

Got Rum?[®]

JANUARY 2022

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 - SUGARCANE MILL HISTORY
THE RUM UNIVERSITY - NEW YEAR RESOLUTIONS**



6



10



20



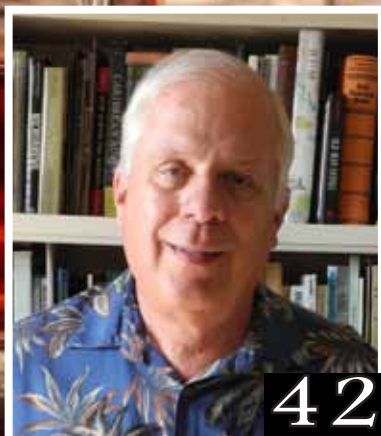
28



CONTENTS

JANUARY 2022

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
28-31	THE RUM HISTORIAN
32-39	THE SUGAR MILL
40-45	RUM IN THE NEWS
46-53	NEW YEAR RESOLUTIONS
56-59	CIGAR AND RUM PAIRING



42

NEW YEAR'S
RESOLUTIONS

1. Learn about rum
in general
2. Study fermentation
and distillation

46



56

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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
Director of Photography:	art@gotrum.com
Webmaster:	web@gotrum.com

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

news@gotrum.com

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FRONT COVER: Festive Gazing Glass
INSIDE SPREAD: The Spirit of Adventure

FROM THE EDITOR

Start With The End In Mind

The best way to achieve your goals in life is to start by defining what those goals are. Once the goals are clearly defined, you can put together a plan with steps, each step leading you closer and closer to their achievement.

"Setting goals is the first step in turning the invisible into the visible"
-Tony Robbins

As we begin a new year, where do you want to see yourself (or your business) in 12 months? Do you want to develop new rums to add to your existing portfolio? Do you want to start aging rum? Do you want to start your own rum brand?

There is nothing better than learning about fermentation and distillation while doing an apprenticeship at a distillery. The same applies to learning about aging, finishing and blending: it is almost impossible to properly master these skills without actually being next to the barrels or in the labs working with your instructors.

The pandemic, however, has severely limited how much we are able to do face-to-face, so we must focus instead on learning now as much as we can from the safety of our homes. Owners/operators of craft distilleries can be some of the best teachers you can find, since they are proof that their approaches have worked for them and that the same approaches could work for you. This is one of the reasons why we regularly bring **Exclusive Interviews** to our readers, so they can learn a bit more about the challenges faced by business owners in this



industry and the ways in which they've overcome them.

This month we are also presenting the complete list of printed learning material available through **The Rum University** (see pages 46-53), much of which can be obtained free of charge by going through the "Got Rum?" archives.

Now is the time to decide which goals we want to achieve during the year.

To your success!

A stylized signature of Luis Ayala in black ink.

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!

Calwise Blonde Rum

Calwise Spirits Company is located in Paso Robles, California and is known for making craft gin, rum, whiskey and liqueurs. The rum is produced in small batches using their custom still and U.S. sourced molasses, and in the case of their "Blonde Rum", aged in used wine barrels for an unspecified amount of time. This rum is blended and bottled at 40% ABV in 750 ml bottles.

Appearance

The rum is packed in a long-necked 750 ml bottle with a synthetic cork. While I enjoy the whale artwork, the labels provide very little information about the rum or the distillery, which is a bit of a missed opportunity. The rum in the bottle and glass has a pale straw color. Agitating the liquid created a thin band that thickened and dropped fast moving legs down the side of the glass.

Nose

Pouring the rum into the tasting glass released an aroma of sweet floral notes into the air. After the liquid had settled, I detected vanilla flower, tropical fruit notes of bananas, ripe pineapple, a touch of lemon acidity, and subtle oak notes rounding out the experience.

Palate

The alcohol of the rum blasts the palate in a rush of caramel, brine, and tropical fruit flavors. Additional sips revealed the tropical notes to be pineapple, mango, and lemon zest. I

also found notes of fresh almonds, anise, and a heavy bite of wood acidity that transitions into an odd buttery-bitter finish that lingers for quite some time on the palate.

Review

When I spotted this rum in a local store, I was curious because we do not often see “Blonde” rums in the marketplace. Adding to the mystery that the product was from a small California distillery, I just had to give the rum a try. Pondering the rum, I found that I enjoyed the aroma a tad more than the flavor, as the acidity and finish were not enjoyable.

Checking the website, I discovered this rum was recommended to be used in cocktails like the Mai Tai and Daiquiri, which would be a good match for the flavor profile. The profile actually does well in most tropical cocktails or punches that can easily turn the more negative notes into positives as long as they are balanced properly.

This is a good example of how not all rums are designed to be consumed neat and really shine when used in cocktails.

Cheers!



www.calwisespirits.com

THE ANGEL'S SHARE

by Paul Senft

Kirk and Sweeney Burning Mast

Kirk and Sweeney rum brand's newest addition to their portfolio is the Burning Mast release. This private label rum is produced in the Dominican Republic from molasses and aged in a combination of American and French oak barrels for up to 12 years (their Reserva blend). A portion of the Reserva rum is aged an additional 11 to 19 days in red pepper barrels to provide the rum blend with its unique flavor experience. Bottled at 40% ABV in 750 ml bottles this rum will only be available initially in select markets with plans for expanded distribution in the future.

Appearance

This bottling breaks from the traditional Kirk and Sweeney bulb bottle and is a squat, short necked bottle sealed with a cork and foil safety seal.

The liquid holds a dark amber color in the bottle and lightens slightly when poured into the glass. Swirling the liquid created a thin band around the glass that thickened and dropped a series of fast-moving legs down the side of the glass.

Nose

The aroma of the rum delivers notes of sweet caramelized vanilla, spiced ginger, roasted almonds, baking spices, cinnamon, and cardamom.

Palate

The first sip delivers a rapid fire series of flavors to the palate of earthy vanilla, cinnamon, caramel, fresh nutmeg, roasted almonds and cashews,

then a bit of oak char and finally a wash of red pepper, delivering a sweet and spicy finish. Subsequent sips revealed the baking spices, cardamom, and a transition from earthy vanilla to a sweeter vanilla cake icing, with the spiciness hitting a bit harder at the end of each sip, lingering in the sweet and spicy finish.

Review

Kirk and Sweeney Burning Mast is named after the rare weather effect seen by sailors during a thunderstorm where a mast appeared on fire, but was in fact fine. When examining this rum, I had no idea what a red cayenne pepper finished rum would taste like, but was keen to learn. Overall, I found the flavor experience strangely enjoyable. I am not someone who enjoys super spicy hot foods, but the juxtaposition of earthy sweetness to heat was a fun experience.

I think this would be an interesting rum for experimentation and adding a spicy twist to some classic cocktails. Even a simple rum and coke is transformed with this rum, but try it out in a hot toddy, or hot cocoa cocktail, where that kick of heat balances and plays with the flavour profile of the drink. For those who enjoy the heat of red pepper and have a desire to experience something new, this rum may just be for you.



www.kirkandsweeneyrum.com

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COOKING WITH RUM

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

by Chef Susan Whitley





Spirited Roast Beef

Ingredients:

- 1/8 lb. Butter
- 5 lbs. Rump Roast
- 4 Anchovies, chopped
- 1 Large Onion, chopped
- 2 tsp. Salt
- 1 Tbsp. Brown Sugar
- 3 Tbsp. Dark Rum
- 2 C. Beer
- 2 Tbsp. Flour
- 1 C. Sour Cream
- Juice of 1/2 Lemon

Directions:

1. Butter the rump roast well on all sides, then place in a baking dish uncovered and brown at 450°F.
2. Add anchovies, onion, salt, brown sugar, rum and beer. Cover dish and bake for an additional 3 hours at 300°F, or until tender. If pan juices begin to dry, add more rum and beer.
3. In a bowl, combine flour, sour cream and lemon juice. Add this mixture to the pan juices to make a gravy. Excellent for mashed potatoes.

Serves 8.



Photo credit: www.thespruceeats.com

Lazy Rum Daisy Cake

Ingredients for the cake:

- 1/3 C. Whole Milk
- 1 Tbsp. Butter
- 1 C. Cake Flour
- ½ tsp. Salt
- 1 ½ tsp. Baking Powder
- 2 Eggs
- 1 C. Light Brown Sugar
- 2 tsp. Dark Rum

Ingredients for the frosting:

- 3 Tbsp. Butter
- 1/3 C. Brown Sugar
- 2 tbsp. Dark Rum
- ¾ C. Shredded Coconut, sweetened

Directions for the cake:

Scald milk, add butter. Allow to cool down, lukewarm. Sift flour, salt and baking powder together. Beat eggs and add sugar gradually while beating constantly until thick. Fold in the rum and start adding dry ingredients and milk into egg mixture taking turns with each one. Pour cake mixture into a greased square pan (8" x 8"). Bake at 350°F for 30 minutes.

Directions for the frosting:

Combine all ingredients in a bowl in order by list. Remove cake from oven and allow to cool for about 5 minutes. Spread frosting over cake with a fork. Place in broiler until coconut is lightly browned.



