

Got Rum?®

JANUARY 2024

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



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The Amazing

WORLD
of
ALCOHOL

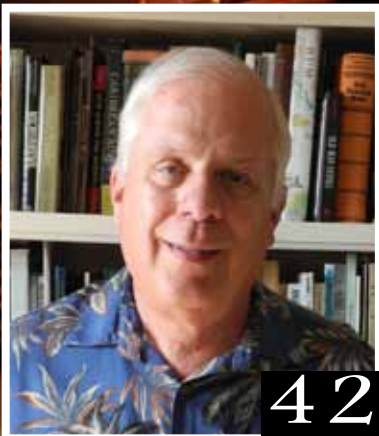
Join us as we explore the fascinating world of alcohols, their aldehydes, carboxylic acids, esters and much more.

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Got Rum?®

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FROM THE EDITOR

The Congener Conundrum

One of the most common questions I get asked during our Rum University classes, is how to produce a “high congener” rum. Most of the time, the people asking the questions lack the organic chemistry knowledge that is necessary to understand the answer, so I have to impart an abundance of essential chemistry knowledge before I can address their question.

Another obstacle preventing us from having an easy, straightforward answer, is that the industry uses the term “congener” to refer to an incredibly large variety of chemical substances, not all of which are desirable by those asking specifically about “high congener” rums.

Take for example, the “tails” in rum: they are comprised of fusel oils and other compounds with high volatile temperatures and low water miscibility.

A “taily” rum (one with a high concentration of tails) is technically a “high congener” rum, but few people would happily accept it as such.

Highly-acidified distillates, produced from rich Carboxylic Acid Blends (CABs), are also “high congener”, but are also probably far from what “high congener” aficionados are looking for.

The term “high esters” is a bit more specific, as it narrows down the *type* of congener involved, to compounds formed via the *Fischer–Speier esterification process*. But a very neutral, column-distilled rum that is aged for a very long time can have a high concentration of ethyl acetate (an



ester), qualifying this particular rum as a “high ester” product, but likely disappointing those who expect the term to have a different meaning.

Starting with this issue of “Got Rum?”, The Rum University® will explore common alcohols, their aldehydes, carboxylic acids and esters, through a new series called “**The Amazing World of Alcohol.**” We hope that you enjoy it and that it helps you to gain a better understanding of congeners.

Cheers!

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

Luis Ayala, *Editor and Publisher*

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

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

THE ANGEL'S SHARE

by Paul Senft



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

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

Cheers!

Bounty Premium Dark Rum

In 1972, Saint Lucia Distillers formed after the last two distilleries, Denney Distillery and Roseau Bay Distillery, merged. The first rum line the company launched was Bounty Gold Rum. Over the years, a lot of brands have come and gone, but Bounty has remained a steadfast brand for the island, expanding over the past 50 years to seven expressions. The Bounty Premium Dark rum is made using Guyanese molasses and is a blend of three-year column and six-year pot still rums aged in used American White Oak Bourbon barrels and blended to 43% ABV.

Appearance

The one-liter bottle has an orange and black metal screw top. The front label has the basic information about the rum, while the back label provides a bit more information, such as that there is pot still rum in the blend and that caramel is added during the production process. That bit of information easily explains why the rum is such a dark amber color in the bottle and glass. Swirling the liquid creates a thin band that quickly thickens and releases several waves of fast-moving legs, leaving behind a ring of beads and residue around the glass.

Nose

The aroma of the rum begins with the expected hit of alcohol, followed by bitter char and toffee. After the liquid rested for a few minutes, I discovered additional notes of raisins, dried papaya, and pineapples, ending on a light spicy note.

Palate

The first sip was a swirl of sweet cacao, and dark toffee took the high notes, while the foundation was loaded with charred oak notes, cinnamon, and toasted tobacco leaf. Additional sips reveal the dried fruit notes I found in the aroma and help form a medium-sweet caramel finish.

Review

During my first visit to the island of Saint Lucia, I discovered Bounty Gold Rum and enjoyed the rum punch made with that product. So, when I found this rum on the shelves while shopping in Atlanta, I had to pick it up to review it. Unlike a lot of rums that are coming out right now, the Bounty brand is a line of workhorse rums engineered to be used in cocktails. Bounty Premium Dark Rum by design is recommended to be used in tropical cocktails; even the back label recommends that it be used in a Mai Tai.

For those who are used to sipping Admiral Rodney and Chairman Reserve vintages, you will find some of the flavor markers of those products in this rum, but you should manage your expectations accordingly and enjoy the rum in a punch or fruit juice-based cocktail.

Cheers!



www.bountyrum.com

THE ANGEL'S SHARE

by Paul Senft

Myers's Rum Very Rare Signature Origin Collection The Guyana Blend

While visiting one of the shops in my area, I came across this rum along with the regular Myers's rum and a single barrel selection the store did with the Sazerac Company. The Sazerac Company acquired Myers's rum and several other companies from Diageo in 2018 and has been working to raise the profile of this historic brand. While researching this product, I discovered there is little on the internet and nothing on the companies' websites about this rum. What little can be gleaned about it is on the front of the bottle. "A true representation of Guyana rum for its completeness and density while delivering a lengthy finish that will stand the test of time." I contacted the PR company that works with the Sazerac Company and was told, "The idea behind this expression was to honor Myers's history/heritage of sourcing the best rums from around the world to showcase how rum sourced from a single origin impacts a rum's flavor." The rum is bottled at 41.5% ABV.

Appearance

The bottle is a hefty, short-necked 750 ml custom design that is sealed with a wooden cap that holds a synthetic cork to the bottle. The top of the cap is embossed with "Fred L Myers's World's Finest Rums."

The rum holds a dark pine amber color in the bottle and lightens to a golden amber in the tasting glass. Swirling the liquid created a medium band around the glass that beaded up and released a couple of waves of fast-moving legs before thickening and releasing one final wave of slow-moving legs.

Nose

The aroma of the rum begins with a pop of pepper and raisins, followed by notes of vanilla and roasted nuts, rounded out by a strong aroma of overripe bananas.

Palate

The flavor of the rum leads with a burst of warm alcohol and a sweet, peppery entry, followed by notes of raisins, honeyed bananas, toasted walnuts, almonds, dark roast coffee, cinnamon, and cardamom. A light mineral rich astringency forms as the spice notes settle and the wood tannins increase, creating a medium-dry finish.

Review

I found this rum interesting, and while certain parts of the aroma and flavor profile reminded me of other rums I have experienced from Guyana, some aspects of it were new. I do not recall a rum from Guyana that has parts of its flavor profile that remind me of banana bread, and while far from unpleasant, it was a tad surprising all the same. Adding a bit of water was problematic. While it helped open the aroma up, the flavor profile fell apart, bringing out some heavy notes of acetone and unpleasant astringency. Overall, as a neat sipper, I found this rum to be a unique exploration of a rum sourced from Guyana, and I can see how anyone who likes products from this region would enjoy this rum. However, this rum left me with a lot of questions that hopefully the Sazerac Company will reveal in time. A couple that come to mind: Is this a one-off or are we going to see other single-origin rums from around the world? Why was Guyana the first one, when Myers's rum has been a brand known for using Jamaican rums? I guess we will all find out in due time.



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COOKING WITH RUM

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

by Chef Susan Whitley





Spicy Rum Lamb Chops

Ingredients:

- 1 ½ tsp. Ground Cumin
- 1 tsp. Smoked Paprika
- 1 Tbsp. Olive Oil
- 3 Garlic Cloves, if you love garlic add an additional clove
- 1 ¼ tsp. Salt, or to taste
- 1 tsp. Black Pepper
- ½ tsp. Cayenne Pepper
- Rum BBQ Sauce* (see below recipe)
- 1 lb. Lamb Chops
- Diced Green Onions, for garnish

Instructions:

1. In a large bowl, combine the first 7 ingredients. Add the lamb and rub each chop on both sides. Cover and refrigerate for 2 hours.
2. Grill on an outside grill or stove top for 3-4 minutes on each side for medium cooked.
3. Brush each side with the Rum BBQ sauce and continue to grill for another minute per side. Cover and let it rest for 5-10 minutes before cutting. Garnish with diced green onions.



Rum BBQ Sauce

Ingredients:

- ½ C. Dark Brown Sugar, packed
- 1 C. Ketchup
- ½ Tbsp. Worcestershire Sauce
- ½ C. Spiced or Dark Rum
- ½ tsp. Garlic Powder
- ½ Tbsp. Chili Powder
- ½ tsp. Ground Cumin
- ½ tsp. Oregano
- 1 Tbsp. Honey

Directions:

1. Mix all ingredients in a medium size sauce pan and bring to a boil.
2. Simmer on low for about 20 to 30 minutes, covered. Allow to cool completely before storing in an airtight container.
3. Use within 3 to 5 days.

Credit: amiraspantry.com

Vanilla Chai Hot Toddy

Ingredients:

- 3 Chai Tea Bags
- 1 Vanilla Pod, halved and split longways
- 1 Cinnamon Stick
- 1 oz. Brown Sugar
- 1½ Tbsp. Honey
- 10 oz. Almond Milk
- 5 oz. Dark Rum
- 6 Star Anise, to garnish

Directions:

1. Bring 2½ cups of water to a boil in a saucepan. Add the teabags, vanilla and cinnamon. Stir, turn off the heat, then leave to infuse for 6 minutes.
2. Squeeze out the tea bags and discard. Add the sugar and honey and stir to dissolve.
3. Pour the almond milk into the pan and gently warm through. Remove from the heat and add the rum.
4. Divide the drink between 6 mugs (or heatproof glasses) and garnish with star anise. Serves 6.



Photo credit: [realfood.tesco.com](https://www.realfood.tesco.com)

The IMBIBER'S Almanac

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

The Imbiber's Almanac - The Rum University®

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

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The IMBIBER'S Almanac

JANUARY

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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

Here are a few of them!

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

- JAN 1** National Bloody Mary Day
- JAN 11** National Hot Toddy Day
- JAN 17** National Hot Buttered Rum Day
- JAN 21** Baltic Porter Day
- JAN 22** National Irish Coffee Week
- JAN 24** National Beer Can Appreciation Day
- JAN 25** National Irish Coffee Day
- JAN 25** Burns Night
- JAN 31** Brandy Alexander Day







The IMBIBER'S Almanac

Featured Cocktail:
Hot Buttered Rum
(Celebrated on January 17)

The Hot Buttered Rum is a cocktail that is synonymous with cold weather and with end of year celebrations. Our Cocktail Scientist, Joel Lackovich, published the following recipe in his November 2019 article, please read it to learn more about the origin, chemistry and nutritional composition of this cocktail (link after recipe).

