Got Rum?®

JULY 2019

FROM THE GRASS TO YOUR GLASS, SINCE 2001!

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

6

10

18

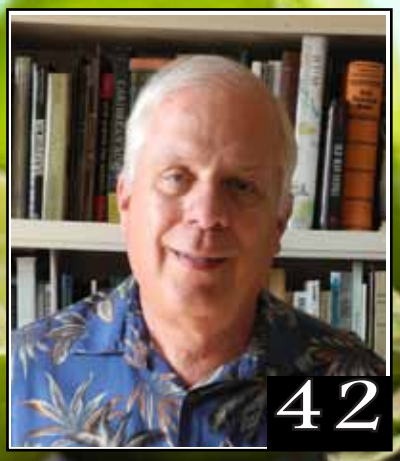
30

34

CONTENTS

JULY 2019

5	FROM THE EDITOR
6-9	THE ANGEL'S SHARE - RUM REVIEWS
10-13	COOKING WITH RUM
14-17	THE RUM UNIVERSITY - FERMENTATION
18-21	THE MUSE OF MIXOLOGY
22-23	THE RUM UNIVERSITY LIBRARY
26-29	THE RUM BIOGRAPHY
30-33	THE TRAVELLING RUM HISTORIAN
34-37	THE COCKTAIL SCIENTIST
38-41	SUMMER COCKTAILS
42-45	RUM IN THE NEWS
48-55	EXCLUSIVE INTERVIEW
58-61	CIGAR AND RUM PAIRING



Got Rum?®

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

Tel/Fax +1 (855) RUM-TIPS
© 2019 by Rum Runner Press, Inc.
All rights reserved.

July 2019

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

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

news@gotrum.com

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

WWW.GOTRUM.COM

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

Find us on Facebook
facebook.com/GotRum

follow us on twitter
@Got_Rum

FRONT COVER: Refreshing Pineapple Cocktail

INSIDE SPREAD: The Fruits of Summer

FROM THE EDITOR

Smelling with your . . . tongue? Part II

In last month's column I wrote about pioneering research that is uncovering new and amazing facts about our gustatory system, especially our tongues' ability to "smell." Since its publication, the article has encouraged many of our readers to contact me with questions, comments, stories and/or additional information related to this fascinating field of study.

I am particularly thankful to the scientists and medical experts (who are also rum aficionados) who pointed out the world of *oral somatosensory awareness*, especially as it relates to the concept of *mouth feel*.

The notion of *mouth feel* refers to our awareness of the state of our oral cavity and is still full of mysteries. According to Patrick Haggard and Lieke de Boer, from the Institute of Cognitive Neuroscience (University College London, UK), "*many oral sensations have a strongly-valenced quality of pleasantness and unpleasantness, which cuts across the modality of the actual physical stimulus. This 'somaesthetic' aspect of oral somatosensory awareness has a strong link to oral health, and perhaps even to appetite and well-being more generally. However, the signals and circuits that underlie 'mouth feel' remain poorly understood."*

If *mouth feel* is hard to understand in the absence of external chemical stimuli, imagine it when bombarded with ethanol, higher alcohols, acids, aldehydes and a wide range of their related esters! Some tasters will report "grainy," "roundness," "stringy" or other somaesthetic sensations, which are clearly not part of the physical composition of the stimulants, yet are perceived as such within the oral cavity. Furthermore, the emotional reactions to the above stimuli are linked to each individual's history, making it very hard -if not impossible- for food and beverage scientists (and master blenders) to unlock the code of "universal" flavor and *mouth feel* acceptance.

Cheers,

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!

Richland Rum Single Estate Virgin Coastal Georgia Rum

Erick and Karin Vonk began producing Richland Rum at their distillery in Richland, Georgia in 2009. This was the culmination of decade of experimentation to discover the right sugarcane for the central Georgia climate, then the right yeast and fermentation methods to produce the rum that they wanted to bring to the public.

Using sugarcane from their farm they take the fresh pressed juice and convert it to sugarcane syrup. In 2018 they opened a second distillery off the coast of Georgia in the city of Brunswick where they produce their Single Estate Virgin Coastal Rum. There they ferment the sugarcane syrup, and the wine is distilled using copper pot stills. The rum is rested for nine months in virgin oak barrels then bottled at 43% ABV.

Appearance

The rum comes in a tall round bottle that is standard for the Richland line. The synthetic cork and plastic cap is secured with a red foil wrap. The front and back label provides some details about their spirit. In the bottle, the rum has a straw color that lightens slightly in the glass. Agitating the liquid forms a razor thin band that quickly beads up and slowly releases a single wave of legs that thickens as the band beads up leaving behind a ring of pebbles.

Nose

The aroma of the rum reminds me of standing in a sugarcane field as the

cane is getting harvested. The tang of the alcohol grounds the rum with light mineral notes with a touch of medicinal astringency in the alcohol notes.

Palate

The rum leads with the alcohol igniting the mouth immediately delivering a swirl of cane, grass, oak and honey. The combination of flavors forms a robust profile with the honey sweetness forming a pleasant punctuation mark.

Review

A few years ago I tried a sample of Richland Rum straight from the still and really hoped that they would produce a product similar to it. With the resting period they add a layer of complexity that otherwise would not exist and round out some of the rawness of the rum.

I have had this rum in a punch, a daiquiri, and because of the profile being so close to that of an Agricole, a Ti punch. It held up well in all of the cocktails and manages to maintain its identity. While I have enjoyed all four of the rums in the Richland line this one is my current favorite because in it you find beauty in the rum's purity and subtle complexity.

www.richlandrum.com

THE ANGEL'S SHARE

by Paul Senft

Rum-Bar Silver

A year ago, I reviewed Rum-Bar Gold rum from the historic Worthy Park Estate located on the island of Jamaica. To recap: Worthy Park began growing sugarcane in 1720 and producing rum in 1741 making it the oldest operating rum company in the country. After a brief closure, in 2005 the Clark family opened a new state of the art facility that pipes the molasses one kilometer from the sugar factory to the distillery. They ferment the molasses and distill it using a Scottish Forsyth Copper Pot Stills. Rum-Bar Silver is comprised on an unaged blend of three of their marks of rum and blended to 40% ABV.

Appearance

The rum in the bottle and glass is clear with just a tiny amount of cloudiness to the liquid. The 750 ml bottle is a standard long handled design, but the label is what really pops it on the shelves and makes it easy to see.

Agitating the liquid creates a thick ring that immediately thickens and spins off fast moving waves of legs. The ring thins and drops another slower wave of legs before evaporating and leaving a ring of beads behind.

Nose

Wow, the aroma of this rum is fruit forward with a strong hit of fresh ripe bananas leading the way. This is followed by aromas of tangerine, green apple, strawberry and apricots rounded out by dark rich Madagascar Vanilla, punctuated by a pungent alcohol/vegetal laden note.

Palate

Sipping the rum, my first surprise was that the banana note had more of a honeyed flavor. Similar to what honeyed dehydrated banana chips have. The second surprise was the swirl of fruit and vanilla flavors from the aroma are all present and incredibly dense and chewy. The alcohol in the rum envelops the tongue and slowly envelops the entire mouth with a peppery sensation. As the flavors in the profile fades a dynamic mineral rich taste forms in the finish.

Review

When I review unaged to minimally aged rums I am looking for unique flavor profiles that maintain their identity when mixed with ingredients. Rum-Bar Silver is a versatile workhorse rum that does well in any cocktail I have tried it in, from classic era, to Tiki, and even punches. It impresses with the flavors it delivers. Affordably priced, it hits hard when compared to other un-aged to minimally aged rums in the market place. As distribution continues to expand across the United States I expect to see this rum on more back bars, outshining the competition. In my opinion both Rum-Bar rums are worth tracking down and experimenting with.

www.worthyparkestate.com

Would you like to see your rum reviewed here?

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

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

For more information, please send an email to:

margaret@gotrum.com

COOKING WITH RUM

by Chef Susan Whitley

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

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

Sue@gotrum.com

Spirited Beef Brisket

Ingredients:

- One 4-pound Beef Brisket
- 3 Tbsp. Brisket Rub (see below recipe)
- 1 Cup Bar-B-Q Sauce (see below recipe)
- ½ Can (4 oz.) Crushed Pineapple
- 4 oz. Dark Heavy Rum
- 2 Tbsp. Worcestershire Sauce

Ingredients for Brisket Rub:

- 1/3 C. Paprika
- 1/3 C. Brown Sugar, packed
- 3 Tbsp. Garlic Powder
- 3 Tbsp. Onion Powder
- 2 Tbsp. Oregano, dry crushed
- 2 Tbsp. Sea Salt

Ingredients for Bar-B-Que Sauce:

- 2 C. Ketchup
- ½ C. Water
- ½ C. Heavy Dark Rum
- ½ C. Apple Cider Vinegar
- 5 Tbsp. Brown Sugar

- 5 Tbsp. White Sugar
- ½ Tbsp. Ground Black Pepper
- 1/2 Tbsp. Onion Powder
- 1/2 Tbsp. Ground Mustard
- 1 Tbsp. Lemon Juice
- 1 Tbsp. Worcestershire Sauce

Directions:

Preheat oven to 300°F. Pat the beef brisket dry with paper towels.