Photo credit: sweets.seriousseats.com

RUM

Aging

Science

Vol. 3:

**French Oak vs.
American Oak**

A Research
Collaboration Between

THE Rum
UNIVERSITY

and



RUM CENTRAL





RUM Aging Science

French Oak vs. American Oak

Introduction

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

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

The Barrel: For this series we selected a barrel made by Independent Stave Company (<https://www.independentstavecompany.com>), with toasted staves and Charr #1 heads (photo on page 18).

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

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

Scope of Study

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

RUM Aging Science

French Oak vs. American Oak



How French is French Oak?

One of the most common misconceptions about “French Oak” barrels is that they are made using wood from oak trees that *grew* in France or in French territories. The truth, however, is that it has nothing to do with where the tree grew, instead it is all about the particular species of oak tree.

By the same token, “American Oak” barrels are not defined as barrels made from oak trees that grew in the USA or in the American Continent, but rather refer to the species of oak tree used in their manufacture.

Barrels made from French oak (*Quercus pedunculata*) have always been more expensive than their American oak (*Quercus alba*) counterparts, leading (or misleading) people into thinking that the former are better. The reason for the price difference is basic economics:

An average American oak tree will yield twice the number of barrels as a French oak tree of identical size. Why?

As a tree reaches maturity, it undergoes a process known as duraminisation, when heartwood is formed. During this

RUM Aging Science

French Oak vs. American Oak



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

RUM Aging Science

French Oak vs. American Oak

transformation, “*parenchymal cells located near the large sap-conductive vessels excrete a membranous protuberance, known as a tylose, which partially blocks the vessels*”¹. It is this obstruction which gives American oak its water-tight characteristic, regardless of how the wood is milled, whereas the absence of tyloses in French oak result in the need to mill the wood in a more restrictive way to preserve its impermeability.

Both woods are great for aging spirits, but each type has advantages and disadvantages based on their characteristics:

- French Oak has 10 times (or more) higher level of tannins than American Oak. Always select this oak type for your barrels when you seek to obtain a higher tannic concentration.
- American Oak has a higher concentration of Oak Lactones than its French counterpart. Always select this oak type for your barrels when you seek to obtain traditional Whiskey/Bourbon notes, like toasted coconut, almond, etc.

Join us again next month as we explore the transformation of the rum during its first month inside the barrel.

¹ Dr. J. A. Hueso, Tonelería Victoria

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.

Painkiller

Happy New Year, Readers!


The Painkiller is a wonderfully tropical cocktail. This rich and fruity island favorite is a twist on the Pina Colada, and was listed by Drinks International as one of the top 50 Classic Cocktails.

The Painkiller was originally created at a bar called the Soggy Dollar, at White Bay on the island of Jost Van Dyke in the British Virgin Islands in the 1970s. There is no dock, so the only way to get to this small beach front bar is to swim up to it, hence the name Soggy Dollar! The bar was owned by a British woman named Daphne Henderson, and legend has it that Charles Tobias of Pusser's Rum came to try out this locally famous cocktail. He loved it, but Daphne would not give him her recipe. He figured it out on his own and eventually trademarked it and started promoting it as the signature drink of Pusser's Rum. Tobias has always given Henderson credit as the inspiration for the Painkiller, and now it is a world famous cocktail.

Pusser's is a British Rum and prior to 1740 the daily “tot” for sailors was a pint a day of Pusser's. Yes, a PINT. On July 31, 1970, the Admiralty Board abolished the tradition of the daily issue of Pusser's rum and stated that “times had changed”. In 1979, Charles Tobias obtained the rights to this famed rum and started bottling and selling it for the first time. Today, Pusser's is known as the single malt of rum and does not use any flavoring agents, unlike many rums and the recipe is still in accordance with the Admiralty's specifications for rum. The Original Admiralty Blend (the Blue label) is a full-bodied rum with hints







of spices, dried fruits, molasses and Demerara, and at 84 proof is perfect for sipping with or without ice.

The differences between the Painkiller and the Piña Colada recipes may appear to be slight but the flavor difference is tremendous. A classic Piña Colada is made with pineapple juice, coconut cream and light rum. It is blended in a blender with ice to create a slushy frozen drink. The Painkiller has the addition of orange juice and is served over ice, so as not to dilute-- and is also topped with grated nutmeg. The orange juice adds a tangy sweetness which works beautifully with the coconut and the pineapple. The other major difference here of course, is its base.....the RUM. Yes, it is originally made with Pusser's, but I always say that when creating a cocktail there are no rules, so you can use whatever aged rum you choose. While researching this iconic cocktail, I found many different recipes, all using different proportions of rum. Apparently the folklore here is that depending on how bad your pain is determines how much rum the bartender puts in, from one ounce to FOUR! I made it a few times and I think 2 ounces is enough, especially if you intend on having more than one (which is very hard not to) Here is my recipe, and it will certainly heal what ails you. Cheers!!

- 2 ounces Pusser's or your favorite aged rum
- 2 ounces Pineapple Juice
- 1 ounce Coconut Cream (Coco Lopez is good but you can also find delicious canned ones in the Mexican food section of your grocery store)
- 1 ounce Fresh Orange Juice

Shake all 4 ingredients with ice, and pour it all back into the serving glass. Top with freshly grated nutmeg (and I like a little fresh cinnamon too) and a slice of orange and pineapple.

Cris

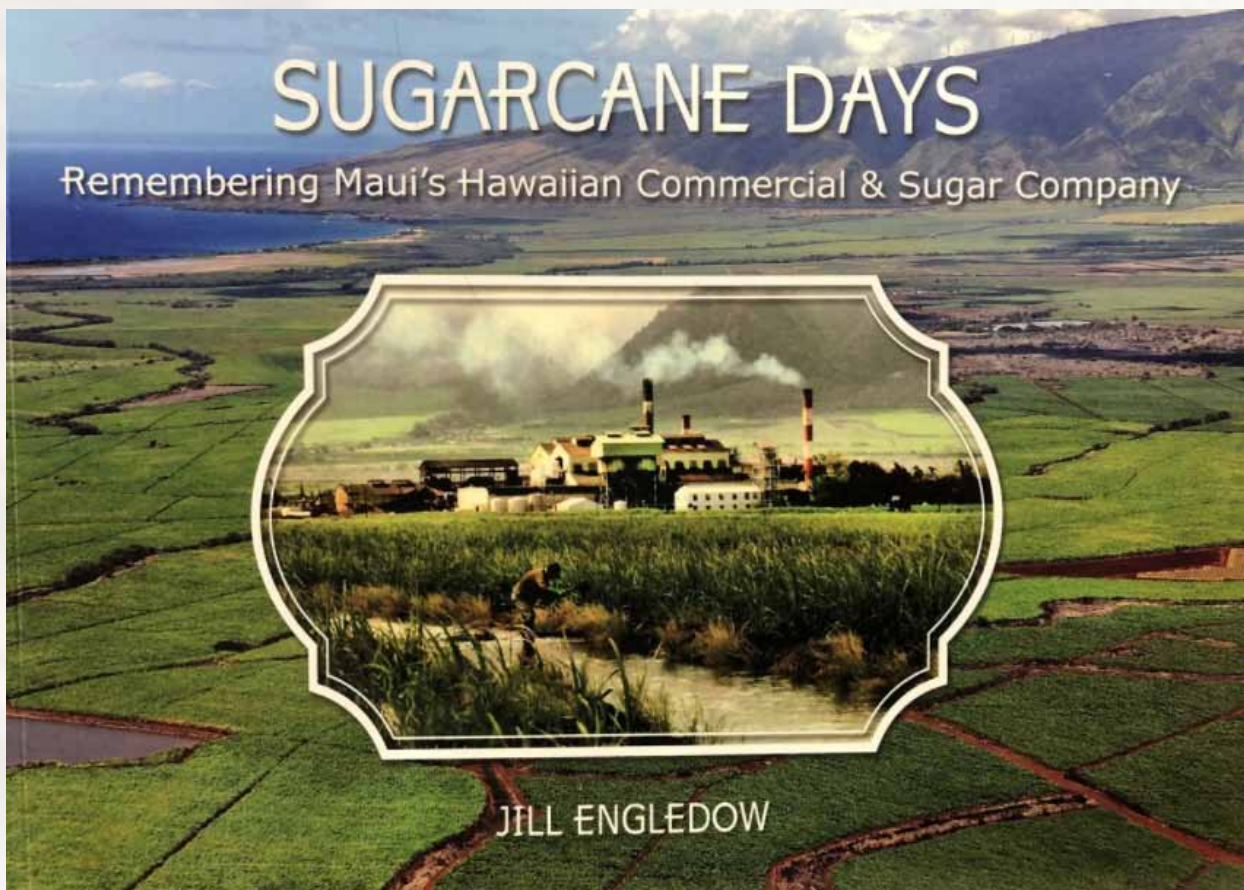
A glass of rum is the central focus, partially filled with a golden-brown liquid. It sits on a stack of several old, thick books with worn spines. The background is softly blurred, showing more books and a warm, ambient light. The overall composition suggests a sophisticated and scholarly theme.