Ingredients:

- Dark rum – 2.0 oz (60 mL)
- Butter, unsalted – 1 TBSP
- Light brown sugar – 1 Tsp
- Allspice – 1/8 Tsp
- Ground cloves – 1/8 Tsp
- Ground cinnamon – 1/8 Tsp
- Ground nutmeg – 1/8 Tsp
- Boiling water

Directions:

1. Place the butter, light brown sugar, and all the spices in a glass mug.
2. Muddle all ingredients together inside the glass mug.
3. Add rum to the mixture.
4. Fill glass mug with boiling water.
5. Serve immediately.

Click [HERE](#) to read the original article.

THE MUSE OF MIXOLOGY

by Cris Dehlavi



Hi, my name is Cris Dehlavi, and I have been writing for *Got Rum?* for almost 8 years. For nearly 20 years, I ran a bar program at the prestigious 4-Diamond Ohio restaurant “M at Miranova.” It was one of the first craft cocktail bars in Columbus and garnered dozens of awards. The restaurant closed in 2020, and it was then that I made a move from being behind the stick to working as Brand Educator for Diageo Hospitality Partnership.

I have been committed to mentorship my entire professional life and have been one of the leaders of the Cocktail Apprentice Program at Tales of the Cocktail since 2015. In 2013 I completed the BAR 5-Day program, and I am happy to announce that I passed my WSET Level 3 in Spirits this past fall.

One of my proudest moments was being inducted into the Dame Hall of Fame in 2016. I hope you enjoy my stories about cocktails and rum!


Between The Sheets

Between The Sheets is a not-well-known rum cocktail that was created during the height of Prohibition in the 1920s. Exactly where it originated is anyone’s guess..... some say it was created at Harry’s New York Bar in Paris by Harry MacElhone. He not only made that bar world famous but he also wrote many cocktail books over a span of 30 years and invented other well-known cocktails like the Monkey Gland and the Scofflaw. The other theory is that Between The Sheets was made by a “Mr. Polly” at London’s luxurious Berkeley Hotel. The risqué name has much speculation too- maybe because there are two spirits in the drink- or perhaps it refers to what will happen if you have a few too many! Either way, this cocktail does not disappoint.

The Sidecar is one of the classics- a mother recipe of the sour family: Cognac, Curaçao, and lemon with a sugar rim. Switch out the Cognac for Tequila and you have a Margarita. Swap in Gin and add egg white and you now have a White Lady. Between The Sheets *adds* rum to the Sidecar recipe and in doing so the entire drink changes. Cognac is distilled from grapes and is aged in very







specific French oak– and therefore has a beautifully unique flavor. By adding a white rum and less Cognac this drink takes on a lighter, crisper quality. I like using a Puerto Rican rum, a V.S. Cognac, and a dry Curaçao. Always use fresh lemon juice, and the sugar rim is optional.

BETWEEN THE SHEETS

Ingredients:

- 1 oz. Light Rum
- 1 oz. V.S. Cognac
- 1 oz Dry Curaçao
- ¾ oz Lemon Juice

Directions:

1. Shake all ingredients well in a cocktail shaker with ice, and strain into a chilled coupe glass.
2. Garnish with the twist of an orange.

A glass of amber-colored rum sits on a stack of old, worn books. The glass is partially filled and has a faceted base. The background is a warm, golden-brown color, suggesting a library or a study. The text 'THE Rum UNIVERSITY LIBRARY' is overlaid on the bottom left of the image.

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

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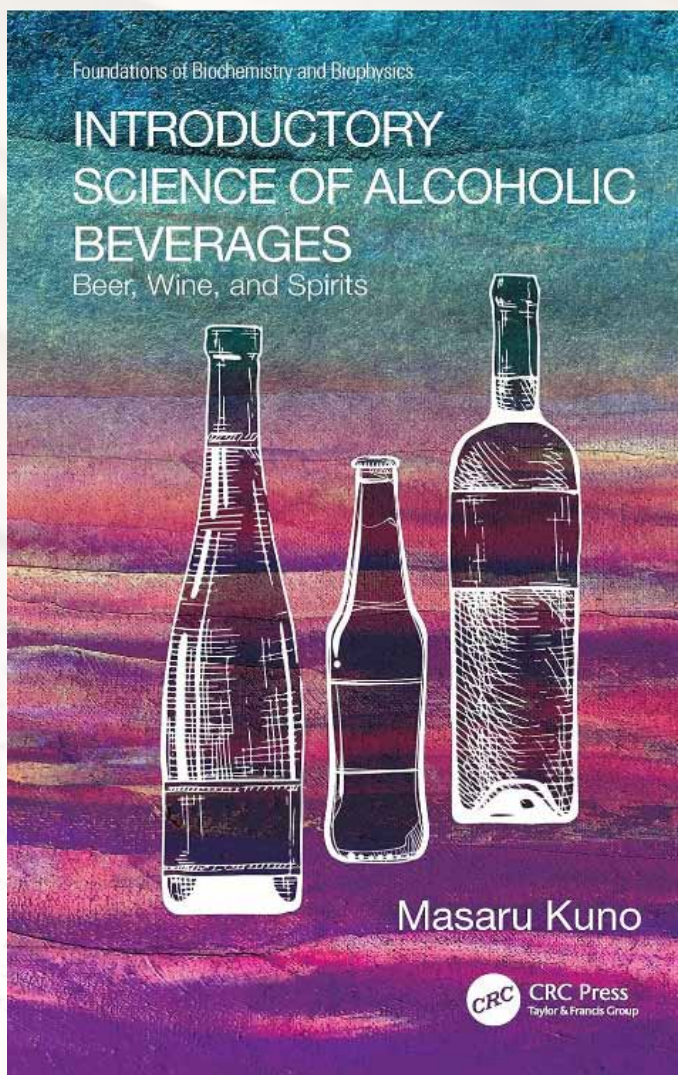
Introductory Science of Alcoholic Beverages: Beer, Wine, and Spirits Foundations of Biochemistry and Biophysics

(Publisher's Review) Introductory Science of Alcoholic Beverages provides readers an engaging introduction to the science behind beer, wine, and spirits. It illustrates not only the chemical principles that underlie what alcoholic beverages are, why they are the way they are and what they contain, but also frames them within the context of historical and societal developments.

Discussed chapter topics include introductions to beer, wine, and spirits; the principles behind fermentation and distillation; and overviews of how each beverage class is made. The chapters highlight the unique chemistries that lend beer, wine, and spirits their individuality, as well as the key chemicals that impart their characteristic aroma and flavor profiles.

This book goes beyond focused descriptions of individual alcoholic beverages by summarizing their common chemical lineage and illuminating the universal scientific principles that underpin them. It will be of interest to students of physics and chemistry, as well as enthusiasts and connoisseurs of beer, wine, and spirits.

About the author: Masaru Kuno is a Professor of Chemistry and Biochemistry and Concurrent Professor of Physics at the University of Notre Dame. He received his PhD in physical chemistry at the Massachusetts Institute of Technology in 1998. This was followed by a National Research Council Postdoctoral Fellowship at JILA/NIST, University of Colorado, Boulder. He then worked for the US Naval Research Laboratory in Washington DC before joining



the University of Notre Dame as an Assistant Professor in 2003.

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THE RUM HISTORIAN

by Marco Pierini

I was born in 1954 in a little town in Tuscany (Italy) where I still live. In my youth, I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been History and through History I have always tried to understand the world, and men. Life brought me to work in tourism, event organization and vocational training, then, already in my fifties I discovered rum and I fell in love with it.

I have visited distilleries, met rum people, attended rum Festivals and joined the Rum Family. I have studied too, because Rum is not only a great distillate, it's a world. Produced in scores of countries, by thousands of companies, with an extraordinary variety of aromas and flavors, it is a fascinating field of studies. I began to understand something about sugarcane, fermentation, distillation, ageing and so on.

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

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

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

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

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



HISTORY OF CUBAN RUM

15. THE NEW CUBAN RUM INDUSTRY

In this article I will try to tell you briefly about four decisive decades in the history of Cuban rum, 1862-1902, that is, from the beginning of Bacardi to the proclamation of the new, independent Cuban Republic. With a warning: in this and often also in the next articles, Bacardi will take the lion's share. I think it's inevitable, for two reasons. The first is the objective importance of Bacardi in the history of rum, the second is the (relative) abundance of sources on Bacardi, compared to their scarcity on other brands. That said, let's start, and as we have often done, let's start from sugar.

In the same decades, the decline of Cuban sugar production, which we have discussed in the article THE QUEST FOR QUALITY in the April 2023 issue, continued. From roughly the 1880s, Cuba no longer produced the expensive white sugar already suitable for consumption, nor did it export it to several countries any more. Now Cuban planters produced mostly raw, cheap muscovado and exported it almost exclusively to the

United States, where the American sugar refineries transformed it into ready-to-eat sugar.

The process of concentration continued too, and new, large factories were born, often the property of foreigners, which at the beginning were called *ingenio central* (more or less, central mill) and from the end of the century, simply, *central*.

As sugar production increased in quantity, but lost in value, the rum industry followed the opposite path. Between 1862 and 1902, Cuban rum experienced a spectacular growth. Not so much in quantity, because the wars of independence devastated many sugar plantations and rum distilleries. The great growth was in quality and value. In those decades, many brands were born and consolidated, some destined to remain famous for a long time, some until today. In markets all over the world Cuban rum achieved a reputation that it has not lost since then. And these new companies were owned by Cuban entrepreneurs.

