once we applied. Since we applied around January 1st 2010, the state took all 120 days to approve us, and we were able to open April 1st, 2010. We still laugh about the date and it is very appropriate for our lives together! We were actually the second legal craft distillery in the state, and the first one went out of business about 2012. So we never say we were the first, since we inherited being the oldest around 2012.

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



Our biggest challenge in hindsight (and there were many, and at least one major challenge per year) was most likely the state legislation changing over time. It has eventually become craft distillery friendly, however, that wasn't always the case. John has by default had to become active in our efforts to keep and improve our craft legislation and to continue to try to move this growing industry forward. John and Deborah Patt, along with other distillers, are founding members of the Arizona Distillers Guild. Our sole purpose in that regard is to keep an eye on the legislation and try to keep it as small business and craft friendly as possible. Besides that, there is the constant threat of ebbs in business, which comes back to the bells and whistles that the craft friendly legislation gives us, which is our online sales and other perks (like festivals). Not all states are as "craft-friendly", but I do believe that other states are moving in that direction, some more quickly than others. I would be remiss in stating that the challenge in 2020 has mainly been the response to the Covid epidemic and how that has impacted businesses nationwide, not just ours.

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

- Gold Miner White Rum in 750ml and 50ml - This signature AZ white rum is where it all starts, and since we ferment and distill it 100% from scratch, we believe it is one of the smoothest white rums on the market & is a sipping rum in it's own right. "A subtle shot of vanilla, a suggestion of cream, a little floral character and an underlying stratum of faint caramels give this rum a character that is absent from about 99% of unaged spirits..92 points"
- Gold Miner Dark Rum in 750ml, 375ml and 50ml. - The favorite of our scotch drinkers yet also the favorite of our red wine drinkers and rum drinkers as well; this rum shows that it has wide palate appeal. This dark rum is full of end-notes that last for minutes, giving it our highest ranking wins in the International contests. "has a depth and richness and viscosity and complexity that gives it the gravitas of a luxury-tier Whiskey, making it problematic to even consider using it as a mere mixer...98 points"





- Gold Miner Barrel Aged Rum in two different age groups in 750ml.
- Gold Miner Barrel Reserve Black - Showcased in a black waxed bottle, this ranges between 2 and up to under 5 years. "The fat cushion of dark caramels and vanilla and molasses and mint and cashew butter floats the barrel presence beautifully and delivers a massive intensity that never once edges over into simple burn or wince-inducing overload. This is an elegant beverage, by any standard.. 98 points"
- Gold Miner Barrel Reserve Gold – Showcased in a gold waxed bottle, this rum has won three years in a row at the IWSC (International World Spirit Competition) in London. Barrel Reserve Gold is in an elite group of just ten U.S. rums that medalled this year (2020). The flavor builds through the aging process, and can taste even sweeter to some, and has been a favorite of even white wine drinkers, but also scotch drinkers favor it.
- COMING SOON: Gold Miner Barrel Reserve Platinum – Showcased in a platinum waxed bottle, this rum is a 10 year Rum in January of 2021. The tasting notes on this ten year rum are so smooth and rich with hints of cinnamon and butterscotch that it drinks like a forty year from other rum areas. (We are proud to produce all these internationally awarded rums with no added sugar, no added flavors and no added colors.)
- Gold Miner Agave Rum in 750ml, 375ml, and 50ml - Lastly, we produce an Agave rum, our only flavored rum, yet all organic. This rum is a customer favorite. "The agave infusion just gilds the considerable lily of velvety Dark Rum with a peppery vegetal edge that elevates the whole and does it without seams and ragged edges. 96 points".
- Gold Miner Four-Pack Taster Set in 50ml X 4. This comes with a logo'd shot glass and tasting notes, allowing those in AZ and NV to taste these rums in the comfort of their own homes. It should be enough to have four friends taste with you....or not...

The preceeding product descriptions are quotes from the article: *Desert Diamond Distillery: Killer rum that thinks it's a whiskey*, by The Pour Fool, Dec 8 2017.

Link: <https://thepourfool.com/2017/12/08/desert-diamond-distillery-killer-rum-that-thinks-its-whiskey/>

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

We employ an Arnold Holstein still from Germany. We were one of the first semi-automated plants in the United States, and we were a "pilot-plant" for the manufacturer of the system we use, which is a semi-automatic operation. We hosted at least three or four "distillery trainings" per year at our facility for an average of 20-40 new distillers nationwide. A big "HELLO" to all those distilleries who made it! I know you are out there, because some of our customers have you in their backyard!

**Q: Where do you get your molasses and how many days is your normal fermentation?**

Our molasses is from Louisiana, and so is sourced here in the United States. Our fermentations for rum run about 5-7 days.