THE Rum UNIVERSITY LIBRARY

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

www.RumUniversity.com

Sugarcane Days: Remembering Maui's Hawaiian Commercial & Sugar Company



(From the publisher)

Rarely seen photos recall the days when much of Maui life centered on HC&S and its community. As Hawai'i's last sugar plantation completed its final harvest, writer Jill Engledow collected nostalgic pictures and stories from the Alexander & Baldwin Sugar Museum archives.

About the author: Jill Engledow began her Island life at age thirteen, when she moved with her family from Texas to Hilo. Jill fell in love with Hawaii--its land, people, music, and culture. After she arrived on Maui, in 1968, this love affair with the Islands blossomed into a committed long-term relationship.

Jill's writing has chronicled Maui life for more than forty years, most notably during her seventeen years at The Maui News. An award-winning journalist, she is also author or co-author of several books about the history of Maui. Now she uses the history she has studied for her nonfiction books and articles to write novels about women making lives for themselves on Maui in years gone by.

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THE RUM HISTORIAN

by Marco Pierini

I was born in 1954 in a little town in Tuscany (Italy) where I still live. In my youth, I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been History and through History I have always tried to understand the world, and men.

Life brought me to work in tourism, event organization and vocational training. Then, already in my fifties I discovered rum and I fell in love with it.

I was one of the founders of the firm *La Casa del Rum*. We began by running a beach bar in my home town, but soon our passion for rum led us to select, bottle and sell Premium Rums all over Italy.

I have visited distilleries, met rum people, attended rum Festivals and joined the Rum Family: the net of distillers, professionals, experts, bloggers, journalists and aficionados that is alive every day on the Internet and on social media and, before Covid-19, met up every now and then at the various rum events all over the world. And I have studied too, because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors, it is a fascinating field of studies. I began to understand something about sugarcane, fermentation, distillation, ageing and so on.

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

Since 2013, I have been running this column.

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

Since 2018, I have also been contributing to the Madrid based magazine *Rumporter.es*, the Spanish edition of the French magazine *Rumporter*.

In 2019 I began to run a Blog: www.therumhistorian.com and decided to leave *La Casa del Rum*.

In 2020, with my son Claudio, I have published a new book "FRENCH RUM – A History 1639-1902".

I am currently doing new research on the History of Cuban Rum.



PIRATES AND RUM, DEBUNKING A MYTH

Fifteen men on the dead man's chest-

Yo-ho-ho, and a bottle of rum!

Drink and the devil had done for the rest-

Yo-ho-ho, and a bottle of rum!

Maybe it is different today, but all the boys of my generation have read, and dreamt on, these uncouth lyrics which the mysterious "Captain" sings in Robert L. Stevenson's "*Treasure Island*". I have to admit that I felt a bit of emotion picking it up again in order to write this article; emotion and nostalgia, casting my mind back over the hours of sheer bliss that this book gave many, alas, too many years ago.

Published in 1882-3 the novel had an immediate, great and lasting success and paved the way for the enduring association between Rum and Pirates. An association later fostered by novels, fairy tales, movies and many stories, from Disney's Captain Hook up to Jack Sparrow, passing through very romanticized historical figures such as Captain Morgan and Blackbeard. So, today in popular culture rum is associated with pirates and there are a lot of rum brands, labels and ads which

draw inspiration from them. In the Rum World too, our spirit is often called the true Pirates' Drink. Therefore, a Rum Historian cannot avoid dealing with pirates. I have procrastinated a lot, but I think the moment has arrived.

Many readers may be surprised, but, as a matter of fact, in the Golden Age of Caribbean Piracy, in the 1600s, rum was not usually consumed by the crews of pirates' ships, trailing far behind brandy and wine. It is only during a later phase, in the first half of the 1700s, that rum emerged as these new pirates' favorite beverage.

The most famous of the pirates and "privateers" - who unlike other pirates were acting under the cover and with the support of European governments through a so-called letter of marque - that infested the Caribbean during the Golden Age of Piracy is probably Captain Henry Morgan.

Born in Wales in 1635, he arrived in Barbados probably as an indentured servant, the lowest rank of the white settlers. In 1655 he left his work, actually probably escaped, - like many other indentured servants - to join the English Fleet that called in Barbados in late January 1655. It was a big fleet: 37 men-of-war and 3.000 soldiers under the command of Vice-Admiral William Penn and with General Robert Venable in charge of the army. Its purpose was to attack and conquer the large Spanish island of Hispaniola, present-day Santo Domingo. It was not another privateer enterprise, but something new and bigger. For the first time England attempted to conquer and hold the colony of one of its European rivals: Oliver Crowell's ambitious "Western Design" was on the move. After a short stay in Barbados, at that time the most important British base in the Caribbean, to embark provisions and more troops, among them many indentured servants that wanted to flee the island, it moved to Hispaniola. There the fleet landed

the army to attack the town of Santo Domingo. The attack was ill prepared and the reaction of the Spanish was strong and effective. After a crushing defeat, the English troops retired in disarray and had to re-embark quickly.

Worried about having to return home defeated and with empty hands, in May 1655 Penn decided to attack Jamaica, at that time a small, poor Spanish island, sparsely populated and virtually undefended. This time the amphibious attack was prepared with care and it was a success, Britain took possession of Jamaica, but this did not appease Cromwell that was devastated by the Hispaniola disaster to the point to fell ill and sent Penn and Venable to the Tower.

The English conquest of Jamaica, on the contrary, made the fortune of Morgan. The Governor of Jamaica granted him a letter of marque and for years Morgan scourged /the Spanish ships and possessions in America, becoming notorious for his cruelty, but also rich and powerful, with a large following among the pirates' crews. The English Crown rewarded him with a knighthood and with important political positions.

According to W. Curtis in his seminal and pleasant book *"And a Bottle of Rum: A History of the New World in Ten Cocktails"* 2006, "What we know about Morgan's exploits is chiefly due to a remarkable account published by a Dutchman who wrote under the name of Alexander Exquemelin. He spent eight years with the pirates in the Caribbean, a large part of that with Morgan. His 1678 book, *De Americaenshe Zee-rovers*, was translated into English and published in 1684 as *Bucaniers of America*, and proved as enduring as it was popular. Although riddled with inaccuracies and exaggerations, Exquemelin's lavish account is considered the best source of information on Captain Morgan and the habits of pirates. The detail in Exquemelin's book is so rich and so lavish that it grieves me slightly to make

one observation. At no time is rum ever mentioned.”

The reason is quite simple: the pirates plundered mainly Spanish ships and colonies, where rum was not then widespread. Although around the middle of the century rum was already drunk in Barbados, it was not widespread in the Spanish empire. Despite the presence of many sugar cane plantations, the Spanish Crown prohibited it, for there had been an effective lobbying strategy carried out in Spain by wine and brandy producers, who were terrified by the competition that cheap colonial rum could do to their products; so the Spanish government decided to enforce a substantial ban on the production of rum and almost any other alcoholic beverages in America. In the Spanish Caribbean, rum was produced clandestinely and in limited quantities for the local market, but people mainly drank wine or brandy imported from the motherland, drinks that also met the taste of the Spanish colonists more than rum. As a consequence, when a Spanish village or ship was attacked and looted by Morgan's pirates, they would find – and drink – mainly wine and brandy, not rum.

The pirates of this age could drink rum when, after a period spent raiding and pillaging, they returned to Jamaica or to other islands controlled by the British to spend on alcohol and women what they had extorted from the unfortunate Spanish settlers. But it is probable that, until they ran out of money, they preferred more expensive and prestigious drinks like wine. When telling the story of Captain Morgan and his crew, pirates' chronicler Charles Leslie writes that “Wine and women drained their wealth to such a degree that in a little time some of them became reduced to beggary. They were known to spend 2 or 3000 pieces of eight in one night; and one of them gave a strumpet 500 to see her naked ... Morgan found many of his chief officers and soldiers reduced

to their former state of indigence through their immoderate vices and debauchery. They would then ask him to go raiding again thereby to get something to expend anew in wine and strumpets”.

Actually, pirates were not particularly selective about the type of alcohol they consumed. In the eyes of a modern observer it seems that taste did not play any role in determining if the pirates preferred to consume a type of alcohol over another. They drank in order to get drunk, not for the pleasure of drinking. Their life, as often the one of their victims, was hard and dangerous, and in alcohol they sought a fleeting oblivion. Therefore, they would drink – or, to be more realistic, would swallow - any type of alcohol with exactly the same insatiable thirst, to an extent which is incomprehensible to us living in the 21st century.