It is worth remembering that in the past rum was sold in bulk, and then consumed in taverns, or buyers brought their vessels from home. I have not done any studies about it and, as far as I know, none exists, but probably the first to sell bottled rum, with a brand, were British merchants, more or less at the beginning of the 1800s. "Rum merchants were now establishing themselves across Britain. Using their names as guarantees of quality, they blended marks from one or more countries. London had Lemon Hart's eponymous brand; White, Keeling had Red Heart; and Alfred Lamb has his Navy Rum. Liverpool had Sandbach Parker & Co., Hall & Bramley and many more, while Dundee merchant George Morton's Old Vatted Demerara (O.V.D.) and Old Vatted Jamaican Rum brands appeared in the 1830s and 1840s. Blending gave volume; it also provided consistency and complexity. The majority of these rum blends predate blended Scotch by 30 years." (Dave Broom "*Rum. The Manual*" 2016)

British merchants bought the different rums in bulk from the distilleries, blended them and sold them in bottles, under their own brand name, thus keeping most of the value. For centuries, well into the 1900s, this was the dominant trend in the West Indies rum market. In Cuba, on the other hand, the producers themselves bottled their rum and put it on the market with their own brand, thus retaining most of the value.

"The Cuban rum invasion skipped its pre-industrial stage and began to adopt bottling in bottles made in series ... Creole entrepreneurs, looking ahead, backed with their surnames brands that came out to compete with Spanish brandy and French cognac. T In Cienfuegos, from the distilleries 'San Lino', a product came out that reached the exclusive tables of the 'Moulin Rouge', where it was tasted by the painter of can-can, Toulouse Lautrec. The quality of the sociable drink ... won the salons of Europe." (Fernando Campoamor "*El hijo alegre de la caña de azúcar. Biografía del ron cubano*" 1981)

Many new brands appeared. "New variations were born: dry, straw-coloured Carta Blanca; golden-hued Carta Oro; amber, sweet, and aromatic Ron Palmas; rich, dark Añejo. As these styles developed, between 1860 and 1890, so did the number of Cuban rum brands. Bacardí y Boutellier made Ron Refino de consumo corriente (1862); Campos Hermanos introduced Ron Matusalem (1872). Bacardí y Cia SC and Dussaq y Cia produced Ron Carta Blanca y Ron Palmitas (1873). Fandiño Pérez launched Ron Superior (1878). José Bueno y Cia created Ron Blanco y de Color (1876). José Arechabala Aldama launched Ron Viejo Superior (1878). Canals y Cia made Ron Vieho Superior (1880). Rovira y Guillaume crafted Ron Añejo (1880). Crossi Mestre y Cia distilled Ron Crossi y Mestre (1885). JM Parejo introduced Ron Carta Parejo (1887). Trueba Hermanos launched Ron Tres Negritas (1888). R. Domenech made Ron Superior (1888). Rovira y Guillaume distilled Ron Añejo Vencedor (1888). And Nicolás Merino distilled Rum Casa

Merino (1889).” (Jared Brown, Anistasia Miller “*Spirit of the Cane. The Story of Cuban Rum*” 2017). An explosion of entrepreneurial creativity with few, if any, comparisons in Latin America.

Among the many brands born in those decades, one in particular would have great success, Arechabala. In 1878, Basque immigrant José Arechabala Aldama began sugar and rum production in the new, vibrant town of Cárdenas. It seems that in the first years the fundamental product was sugar, not rum. But later, in the 1900s, with the surge of tourism in Cuba and with Prohibition, things changed and Arechabala rum became very famous, giving rise to a kind of diarchy with Bacardi that would dominate the Cuban rum market.

From the very beginning, Bacardi understood the importance of marketing. “Facundo Bacardi featured a different rum style. In 1873 his company introduced a new product, Ron Superior Extra Seco (Superior Extra Dry Rum), the lightest and whitest rum ever sold in Cuba. In 1876 the Bacardis sent a sample of Extra Seco to the Centennial International Exposition in Philadelphia, the first major world fair to be held in the United States. Competing against three other Cuban distilleries, as well as several North America and Caribbean rums, Don Facundo’s Extra Seco took the top prize in its class. A year later the same label won a gold medal at the Exposición Universal in Madrid” (Tom Gjelten “*Bacardi and the long fight for Cuba*” 2008)

Moreover, for years the company actually claimed that drinking Bacardi rum was good for one’s health and fortune favored them, too. “The pitch got its start in 1892, when the physician to the royal court in Madrid prescribed Bacardi rum for the boy King Alfonso XIII, who was so sickened with a high fever that his life was thought to be in danger. The doctor decided an alcoholic stimulant might help him, and from the royal liquor storehouse he selected a botte of Bacardi rum. According to company lore, the boy took a drink

and promptly went to sleep, and when he awoke his fever was gone. The physician wrote the Bacardi a note, thanking them ‘for making a product that has saved His Majesty’s life.’ Needless to say, the royal letter was featured often in Bacardi publicity from then on.” (Gjelten)

In 1874, in the middle of the war, Bacardi co-founder José Leon Boutellier retired and the firm took the name of *Bacardi & Compañía*, with which it would become famous. Boutellier disappeared from the history of the firm and he would never be mentioned again in the abundant literature that the firm itself would produce all over its existence.

The Second War of Independence, 1895-1896, was particularly hard and Cuban rebels burned many of the plantations and distilleries of the island, in a devastating kind of warfare called “La Tea”, that is, The Torch. “Several of the Bacardis’ Cuban competitors, in fact, were already closed. Some distilleries were attached to sugar plantations and burned along with other plantation buildings; some distillery owners were targeted as ‘enemies’ of the revolution; some got in trouble with the Spanish. One of the most successful rum producers in Eastern Cuba, Brugal, Sobrino & Compañía, moved operations out of Cuba in the midst of the war and never came back.” (Gjelten) Brugal went to the Dominican Republic, where it is still located. In this difficult and dangerous situation, Bacardi was able to save itself and remain active during the whole war thanks to the political and managerial skills of its leadership, and although rum production decreased greatly, it never ceased.

The long struggle of the Cubans for independence ended with the Hispano-American War and the American military occupation (see the article TOWARDS INDEPENDENCE: SUGAR, WARS AND THE U.S., in the August 2023 issue). As we have seen in previous articles, the Americans’ interest in Cuba is ancient, actually it is older than the United States itself (see the article THE

KEY TO THE INDIES in the September 2022's issue). But now, owing to the great press campaigns during the War of Independence, the American military intervention and then the occupation of the island, the interest of the Americans for Cuba exploded and a wave of visitors poured onto the Island: soldiers, merchants, businessmen, tourists, adventurers and, of course, journalists. These visitors discovered Cuban rum and got used to drinking it and made it known in the United States. Here is an example: "In 1899, a reporter for a New England newspaper concluded that Santiago region's charms were not overly impressive. ('The country houses around Santiago are infested with mice and lizards.') But he did commend a restaurant where he was served 'a native rum, called Bacardi [sic], which is made from molasses, and which, well mixed with water and cooled with ice, makes a very smooth sort of beverage and a somewhat insidious one. A quart bottle of this rum costs only fifty cents, and as a good deal of it is usually drunk at the midday meal it is not to be wondered at that a nap immediately follows it.'" (Wayne Curtis *"And a Bottle of Rum: A History of the New World in Ten Cocktails"* 2006)

After the end of the war, "Sensing the moment had come for a big marketing push, the Bacardi partners promoted their product wherever they could, both at home and abroad. Enrique Schueg sent Bacardi rum samples to every international exhibition or fair: Paris 1900, Buffalo 1901, Charleston 1902, St. Luis 1904. For the Pan-American Exposition in Buffalo, Schueg had an elaborate Pavilion built, featuring fourteen-foot columns of mahogany and other exotic Cuban woods. The centerpiece was a huge replica of a Bacardi rum bottle, complete with a painted label and crowned by a bat, the symbol of the firm, along with a bundle of sugarcane. It might have been ugly, but it made a statement: the Bacardis had arrived. Their rum beat out eleven Cuban competitors in Buffalo to win a gold medal. At the St. Luis World's Fair, the Bacardis won a grand prize." (Gjelten)

The road was open for another spectacular growth of Bacardi, which in the following decades would become a large multinational enterprise, as we will see in the next articles.