Evenly rub in the brisket rub over all sides of the brisket.

Place the brisket in a 9”x13” baking dish and tightly cover it with foil. Bake the brisket in the preheated oven for 4 hours, or until fork tender.

When brisket is done baking, mix together the Bar-B-Q sauce, pineapple, Rum and Worcestershire sauce. Pour the sauce over the baked brisket and return it to the oven to bake for 1 more hour.

Just before brisket is finished cooking, turn the oven to broil. Broil the brisket just until the top begins to bubble and brown, about 5 minutes.

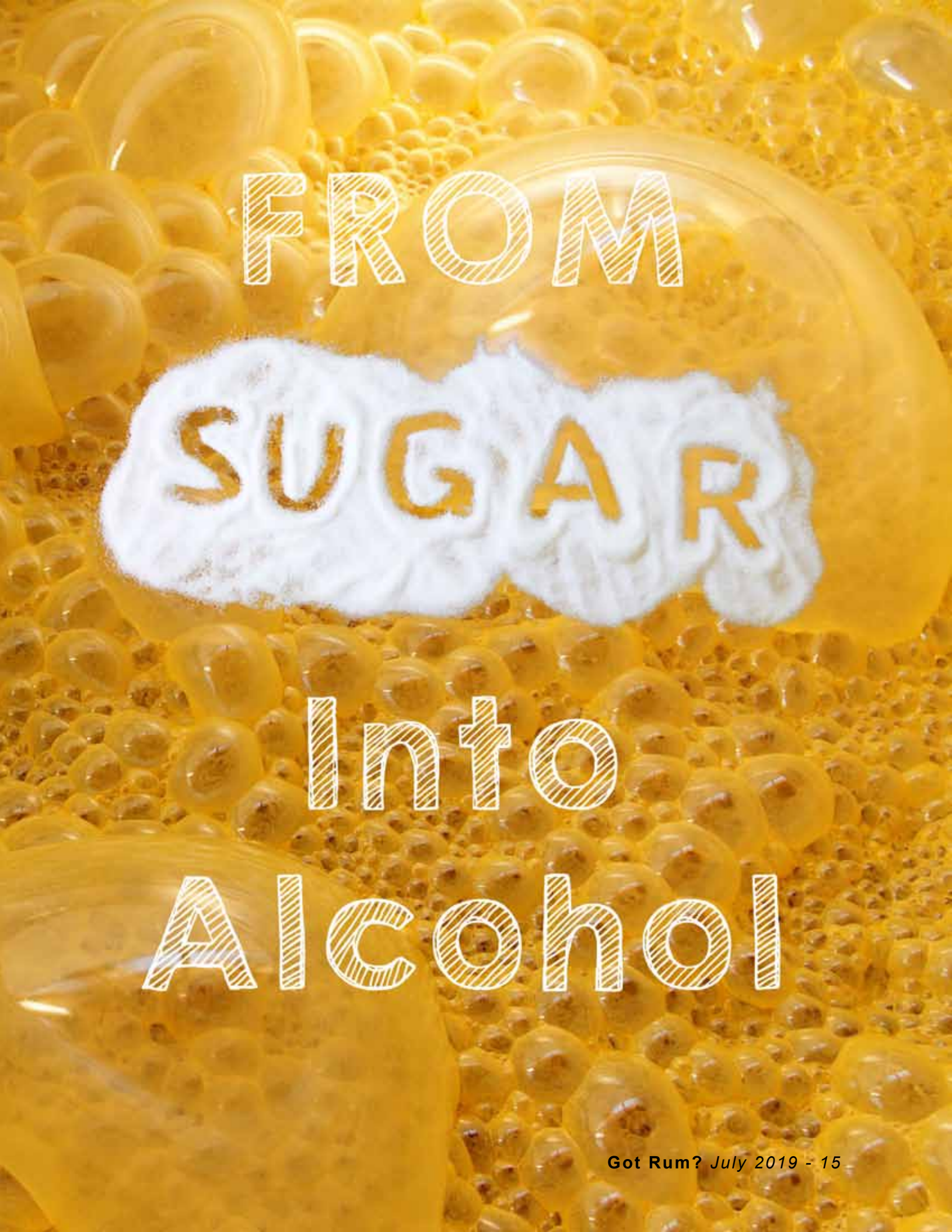
Remove brisket from the oven and carefully transfer it to a cutting board. Thinly slice the brisket against the grain.

Serve brisket slices with the sauce from the pan and additional barbecue sauce.

THE Rum® UNIVERSITY

Fermentation Primer
Lesson VII

www.RumUniversity.com


FROM
SUGAR
Into
Alcohol

Fermentation Primer - Lesson VII

In last month's lesson we discussed how scientists classify yeast and how they identify new varieties. In this month's issue we shift our attention to some of the most common yeast varieties used by rum producers.

Q: Why did nature evolve more than one type of alcohol-producing yeast?

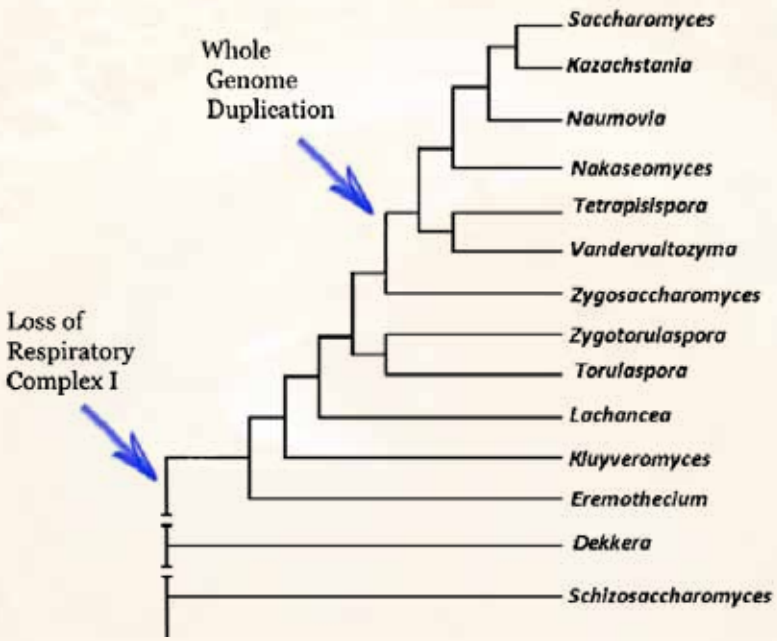
In a simple world, if you wanted to produce alcohol through fermentation, you would pick "the yeast" and add it to "the sugar source" and voila! We are, however, not living in a simple world, so our choices for yeast species and varieties are plentiful. But why is this the case?

Plants, like yeast, have evolved over millions of years. Modern fruit-producing plants evolved at the end of the *Cretaceous* age, more than 125 million years ago. Their arrival brought to microbial communities a new, larger and increasingly-abundant source of food, based on simple sugars. But ancient yeasts could hardly produce the same amount of new biomass as their contemporary bacteria and could therefore be outcompeted. Scientists speculate that the slower growth rate of yeast was counteracted by their production of compounds that could inhibit the growth rate of bacteria, such as ethanol and acetate. Because the sources of sugars were varied (many types of fruiting trees and plants), yeast species and varieties adapted and evolved to be more efficient at living on or around specific plants or fruits.

The *Saccharomycetaceae* family covers over 200 million years of the yeast evolutionary history and includes six post Whole-Genome Duplication

(post-WGD) genera: *Saccharomyces, Kazachstania, Naumovia, Nakaseomyces, Tetrapisispora*, and *Vanderwaltozyma.*

It also includes six non-WGD genera: *Zygosaccharomyces, Zygotorulaspora, Torulaspora, Lachancea, Kluyveromyces*, and *Eremothecium*. The chart on the right shows a rough phylogenetic relationship among these genera.



Two significant events are known to have happened during its evolution: 1) WGD, which took place approximately 100 million years ago, and 2) the loss of Respiratory Complex I, which took place approximately 150 million years ago. The figure above was adopted from Hagman et al. (2013) by Dashko, Zhou, Compagno and Piskur (2014).

Concurrent with the evolutionary events described above (and perhaps as one of the driving forces behind them) fruit-producing plants adapted themselves to different climates, nutrients and soil conditions, resulting in fruits (sugar sources) with varied chemical compositions that further shaped their surrounding fauna. Yeast adaptation was and continues to be the “key” to its survival.

Many yeasts have been used by distilleries around the world. In this series we will focus on four of the most common:

- *Saccharomyces cerevisiae*
- *Pichia kluyveri*
- *Lachancea thermotolerans*
- *Torulaspora delbrueckii*

Each of the above *species* has many different *varieties*, each one offering traits that make it more specialized at handling unique environments or sugar sources. Of the four, Saccharomyces cerevisiae is the most studied and scientists have already identified over 1,000 genetic variants, highlighting its adaptability and versatility.