**Q: You recently launched your ten year old barrel aged rum. Congratulations! Can you tell us more about this rum? What type of barrels did you use for aging (oak type, heat treatment, size, etc.)?**

Thank you. We have worked hard to reach this elite level of having a "ten-year" anything. This ten year barrel reserve rum has been aging in the barrel and will be ten full years when we have our special "Roll out the Barrel" dinner in January. We celebrate with our friends of the distillery who are on our private email lists. Anyone can sign up for these lists on our website at the bottom of the first main page. Our historic train car is our dinner venue and our chef prepares a four-course dinner with our spirits used throughout for these special celebration dinners.

When we started in 2010, I think there were only about 200 craft distilleries in business. I don't know exactly how many have left the field, but now there are over 2,000. So that leaves very few of us who can truly have a ten year that is all "in-house", from the fermentation to the distillation, to the aging. This ten year rum is so smooth I can't even describe it. The new barrels we are using are white oak and french oak hybrid barrels. We don't use a heat treatment, as Mother Nature does all the work for us here in our area of the country. Our barrels are 55 gallon (225L) barrels, and they take at least 2 years to age our black wax barrel reserve rums. We release that group between 2 and 4 plus years old. The "gold wax" barrel reserves are brought out from the barrel room between 5 and up to 9 years in the barrel. So far, our favorite gold wax barrel reserves have been the 5.5 year to the 6 years barrel reserves.

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

Our portfolio is pretty full according to John. He always references "Tito's Vodka" as an example of the perfect distillery. He has one product and it's Nationwide. Well, apparently, we can't all be that perfect! We have a variety of rums and they all hit different palette's, surprisingly, many of those are whiskey drinkers! So I would guess that John doesn't want to add any new rums except for those "special" barrel reserves that are aging. Each barrel is like a new vintage of a wine. Different, yet similar to last years release. It all depends on the terrior of the barrel room, and what Mother Nature is doing with those barrels!

**Q: Where are your products currently available for purchase?**

Mainly, we are in Arizona, California and NV. We can ship direct to those in AZ and NV. California has our product (the Agave rum only) in their Total Wine & More stores, as well as available through [www.liquorama.net](http://www.liquorama.net) which has Agave rum and can ship to about half the United States. Since the Agave rum is the customer favorite, we think that it's wonderful that







liquorama.net carry that one first. Not only can we ship inside Arizona, but our products are also available in some Total Wine stores and small liquor stores around the state of AZ as well, under our brand “Gold Miner Spirits”. Many people ask for our product under the wrong name (our distillery name), but if you want to find it, ask under “Gold Miner Spirits”. That’s the brand name.

**Q: Last year you launched “The Lost Rail Car Kitchen,” with chef-inspired meal menus. Can you tell us more about this? Do you plan to continue doing this program? If so, when is your next one scheduled?**

Absolutely! Our Lost Rail Car Kitchen is actually open for lunch each day we are open – and the hours are 11 am until 4 pm. During lunch, we have a small selection of delicious panini style sandwiches that are presented on a board with a side and a pickle and are very popular. Our appetizer trays are also great. Our chef has some ideas about doing a program for dinners called “Around the United States” with food from around the country and different each month, with a different “stop” of the train. For example, in February, we might stop in New Orleans for a crab bake!? All ABOOOOOOARD! Each dinner

invitation is sent out through our private newsletter list (sign up on our website) and paid reservations are taken, first come first serve.

**Q: What is the significance of Train Car #30?**

You spoke of challenges earlier....this one project was a huge challenge. We bought a train, and then had to move it. First challenge, check! Once we had it here, we had the next challenge. Paint it, and clean it and make it habitable. We realized how big a train car is when we were painting the outside, one section at a time....and realizing that we had the whole inside to go. So this project turned into a three year challenging project that we are thoroughly proud to show off! We hope people come by and see this historic car! This is a 100 plus year old train, built in 1917! Her number is AT&SF #30. She is listed in all the history books on trains. There were ten in her elite group of heavyweights, and she is in original condition, except for the modernization we had to do to bring her up to code! We hope to have a virtual tour of the train car up and live on our website soon!

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





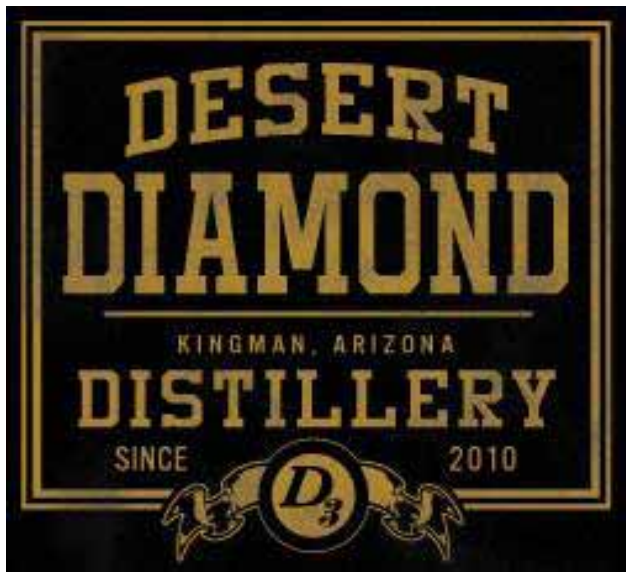
We do offer tours. We not only do tours for companies who schedule with us (like tour buses), but we also take walk-in traffic on tours when we can. Most of the time there is little wait time, and the longest is 30 minutes or so, when John or Deborah are in the middle of another project or tasting or tour! Reservations can be made by just leaving us information on the website, or requesting a tour at a specific time for a larger group. We will send bus tour managers special instructions if they request the information from our website.