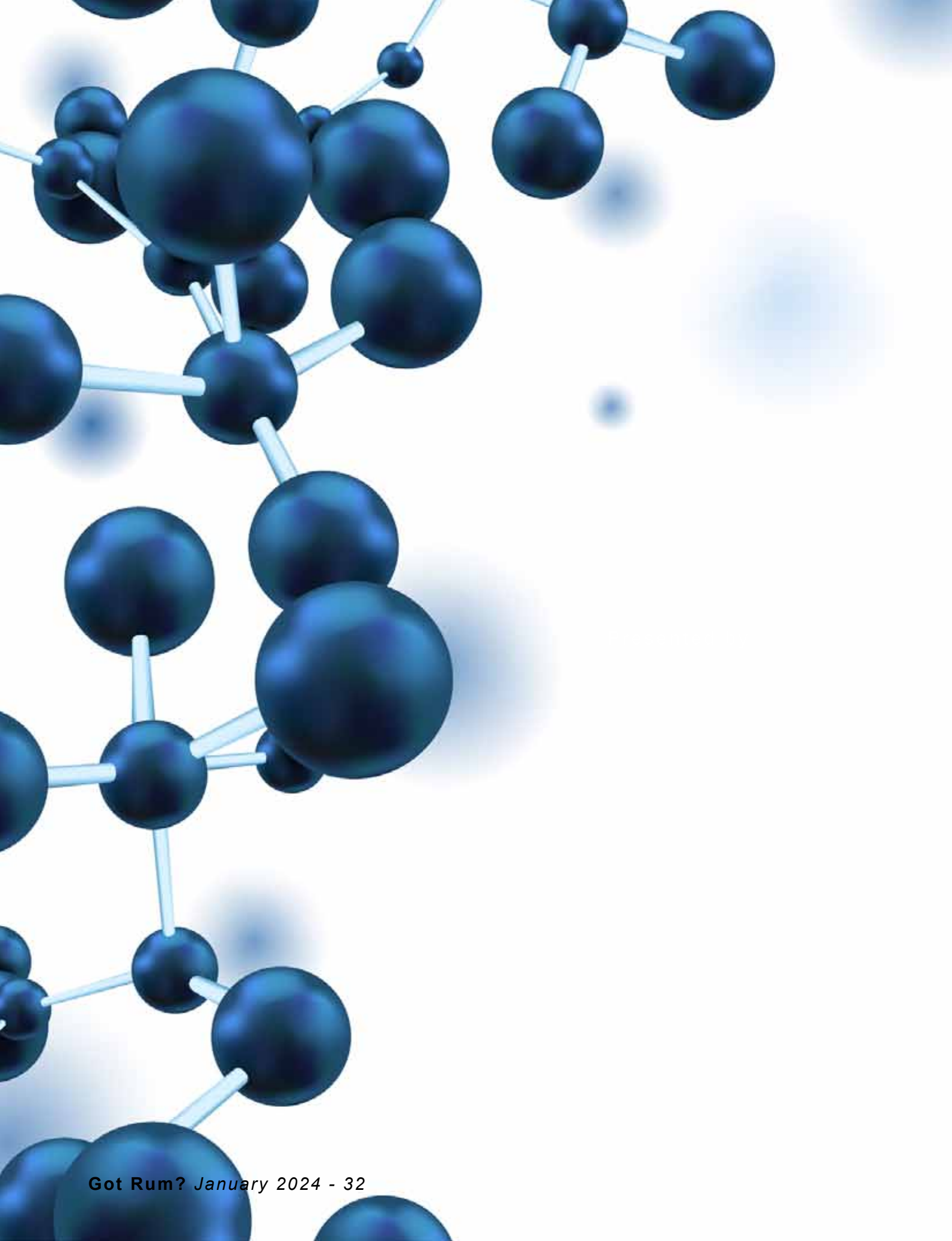
POST SCRIPTUM

A more personal note. At the end of the beautiful book which I have often quoted, *"El hijo alegre de la caña de azúcar. Biografía del ron cubano"*, Fernando Campoamor devotes an entire chapter to a sort of Dictionary of Cuban Rum. In it, among many other entries, there is one that struck me: PATICRUSAO (more or less, cross-legged). Here it is:

"Paticrusao. To compete with the Jamaican rums, the first industrial-scale Cuban distillery - of the Portuondo family, in Santiago de Cuba - launched *The little seamen* (Los marineros) on the market. On their label, two small sailors sitting on the side of a sailing boat with legs crossed gave rise to the popular titles of 'The cross-legged little sailors', 'The cross-legged' or, more simply: 'Pour me a 'A cross-legged'! A request that sometimes Eastern Cubans expressed by riding the middle finger on the index."

In all my readings on Cuba and its rum, I have found no other trace of this distillery, which, according to Campoamor, was the first to reach an industrial scale. Yet, Campoamor was a great connoisseur of Cuban rum, its history and its folklore. Anyway, it struck me and filled me with nostalgia. Yes, nostalgia, because when, many years ago, I began my journey in the world of rum, among the first quality bottles that I bought and drank with pleasure, there were just some bottles of Paticruzado. And I still keep some jealously. Now, at least in my country, Italy, unfortunately it has practically disappeared from the market. In fact, I am not sure, but I fear that in Cuba they don't produce it anymore. Pity.

Marco Pierini



The Amazing

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of
ALCOHOL**

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

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The Amazing WORLD of ALCOHOL

Definition

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

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

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

Classifications

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

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

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

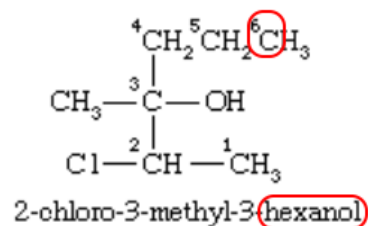
Nomenclature

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

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

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

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



Common Names

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

Physical Properties

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

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Featured Alcohol:

Methanol

Aldehyde formed:

Formaldehyde

Carboxylic acid formed:

Formic Acid

Ester formed when reacting with itself:

Methyl Formate, aka
Formic Acid Methyl Ester

Methanol (also called *methyl alcohol* and *wood spirit*) is an organic chemical compound and the simplest aliphatic alcohol, with the chemical formula CH_3OH .

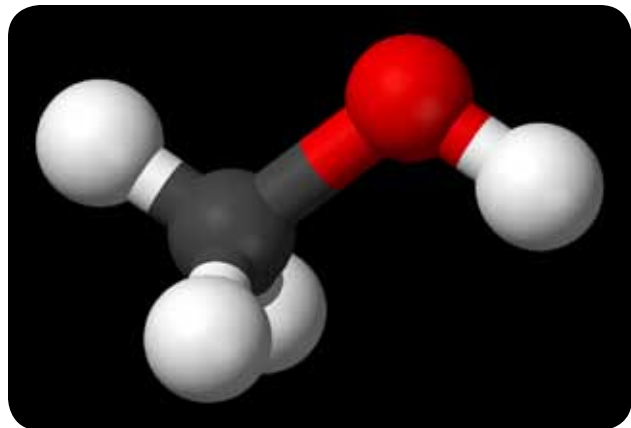
Methanol is the lightest and simplest of all alcohols, having a single Carbon atom. It consists of a methyl group linked to a hydroxyl group, often abbreviated as MeOH .

Methanol is a light, volatile, colorless and flammable liquid with a distinctive alcoholic smell, similar to that of ethanol. Methanol acquired the name wood alcohol because it was once produced chiefly by the destructive distillation of wood. Today, methanol is mainly produced industrially by hydrogenation of carbon monoxide.

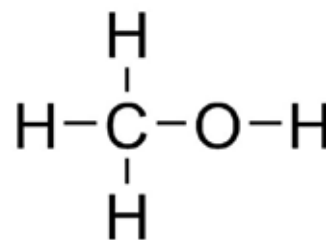
Toxicity

Ingesting as little as 10 mL (0.34 US fl oz) of pure methanol can cause permanent blindness by destruction of the optic nerve. 30 mL (1.0 US fl oz) is potentially fatal. The median lethal dose is 100 mL (3.4 US





fl oz), i.e., 1–2 mL/kg body weight of pure methanol. The reference dose for methanol is 0.5 mg/kg in a day. Toxic effects begin hours after ingestion, and antidotes can often prevent permanent damage.



Because of its similarities in both appearance and odor to ethanol (the alcohol in beverages), it is difficult to differentiate between the two; such is also the case with denatured alcohol, adulterated liquors or very low-quality alcoholic beverages.

Aroma

- Methanol has a clean alcoholic aroma, almost indistinguishable from that of ethanol.
- Formaldehyde has a strong, resin-like smell, sometimes described as “pickle-like”
- Methyl Formate has a fruity aroma, similar to plums or cherries.

Limit in Beverages

In the USA, the Food and Drug Administration (FDA) has established a “safe level” of methanol at 0.35% v/v in fruit brandy (FDA Administrative Guides 7401.01 and 1701.01). The Tax and Trade Bureau (TTB) uses this threshold for all distilled spirits.



RUM IN

HISTORY

JANUARY

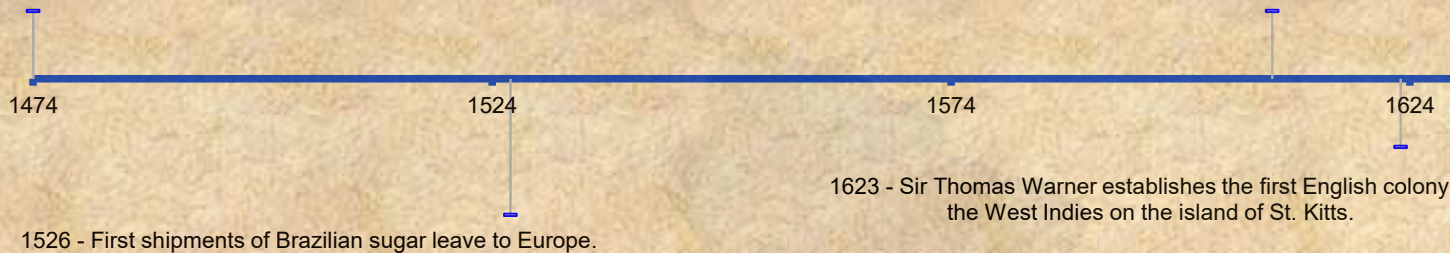
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January Through The Years

1474 - 23 year-old Christopher Columbus begins entertaining the possibility of a westward passage to Cathay (China). The young navigator uses projections made by German mathematicians and Italian mapmakers at Sangres to revive the ancient Greek knowledge

1609 - The Virginia colony declines in population to 67 by January as food stocks run low despite the introduction of carrots, parsnips and turnips.





1662 - Catherine da Braganza introduces to the London court the Lisbon fashion of drinking tea. Sugar demand increases as a result.

1799 - Friedrich Wilhelm III of Prussia receives a loaf of beet sugar from Berlin chemist Franz Karl Achard and is persuaded to provide land and financing to Achard to continue his work with sugar beets in Silesia.

1674

1724

1774

1795 - The Royal Navy orders lime juice rations aboard all vessels after the fifth or sixth week at sea, following confirmation last year of James Lind's theory that citrus juice is an anti scorbatic. The juice is usually combined with the rum ration.



RUM IN THE NEWS

by Mike Kunetka



MONTANYA DISTILLERS

After 15 years of breaking barriers, educating, and changing perceptions, Montanya Distillers founder and owner Karen Hoskin has sold the venerable American Rum brand to CRN Ventures, a team with deep ties to the company. The new ownership group, consisting of current Head Distiller Megan Campbell, Houston-based Brand Strategist Sean W. Richards and former Head Distiller and Operations Lead Renée Newton, plans to build on Montanya's rock-solid foundation of exploration, sustainability, diversity, and community engagement while continuing its production of award-winning rums with respect to its high-mountain legacy. Founder Karen Hoskin expressed confidence in the new ownership, stating, "I have spent my fifteen-year distillery career advocating for better equity and diversity in the spirits industry. These buyers represent one of the most diverse and powerhouse owner teams in craft spirits history to date. They are some of the smartest and most capable people I could ever choose to take the helm. I am so excited to see what they will do together to keep the legacy of Montanya Distillers vibrant and to take the brand to new heights while retaining its values and culture." The decision to purchase Montanya Distillers was personal for Newton and

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.