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

THE MUSE OF MIXOLOGY

by Cris Dehlavi

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

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

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

Seasoned with Love

Wait--- does she mean salt INSIDE of the drink?

Yes, gone are the days of salt only being on a rim of a Margarita. Nowadays bartenders are adding salt directly IN to their drinks and the goal is not because they want the drink to be SALTY. When I first started bartending (20-ish years ago), the only drink that included salt was a Margarita and we didn’t care much about the type of salt, or even what the rim looked like. Often it was visually messy, with salt all over the rim and half way down the inside and outside of the glass. Thankfully we in the craft cocktail business have stopped this practice and because we think more culinarily, we now know that the addition of a touch of salt helps to balance most every cocktail. For years I have said that bitters are the “salt and pepper” in a drink, but the more I use saline I think maybe bitters is just the pepper!

I teach basic mixology skills to bartenders as well as novices and I always use the example of making soup. Imagine you are making a chicken soup: you use chicken, chicken bones, onions, carrots, celery, garlic and pepper. You also add fresh herbs like thyme and rosemary to enhance the flavors but you omit salt. Unfortunately you will end up with a very bland pot of soup. However, once you add salt, all of those flavors start to come out, and your soup becomes very balanced. This is not to say that you should OVER salt, and that is why many recipes say “add salt to taste”. The same logic goes into making a balanced drink. The science behind salinity in cocktails goes back to the 5 basic tastes that your tongue is responsible for: sweet, sour, salt, bitter and umami. Food scientists know that

the addition of salt enhances the flavors of food, so why not cocktails?

So how do you do it? Some bartenders add a pinch of dry salt directly and others make a “saline solution” to drip in to their drinks. I am in the camp of using the liquid version, as I believe that it mixes much better. I do a 10-1 solution (10 water, 1 salt) and I prefer to use Maldon salt because it dissolves best. The amount of saline solution I am using is literally 2-4 DROPS per cocktail, because the goal here is to enhance flavors, NOT to make the drink SALTY. I highly encourage readers to try this if you are not already using saline and see what it can do to a drink. A classic Rum Daiquiri is a great option, make it the way you typically do (my proportions are listed below) and taste it first without saline. Then add 3-4 drops of your solution and see what happens. The lime is more pronounced and depending on your palate, the depth of the rum may even be more apparent. The use of saline does not only have to be in line with citrus cocktails however-- I have a new rum drink on my menu and when we first developed it we tasted it without saline. It was delicious, but felt like it was missing something. When we added a few drops of saline, it felt like we could taste each layer and spirit and the drink seemed much more complex.

DAIQUIRI

- 2 oz. White Rum
- 1 oz. Fresh Lime Juice
- .75 oz. Simple Syrup
- 3 drops Saline Solution

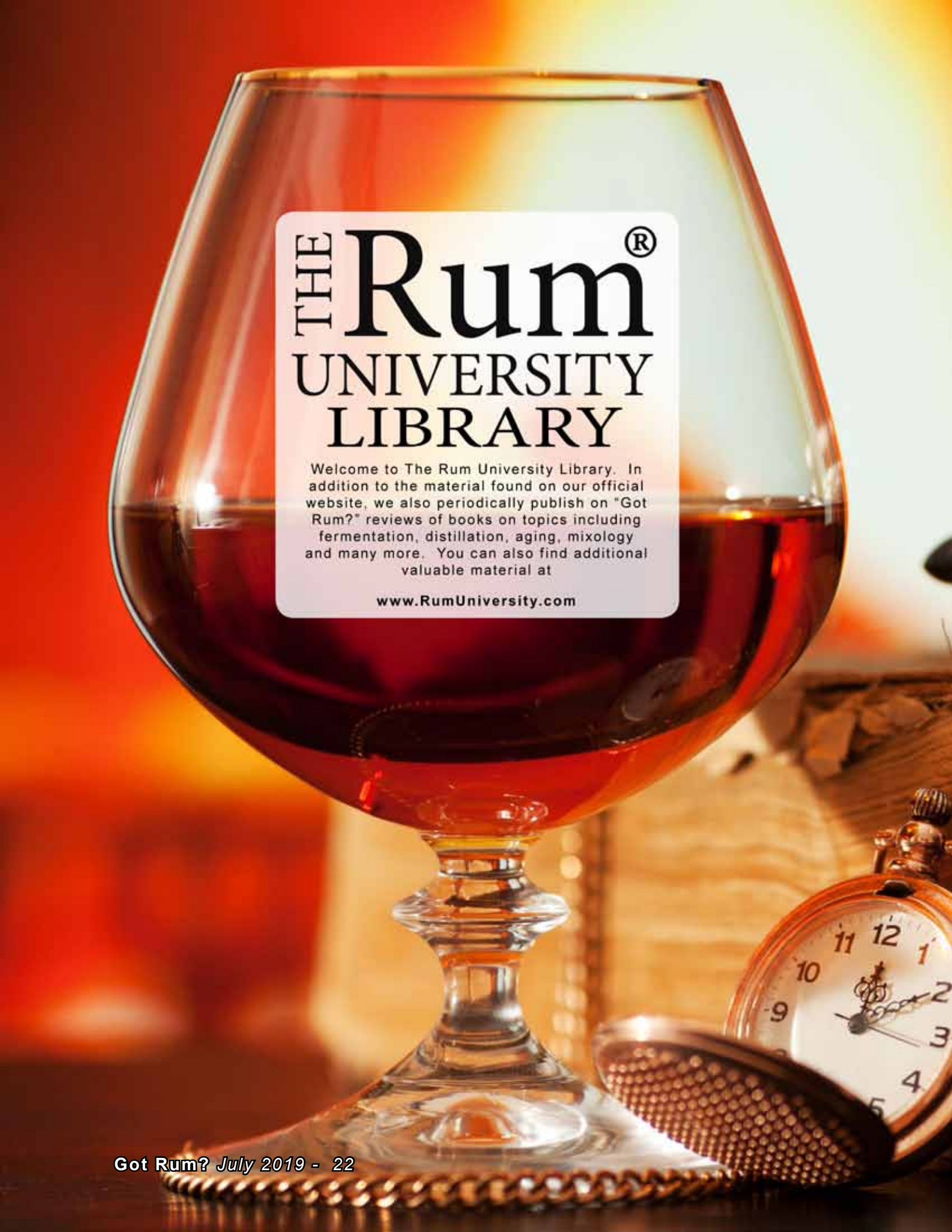
Shake well with ice, strain into a coupe or martini glass.

TWO SHIPS

- 1.5 oz. Don Pancho Origenes
- .25 oz. Smith and Cross
- .5 oz. Amaro Montenegro
- .5 oz. Giffard Banana
- 2 dashes Angostura Bitters
- 3 drops Saline Solution

Stir well with ice, strain into rocks glass over one large cube.

Cris


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

Beach Cocktails

(Publisher's Review) Cheers! Bottoms Up! It's time for a beach cocktail!

Whether you are on the shores of a sandy beach or at home with a gathering of friends, serve up thirst-quenching flavored cocktails of the coast like Hawaiian Mai Tais, Cuban Daiquiri's, Key West Rum Runners or a Brazilian Caipirinhas!

Over the last 20 years Coastal Living has provided readers with the best of seaside life, and now with BEACH COCKTAILS they serve up delicious cocktail recipes alongside beautifully photographed coastal scenery to delight the casual reader, mixologist, or guest alike.

More than just a pretty cocktail book, BEACH COCKTAILS covers it all: learn the origin and key ingredients of tiki bar favorites, gear up with the 4-1-1 on must-have bar essentials, and refresh your bar-basics like making simple syrups, creating fun garnishes and learning to muddle!

Whether you prefer a classic sip on the sand, a cutting-edge contemporary toddy, or a refreshing mocktail while watching the tide roll in, BEACH COCKTAILS is your thirst-aid kit.

Hardcover: 288 pages
Publisher: Costal Living (May 2, 2017)
Language: English
ISBN-10: 0848752198
ISBN-13: 978-0848752194

RUM CENTRAL

Your One-Stop Shop

for Aged Rums in Bulk!

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

www.RumCentral.com

THE RUM BIOGRAPHY

www.RumUniversity.com

THE Rum® UNIVERSITY

The rum industry owes its present success to many people who, through their vision, wisdom, ingenuity and/or dedication, were able to innovate or improve existing processes. In this new series we will explore these individuals, to honor their memories and to –hopefully- inspire a new generation of game-changers.

Featured Biography: Jöns Jacob Berzelius

Jöns Jacob Berzelius, (born Aug. 20, 1779, near Linköping, Swed.—died Aug. 7, 1848, Stockholm), one of the founders of modern chemistry. He is especially noted for his determination of atomic weights, the development of modern chemical symbols, his electrochemical theory, the discovery and isolation of several elements, the development of classical analytical techniques, and his investigation of isomerism and catalysis, phenomena that owe their names to him. He was a strict empiricist and insisted that any new theory be consistent with the sum of chemical knowledge.