Here is an interesting and colorful anecdote: in 1671, during the march of Morgan and his men to Panama City – which was to be followed by one of the most tragic pages in the history of the city - “... fifteen or sixteen jars of Peruvian wine were uncovered in one village along the way. The men fell upon it ‘with rapacity’ and consumed it without pause. No sooner was the wine emptied than the drinkers began vomiting copiously. That suspecting the wine had been poisoned, the soldiers sat back moaning and awaited their grim fate. Remarkably, no one died. Exquemelin suspected that was the reaction from drinking too hastily on very empty stomachs”. (Curtis)

It is only later, during the early 1700s, that rum spread everywhere in the Americas, and consequently it is only in that period that pirates started drinking rum on a daily basis. Among the English pirates no one represents this combination better than the infamous Blackbeard. He had taken his first steps as a “privateer” during

the Spanish Succession War - 1701 to 1714 - and became a pirate when, after the peace treaty, the English crown no longer needed his services. Tall and robust, with a black beard so impressive that it became his nickname, Blackbeard was so fond of rum that his passion was legendary even among his contemporaries, who were accustomed to a high alcohol consumption standard. His biographer Robert Lee writes that: "Rum was never His Master. He could handle it as no other man of His Day, and he was never known to pass out from an excess." Among other things, Blackbeard was also known to consume a terrifying cocktail made with rum and gunpowder which, writes Curtis, "he would ignite and swill while it flamed and popped." I don't know whether that's really true, maybe it was a Fire-eater trick, but certainly it must have been impressive and very useful for creating his own myth.

Blackbeard's contemporaries report that he and his crew lived perpetually almost in a state of drunkenness, but this apparently did not weaken their skills as sailors and pirates: it is reported that in eighteen months they managed to capture up to twenty ships. Not only was the abundance of rum on board not a discipline problem, on the contrary, its absence was! Blackbeard himself once wrote of a predicament in his ship's log: "Such a day, rum all out: - Our company somewhat sober: - A damned confusion among us!" He was even worried about a possible mutiny of his crew, until they sacked a ship carrying "a great deal of liquor on board, I kept the company hot, damned hot; then all things went well again."

His skill as a pirate and his cruelty made him quickly become the most feared pirate of his time. This not only increased the number of his followers - in 1718 he had come to command a fleet of eight ships, and this despite having commanded its first ship only in 1716! - but also of those who wanted

to free the seas from a similar plague. The Governors of the English colonies started gathering all their resources to eliminate Blackbeard from the seas: after his refusal of an amnesty (which implied his immediate withdrawal from pirating) on July 20, 1718, the Virginia Governor ordered Royal Navy Lieutenant Maynard to capture Blackbeard, dead or alive. Sailing on a ship called "the Pearl", Maynard reached Blackbeard on November 21, 1718, in the inlet of the Ocracoke island (North Carolina) that the pirate used as a base; when the two ships met, Blackbeard gave the order to board, not realizing that the bulk of Maynard's men was still below deck: the fight was very hard, and it is reported that Blackbeard himself managed to disarm Maynard, but he then ended up being surrounded and massacred by British soldiers, after which his men stopped fighting and surrendered. It is said that Blackbeard did not die before he was wounded twenty-five times - including five gunshots - and that when his body was thrown overboard it circled around the ship for three times before sinking.

The story of Blackbeard's death and the amount of anecdotes that circulate about it gives the measure of how the character of Blackbeard had become a legend: he is not only the most famous pirate since the times of Morgan, but also represents the swansong of an era in which piracy dominated over the Atlantic. The British Navy was becoming more and more powerful, and in order to secure trade's main routes, the control it held over the seas and coasts was strengthened. With his death it was clear that, even though many more years were needed to finally eradicate it, piracy had already seen its best days.

Marco Pierini

The background of the entire page is a photograph of a historic stone mill. The mill is constructed from rough-hewn stones and features a large, circular, dark metal gear or opening on its side. The mill is situated outdoors, surrounded by lush green trees and foliage. A paved path leads towards the mill, and a metal railing with a chain is visible in the foreground. The sky is blue with some light clouds.

THE **Rum**
UNIVERSITY

Presents

The Sugar Mill: Origins and Evolution



Introduction

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

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

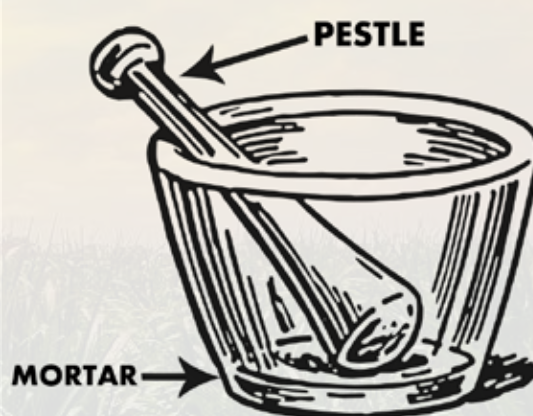
It is also commonly accepted that around 10,000 years ago, the original inhabitants of Papua did not have tools to process the cane, meaning that they likely chewed it raw to extract the juice, which was consumed as-is (Noël Deerr, *The History of Sugar: Volume One*).

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

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

Part 1: The Mortar and Pestle Mill

Mortar and Pestles are described in the oldest preserved piece of medical literature discovered, the *Ebers Papyrus* from Ancient Egypt - dating back to 1,550BC. It is estimated that mortar and pestles had already been used for around 6,000 years before this papyrus was written, mostly for the grinding of spices and, thanks to their efficiency and practicality, their design has largely remained unchanged over the last 10,000 years.



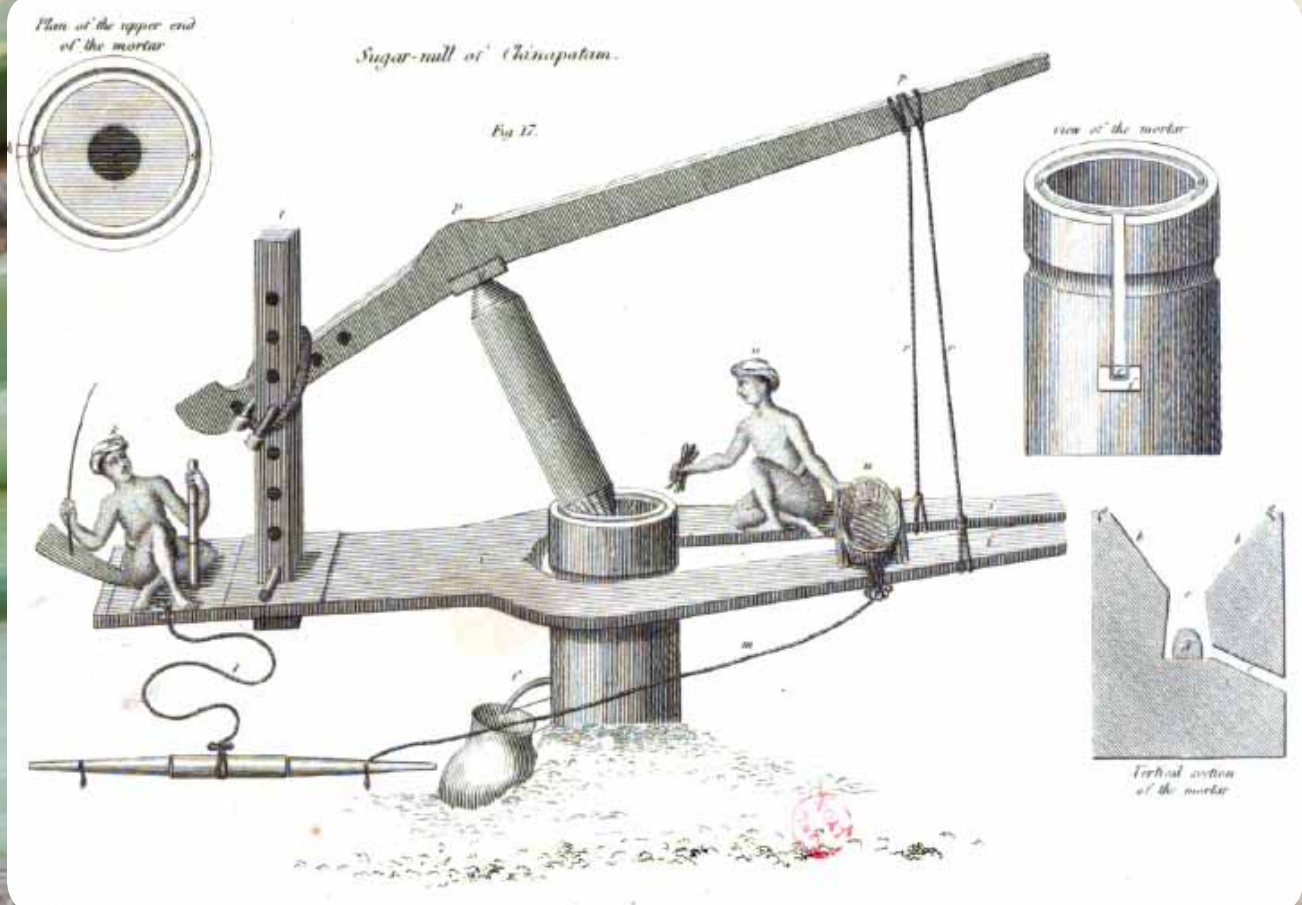
Chemists and pharmacists have traditionally used small porcelain sets for trituration (the process of grinding chemical compounds). In parts of the Middle East, meat is pounded into kibbeh in mortars two or three feet wide. The Chalon and Mutsun people in California's Salinas Valley ground up acorns and grains by carving shallow depressions into bedrock. In Papua New Guinea, pestles are often carved into elaborate birds' heads; the Taino, an indigenous tribe in the Caribbean, used small figures endowed with enormous phalli. Still, the essential elements of design remain the same: a bowl and a club, used to crush and grind.