**Q: If yes to the above, can you tell us a bit about what a customer will experience when they arrive at your distillery?**

When people first come out to our facility, they are surprised to notice that we are in the heart of the Kingman Industrial facility and Airport. It is not the normal "ambiance" one might expect, and our red building outside doesn't lead anyone to expect the warm welcome of the interior. Our famous bar is right inside, and was the original bar to the original Andre's restaurant on Freemont Street on the old Las Vegas strip. Groups of people have actually recognized the bar from decades ago! We acquired this historic bar in 1999 when Andre's went out of business. This famous restaurant was a hangout of the "Rat Pack" and we know that the rat pack hung out at this bar!







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

The main number is 928 757 7611 or email us through the website.

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

We are certainly more than just a rum distillery, as now we have become a destination, an attraction off of highway 66 on the longest stretch still existing between Seligman and Kingman Arizona.

We don't just make rum, we experience rum, and so should you! We invite you to come experience a tasting climate that is relaxing, delicious & also includes our 7 year aged Whiskey, our sugar cane based Vodka, and our Moonshine Corn Whiskey. We serve food in the historic train car & hope your readers will put us on their bucket list! We are family friendly, and pet friendly.

We are big fans of local business and local goods and services. We sometimes feel that we are the only ones struggling to make a small business work. Then we go to support other small businesses, and they are working just as hard. We want to encourage everyone who is reading this article to ask yourself, have you done everything you can to support the small businesses in your town, city or county?

This year has been extremely challenging. The more money we spend local, the more money stays local. John & I want to wish everyone reading this a Merry Christmas, and a Happy New Year!

Thank you Margaret, for this wonderful opportunity to tell our story and share our passion!

**Margaret:** John and Deborah, thank you so much for this interview, I wish you and your entire team well-deserved success.

Cheers!

Margaret Ayala, Publisher



# CIGAR & RUM PAIRING

by Philip Ili Barake







**M**y name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.

I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

Philip  
#GRCigarPairing



## Old Friend

The surprising year of 2020 finally came to an end, but despite all the obstacles we managed to get some benefits too, such as, spending more time with our loved ones. I remember what a Chef friend once told me, after I introduced him to the world of cigars: "I enjoy smoking a Habano so much, because it is the only time I feel free." He used to say this because his life had been so full of work and taking care of his wife and children that he had forgotten to take breaks to rest. Smoking a cigar is exactly that: it is enjoying the time –alone with in good company– slowing things down, recalling good experiences while enjoying each puff and drinking a good rum.

With this in mind, I opted for an old friend, a rum that opened so many doors in this industry for me and, despite the fact that my preferences have changed quite a bit since then, I still enjoy it on the rocks. I am referring to Zacapa 23, a smooth-tasting rum with very sweet notes that make it exceedingly easy to drink. A rum that has many fans around the world.

The distillery behind Zacapa rum is part of the Industrias Licoreras de Guatemala group, it is located about 2,000 meters above sea level, in a very privileged location in Central America, with cool breezes that reduce the average temperatures, protecting the rum barrels from excessive evaporation losses. I am not suggesting that the rum is 23 years old, as many believe: that number on the label is not the true age, otherwise it would explicitly state "23 Year Old".

When sipped on the rocks, the rum showcases its smoothness, with





Photo credit: @Cigarili







Photo credit: @Cigarili

a very distinctive sweetness that is reminiscent of golden caramel, not burnt sugar. The finish is medium when consumed on the rocks, but the aftertaste can be more prolonged when consumed neat.

I selected a Petit Coronations (40 x 117mm) from Punch (Cuba), presented in an aluminum tube, a format that is ideal for a *digestif*, around 25 minutes of smoking time. This brand usually has a medium body but every now and then you can find a cigar in this format with a more intense profile. In this case I was lucky, my cigar was medium-bodied and it paired perfectly with the rum, resulting in a very balanced experience.

Oftentimes the simple things are the most amazing: the spontaneous pairings that are easy-yet-satisfying are amazing.

Let's try to remember 2020 for the positive things it left behind, the extra time we –hopefully- got to spend with our loved ones, treasuring the relationships we have before we lose them. Enjoy a cigar with a friend as often as you can and, of course, grab an excellent rum for each special occasion.

Cheers!  
Philip Ili Barake  
#GRCigarPairing



**THE** Rum<sup>®</sup>  
UNIVERSITY

Transforming your RUM ideas into reality!

Hands-on, Public and Private Courses

5-Day Rum Course - May 2021