Education and Career

Berzelius studied medicine at Uppsala University from 1796 to 1802, and from 1807 to 1832 he served as a professor of medicine and pharmacy at the Karolinska Institute. He became a member of the Royal Swedish Academy of Sciences in 1808 and served from 1818 as its principal functionary, the perpetual secretary. In recognition of his growing international reputation, Berzelius was elevated to a position of nobility in 1818 on the coronation of King Charles XIV John. He was awarded a baronetcy in 1835 upon his marriage to Elizabeth Poppius. Together they had no children.

Berzelius was an early Swedish supporter of the new chemistry proposed a generation earlier by the renowned French chemist Antoine Lavoisier, and he remained a forceful exponent of enlightenment science and progressive politics even as romanticism pervaded Sweden and Europe. After initially aspiring to a career in physiological, especially animal, chemistry, he shifted his interests toward inorganic chemistry, the field in which he made his chief contributions. He eventually devoted considerable time to organic chemistry as well.

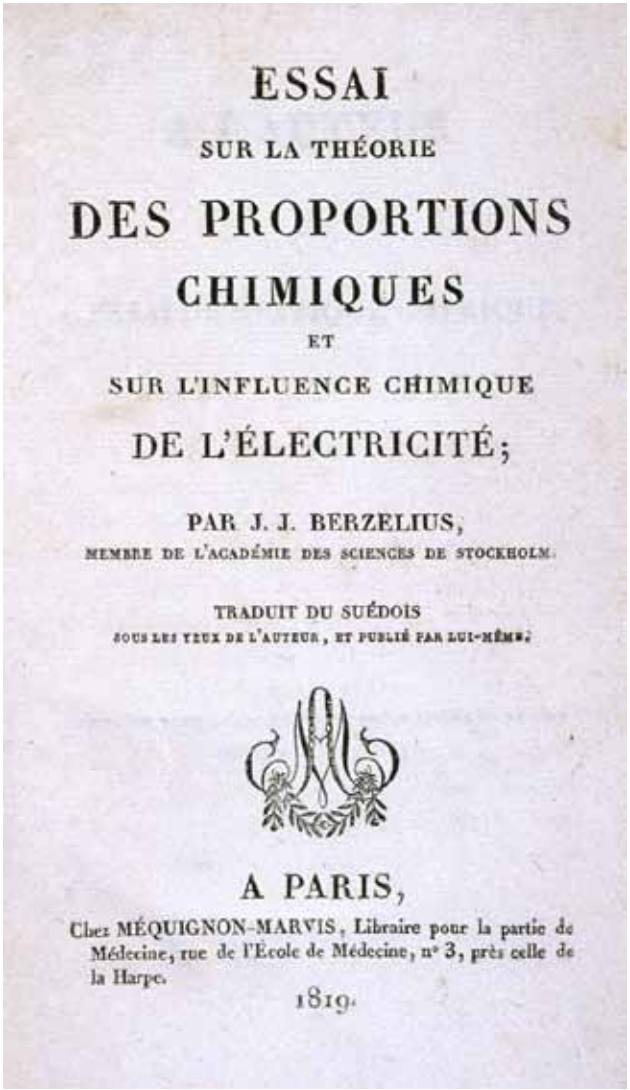
Electrochemical Dualism

Berzelius is best known for his system of electrochemical dualism. The electrical battery, invented in 1800 by Alessandro Volta and known as the voltaic pile, provided the first experimental source of current electricity. In 1803 Berzelius demonstrated, as did the English chemist Humphry Davy at a slightly later date, the power of the voltaic pile to decompose chemicals into pairs of electrically opposite constituents. For example,

water decomposed into electropositive hydrogen and electronegative oxygen, whereas salts degraded into electronegative acids and electropositive bases. On the basis of this evidence, Berzelius revised and generalized the acid/base chemistry chiefly promoted by Lavoisier. For Berzelius, all chemical compounds contained two electrically opposing constituents: the acidic, or electronegative, and the basic, or electropositive. His generalization elevated bases from their formerly passive role as mere substrates upon which acids reacted to form salts to substances having characteristic properties opposite those of acids. He also generalized about the electrochemical dualism of other substances including unusual inorganic compounds such as the chlorides of sulfur, double and higher salts, naturally occurring minerals, and organic compounds. According to Berzelius, all chemicals, whether natural or artificial, mineral or organic, could be distinguished and specified qualitatively by identifying their electrically opposing constituents.

Stoichiometry

In addition to his qualitative specification of chemicals, Berzelius investigated their quantitative relationships. As early as 1806, he began to prepare an up-to-date Swedish chemistry textbook and read widely on the subject of chemical combination. Finding little information on the subject, he decided to undertake further investigations. His pedagogical interest focused his attention upon inorganic chemistry. Around 1808 he launched what became a vast and enduring program in the laboratory analysis of inorganic matter. To this end, he created most of his apparatuses and prepared his own reagents. Through precise experimental trials, supported by extraordinary interpretive acumen, he established the atomic weights of the elements, the formulas of their oxides, sulfides, and salts, and the formulas of virtually all known inorganic compounds, many of which he was the first to prepare or characterize.


ESSAI

SUR LA THÉORIE

DES PROPORTIONS

CHIMIQUES

ET

SUR L'INFLUENCE CHIMIQUE

DE L'ÉLECTRICITÉ;

PAR J. J. BERZELIUS,

MEMBRE DE L'ACADÉMIE DES SCIENCES DE STOCKHOLM.

TRADUIT DU SUÉDOIS

SOUS LES YEUX DE L'AUTEUR, ET PUBLIÉ PAR LUI-MÊME.

A PARIS,

Chez MÉQUIGNON-MARVIS, Libraire pour la partie de Médecine, rue de l'École de Médecine, n° 3, près celle de la Harpe.

1819.

Berzelius's experiments led to a more complete depiction of the principles of chemical combining proportions, an area of investigation that the German chemist Jeremias Benjamin Richter named "stoichiometry" in 1792. Richter, the French chemist Joseph-Louis Proust, and the English chemist John Dalton, despite their theoretical insights, had contributed little empirical evidence toward elucidating the principles of chemical combination. By showing how compounds conformed to the laws of constant, multiple, and equivalent proportions as well as to a series of semiempirical rules devised to cover specific classes of compounds, Berzelius established the quantitative specificity by which substances combined. These results, when viewed alongside his qualitative identification of electrically opposing constituents, allowed Berzelius to specify more completely the combining

properties of all known chemicals. He reported his analytical results in a series of famous publications, most prominently his 1819 *Essai sur la théorie des proportions chimiques et sur l'influence chimique de l'électricité* ("Essay on the Theory of Chemical Proportions and on the Chemical Influence of Electricity"), and the atomic weight tables that appeared in the 1826 German translation of his Lärbok i kemien (Textbook of Chemistry). He continued his analytical work until 1844, reporting in specialized articles and new editions of his textbook both new results, such as his extensive analysis of the compounds of the platinum metals in 1827–28, together with refinements of his earlier experimental findings.

Atomism and Nomenclature

The project of specifying substances had several important consequences. In order to establish and display the laws of stoichiometry, Berzelius invented and perfected more exacting standards and techniques of analysis. His generalization of the older acid/base chemistry led him to extend chemical nomenclature that Lavoisier had introduced to cover the bases (mostly metallic oxides), a change that allowed Berzelius to name any compound consistently with Lavoisier's chemistry. For this purpose, he bypassed the French names that Lavoisier and his colleagues had devised as well as their translations into Swedish introduced by Berzelius's colleagues at Uppsala, Pehr Afzelius and Anders Gustav Ekeberg. Instead, Berzelius created a Latin template for translation into diverse vernacular languages.

The project of specifying substances also led Berzelius to develop a new system of notation that could portray the composition of any compound both qualitatively (by showing its electrochemically opposing ingredients) and quantitatively (by showing the proportions in which the ingredients were united). His system abbreviated the Latin names of the elements with one or two letters and applied superscripts to designate the number of atoms of each element present in both the acidic and basic ingredients. In his own work, however, Berzelius preferred to indicate the proportions of oxygen with dots placed over the letters of the oxidized elements, but most chemists rejected that practice. Instead, they followed Berzelius's younger German colleagues, who replaced his superscripts with subscripts and thus created the system still used today. Berzelius's new nomenclature and notation were prominently displayed in his 1819 Essai, which presented a coherent, compelling system of chemical theory backed by a vast body of analytical results that rested on improved, highly precise laboratory methods.

Did you know that...