It should be no surprise then, to know that one of the earliest approaches to extracting the juice from the sugarcane, was based on the mortar

and pestle. It is known, you guessed it, as the **Mortar and Pestle Mill**.

The following is a description from the book *Journey from Madras through the countries of Mysore, Canara, and Malabar*, written by Francis Buchanan, M.D. in 1807. The description accompanies the illustration shown below.

The sugar mill consists of a mortar, beam, lever, pestle, and regulator. The mortar (aa) is a tree, about ten feet in length, and fourteen inches in diameter. It is sunk perpendicularly into the earth, leaving one end two feet above the surface. The hollow (bb) is conical, truncated downwards, and then becomes cylindrical (c), with a hemispherical projection (d) in its bottom, in order to allow the juice to run freely to the small opening (e), that conveys it to a spout (f),



The background image shows several sugarcane stalks, some whole and some cut into sections, resting on a wooden surface. In the foreground, a clear glass is filled with a pale yellow sugarcane juice. The text is overlaid on the right side of the image.

from which it falls into an earthen pot. Round the upper mouth of the cone is a circular cavity (gg), which collects any of the juice that may run over the upper ends of the pieces of canel and from thence a canal (hh) conveys this juice down the outside of the mortar to the spout (f).

The beam (iii) is about sixteen feet in length, and six inches in thickness, and is cut from a large tree that is divided by a fork into two arms. In the fork an excavation is made from the mortar, round which the beam turns horizontally. The surface of this excavation is secured by a semicircle of strong wood. The end towards the forks is quite open, for changing the beam without trouble. On the undivided end of the beam sits the bullock-driver (k), whose cattle are yoked by a rope (l), which comes from the end of the beaml and they are prevented from dragging out of the circle by another rope (m), which passes from the yoke to the forked end of the beam. On the arms a basket (n) is placed to hold the cuttings of cane; and between this and the mortar sits the man (o) who feeds the mill. Just as the pestle comes round, he places the pieces of cane sloping down the cavity of the mortarl and, after the pestle has passed, he removes those which have been squeezed.

As you can see, this is a very detailed description of technology used over 200 years ago for the extraction of sugarcane juice.



Sugar Mill Spotlight

Abandoned sugar mill located on the island of Kauai, Hawaii. It was operated by the Grove Farm Company until 1996.

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



RUM IN THE NEWS

by Mike Kunetka



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

CLIFTON ESTATES RUM

Clifton Estates has chosen Steven Shaw of SDS Enterprises to help them introduce their award-winning Spice Rum to the American market. Mark Theron originally developed the rum in his kitchen in Clifton Estates on the island of Nevis, hence the brand name. Today, he starts with a 2-year-old dark rum from Antigua Distillers and infuses it by hand in small batches on Nevis with 100% natural ingredients. He infuses orange rather than the more commonly used vanilla and then adds a touch of honey and his secret blend of natural island spices. He feels this produces wonderful bold flavors with balance around the citrus/orange profile and a smooth finish. In their review, the Rum Journal said "Simply put, this is one of the world's best spiced rums." Steven Shaw specializes in Brand Management and Spirit Brokerage, helping companies enter the marketplace in the most productive and profitable way. Other rum companies that Steve has worked with

include Bombarda, Cockspur and Macorix. As a young man, he worked in his father's vineyards in upper New York, as well as helping his mother in her retail wine shop, giving him experience from the grapes on the vine to the bottles on the shelf. <http://www.cliftonestaterums.com/>, <http://www.sdsenterprisesllc.com/>

WEST INDIES RUM & SPIRITS PRODUCER'S ASSOCIATION

On December 2nd, Directors of the regional rum industry met virtually for one of the scheduled biannual board meetings of WIRSPA. Producers from territories as far south as Suriname and Guyana and as far north as Belize and the Dominican Republic, traditionally meet in one of the member countries, but due to the COVID-19 pandemic have pivoted to meeting online. Representatives for Belize, Grenada and Haiti respectively were officially welcomed recently to the board of West Indies Rum and Spirits Producers' Association (WIRSPA). Amanda Perdomo of Travellers Liquors, Kirk Seetahal of Grenada Distillers and Delphine Gardere of Rhum Barbancourt sat at their first board meeting as their countries transitioned from associate members to full membership. St. Kitts was appointed as an associate member at the same meeting. Participating members shared a common story across domestic markets of the negative impact of COVID on the economic activity, supply chain and logistics and on tourist arrivals, with the latter beginning to see an upturn in the last six weeks. Despite variations in the respective territories, the overall picture points to another challenging year for the region and the sector. Komal Samaroo, Chairman of WIRSPA and head of the regional conglomerate Demerara Distillers said, "this year has proved far more challenging than expected due to the continuing effect of the pandemic and the tremendous challenges faced by producers in their supply chains, with long delays in obtaining raw materials and massive increases in transport costs." He noted, "these issues look to continue into 2022 and require producers to invest more to ensure uninterrupted supply capacity." Producers also took the time to recommit themselves to focusing on collaborative actions around promoting responsible drinking and working in partnership with stakeholders and particularly regional governments, on reducing excessive drinking and the physical

and societal harms associated with it. The various regional brands continue to make significant advances in this effort, including engaging the hospitality industry on the issues and the modernizing of their product labels to advise on calorie content, against driving under the influence, underage drinking and drinking during pregnancy. <https://www.wirspa.com/>

PUERTO RICO RUM JOURNEY

Puerto Rico's Secretary of the Department of Economic Development and Commerce (DDEC), Manuel Laboy Rivera, last month presented the digital platform Puerto Rico Rum Journey, with the aim of promoting distilleries in Puerto Rico, for both foreign and local tourists. "This easy-access tool is now available through the mobile application or a computer, from which the public will have the opportunity to reserve different experiences such as excursions, tastings, seminars, and mixology classes at various distilleries in Puerto Rico, among others activities. Puerto Rico Rum Journey creates the journey of the rum of Puerto Rico and the consumer chooses the route of visits and experiences that interest. The visitor will receive points or rewards in each experience that can later be exchanged for promotional material. In addition, they receive a virtual stamp in their virtual passport and at the end of the entire tour and complete their virtual passport, the consumer will receive a certificate as a rum expert and a box with memorabilia", Laboy Rivera explained. For the past year, Joel Vázquez & Federico Hernández were exploring the possibility of creating a unique experience in Puerto Rico. Lemuel Lind (programmer and co-partner) helped orchestrate and pencil down the ideas of a rum journey to run digitally. "It's not difficult but it is challenging to create a new experience in Puerto Rico when you have such an amazing island, people that are giving their heart and soul to service visitors and locals, fun destinations experiences, and amazing gastronomy. The space to improve is there but you must dig deep to achieve it. We all have overcome big challenges in life, but when you work around beautiful minds and characters that are always positive no matter what, you wake up in the morning asking yourself what is new for my island and how can I contribute to it. Let's see how we can reach deeper and make Puerto Rico a #1 destination for the globe," said Vázquez. Their goal was to promote Puerto

Rico as the leading rum destination globally and support the development of the industry and distilleries so that their history and brands are known locally and internationally. Through the platform, distilleries will share notifications and special promotions. In addition, users will receive points or rewards in each experience that they can redeem for promotional material. Users will get a stamp on their passports. After completing the entire tour and filling their virtual passports, users will receive different accreditations that certify them as an amateur or rum expert, according to their experience level. <https://www.puertoricorumjourney.com/>

FLOR de CAÑA

Flor de Caña, achieved an unprecedented accomplishment during The Spirits Business Awards 2021 by being honored with the “Distillery Sustainability Award” and the “Ethical Award”, in recognition of the brand’s global leadership and profound commitment to sustainable practices. Flor de Caña received the “Distillery Sustainability Award” thanks to its commitment to reducing its environmental impact, which includes being the world’s only Carbon Neutral and Fair Trade certified spirit, distilling its rum with 100% renewable energy, capturing all CO2 emissions during fermentation and having planted 800,000 trees since 2005. The brand also received the “Ethical Award” thanks to initiatives such as offering free education and healthcare to employees and their families since 1913, community outreach programs through donations and support to local non-profits, its pledge to plant one million trees by 2025 in partnership with One Tree Planted and its Zero Waste Month initiative, a partnership with Food Made Good and bars all over the world to reduce up to 9 tons of food waste through sustainable cocktails. Sustainability has been a core value of the founding family since the first generation back in 1890, with a holistic approach towards the well-being of employees, the environment and the community. This value has been shared by the thousands of workers who have been a part of Flor de Caña’s 130-year history and whose efforts have allowed the brand to position itself at the forefront of sustainable distilling, setting the standard on sustainable practices. The entire production process of Flor de Caña continues under the supervision of the same family, currently in its fifth generation, mastering the art of sustainable rum making. www.flordecana.com