Campbell, a culmination of their shared passion for craft distilling and 12 years of hard work producing exceptional spirits under Hoskin. Campbell states, "We are ready to lead with a blend of tradition and innovation. As I embark on this journey with expertise in production, I harmonize crafting spirits with science and art in mind. This trio of new ownership is fueled by a passion for excellence and a dedication to crafting moments that linger in the heart. "Newton, whose history with Montanya goes back even further, echoed, "Ten years ago, I never imagined I'd be the owner of Montanya Distillers. From leading events and managing the tasting room to holding the title of Head Distiller, I've journeyed through almost every department of this international company. Growing up with Montanya has been a dream come true, and now, as an owner, I am thrilled to work alongside Megan and Sean. I am excited to continue the legacy we've built, steering Montanya Distillers toward an even brighter future." Richards, who was introduced to the two through Hoskin and brings 20 years of brand and cultural marketing experience to the mix, adds, "Our team possesses a wealth of knowledge, spanning distillation, production, marketing, and agriculture, which positions us well for our journey ahead. I am honored to play a part in shaping Montanya's future narrative alongside Megan and Renée. Expanding our reach and engaging both our long-standing supporters and new audiences, while contributing to the story of this uniquely American rum." Hoskin followed up with, "A lot of people have asked me if this feels bittersweet after giving my life's blood to this company. It doesn't. It feels 100% sweet. I am so pleased to hand the torch to these amazing folks. It brings my personal goals full circle and it will be great for Montanya." The new owners' plan for the future includes a renewed focus on community engagement, collaborative partnerships, increased production with innovative new expressions, and limited-edition releases. Continuously innovating while remaining true to Montanya's culture and founding principles, they are committed to consistently delivering award-winning, super-premium rum to the public.

"As the new proprietors, we hope you will continue this journey with us in redefining the storied history of American Rum, at elevation!"

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

FAIRFIELDS RUM OF THE AMERICAS

Fairfields Rum of the Americas, founded by entrepreneurs Frank Klein and Joy Branford, recently released their first bottling of rum made from ingredients sourced throughout the Americas. Fairfields first release offers a dry, light and refreshing rum as an evolution of rum for rum drinkers and a new go-to-spirit alternative for tequila and vodka drinkers. The founders and team painstakingly worked to create a unique blend of agricole and molasses distillations to produce a sippable rum that is also great in craft cocktails. Fairfields uses the tagline 'if you like your tequila, you will love our rum.'

"Our vision was to create a rum where you could just smash some fruit or citrus on the bottom of a glass (or not), add ice and drink with friends or just make a simple three ingredient cocktail. A daiquiri was a margarita with rum before a margarita was a margarita and we are going back to those roots," states Frank Klein, Co-Founder and CEO. Klein continues, "Joy Branford, my business partner in this journey, was born in St. Lucia, and raised in Brooklyn. When we worked long hours in the hotel business, we drank a lot of post-shift rum from all over the world. We dreamed of making a dry rum made in the USA, created from ingredients sourced from the Americas and that was clear as rainwater with a refreshingly crisp taste. We believe quality rum, with all its complexities and nuances, should go toe to toe with tequila and vodka for being a go-to-spirit. Fairfields Rum of the Americas is already garnering high praise from those in the know. Ryan Magarin, Founder of Aviation Gin and a rum and spirits distiller raved: "You landed a great balance with a fresh light rum of complexity and easy drinkability. Hard balance to get and you did it. Congrats on that." Owner and acclaimed chef of restaurant 29 Markle Ct, Damon Sawyer, adds: "Fairfields is a great rum for our clients who want a smooth yet flavorful rum for cocktails or a clear spirit to enjoy on the rocks."

www.rumoftheamericas.com

SANTA TERESA

Santa Teresa proudly debuted its latest ad campaign, "Great Rum, Greater Purpose," for the first time getting to the heart of the transformational journey integral to Santa Teresa's mission. Through a captivating visual exploration of the meticulous process behind crafting the family-owned brand's renowned triple-aged Solera rum and ongoing work through Project Alcatraz, a social reintegration program run through the "Fundación Santa Teresa," the campaign serves as a testament to the brand's dedication to exceptional rum craftsmanship and meaningful societal impact. Directed by award-winning cinematographer and director, Matt Bendo, and featuring Venezuelan actor and director, César Manzano, the new campaign, shot entirely at the Hacienda Santa Teresa in Venezuela's Aragua Valley, highlights the artistry behind the creation of the single estate rum and the key figures who embody the spirit of resilience and transformation that defines Santa Teresa. This includes Master Distiller, Nancy Duarte, and Anther Herrera, one of the many ex-gang members whose life was changed by Santa Teresa's Project Alcatraz program and who recently led the Alcatraz Rugby Club to win this year's National Rugby Club League championship. "Santa Teresa's mission has always been to showcase the best of Venezuela to the world. Not only do we take immense pride in the transformational solera process that creates our triple-aged award-winning Santa Teresa 1796 rum, we are also proud of the lasting impact Santa Teresa has had on the community," says Alberto Vollmer,

CEO of Santa Teresa Rum. “The new campaign allows us to show all sides of who Santa Teresa is as a company and what drives us to continue the legacy generations from our founding and for generations to come.” Central to the campaign is the profound commitment to fostering positive change through Santa Teresa’s unwavering support for Project Alcatraz, an initiative that serves as a channel of hope for those seeking redemption and a fresh start through a combination of vocational training, psychological assistance, and the unexpected sport of rugby. Since its launch in 2003, Project Alcatraz has provided social rehabilitation and career opportunities at the Hacienda Santa Teresa to more than 200 ex-gang members and provided education opportunities to more than 2,000 youth participants through Project Alcatraz’s youth prevention program. Since 2013, Project Alcatraz’s methodology has been implemented across 34 penitentiary centers in Venezuela, spreading the mission outside of the Hacienda’s territory and expanding career opportunities to the greater Venezuelan community. “Great Rum, Greater Purpose” assets will go live December 1st across brand-owned platforms including Facebook and Instagram. <https://www.santateresarum.com/>

RHUM JM

Last month Rhum JM introduced L’Atelier des Rhums, a trio of Martinique rum agricoles, aged between one and three years, conceptualized and skillfully crafted by Master Blender Karine Lassalle. Her vision for this range was to identify three unique characteristics inherently present and specific to the terroir of Rhum J.M and highlight them through barrel manipulation. Rhum JM’s on-site cooperage allows the opportunity to experiment with different char levels and when combined with a variety of barrel capacities, wood types, and Karine’s expert blending capabilities, she was able to create three outstanding and completely different rhums. Offered exclusively by Mixing Glass & Market, this pack of three comes with a bottle of each Jardin Fruité, Épices Créoles and Fumée Volcanique. Jardin Fruité is a rum agricole aged for 24 months in French and American Oak barrels of varying char type. It is bottled at ABV 42% and presents the rich and fruity side of Agricole. ÉPICES CRÉOLES is a rum agricole aged a minimum of 3 years in French and American Oak barrels of different capacities and char levels chosen specifically to highlight the inherent spicy quality of the oak. Bottled at 46% ABV. FUMÉE VOLCANIQUE is a rum agricole aged 12 to 14 months in Bourbon barrels that have received an “extreme” char treatment at the Rhum J.M distillery’s on-site cooperage. This blend is sweet and captivating with aromas of salted caramel and a powerful smokiness. It is bottled at 49%. <https://www.rhum-jm.com/en/> , <https://mixingglassandmarket.com/>

EL DORADO

In a Facebook post, El Dorado recently mentioned a new 18 Year rum, aged in Bourbon and Oloroso Sherry casks. From what I have been able to find, it is a blend of column and pot still rums distilled from molasses in DDL’s Enmore wooden Coffey still (EHP), Port Mourant wooden vat still (PM), Versailles wooden vat still (REV), and Diamond Coffey stills (SVW). It is aged for 15 years in ex-bourbon casks and 3 years in Oloroso sherry-seasoned ex-bourbon casks. It is bottled at 40% ABV. <https://theeldoradorum.com/>

Kō HANA

Hawaiian Airlines recently announced that main cabin guests can sip on new Kō Hana Rum craft cocktails, including a tangy Pineapple Daiquiri and a reimagined Mai Tai, both made with fresh ingredients and Hawaiian Agricole rum farmed in the heart of O’ahu. The Mai Tai is made with two Kō Hana rums, bright orange and lime flavors and a hint of orgeat. The Pineapple Daiquiri, a guest favorite introduced earlier last year, includes notes of fresh pineapple, lime and a Kō Hana white rum. “Providing our guests with a genuine, unparalleled Hawai’i travel experience is what we do best, with island-made products the centerpiece of our award-winning service and hospitality. We’ve admired Kō Hana Rum since its beginnings and are proud to call them our newest local product partner,” said Renee Awana, Managing Director of Product Development at Hawaiian Airlines. “At Kō Hana, we have always cherished the spirit of collaboration with local businesses, but partnering with Hawaiian Airlines takes our commitment to a whole new altitude. This collaboration not only elevates the in-flight experience but also celebrates the essence of Hawai’i and creates unforgettable memories from departure to arrival,” says Tiffany Tubon, Brand Manager at Kō Hana Rum. <https://www.kohanarum.com/> , www.HawaiianAirlines.com/our-services/in-flight-services/dining-and-drinks

TENANGO RUM

Sofia Deleon, native Guatemalan and the restaurateur behind Central American street food concept El Merkury, announced the launch of Tenango Rum. Tenango Añejo Rum honors Deleon’s familial legacy and the culture and flavors of Guatemala. Deleon grew up inspired by stories of her Great-grandmother distilling Cusha, a traditional Guatemalan moonshine, at home, and has created Tenango in her honor. A 100% single source Guatemalan rum, Tenango Rum is additive free and made from Grade A molasses, the dark, sweet liquid byproduct of manufacturing sugarcane, and is aged in second use American White Oak barrels. It is distilled in the traditional Spanish style method on a column still, allowing for a more flavorful rum that takes on major characteristics from the barrel. “I grew up hearing stories about my

revered Tatarabuela, and have always felt connected to her. I am sure it is where I get my entrepreneurial spirit!" said Deleon. "It is in her honor that I founded the brand with the mission to reshape the world's perception of rum and create a lasting impact on the lives of Guatemalan women and their families. I believe that culture and heritage should be at the heart of every sip, and that by honoring the traditions of our ancestors, we can redefine the rum landscape."

Authentically made in a Guatemalan distillery, Tenango is an homage to family, good times, and the entrepreneurial spirit. The rum is a vessel for cultural celebration and sustainability, and the launch aims to support in the empowerment of Guatemalan communities via employing women and craftspeople to hand-make the vibrant covers that adorn each bottle. The traditional Mayan sheaths are woven on a traditional foot loom by a Guatemalan Kik'che' Women's co-op that specializes in this cultural practice, and \$2 from every bottle sold goes to the co-op's trade workers.