- Stoichiometry is a branch of chemistry that deals with the application of the laws of proportions and of the conservation of mass and energy to chemical activity. In general, chemical reactions combine in definite ratios of chemicals. Since chemical reactions can neither create nor destroy matter, nor transmute one element into another, the amount of each element must be the same throughout the overall reaction. For example, the number of atoms of a given element X on the reactant side must equal the number of atoms of that element on the product side, whether or not all of those atoms are actually involved in a reaction.
- Stoichiometry is essential in most industries, but it is especially important for distillers who are optimizing their fermentation operations, as it allows them to compare actual alcohol yields to the stoichiometric (ideal) models. While alcohol production will never be 100% efficient, the delta between stoichiometric and actual volumes is a good measure of efficiency and an early indicator of problems.

References: https://www.britannica.com/biography/Jons-Jacob-Berzelius

THE TRAVELLING RUM HISTORIAN

by Marco Pierini

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

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

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

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

I have published a book on Amazon:

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

TO COPENHAGEN FOR THE 1° NORDIC RUM FEST

The Fathers of History, over there in ancient Athens, were all mostly historians of the present, their present of course. Therefore – "if little things with great we may compare" (Virgilio / Dryden) - no surprise if your Rum Historian in this article deals not with the past of rum, but with its present and maybe with its future, too. More articles of this kind will follow.

Last month I went to Copenhagen (Denmark) to attend the First Nordic Rum Fest, NRF. The event took place on 30 May and 1 June at "The Plant Copenhagen", a beautiful venue of 1000 sq. meters and at the nearby 500 sq. meters Copenhagen Distillery. Here are the sheer numbers: more than 40 stands with more than 70 different rum brands and more than 400 expressions of rum. And an original innovation: at the Copenhagen Distillery, the visitors could enjoy a rum making experience, from fermentation to distillation.

NRF 2019 is the first (and only, for now) Rum Fest in Scandinavia. It was

Left to right: Roger Barnes, David Cid (Bacardi), Santiago Bronchales Jordan (Ron Aldea), Marco Pierini and Knud Strand (Mhoba Rum)

willed, conceived and organized by Daniel Bascunan. Founder of Rum Club Copenhagen, Independent Bottler, Rum Geek and Rum Globe Trotter, Daniel is a good friend and a well-known member of the Rum Family.

There are now many Rum Festivals all over the world, and more are born all the time, in every country. The reason for their proliferation is, I think, simple: consumers like them, and they are desirable for the companies.

The format is more or less the same for most of them: in a suitable venue, stands are set up where companies exhibit their rums for one or two days. Consumers and enthusiasts have thus the opportunity to see and taste many products, some often difficult to find in their country, listen to first-hand explanations of the production techniques and the organoleptic characteristics of each product, ask questions and so on.

For the companies, it is a way to achieve recognition, and also to look for distributors on the local markets. Then, besides the stands, there are always Master Classes given by producers and experts, and debates on the various matters of significant concern to the world of rum. These are also ideal opportunities for the Rum Family to get together: the net of distillers, professionals, experts, bloggers, journalists and aficionados that is alive every day on the Internet and the social media and meets up every now and

Debating the new EU Regulation

then at the various events scattered all over the world. In fact, I rather believe that the Rum Family was born just with the Rum Fests. Of course, experts and enthusiasts existed even before, but these events have created a physical and media space where to get together, get to know one another, renew acquaintances, establish relations, and where to enjoy a keen and enthusiastic audience.

For years now the Rum Family had been discussing production techniques, quality, authenticity, sugar, additives, etc. In a recent past, it seemed "the voice of one crying in the wilderness": things for Staff Only, Rum Geeks, or worse, incurable Rum Nerds, without no influence in the hard, real world of Rum Business.

Then, almost suddenly, things changed. Personally, I became aware of this change in Berlin in 2017 when a considerable number of visitors, not experts or professionals, but ordinary visitors and consumers, started to ask questions about several technical points; in particular, and sometimes with a certain belligerence, they wanted to know how much sugar there was in the various rums. Most of the staff at the stands was taken off guard, they were not able to answer precisely. Today, an ever increasing number of consumers wants to know what they drink and what exactly they pay the price of the bottle for. As a matter of fact, the real, concrete influence of the Rum Family on the market is growing.

That was quite clear in Copenhagen too, but first things first.

There were many, interesting Master Classes. I was especially impressed by those of Richard Seale (Foursquare Distillery) and Alexandre Gabriel (Maison Ferrand). Seale and Gabriel have, as we all know, widely different points of view. We may even say opposite points of view regarding the issue Tradition vs Innovation in the rum industry. As Rum Historian, this is an issue I am very interested in, but one on which I haven't clearly defined ideas yet. I still have a great deal of studying to do. In any case, they are two leaders in this field, and two brilliant lecturers too, from whom there is a lot to learn.

A very interesting and up-to-date debate on the new European Union Legislation about Spirit Drinks, competently moderated over by Peter Holland, took place on Saturday 1 June on the Main Stage. A qualified group of professionals and

experts discussed the new Regulation, just approved by the EU. The debate focused mainly on sugar. The old Regulation 110/2008 forbade producers to add sugar or other sweeteners to rum, even though this rule was not often actually enforced. The new Regulation 2019/787, on the contrary, states: “Rum may be sweetened in order to round off the final taste. However, the final product may not contain more than 20 grams of sweetening products per litre, expressed in invert sugar.” Much debate also about the use, and often the misuse, of the term “solera”.

And finally we get to rum. Of course it is not possible to mention all the rums that were there. I know that every choice runs the risk of disappointing those that have been excluded, but I can’t help it. I will therefore only mention a few products that, for various reasons, have particularly aroused my interest. Most of them are new rums, or little known by the general public. I would like to make it clear that I’m not saying they are the best, absolutely not. They are the rums that for some reason I found the most intriguing, or simply that I didn’t know before.

At the very beginning of the Fest, Knud Strand introduced me to the MHOBA Rum, from South Africa. Mhoba rum is made from pure sugarcane juice. It is 100% pot distilled from fermented sugarcane juice and contains no additives, colorants or flavor modifiers. The producers say that the whole rum making process occurs on their sugar estate. New and interesting.

I love French agricultural rums, above all the many wonderful white, unaged rums that, in my humble opinion, do not need ageing. And it is always a delight to meet Jerry Gitany and Benoit Bail, relentlessly spreading the gospel of *Rhum Agricole* all over the world with their TOURS.

And now, since we were in Denmark, here are two Danish Brands which we must keep an eye on.

SKOTLANDER RUM: fermented, distilled and aged in Denmark. Yes, you have read well, fermented, distilled and aged in Denmark. I talked to Anders Skotlander, the owner of the firm, asking him the How and Why of his enterprise. About the How, he states that the cold Nordic climate affects both the fermentation process and the barrel aging. For the low temperature, the fermentation of molasses, fresh juice or syrup, is unusually long, up to four weeks. Moreover, during the maturation process, they work with different types of barrels: ex sherry, ex bourbon, ex red wine and new barrels. Both big and small casks. About the Why, the answer has been just one: Passion. And I think it is a very good one.

Last, but not least, CRT SPIRITS is an important importer and distributor on the Danish market. Michala Milwertz explained to me (in fluent Italian!) that they decided to create a new label, Alta Gama Rum, focusing on how different levels of sugar change the very same rum. They bottled a Guyana rum with four ranges of different sugar levels; so the four editions contain all the same rum blend, where only the sugar content varies. They are one of the first rum brands ever to declare the sugar content on the label of the bottles. They say it’s not bad to add sugar to rum, although it is often being criticized by many, if you’re honest and declare the addition.

All these rums I have talked of are good examples of the new attention to craftsmanship, authenticity, consumer information etc.. To sum up: Quality. They deserve attention.

To sum up, a good Rum Fest. Beautiful location, excellent organization, interesting products and debates and, in general, a lively atmosphere, vibrant and friendly. And now, please allow me a personal note. In the past year, for family and business reasons, I have not been unable to attend any Rum Fests. So, this event gave me the opportunity to rejoin the Rum Family and be at the heart of things again. My thanks to Daniel for this.

See you next year.

Marco Pierini, June 2019

THE COCKTAIL SCIENTIST

By Joel Lackovich

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

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

Joel Lackovich (joel@gotrum.com)

Photo by Joel Lackovich

PLANTER'S PUNCH

INTRODUCTION

Planter's Punch is an iconic cocktail which is deeply rooted in the evolution of Rum Punch. Over the centuries, multiple variations of Rum Punch, like Planter's Punch, have emerged. From a scientific perspective it is probably best to analogize Planter's Punch place in the world of cocktails using the Biological Classification system which is the process by which scientists group organisms on how similar they are (*Domain* > *Kingdom* > *Phylum* > *Class* > *Order* > *Family* > *Genus* > *Species*). If Planter's Punch were classified in biological terms, the cocktail's taxonomic rank would surely be a Class underneath the Phylum of Rum Cocktails, the Kingdom of Rum, and the Domain of Spirits. All the different variations of Planter's Punch would thus be classified under Order.

However, regardless of classification and the number of variations, Planter's Punch is a delicious and flavorsome cocktail, and

continues to be found on cocktail menus across the world.