SAINT LUCIAN DISTILLERS

Taiwan News reported the Saint Lucian embassy in Taiwan kept everyone in high spirits during a rum tasting event promoting Saint Lucian Distillers’ Chairman’s Reserve line of rums to potential Taiwanese importers and business partners. Saint Lucian Ambassador to Taiwan, Edwin Laurent, said last month that though the distillery’s rums had initially struggled to gain popularity decades ago, its products are now completely different and can hold their own amongst the top brands in the world. He added that he was extremely proud to be able to promote such a quality product. Some of the showcased rums included Chairman’s Reserve Original, Chairman’s Reserve Spiced, Chairman’s Reserve Forgotten Casks, and Chairman’s Reserve White. Saint Lucian Distillers CEO Margaret Monplaisir explained via a pre-recorded video that late Chairman Laurie Barnard created the Chairman Reserve brand in 1999. Through his innovative thinking, he “drove the idea of having a diversity of rums from different stills and aged in contrasting woods” to create a quality rum. His creative approach has led to flavors of oak, wood, sweetness, spiciness, and a hint of salt in its products, Monplaisir said. She added the company is seeking a partner in Taiwan who will help bring its rums to the Taiwanese market. Andrew Kuo, the merchandising manager of Importer Co. Ltd., said that his company began importing Saint Lucian rums two years ago but the Taiwan market for the product is still small. “People still think rum is for mixing, not for sipping,” he said, adding that they believe it is not as good as whiskey or other hard liquors. However, he said an increasing number of Taiwanese are willing to try rum without any mixers. Kuo said he believes Saint Lucian rums are a “rising star” and hopes to replace cognac and whiskey drinkers with rum aficionados. Pierrick Barancourt, an export manager at Spiribam, said during a brief online presentation that less than a pallet of Saint Lucian Distillers rums is exported to Taiwan per year, but he expressed optimism regarding the East Asian nation’s potential to be a large market for the alcoholic spirit. <https://www.stluciadistillers.com/>

VIDA CAÑA

Vida Caña is a local rum company in Corpus Christi, Texas founded in 2015 by Bryan Tierce and Jonathan Fuller. Both are surfers and have spent a lot of time traveling to the Caribbean,

South America, and other places, to surf. "Rum was always a part of those travels," Tierce said. "We spent about five years drinking different rums, went to the Rum University in Louisville, Kentucky, and just slowly built the brand." With their surfing background, the environment and sea life have always been priorities to Tierce and Fuller. "It's very important as you're surfing and you see the environment change," Tierce said. "You see more pollution, more people. Part of our business model was 'how can we change that?'" When creating the business model, the duo decided they were going to help local non-profits working on environmental education and animal rehabilitation. So, for every bottle sold, Vida Caña donates \$1 to Padre Island's Texas Sealife Center and Port Aransas' Amos Rehabilitation Keep. In 2019, Vida Caña, along with Padre Island restaurant Scuttlebutt's, donated money to build a new deck at the Texas Sealife Center totaling around \$1,500. From there, Vida Caña has increased its donations each year, giving around \$3,500 in 2020, and \$6,500 this year. The money donated this year will cover most of the cost needed for the Texas Sealife Center to upgrade its filtration systems in the sea turtle tanks, and at a great time, too. "Right now, we're in the middle of when we can get a cold-stunning event at any time," said the Texas Sealife Center's Director of Rehabilitation Amanda Terry. "So, the more tanks, the better water we have, the better. It's always to upgrade them. The Sealife Center is totally volunteer-based, and donation-run, so any donations are always appreciated," Terry said. "It's great to have Bryan and Jonathan, and everyone with Vida Caña standing behind us." <https://vidacana.com/>, <https://www.texassealifecenter.org/>

LA AURORA CIGARS, W. LEON JIMENES RUM & KARL MALONE

18 year-old Eduardo León Jimenes founded La Aurora cigar factory in 1903. La Aurora is the seed of the Dominican Republic's largest business group, the E. León Jimenes Group. Since its foundation by Eduardo León Jimenes, until today, led by his grandson, Guillermo León Herbert, the values of La Aurora are those of a family business: honesty, integrity, passion for excellence, and teamwork. La Aurora wanted to celebrate its 110th anniversary by releasing a product, other than cigars, that was very characteristic of the Dominican Republic. La Aurora collaborated with Ron Barceló to create E. León Jimenes 110th Anniversary Rum which commemorates the anniversary of

the company's establishment and is a tribute to its founder, Mr. Eduardo León Jimenes. Relaxing with a cigar has been a ritual for Karl Malone for a long time, both in retirement and while celebrating a big win during his days on the court. Karl searched long and hard for a partner who could collaborate on a high-quality cigar with him. Karl and La Aurora's owner, Guillermo León Herbert, connected on a love of the Dominican Republic, cigars, rum, and shared values. Together they curated a special cigar for Karl using tobacco aged in rum barrels and established "Barrel Aged by Karl Malone". Their partnership with the E. León Jimenes Rum and Barrel Aged cigar was a natural fit and it quickly became a passion project for the NBA star in his next chapter. His love of brown spirits grew when he found E. León Jimenes Rum. Through the cigar development process, what Karl Malone discovered was La Aurora's E. León Jimenes Rum was a perfect complement to his cigars as well as delicious on its own. Karl was convinced that both cigar lovers and non-cigar lovers would enjoy E. León Jimenes Rum and wanted the opportunity to bring the rum into the United States. E. León Jimenes 110th Anniversary Rum is aged for first eight years in virgin American White Oak barrels give the rum most of its flavor, but the final two years in virgin French Oak tuns provide the roundness and homogeneity that give it the character and finish that earned a score of 97 points with the Beverage Testing Institute, making it a superlative spirit by their experts' standards. Karl Malone is the sole U.S. importer as well as ambassador of E. León Jimenes Rum. <https://kmalonecigars.com/rum>, <https://www.laaurora.com.do/producto/rum-e-leon-jimenes>, <https://ronbarcelo.com/>

BACARDI

Bacardi has listed these five cocktail trends as the key consumer behaviors set to shape 2022. Bacardi created the Bacardi Cocktail Trends Report in partnership with The Future Laboratory, using Bacardi-led and external research to outline the cocktail trends that could shape the coming year. The research covered everything from desired drinks, flavor expectations and drinking occasions to ethical actions and how to make cocktails. Tony Latham, executive vice-president and chief financial officer at Bacardi, said: "As 2022 brings new perspective, people are coming together with a strong desire to make moments matter. At Bacardi, we are driven

by this purpose, with a family of premium spirits brands that are uniquely positioned to evoke emotions, catalyze experiences and play an integral role in fostering connections, encouraging celebration and enabling exploration.” The top trend from Bacardi is ‘luxury libations’, as consumers seek high-quality drinking experiences. This looks set to drive another wave of premiumization across spirits categories, including canned and pre-mixed offerings. The report said 50% of bartenders worldwide reported their customers are drinking more premium beverages. ‘Digital drinking’ is also set to be a trend in 2022, as consumers embrace technology to create cocktails at home. This will be driven further by the continuation of e-commerce growth, particularly in the US where more than 65% of consumers are using online services to buy alcohol. ‘Sustainability’ will also be at the forefront of drinking habits next year, Bacardi believes, with more initiatives shaped by a focus on how spirits are made. Ethically sourced materials and businesses that support local communities will become increasingly important. Consumers are also becoming more flexible in their approach to sobriety, and 2022 looks set to see an increase in ‘sober-curious’ consumers who switch between sober nights and drinking occasions. Bacardi said 58% of consumers globally were drinking more non-alcoholic and low-ABV cocktails compared with a year ago. The fifth trend is ‘transformative times’, consumers seeking cocktail experiences that deliver transformation, celebrate social connections, offer new experiences and offer some sort of learning and personal growth. <https://www.bacardilimited.com/>

ANGOSTURA

Angostura® has purchased and installed inclusive playground equipment for the children of the Princess Elizabeth Centre. This is the latest Corporate Social Responsibility initiative of the Company geared towards giving back to society.

The specialized equipment for the playground was sourced from reputable and certified equipment manufacturers from the US and UK. GameTime, an American playground manufacturer is one of the suppliers. Their products are made from 93 percent recycled materials and are in turn 100 percent recyclable. An example of this aspect of the design are plastic components of the play equipment being made from recycled high

density polyethylene milk jugs. This element of GameTime’s strategy is aligned with Angostura’s initiative to blend the Company’s Sustainability Goals into its CSR goals.