Tenango takes pride in the fact that all ingredients originate from the same environment. Every aspect and ingredient of Tenango is Guatemalan including the sugar cane. The quality-controlled fermentation, bottling and aging all takes place in Guatemala, meaning that when you drink Tenango, you're not only enjoying a delicious rum but also one with intentionally chosen, high quality ingredients without any mystery additives or colorings. Sofia's story began with a childhood fascination for creating homemade ice cream, which quickly evolved into a successful catering company and pop-up concept. After receiving accolades and a "Best of Philly" award for her fast-casual Central American street food and churro bar, she expanded El Merkury to become a thriving culinary destination with a mission to uplift Guatemalan women artisans. <https://www.tenangorum.com/>

ANGOSTURA

On December 1st, 2023, Angostura® suffered fire damage to an area of its premises that does not involve the main rum production. The area affected was one of the botanical storage areas for bitters production. Staff on duty at the time worked tirelessly and assiduously to curtail the spread of the fire. In a statement shared with the media, Angostura expressed thanks to everyone who contributed to the fire being contained quickly. "We wish to thank the Chief Fire Officer, Arnold Bristo, and his dedicated team for their sterling effort to contain the fire. We extend our deepest gratitude to the dedicated employees and the brave firefighters whose efficiency and quick response ensured the safety of everyone involved. Their commitment to safety and professionalism in the face of adversity is truly commendable."

The statement also reinforced the company's position that business operations, including sales, will continue as normal.

"Our production processes remain unaffected, and we assure our customers and partners of

our commitment to uninterrupted service. As we continue to investigate, our priority remains to be the safety of our employees and the community," Angostura said.

In other news, Angostura announced the release of a limited-edition rum, Symphony. It is an exquisite cask-aged tribute to the enduring legacy of artistry, craftsmanship and elegance that has defined Angostura Rums for generations. Angostura describes Symphony 2023 as having a palate with prominent treacle notes, gracefully accompanied by the embrace of rich, toasted oak. Its smooth and velvety texture beckons indulgence, leading to a remarkably enduring finish that leaves a lingering, fruit-infused aftertaste reminiscent of the finest rum experiences. <https://www.angostura.com/>

KULEANA

Kuleana will issue its first limited release, an aged version of their Hawaiian Rum Agricole. It is distilled from fresh-pressed, heirloom Hawaiian Sugarcane and then aged a minimum of 18 months in second-and-third-fill Cognac barrels. It will only be available at the Kuleana Rum Shack in Waikoloa Village on the Big Island of Hawaii. There will be a kick-off celebration at the Rum Shack on January 6th, from 3 to 5 PM. Attendees can enjoy a small bite created by Chef Rysen Bello, as well as the Evolution of the Hawaiian Rum Agricole Flight featuring fresh kō stalks, pressed kō juice, award winning Hawaiian Rum Agricole, and finishing off with the highly anticipated Aged Hawaiian Rum Agricole.

<https://kuleanarum.com/kuleana-rum-shack/>

BODEGAS PAPIAMENTO

Papiamento Caribbean Carnival Rum is a distinctive blend that captures the vibrant and festive atmosphere of the Caribbean in every sip. This new, limited-edition rum has been aged for 8 years in a combination of old and new world barrels, creating a smooth and refined taste that's perfect for cocktails. Expertly crafted with a unique selection of aged alcohols, Papiamento Caribbean Carnival Rum boasts a rich and complex flavor profile. Carnival won a Gold Medal, a Best in Show Medal and Rum of the Year Medal at the 2023 London Spirits Competition. Papiamento's other rum, Aruba Style has won awards at the International Sugar Cane Spirits Competition, the International Wine & Spirits Competition, the Francisco World Spirits Competition, the New York International Spirits Competition and the Bartender Spirits Awards. Bodegas Papiamento derives its name from the Papiamento language, native to the ABC islands: Aruba, Bonaire and Curaçao. It originated from a fusion of cultures and heritage unique to the islands, including West-African Creole, Spanish, Portuguese, English, Dutch and distinctive words from the Arawak natives who inhabited the area before the conquest. <https://papiamentorum.com/>



The Sweet Business of Sugar



THE **Rum**
UNIVERSITY





Mexico

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

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

Required Report: Required - Public Distribution

Date: April 24, 2023

Report Number: MX2023-0018

Report Name: Sugar Annual

Country: Mexico

Post: Mexico City

Report Category: Sugar

Prepared By: Alexander Chinh

Approved By: Abigail Nguema

Report Highlights:

Mexico's sugar production is forecast at 6.25 million metric tons raw value (MMT-RV) in marketing year 2023/24 (October-September), an increase of nearly 3 percent compared to MY 2022/23 based on lower fertilizer costs and a return to average weather conditions. Forecast sugar production for MY 2022/23 is 6.05 MMT-RV, lower than the previous year due to poor weather and high fertilizer costs.

Production

Mexico's sugar production is forecast at 6.25 million metric tons raw value (MMT-RV) in marketing year (MY) 2023/24 (October-September), a slight increase over forecast MY 2022/23 production based on lower fertilizer costs and an expected return to average weather conditions. Forecast sugar production for MY 2022/23 is 6.05 million MMT-RV, down from the prior year due to unfavorable weather conditions and the high cost of fertilizer, somewhat offset by a five percent increase in harvested area. Drought conditions, rains during harvest time, and less fertilizer use resulted in lower field yields. Industry and government officials report that production will be adequate to enable Mexico to fulfill its quota for sugar exports to the United States this year.

Table 1: Mexico Production, Supply, and Distribution Data in (1000 MT)

Sugar, Centrifugal Market Year Begins	2021/2022		2022/2023		2023/2024	
	Oct 2021		Oct 2022		Oct 2023	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Mexico						
Beginning Stocks (1000 MT)	1116	1116	1022	1022	0	1062
Beet Sugar Production (1000 MT)	0	0	0	0	0	0
Cane Sugar Production (1000 MT)	6556	6250	6254	6047	0	6250
Total Sugar Production (1000 MT)	6556	6250	6254	6047	0	6250
Raw Imports (1000 MT)	0	0	0	0	0	0
Refined Imp.(Raw Val) (1000 MT)	33	15	37	13	0	15
Total Imports (1000 MT)	33	15	37	13	0	15
Total Supply (1000 MT)	7705	7381	7313	7082	0	7327
Raw Exports (1000 MT)	1407	1457	1022	1105	0	1100
Refined Exp.(Raw Val) (1000 MT)	370	340	270	245	0	271
Total Exports (1000 MT)	1777	1797	1292	1350	0	1371
Human Dom. Consumption (1000 MT)	4342	4150	4418	4270	0	4382
Other Disappearance (1000 MT)	564	370	565	400	0	480
Total Use (1000 MT)	4906	4520	4983	4670	0	4862
Ending Stocks (1000 MT)	1022	1064	1038	1062	0	1094
Total Distribution (1000 MT)	7705	7381	7313	7082	0	6250
(1000 MT-RV)						

Table 2: Mexico Production, Supply, and Distribution Data in (1000 HA), (1000 MT)

Sugar Cane for Centrifugal Market Year Begins Mexico	2021/2022		2022/2023		2023/24	
	Nov 2022		Nov 2023		Nov 2023	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted (1000 HA)	853	823	853	853	0	850
Area Harvested (1000 HA)	806	792	804	829	0	815
Production (1000 MT)	54681	53750	55602	51702	0	55420
Total Supply (1000 MT)	54681	53750	55602	51702	0	55420
Utilization for Sugar (1000 MT)	54681	53750	55602	51702	0	55420
Utilization for Alcohol (1000 MT)	0	0	0	0	0	0
Total Utilization (1000 MT)	54681	53750	55602	51702	0	55420
(1000 HA) ,(1000 MT-RV)						

According to published data from the National Committee for the Sustainable Development of Sugar Cane (CONADESUCA) for the MY 2022/23 harvest, CONADESUCA estimates a production of 6,139,561 metric tons raw value (MT-RV) with a harvestable estimate of 803,662 hectares and a volume of sugarcane to be crushed of 54,783,019 tons. CONADESUCA puts field yield at 68,167 MT per ha and calculates factory yield at 11.25 percent.

Table 3: MY 2022/23 CONADESUCA Second Official Estimate (Metric Tons Raw Value)

Total Supply	7,182,890
Beginning Stocks	1,022,129
Production	6,139,561
Imports	21,200
Total Use	6,179,727
Exports	1,343,338
The U.S. and Puerto Rico	1,072,220
World Markets	271,118
Deliveries to Domestic Users	4,836,389
IMMEX	455,800
Food	4,380,589
Ending Stocks	1,003,164

CONADESUCA's Second Estimate as of February 24, 2023

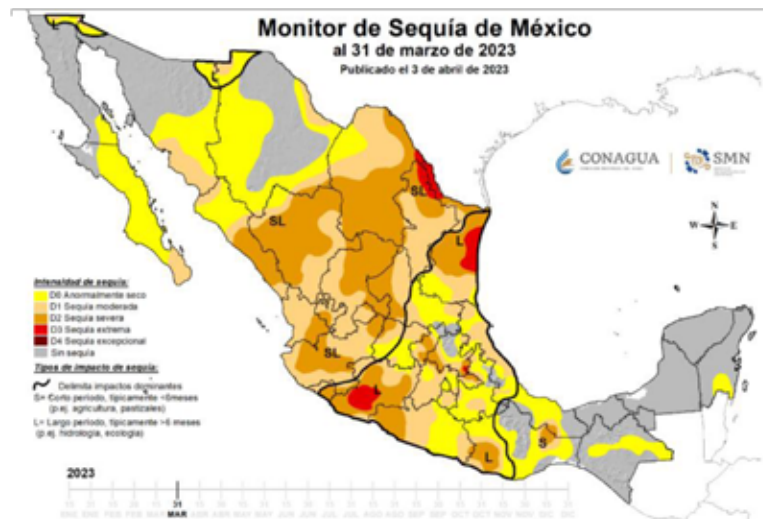
Table 4: CONADESUCA Second Estimate vs. Actual Production

Production Variables	MY 2022/23 Estimate	MY 2022/23 Actual*	Change
Harvested area (ha)	564,592	552,458	-2.15
Harvested cane (t)	36,798,495	35,678,375	-3.04
Field yield (t/ha)	65.18	64.58	-0.60
Sugar production (t)	4,032,485	3,857,553	-4.34
Factory yield (%)	10.96	10.81	-0.16

*October 1, 2021, through March 26, 2022
Source: CONADESUCA

The weather conditions created by La Niña have affected the amount of rain and timing of rains this year. A continued drought in the Gulf region (See Map 1) has affected production in Mexico’s main sugar production area. According to Mexico’s National Water Commission (CONAGUA), drought monitoring shows conditions ranging from abnormally dry to severe drought for ongoing MY 2022/23 planting. In Veracruz, where over 40 percent of Mexico’s sugar is grown, the rains stopped earlier than expected last summer during the cane’s vegetative development, negatively impacting production. In 2023, the rains came earlier than expected in the country’s southeast and rained during harvest, reducing the quality of cane delivered to mills. This rainfall coincides with the peak milling when excess water results in lower sugar recovery. However, no frost damage was reported in the growing areas. Despite average yields during the season’s first quarter, crushing as of March has resulted in lower yields and output, given that sugarcane fields have been affected by weather adversities.