MATERIALS & METHODS

Kapok Tree Planter's Punch – 1957 Recipe (1)

Rum – 1.25 oz (37.5 mL) Light White Rum
Rum – 1.50 oz (45 mL) Amber Rum
Rum – 2.5 oz (75 mL) Myer's Jamaican Rum
Lime Juice – 2.0 oz (60 mL)
Orange Juice – 2.0 oz (60 mL)
Pineapple Juice – 2.0 oz (60 mL)
Grenadine – 1.0 oz (30 mL)

1. Mix Orange Juice, Pineapple Juice, Lime Juice, Light White Rum, Amber Rum, 1.25 oz (37.5 mL) of the Myer's Jamaican Rum, and 0.5 oz (15 mL) of Grenadine.
2. Shake the ingredients vigorously and strain into a large ice filled cocktail glass.
3. Add 0.5 oz (15 mL) of Grenadine and Top with the remaining 1.25 oz (37.5 mL) of Myer's Jamaican Rum.
4. Garnish with Orange Slice & Maraschino Cherry.

DISCUSSION

Historical Origin

The true origin of Planter's Punch is an enigma shrouded with suspicion of roots in Jamaica, and one must only look to the mysterious origin of Rum Punch itself to understand that Punch has a history of inexactness. To better understand the foundational ingredients of Planter's Punch, it is important to understand how Rum Punch came about in the first place. Punch made its debut in recorded history on September 28th, 1632 when Robert Adams, a man-at-arms with the English East Indian Company (EEIC), wrote a letter to Thomas Colley thanking him for a favor and wished him well on upcoming travel and an expected promotion (2). In the letter he writes, "I hope you will keep good house together and drink punch by no allowance."

Theories are plentiful about the origin of punch, one of which claims punch is of Indian descent in which the word "punch" has been said to be derived from Hindi (*panca*) "five," referring to the number of original ingredients which called for spirits, water, lemon juice, sugar, and spice (3). Another theory claims that the word punch originates from the English word "puncheon" which describes a type of barrel that was used to transport alcohol on ships (4).

Today many historians agree based on strong circumstantial evidence, a sailor, more than likely one of nautical origin, and not a factor with the EEIC nor an Indian created the first punch recipe. The evidence is drawn from the availability of spices in the Far East which enhanced taste, the unavailability of beer, water and wine on long voyages because they would sour and turn rancid, and much like the evolution of the Daiquiri, citrus was added to the formula to protect against scurvy, not to mention there are no ancient or historical Indian writings recalling the creation of Punch.

And while Rum Punch, and its many variations, has blossomed in popularity throughout the years, it is believed that Planter's Punch originated in Jamaica, and not the Planter's Hotel in Charleston, South Carolina, likely due to the travel of English or Dutch sailor on the trade routes. To further the support of Planter's Punch Jamaican birth, in 1878, the London Magazine, Fun, ran instructions in verse for creating "Planter's Punch! A West Indian Recipe" (5).

A wine-glass with lemon juice fill, of sugar the same glass fill twice
Then rub them together until
The mixture looks smooth, soft, and nice.
Of rum then three wine glasses add,
And four of cold water please take. A Drink then you'll have that's not bad -

However, it is popular belief that the London Magazine took this interpretation from an 18th-century Jamaican lyrical rhyme for Rum Punch which called for: "One of sour, two of sweet, three of strong, four of weak." The ratios of 1-2-3-4 specifically call for lime juice, sugar, rum, and water.

It is from this literary verse that the world has reinvented Planter's Punch as we know today over and over, and why in the 1940's a typical Planter's Punch recipe began to call for fruits and juices from oranges, pineapples, and even grapefruit thanks much in part to Don the Beachcomber (6). The Kapok Tree's Planter's Punch is likely derived from one of Don's famous Planter's Punch recipes only missing Falernum and Bitters from the cocktail (7).

Flavor Profile

The Kapok Tree's Planter's Punch Recipe utilizes seven ingredients in total, and mixes three distinct rums with multiple sweet elements, much like Don the Beachcomber did with his tropical ingredients. While the light rum, which is a low congener rum absent of any significant esters, does increase the alcoholic content of the cocktail, the real purpose of its addition is two-fold: (1) to add brightness to the cocktail due to its transparent nature, as most of the ingredients

in the cocktail are either translucent or opaque and (2) allow for the sweetening properties of the other ingredients to reveal their presence.

Amber rums on the other hand receive their color either from the addition of caramel additives to the final rum formulation or aging in wooden barrels. The addition of the Amber Rum to the Kapok Tree's Planter Punch formulation provides intent to showcase the cocktail's characteristically high alcohol content as Amber Rums are normally stronger tasting than light rums and the Planter's Punch recipe historically calls for darker rums.

However, the real beauty of the Planter's Punch cocktail lies in the flavorful balance of sweet and sour with a Jamaican Dark Rum, which is normally a heavy bodied rum rich in flavor and containing a large share of esters. In the use of Myer's Dark Rum in the Kapok Tree's Planter Punch recipe you can taste the heavy molasses flavor that is carried over during the rum's production process. During the production of Myer's Dark Rum, molasses from which it is made from, is put back into the final product after distillation and enhances the characteristic aroma and flavor of the rum.

As mentioned earlier, rum punches evolved over time based on the availability and necessity of key ingredients, and this is the case for both sweet and sour ingredients in Planter's Punch. Adding the sweeting properties of sugar made colonial rum more palatable, and in the case of the Kapok Tree's Planter's Punch sugar is a carry-over ingredient and it is found in the use of Grenadine. Grenadine originated from the French word grenade which means pomegranate, with *pomme* meaning apple and *granate* derived from the Italian word for seeds (8). On the other hand, the sour properties of Lime Juice originated for survival as the use of citrus in early maritime travel has been well documented and linked to the prevention of scurvy. Adding Lime Juice to rum punches today ensures that the cocktail is a savory cocktail and not limited to just sweetness from the addition of sugar.

Today's modern Planter's Punch, like the Kapok Tree's recipe, utilizes fruit juices which phenotypically link the cocktail with the tropics. The use of Pineapple and Orange Juices, albeit moderately sweet with natural sugars, really enhance the sharpness of the cocktail, as both have acidity levels ranging between pH 3-4. The use of fruit juices also keeps the cocktail true to its ancestry by providing the "weak" in the lyrical rhyme, "One of sour, two of sweet, three of strong, four of weak."

NUTRITION

While the Kapok Tree Planter's Punch recipe calls for over 11 ounces of a high caloric and high sugar intake, this is typical of most Planter's Punch recipes. The use of sweet is intentional and in the original formula. Thankfully the use of weak brings down the overall high concentration in the cocktail making the cocktail flavorful and enjoyable.

NUTRITION FACTS

(Amount Per 1 Fl oz)

Calories:	48.5
Total Fat:	0.03 g
Cholesterol:	0 mg
Sodium:	0.89 mg
Total Carbohydrates:	2.78 g
Dietary Fiber:	0.01 g
Sugar:	2.32 g

CONCLUSION

Rum punches are not only cocktails that have sweet aromatic profiles but have played a vital role through the course of history. Their mere existence has influenced maritime activity and contributed to the rise of the New World. While Planter's Punch may fall short from a health and nutrition perspective, it remains a work of art with many esters that contribute to the fruitful aromatic properties of the cocktail. Always a wonderful option for social engagements, rum punches like Planter's Punch have only grown in popularity with punch bowls.

REFERENCES

1. Astray Recipes: Kapok Tree Planter's Punch. Retrieved from: https://www.astray.com/recipes/?show=Kapok+tree+planter%27s+punch
2. Wondrich, D. (2010). *PUNCH. The Delights (and Dangers) of the Flowing Bowl.* NY: Penguin Group.
3. Punch. The Online Etymology Dictionary. Retrieved from: https://www.etymonline.com/word/punch
4. Difford, S. (2019). *Punch. The History of Punch.* Retrieved from: https://www.diffordsguide.com/encyclopedia/1300/cocktails/punch-the-history-of-punch
5. Curtis, W. (2006). *And a Bottle of Rum.* NY: Broadway Books.
6. Moss, R. (2011). The Fruity Rum Drink Known as Planter's Punch Goes Way Back in Time. Charleston City Paper (01/05/2011).
7. Professor Cocktail. (2012). Planter's Punch – The Original Tiki Drink. Retrieved from: http://professorcocktail.com/rum/planters-punch/
8. Grenadine. Retrieved from: https://en.wikipedia.org/wiki/Grenadine

Summer Cocktails

Nothing adds a touch of summer to a cocktail like rum and fresh fruit. Want to take it to the next level? Try using fresh **and** local fruit!

Come along, as we explore a few recipes that are sure to make a big splash at your next summer gathering.