There are six pieces of specialized equipment in the playground; all the American components of the equipment are certified by the American Disabilities Association and all equipment from the UK are certified under the EN-1176 safety standard. Angostura® also installed rubber playground tiles and pea gravel under certain components of the play equipment. Chairman of Angostura Holdings Limited, Mr. Terrence Bharath says, “The playground equipment can be used by children ages 5 to 12 and while it has been designed for children with special needs, it also takes their family into account. The pieces of equipment and surfacing allow for a wide spectrum of differently abled children, as well as their able-bodied siblings, family members, or caregivers to play together safely. The playground provides a holistic experience to the child in the world of play, breaking down barriers of accessibility, promoting engagement of the child and encouraging socialization during play, important elements in a child’s development.” <http://www.angostura.com/>

PUSSEY’S RUM & HARSCOOP

Pusser’s Rum and HardScoop Distillery have joined forces to create a 12 oz. canned ready-to-drink version of the Pusser’s Rum Painkiller, a storied cocktail with roots in the British Virgin Islands and now served across the globe. The Painkiller was originally created in the 1970s at the Soggy Dollar Bar in Jost Van Dyke and has since become the official cocktail of the BVI’s. Drinks International has recently listed it as one of the World’s Best-Selling Cocktails.

The Painkiller cocktail traditionally includes 4 parts pineapple juice, 1 part orange juice, 1 part cream of coconut, and Pusser’s Rum. It is then topped with freshly grated nutmeg and garnished with an orange slice and a cherry. With the ready-to-drink market growing rapidly, the Painkiller will be marketed as a premium RTD cocktail. It features all natural ingredients, contains 12.5% ABV and is made with premium Pusser’s 3-year old aged rum. Pusser’s Rum Ltd. is headquartered in North Charleston, S.C. where their administrative office oversees the bottling, blending and distribution of the original Royal Navy rum, one of the most historic and traditional rums still available

today. "It's an honor to collaborate with the dedicated team at HardScoop, another local Charleston-based Company that sets the bar high when it comes to freshness and the use of all natural ingredients. They have produced the best-tasting alcohol-infused ice cream in the continental United States and we are confident they will have the same attention to detail with respect to freshness and quality when it comes to producing our world-famous Painkiller" said Gary Rogalski, President & CEO of Pusser's Rum. HardScoop Distillery & Winery located in Charleston, South Carolina has been in commerce since 2017 making alcohol ice creams and sorbets that are sold in the Carolinas at major retailers and through e-commerce nationally. "We were honored and immediately jumped at the opportunity to work with Pusser's Rum on this project. The Painkiller is a legendary cocktail with countless die-hard fans around the world so there is a huge responsibility of recreating that perfect island taste as a ready-to-drink. It's a challenge that we took very seriously. With our technology and processes we were able to make a product worthy of the Pusser's and Painkiller name" said David Kirby, CEO of HardScoop. Available Spring of next year, the Painkiller RTD Cocktail will be sold in 4-Packs, each a 12-ounce serving in a sleek can wherever spirit-based alcohol is sold, and online on the Pusser's Rum website. <https://pusser'srum.com/>, <https://hardscoop.com/>

WORTHY PARK

The Jamaica Gleaner reported that Rum sales at Worthy Park Estate are above pre-pandemic levels, due to increased distribution locally and overseas. The producer of Rum-Bar products generated 15 per cent more rum sales than in 2020, the start of the coronavirus pandemic, and about 10 per cent more than 2019, said Managing Director of Worthy Park Gordon Clarke. "Our distribution arrangements are bearing fruit in US and Europe. We signed up new people in the US and they are ramping up sales," said Clarke. "So, it is not COVID-19 stress driving sales." Worthy Park is a three-century-old sugar estate, which began producing rum back in 1741. But the company only introduced its Rum-Bar bottled rum in 2007 after investing in a distillery in 2005. It also produces premium rum under the Worthy Park brand. The estate specializes in white rum and rum cream products, but recently released a gold rum, Worthy Park Select,

which competes against rival products Kingston 62 and Appleton Signature rums made by top spirits company J. Wray & Nephew Limited. "We also have new things in the pipeline," Clarke told the Gleaner. Clarke estimates that Worthy Park controls about 15 per cent of the local rum market, which is dominated by Wray & Nephew's white and gold rum products. "The local market is a hard nut to crack. But internationally we are growing leaps and bounds," he said, explaining that exports have doubled year on year. The rising rum sales follows Worthy Park's selection of beverage and consumer products company Wisynco Group as exclusive distributor of its sugar and rum products. www.worthyparkestate.com

ENJOYING RUM: A TASTING GUIDE AND JOURNAL

Enjoying Rum: A Tasting Guide and Journal by Frank Flannery was released last month by Voyageur Press. It is roughly 6 inches by eight inches and has 176 pages. The book is aptly named as the first half the book is a guide to rum and the second half is a journal where readers can list their tasting notes. The first eighty pages cover a history of rum, how it is made, how to read a rum label and how to taste rum. The journal section is forty, two-page spreads where the taster writes his notes. I think the eight pages on how to taste rum and the journal section are what makes this book stand out. Although brief, the how to taste section does an admirable job of covering the process of evaluating rum, from the pour, the color, the aroma and the following tastes. This is all to prepare the reader for the journal section. Each two-page spread allows the taster to go into detail, covering basic brand information, nose, style, color and taste. The nose section has over forty terms that the reader can select. The tasting section is a flavor wheel that rates sixteen taste components on a scale of one to five. The right side of the spread has room for notes on the first sip, the third sip, the fade and other key elements. I really liked the construction of this book and would recommend it to people starting their rum journey. There is some basic information on rum, but more importantly, it encourages readers/tasters to think about and record their impressions of what they are drinking. <https://www.quarto.com/books/9780760369289/enjoying-rum>



2022



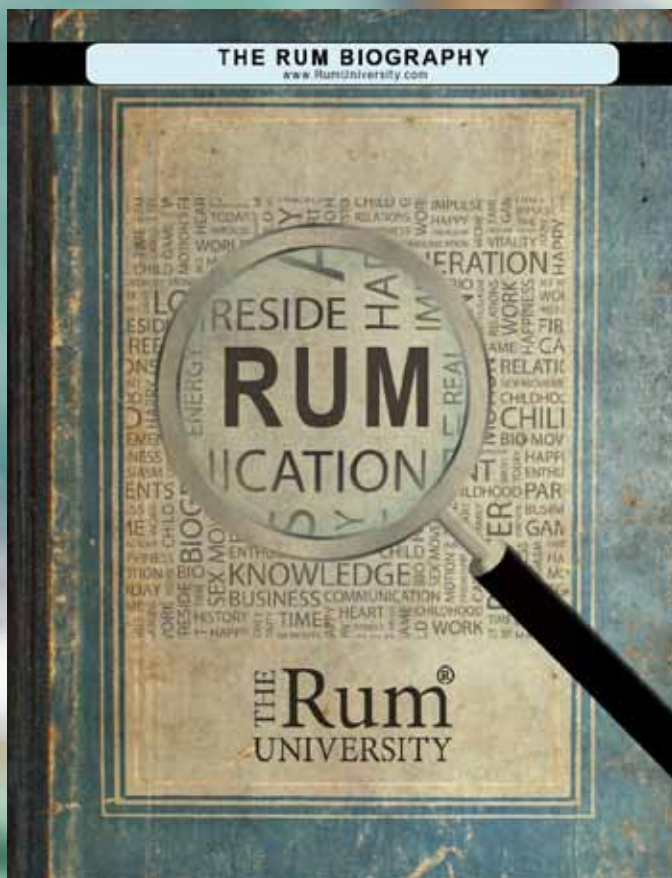
NEW YEAR'S RESOLUTIONS

1. Learn about rum
in general
2. Study fermentation
and distillation
3. Start my own
distillery!

But, how do I
start?