Map 1: Drought Monitor Map March 31, 2023



Source: CONAGUA

Last year’s high fertilizer prices prevented farmers from applying fertilizer during the summer, which will affect production this year. Prices have since fallen, and farmers will be using average amounts this year.

As of February, CONADESUCA reports that 48 of the 49 mills are running. One mill is offline due to financial issues and has no plans of re-starting production this year, with the mill owners currently seeking a buyer. The sugarcane harvested from areas surrounding the offline mill is being delivered to other more distant mills, adding to costs due to an additional 2-hour drive per delivery.

Mexico’s total sugarcane planted area for MY 2022/23 is estimated at 853,000 ha, and total harvested area is an estimated 829,0000 ha. Harvested area is approximately 5 percent higher than the prior year. Table 5 provides sugarcane harvested area since 2016, with 2023 the largest harvested area in the last eight years.

Table 5: Area Harvested to Sugarcane (1,000 ha).

	2016	2017	2018	2019	2020	2021	2022	2023*
Mexico	777	780	804	810	812	790	792	829

Source: CONADESUCA. *Estimate. (1000 HA)

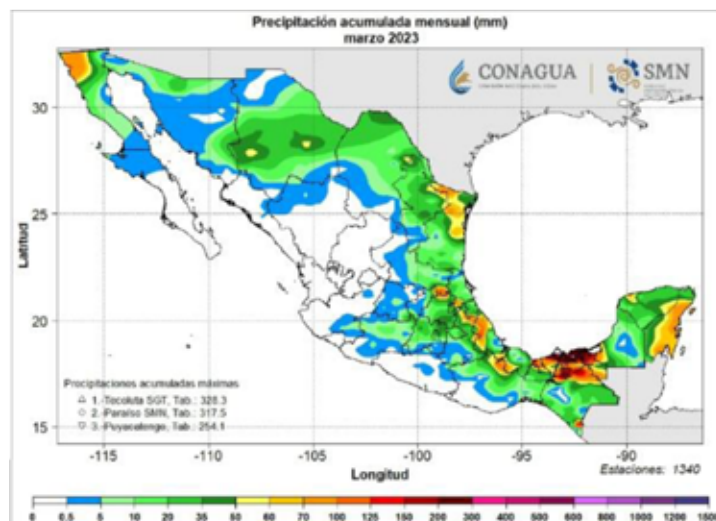
Veracruz is the top sugar cane-producing state, accounting for 43 percent of total production, followed by San Luis Potosi with 31 percent and Jalisco with 10 percent.



Source: CONADESUCA

Map 2 shows consistent precipitation through March and April, with forecasts showing a continuation as high volumes of humidity enter from both the Pacific and the Atlantic Ocean. These conditions will establish favorable soil conditions for the end of the current marketing year and the start of the next one.

Map 2: Precipitation Map March Accumulation



Source: CONAGUA

TRADE

The MY 2023/24 sugar export forecast is 1.37 MMT-RV on the expectation of continued demand in the United States but moderate growth in exports to other world markets due to lower production. Domestic production typically covers need, with specialty imports for products not produced in Mexico. The Post forecast for MY 2023/24 imports is 15,000 MT-RV.

Most of Mexico's sugar exports go to the United States, Mexico's most profitable export market. In December, the United States raised the sugar quota by 47,700 MT-RV to 1.184 MMT-RV. On December 29, 2022, the Secretariat of Economy of Mexico published a Notice increasing the annual export quota volume for sugar destined for the United States for the 2022-2023 period. Forecast national production of 6.05 MMT-RV provides sufficient availability for the total quota shipment without reducing the cycle's final inventories from its level of 2.5 months of national consumption. As of April 3, Mexico has exported 466,506 MT-RV to the United States.

Table 6: Mexican Sugar Exports Under Quota (MT-RV)

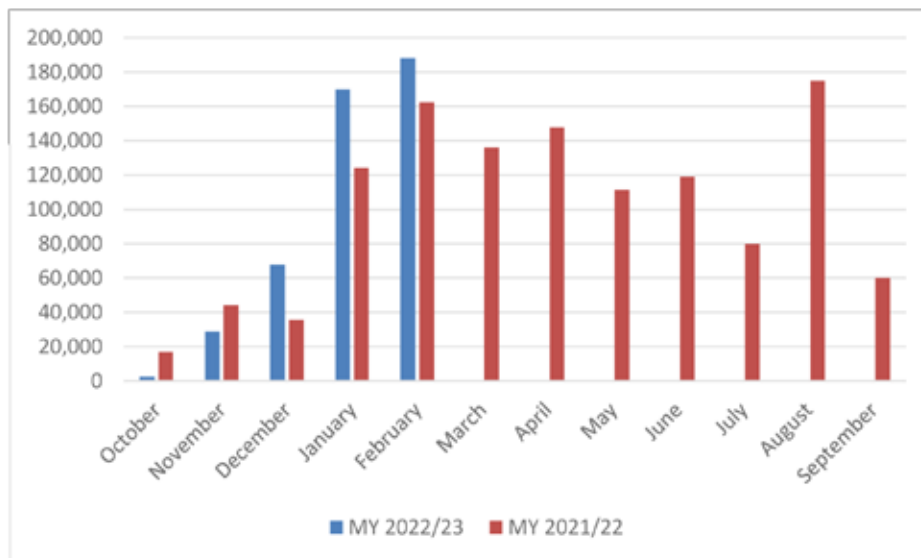
Month	MY 2022/23	MY 2021/22	Variation % 2022/2023 vs 2021/2022
October	2,420	16,996	-85.8
November	28,836	44,026	-33.8
December	67,850	35,550	92.9
January	169,730	123,975	37.0
February	188,077	162,401	15.8
March		136,063	
April		147,772	
May		111,178	
June		118,932	
July		79,945	
August		174,893	
September		59,993	
Total	466,506	1,211,725	-61.5 (16.2)

Last update April 3, 2023

Source: CONADESUCA

Government of Mexico officials and industry representatives expect the U.S. quota to be fulfilled if most of Mexico’s world exports are directed to the U.S. and if the Mexican domestic deliveries to the Industria Manufacturera, Maquiladora y de Servicios de Exportación (IMMEX) program are reduced by 47,000 MT-RV to 400,000 MT-TV. Usually, imports from Mexico are strongest in the second half of the season. U.S. sugar imports from Mexico were strong in January, but average Mexican sugar prices were near record highs.

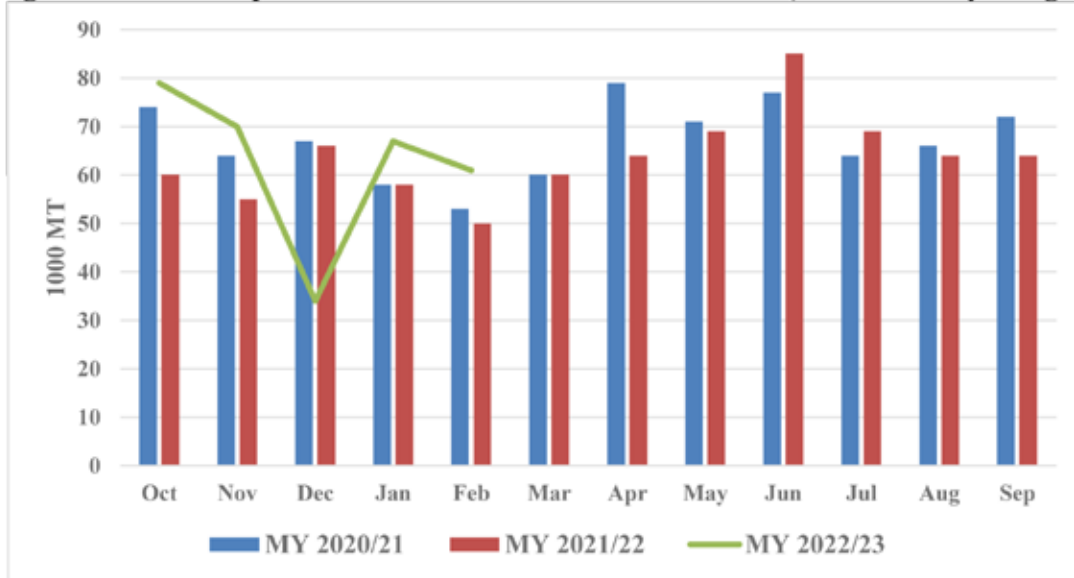
Figure 1: Monthly Sugar Imports from Mexico to the United States (MT-RV)



High Fructose Corn Syrup (HFCS)

Imports of high fructose corn syrup have increased by 22,262 MT compared to the previous cycle, partly because of the logistical problems that affected them last year. Post forecasts HFCS imports for MY 2023/24 at 806,000 MT dry basis, with MY 2022/23 HFCS imports at 798,000 MT dry basis. As the industry continues to be pressured by labeling regulations and consumers tend to healthier foods, many high-caloric foods are being reformulated, demanding less sugar and HFCS in their processes.