Pineapple Mojitos
(by Chef Jose Enrique)

Pineapple Syrup

1 1/2 lbs. Fresh Peeled Pineapple Chunks
2 Tbsp. Packed Dark Brown Sugar

Mojitos

1/2 lb. Diced Fresh Pineapple (2 cups)
1 C. Lightly Packed Mint Leaves
2 C. Light White Rum
3/4 C. Fresh Lime Juice
1 1/4 C. Chilled Club Soda
Lime Wedges and Mint Sprigs for garnish

Syrup: In a saucepan, bring the pineapple, brown sugar and 4 cups of water to a boil. Simmer over moderately low heat, stirring, until the pineapple is very soft and the mixture is reduced to 2 1/2 cups, 40 minutes. Strain the mixture into a heatproof bowl, pressing on the solids; discard the solids. Let the syrup cool; you should have about 1 1/3 cups.

Putting together the Mojitos: In a pitcher, muddle the pineapple and mint leaves. Stir in the rum, lime juice and 1 cup of the pineapple syrup. Pour into 8 glasses and add ice. Top with club soda and garnish with mint sprigs and lime wedges.

Hemingway Daiquiri Punch

15 oz. Caliche Rum
5 oz. Maraschino Liqueur
8 oz. Fresh Grapefruit Juice
6 oz. Fresh Lime Juice

Build with a lot of ice in punch bowl and stir. Serves 5-7 people.

Croft Pink Punch

24 oz. Croft PINK Port
3 oz. Flor de Caña 7-Year Old Rum
6 oz. fresh orange juice
3 oz. fresh lemon juice
1.5 oz. simple syrup
Club Soda

Mix all ingredients in a tall pitcher with ice and add soda to taste; serve over ice, garnish with slices of orange, lemon, or any fruit you desire. Makes 12 servings.

Watermelon Rum Martinis

1/2 C. Sugar
1/2 C. Water
5 C. Watermelon, seeds removed
2 Tbs. Lemon Juice
1 1/4 cups Light Rum
2 oz. Melon Liqueur, optional
8 Lemon twists, for garnish

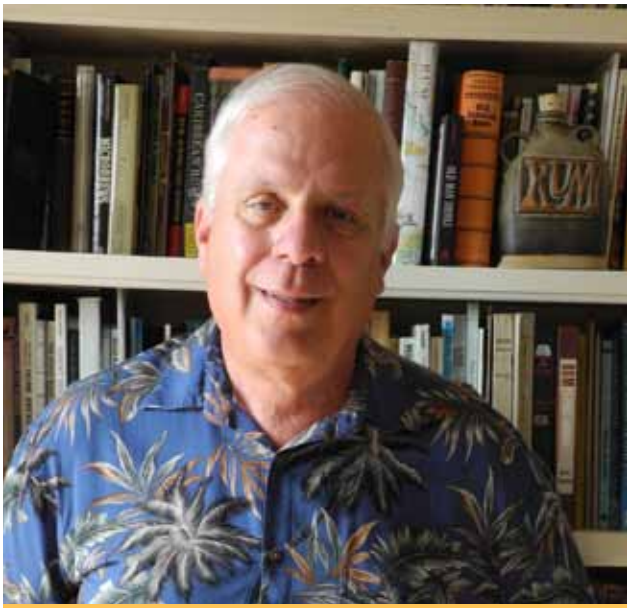
Bring the sugar and water to a boil in a small saucepan and cook until the sugar has completely dissolved. Let cool.

In a food processor, puree the watermelon flesh. Add a little of the sugar syrup to sweeten, to taste. Pour the pureed watermelon into 2 empty ice cube trays and freeze for at least 4 hours.

In a blender combine the frozen watermelon cubes, more simple syrup, to taste, lemon juice and vodka, melon liqueur and blend until smooth. Pour into 8 frozen martini glasses and garnish with a lemon twist.

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.

SAILOR JERRY – WILIAM GRANT

The Scotsman, one of Scotland's leading newspapers, recently reported that the widow of American tattoo artist, Norman Keith Collins, more famously known as Sailor Jerry, is suing whisky giants William Grant and Sons after accusing them of cashing in on her husband's legacy. Scottish drinks group William Grant & Sons has stressed that its purchase of Sailor Jerry rum was "made in good faith" as it faces a lawsuit from the family of the tattooist who inspired the brand. The spiced rum pays homage to Sailor Jerry, a former naval officer who later became a well-known tattoo artist with a unique and distinctive style. Collins, who died in 1973, ran a tattoo shop in Honolulu, Hawaii, for several years. His widow, Louise Collins, is now suing William Grant & Sons, which bought the Sailor Jerry brand in 2008, for "unauthorized use and misappropriation of Sailor Jerry's name and persona". According to Louise Collins, William Grant & Sons "never sought or received permission" from her to use Sailor Jerry's likeness. "I am appalled to see what these folks have done with Jerry's name and legacy," she said. "This was my husband, the

father of my children, and no one ever even asked our family for permission to use him in this way." Legal representatives of Louise Collins have called the use of Sailor Jerry's likeness "illegal" and are seeking to "secure a better financial future for his family". However, William Grant & Sons said the brand was "developed and protected by multiple owners" before its acquisition, and that the group "undertook due diligence, tracing back a number of decades, to ensure the purchase was fair and lawful". A spokesperson for the company said: "While we are not able to comment on any pending litigation, William Grant & Sons has and always will hold Norman Collins' legacy in the highest regard. We have enormous respect for the family of Norman Collins and have no desire to cause upset." Representatives of William Grant & Sons will meet with Louise Collins and her immediate family in Hawaii later this month to discuss the matter and "fully understand their concerns and needs". "The aim of this meeting is to establish a joint approach to ensure that Norman 'Sailor Jerry' Collins' legacy is protected and celebrated," a statement from William Grant continued. Louise Collins and her family are being represented by Honolulu law firm Davis Levin Livingston. Sailor Jerry is one of the world's biggest rum brands with sales close to one million cases in 2018. Last month, Sailor Jerry Savage Apple marks the first line extension from the brand since it launched 19 years ago. "Savage Apple is an amazing addition to the Sailor Jerry story," said Anthony Bohlinger, Sailor Jerry brand ambassador. "This is the first new product we've ever released, and it is a fantastic liquid; one we know our fans will enjoy for its quality and bold nature." This summer, Savage Apple is ready to hit bars, beaches, backyard barbecues and more.". www.sailorjerry.com

MALIBU RUM

Malibu is kicking off the summer season with the launch of the Connected Bottle, a limited-edition bottle that integrates Near Field Communication (NFC) technology in the cap of the bottle and QR code printed on the bottle neck. Consumers who scan the QR code or tap the NFC tag are directed via a quick link URL to an interactive mobile game where you can play for a chance to win Malibu branded swag and also gain exclusive access to cocktail recipes and more. "It is an exciting time for Malibu as we continue to find new ways to deepen our relationship with our consumers." said Troy Gorczyca, brand director, Malibu. "What's exciting about this launch is how we're leveraging our iconic bottle, something consumers are familiar with, and developing a more meaningful, digital conversation with our customer at the point of sale." NFC technology is one of Malibu's exploration initiatives in the area of 'Internet of Things' – transforming everyday objects into digital touchpoints. The technology allows two devices to quickly and securely exchange information when they are within close proximity to one another. With almost 2 billion mobile devices now NFC enabled, the technology is driving forward the IoT industry in 2019, facilitating seamless added value consumer experiences with physical objects. Following the successful tests in the United Kingdom and Germany, the Connected Bottle will make its debut in the United States in select markets and stores beginning June 2019, while supplies last. www.maliburumdrinks.com

COPALLI RUM

Copalli Rum, the organic, single-estate spirit from the heart of the Belizean rainforest, is proud to be recognized amongst the world's best spirits at three international competitions. The sustainable craft rum was awarded "White Rum of the Year" in the 2019 New York International Spirits Competition. The only white rum to win Gold, Copalli was selected out of over 600 spirits from around the world. Copalli was chosen as the top competitor in a blind taste test by judges who work as leading spirits trade professionals. Additionally, Copalli White Rum received a Gold Medal at the 2019 Sip Awards, an elite international spirits competition. The 2019 Sip Awards enlisted 122 spirits-savvy consumers and had a total of 3,861 entrants, with Copalli taking the top honor following a double-blind tasting. The White Rum also received a 2019 Rum Jury Gold Award at the Miami Rum Renaissance Festival where a jury of discerning, seasoned judges blind-tasted nearly 100 rum products. After two days of tasting and deliberation, Copalli White Rum received top rankings. Launched in October 2018, Copalli is crafted with passion and sustainability at its core, made from just three ingredients including heirloom sugar cane, yeast, and rainforest canopy water sourced directly from the distillery's farm. Reflecting the terroir of the tropical Belizean farm where it's produced, Copalli redefines the craft rum category with two expressions that can be sipped on their own or as an ideal base for classic and modern rum cocktails. White Rum (84 Proof/42% ABV) uses double distillation of fresh sugarcane juice, crushed within two hours of being cut. The white rum is made with a blend of pot and column distillation with a long resting of the finished product on stainless steel. The smooth end product displays vanilla, coffee bean, and grass on the nose with fresh berries, citrus zest, and cactus notes to finish. Barrel Rested Rum (88 Proof/44% ABV) is made using double distillation of sugarcane juice and uses exclusively full-bodied copper pot still distillation with French technique. It is aged in American Oak bourbon barrels to create a rich sweet rum displaying cola and leather on the nose with tasting notes including cinnamon, nutmeg, and tobacco. https://copallirum.com/