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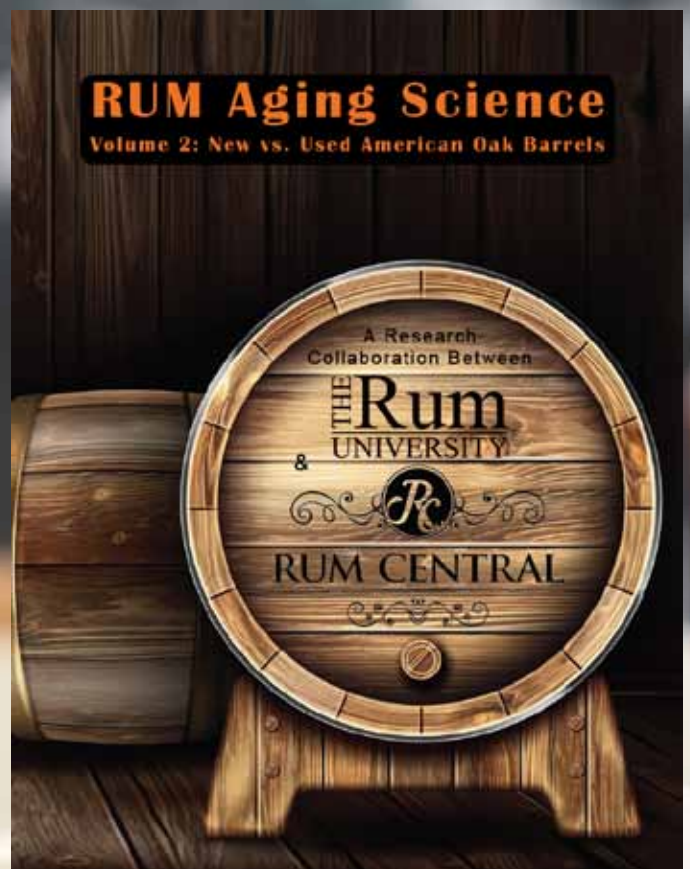
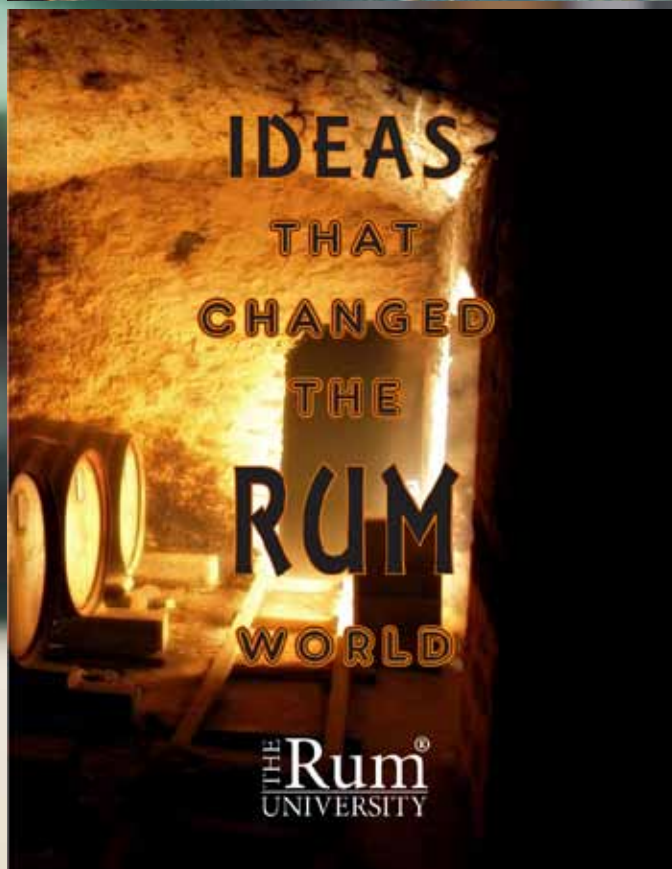
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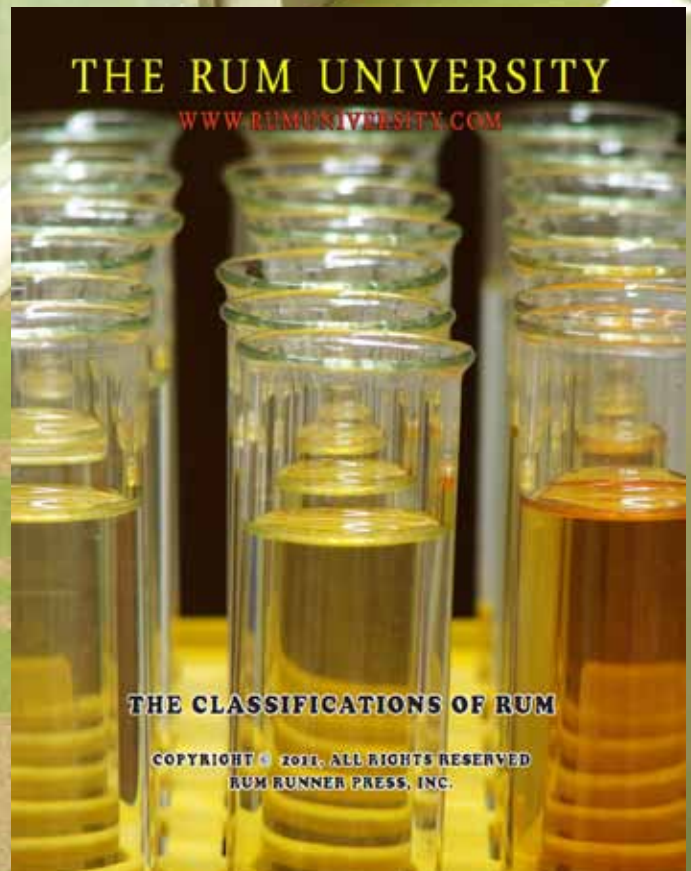
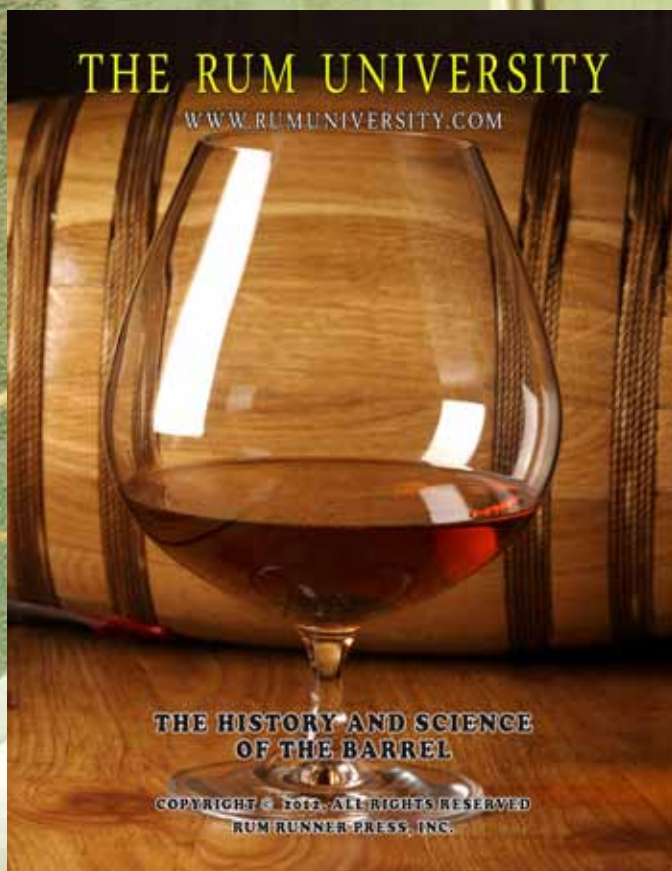
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CIGAR & RUM PAIRING

by Philip Ili Barake





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

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

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

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

Philip
#GRCigarPairing



Great Finish

Another year comes to an end and, once again, I face the dilemma of what to smoke to celebrate this special time. On top of it all, I've had little-to-no personal time, and I kept reminding myself that it wasn't important to just have a drink or a smoke. But I also knew that if I set aside just a bit of time, if I paused things for a moment to slow down, that any pairing would be unique.

For this pairing I arrived at the bar earlier than normal, to make sure neither employees nor suppliers would interrupt me. I grabbed a bottle of rum, some glasses, ice and headed to the balcony on the 2nd floor.

The bottle I selected for this pairing was a Port Morant Demerara Rum from 1999, bottled by Bristol Spirits after aging 15 years in the UK. I love this rum because it is very iconic in its style, with sweet caramelized notes, borderline burnt, with hints of previously-used oak barrels. This rum has a very characteristic DNA and, after being aged for 15 years, it can be easily consumed neat or on the rocks.

As far as the cigar, I selected a Double Chateau Sun Grown from Arturo Fuente (50 x 6 ¾"), a Toro with its wide black Gran Reserva ring, covered in cedar foil. A cigar with these dimensions should easily last us for one hour of smoking. This brand has a reputation for having a medium to high intensity, something we will confirm during the pairing.

Given my knowledge about the rum and the cigar, the plan I've put together is as follows: during the first third of the cigar (the smoothest third), I will drink the rum on the rocks. This will allow the rum to open up more while letting the cigar dominate during the first few sips.



Photo credit: @Cigarilli



Photo credit: @Cigarili

Just as anticipated, the tobacco started with a medium intensity, but it quickly became more intense/aggressive. The rum is balancing well with the cigar, perhaps due to the sweetness and smoothness, but I will need for it to become more intense as the cigar's body intensifies as well.

As I smoke well into the second third of the cigar, I confirm wholeheartedly that sipping the rum neat was the best way to accompany the Double Chateau: the intensity of the rum, along with its toasted caramel and dark oak notes are a perfect match alongside the consistently intense notes from the tobacco, laden with enticing dried fruit notes.

We are now at the peak of the pairing, as we move past the second third of the cigar. The tobacco notes maintain their signature strength, burning evenly and offering an excellent draw. I've never had a problem

with any of the Arturo Fuente cigars: I can say that they are a sure bet when it comes to this type of personal treat.

The best thing about the pairing was that I was never interrupted: I was able to enjoy the balcony all by myself. I spent the best hour of the day, enjoying a very well-balanced pairing, a true success. One more year of life, full of experiences to share comes to a close. I wish that everyone is granted many more opportunities to get together with friends and loved ones. I hope that 2022 is an excellent year for all our readers, let's continue to learn about this fantastic world of cigars and rum!

Cheers!
Philip Ili Barake
#GRCigarPairing



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