Figure 2: HFCS Imports MY 2022/23 vs 2021/22 vs 2020/21 (1000 MT- Dry Weight)



March 17, 2023

Source: CONADESUCA

Table 8: HFCS Imports (1000 MT)

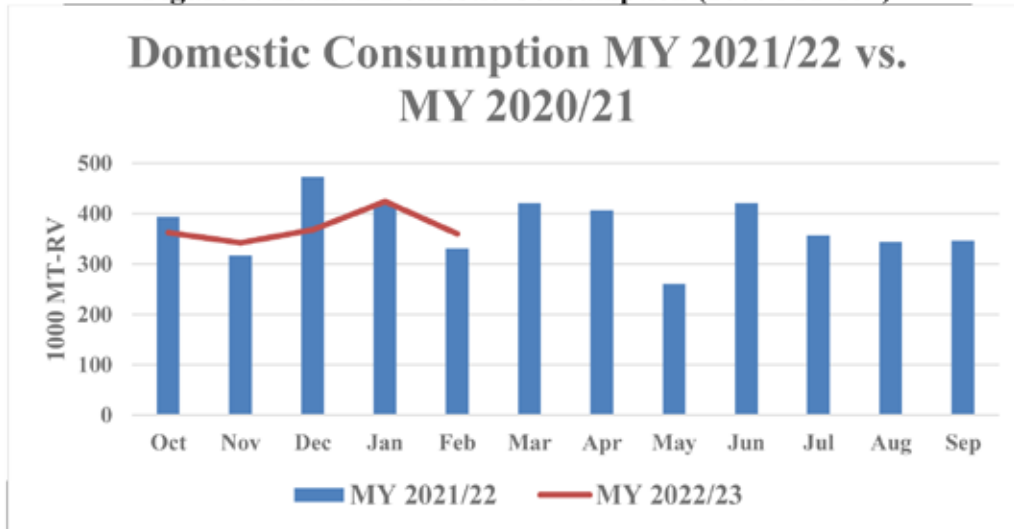
Imports HFCS (dry weight)	MY 2021/22	MY 2022/23
Oct	60	79
Nov	55	70
Dec	66	34
Jan	58	67
Feb	50	61
Mar	60	0
Apr	64	0
May	69	0
Jun	85	0
Jul	69	0
Aug	64	0
Sep	64	0

Source: CONADESUCA

CONSUMPTION

The FAS Mexico forecast for 2023/24 sugar consumption is 4,382 MMT-RV. In line with population growth but a more stagnant domestic food-processing sector, consumption is expected to grow at about 1.5 percent. High prices during the first and second quarters of the marketing year will result in a slowdown in consumption. More challenging economic conditions will slow consumption growth in 2023/24. Human domestic consumption does not include sugar sold to domestic companies as an input for further processing and export. In recent years, new labeling regulations and consumer preferences for lower-calorie products have slightly reduced consumption and demand.

Figure 3: Human Domestic Consumption (1000 MT-RV)



February 16, 2023

Source: CONADESUCA

STOCKS

MY 2023/24 ending stocks are forecast at 1.094 MMT-RV on strong domestic and U.S. demand. The MY 2022/23 ending stocks forecast is 1.062 MMT-RV. By law, all mills stock a two-month supply of sugar; however, the Secretariat of Economy requested that mills stock for 2.5 months. This requirement is not based on law, and if Mexico cannot produce enough sugar for domestic and U.S. quota, mills may reduce stocks to a two-month supply.

PRICES

In April of 2023, prices exhibited double-digit growth of 31 percent compared to April of 2022. Refined sugar prices rose to the highest level in over a decade during the second week of April 2023, and are on track to grow 11 percent in May, the highest monthly price growth since 2021. High prices benefited both planters and millers, with revenue for each group calculated based on sugar yield, mill-specific price (determined by price surveys in the area surrounding each mill), and the revenue-sharing arrangement in force (i.e., 57 percent to the farmer and 43 percent of sugar output to the miller). However, the growers suffered from the high cost of fertilizers and labor. The tight supply resulting from the drop in production will sustain prices with an upward trend. These upward prices will have an impact on consumers and the inflation rate.

The Secretariat of Economy, through the National Information and Market Integration System (SNIIM), and CONADESUCA, through the Information System of the National Sugar Market (SIMAN), report monthly sugar prices of sugar delivered to local markets in various Mexican cities and from different mills.

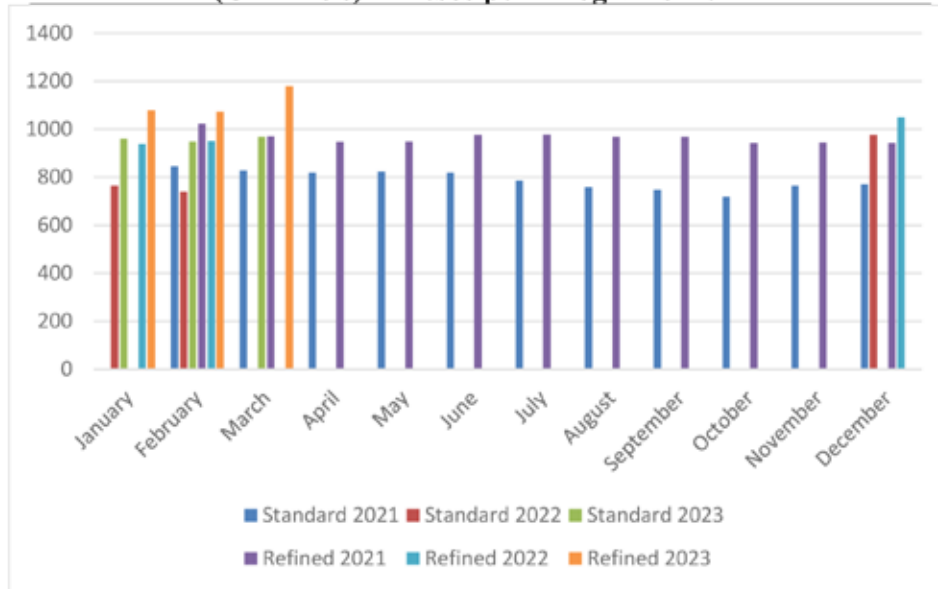
Table 7: Mexico Average Wholesale Sugar Prices in Mexico City (CIF Basis) in Pesos per

Month	Standard			Refined		
	2021	2022	2023	2021	2022	2023
January	NA	764.50	959.77	NA	937.17	1,078.73
February	845.00	739.88	947.50	1,021.67	950.42	1,073.42
March	827.13	826.87	967.50	970.93	944.73	1,178.75
April	818.50	793.81	990.00*	946.67	938.67	1,230.00*
May	822.75	797.80	N/A	947.25	930.73	N/A
June	818.30	813.00	N/A	976.17	961.19	N/A
July	786.38	830.71	N/A	976.92	968.15	N/A
August	758.50	826.00	N/A	968.20	977.75	N/A
September	746.75	895.21	N/A	968.33	989.56	N/A
October	717.88	991.25	N/A	942.50	1,037.83	N/A
November	763.75	984.50	N/A	943.75	1,041.45	N/A
December	769.75	976.25	N/A	941.75	1,049.33	N/A

Source: SNIIM (National Service of Market Information)

* As 1er week of April 27, 2023

Table 8: Mexico: Average Wholesale Sugar Prices in Mexico City (CIF Basis) in Pesos per Kilograms-Bulk



Errata: The previous Sugar Annual GAIN report published on May 4, 2022, contained an incorrect label for the second chart on page 6. The chart should have been labeled “Mexico’s Sugar Exports (MT-RV)” since it provides Mexico’s total exports to the world, including to the United States.

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



"Cola de Mono" (Monkey Tail)

End of year pairings are always a challenge, especially after looking at all the pairings throughout the year, the last one tends to be the most memorable or special, even though it may not necessarily be the best. For this occasion I decided to prepare a typical cocktail we consume during this season, it is commonly sold at grocery stores and supermarkets, but we're going to make it from scratch, with a personal touch.

If you search the internet, you'll find many different ways to prepare the Monkey Tail. The basic recipe calls for *Aguardiente de Vino* (grape wine distillate), but we'll prepare ours with a touch of rum, which I believe works better.

These are the ingredients:

- 500 mL Aguardiente de Vino. These are usually sold at 50% ABV, but if you can't find it, substitute with overproof rum
- 250 mL White Rum
- 3 American Coffees (200 mL each coffee)
- 1 can of Sweetened Condensed Milk (200 mL)
- 1 can of Evaporated Milk (375 mL)
- 1 Tbsp. Cacao (ideally bitter)
- 500 mL Milk
- 2 Tbsp. Vanilla Extract
- Ground Cinnamon
- Aged Rum (ideally a very sweet one)
- You'll also need a large mixing bowl and a colander/sieve



Photo credit: @Cigarili



Photo credit: @Cigarili

We'll start by heating up the aguardiente, remember that you can replace it with overproof rum. The goal is to evaporate only the most volatile/aggressive alcohols. After heating it up for a couple of minutes, pour in the white rum, along with the evaporated, sweetened condensed milk and the remaining ingredients, except for the aged rum. You'll need to stir the mix constantly until it reaches boiling point, continuing to stir for 3 minutes, then remove from the heat and let the mixture cool down while constantly stirring (to avoid the formation of the custard layer, from the milk products). Once the mixture has cooled down, add the aged rum, remember to use a sweetened one. By adding this rum last, after cooling down the mixture, the alcohol from the aged rum will not evaporate, retaining its intensity.

As a last step, most people filter/strain the mixture into bottles, which can then be kept refrigerated. In my case, I did not strain the mixture because I wanted to retain all the flavors.

Once I finished preparing the Cola de Mono, it was time to decide which cigar to pair it with. In my humidor I found a Montecristo Open, it was an Eagle (54 x

150mm). The Open line can be easily identified by the second cigar band, with a very distinctive green color. These cigars are made with a larger proportion of Volado leaves, which allow the cigar to burn more easily, preventing them from going out when being smoked while playing golf. The concept makes sense to me, even though I don't recall seeing many golf courses in Cuba.

Consume your Cola de Mono chilled and served on the rocks. While the pairing is far from a traditional one, it is easy to find agreeable flavor combinations. The cigar delivers all the classic Cuban tobacco notes, including barnyard and leather, while the drink enhances those notes with the coffee, cacao and distinctive aroma of clove. The consistency is not the best, but all the flavors offer a well-balanced experience. I hope that you can make this pairing at home, feel free to adjust the recipe to your liking, giving it your own personal touch. It is a great way to end 2023 and to start 2024.

Cheers!
Philip Ili Barake
#GRCigarPairing



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