BACARDI

Bacardi Global Travel Retail has expanded its premium rum portfolio with the launch of Bacardi Gran Reserva Especial (16yo). Exclusive to GTR, the new product will initially be available from DFS

stores at selected Asia Pacific and North American airport locations from July 2019. Bacardi Gran Reserva is a rare, limited edition, premium sipping rum. Traditionally aged for a minimum of 16 years in American white oak barrels, the warmth and humidity of the Caribbean climate accelerates the rum ageing process, around three-times faster than whisky ageing. Julie Witherden, Marketing Director, Bacardi Global Travel Retail, outlines the strategic importance of the new launch. She said: "Rum is the last category to premiumise in global travel retail with total premium+ rum sales growing at +11% (IWSR, 2018). As category leader, Bacardi rum is ambitious to seize that opportunity and unlock its true potential. BACARDÍ rum has notably focused on providing age statements across its range of rums to guarantee a minimum age for the liquid, further strengthening the premium characteristics of its portfolio and enhancing consumer understanding in navigating the range with a clear price ladder directly related to the age and craftsmanship of each variant. "We are creating a stunning new landscape with age statements for every type of rum enthusiast. Our commitment to helping consumers explore rum with greater confidence is underpinned by the quality, range and clarity of our portfolio architecture and its pricing ladder. "Positioned above Bacardi Gran Reserva Diez (10yo), Bacardi Gran Reserva Especial is aged for a minimum of 16 years — comparable to a 40-year ageing in whisky, making it an exceptional sipping rum and a significant premium launch in our strategy.". www.bacardilimited.com.

ADMIRAL RODNEY RUM

SPIRIBAM, Fine Rum Specialists, welcomes the arrival of Admiral Rodney to its American shores. As a rum brand long admired by the most enthusiastic rum professionals, Admiral Rodney has been redesigned and relaunched to showcase the treasures of aged rums hidden in the vaults of Saint Lucia Distillers and to celebrate the life and achievements of a great naval strategist. Three clever blends with smart packaging make up the initial Admiral Rodney releases, known individually by three prominent ship names in Admiral Rodney's flotilla: HMS Princessa, HMS Royal Oak, and HMS Formidable. Admiral Rodney is the latest of several prestigious rums to enter the United States from Saint Lucia, making Saint Lucia the top new origin for luxurious world-class rums. The Admiral Rodney signature flavor profile comes from the robust base rum extracted from lower plates on the Coffey still, where there is less alcohol but more natural flavor and true rum character. These rums are then patiently aged in oak casks and meticulously blended to create soft, rich sipping rums that tell stories long after your glass is empty. Rum enthusiasts can expect a heavier body than is usually present in column still rums, complemented by a rich rum profile. These characteristics can be attributed to the technique of extracting pure rum from the lower plates of the rectifier column and extending periods of aging in oak casks. The inspiration behind the development of this line originates from St. Lucia Distillers original Admiral Rodney blend that celebrated the famous English naval strategist Admiral George B Rodney who famously "broke the line" and vanquished the French fleet at the Battle of the Saints in 1782. A flagship in terms of age and complexity, the distillery chose to build upon their collection and expand Saint Lucia's stake in the global premium rum universe. Already a multi-award-winning rum, Admiral Rodney has been labeled by several of the world's most esteemed rum aficionados as the best pure rum made on a traditional twin column Coffey still. www.spiribam.com , www.admiralrodneyrum.com

MISCellaneous DISTILLERY

MISCellaneous Distillery is pleased to announce that the San Francisco World Spirits Competition (SFWSC) awarded the family-owned distillery four medals as part of the 19th annual competition including Double Gold for Popi's Finest Rum. The distiller also took home silver for the Risky Rum. Founded by husband and wife duo Dan and Meg McNeill, the distillery team is thrilled to be recognized globally at this prestigious international competition. These medals come only two years after Dan McNeill began distilling, continuing a two-year winning streak since the Maryland distiller made their first time wins at the 2018 SFWSC. "My goal from the beginning has been to make the best damn spirits, and I am really proud of how well Popi's has been received," said McNeill. "Last year, we were honored to take home three medals for three spirits entered, including gold for our Risky Rum. Getting medals for all our entries again this year is a huge win and we want to maintain this momentum of creating exceptional products." Recognized for being the most influential and largest spirits competition in the world, the SFWSC attracts the attention of distillers and renowned judges from around the globe. Through blind tastings, judges focus solely on the characteristics displayed by each spirit. Judges range from noted mixologists to national beverage reporters. Entries that receive a gold medal from all judges on a panel earn a double gold award. This year, SFWSC received its largest amount of entries to date with over 2,400 submissions from 65 different countries. MISCellaneous Distillery's first-ever release, Risky Rum, is a vivacious white rum made with blackstrap molasses and dark brown sugar, with notes of butterscotch and toffee. The same spirit serves as the base for the brands two additional rums, the golden Dew Point Rum and the wildly popular Popi's Finest Rum. Popi's Finest Rum, which also earned a double-gold, pays homage to McNeill's great-grandfather, who grew up in Cuba and serves as the inspiration behind the 600-day barrel aged spirit. www.miscdistillery.com

MARTINIQUE RUM FESTIVAL

Caribbean Journal announced that lovers of the best rums in the Caribbean can unite on the French

Caribbean island of Martinique next month for the region's newest, hottest rum festival. It's called the Martinique Rhum Awards, and it's a high-level celebration of both the rhum agricole of the French Caribbean and molasses-based rums from the wider region and the world. The Martinique Rhum Awards will bring together a panel of rum-expert judges with consumers and rum lovers for a series of events across the island from July 4-7. It's the brainchild of rum aficionado and proprietor of the world renowned Le Petibonum in the beach town of Le Carbet, Guy Ferdinand, and Jerry Gitany and Benoit Bail of France's The Rum Embassy. It will kick off July 4 with a special rum tasting evening at the La Case Thai restaurant in Trois Ilets open to the public (with reservations). That will begin a rum-soaked agenda that includes a bartender competition at Ti Sable in Anses d'Arlet; distillery tours and a gala dinner at Trois Ilets' La Suite Villa. The event will conclude with an all-day "Rum Village" at Le Petibonum, a large-scale expo and rum tasting festival right on the beach. Naturally, the centerpiece of the festival will be the awards themselves, voted on by a panel of international rum judges tasting rums across 13 categories, from high-proof white rhums to cask-strength aged expressions. Martinique is the rum capital of the world and the new festival is a natural fit for what is one of the region's most fascinating destinations. martinique.rhum.awards@gmail.com

FENTIMANS

Fentimans has launched Tropical Soda, the latest in its range of botanically brewed drinks. The new release is specifically made for the rum market and was developed by the Fentimans Botanical Collective, a group of top bartenders from leading European bars. Fentimans claims that the pineapple note prominent in the mixer balances perfectly with Sailor Jerry rum and a squeeze of lime in its serve, Tropical Sailor. As background to the launch, Fentimans turned to data from CGA which suggests that the rum category has grown by 37 per cent in the last four years, driven by premium top-line golden and dark rum variants. The popularity of rum has increased amongst millennials with 80 per cent now enjoying the spirit on a regular basis. The Botanical Collective includes Joe Hall (Satan's Whiskers, London), Jack Rooney (Panda's & Sons, Edinburgh), Joe Lewis-White (Two Schmucks, Barcelona), Sara Moudoulaud-Lecoyer (Divine, Paris) and Jack Riley (Present Company, Liverpool). They devised the flavor profiles of Tropical Soda together with the Fentimans flavor team. Tropical Soda joins Fentimans range of premium rum mixers including Curiosity Cola, Ginger Beer and Ginger Ale. Joe Hall, bar manager at Satan's Whiskers said "Working with Fentimans to create Tropical Soda has been an incredibly rewarding experience. Combining our varied on-trade acumen with their clear mastery of craft has resulted in an objectively delicious product that, we feel, fills a real gap in the market! Whether in mixers or cocktails, I'm now excited to sit back and observe how it flourishes within the industry." http://www.fentimans.com/drinks/soft-drinks

ARE YOU AFRAID OF THE DARK RUM AND OTHER COCKTAILS FOR THE 90'S

Are You Afraid of the Dark Rum is a fun, little cocktail book by Sam Slaughter, the Food & Drink Editor for the men's lifestyle magazine The Manual. It is 5-1/2 inches by 7 inches, has 128 pages and is published by Andrews McMeel Publishing. Are you Afraid has 9 pages of cocktail basics (tools, Glassware, Techniques, spirits), 4 pages on Syrups and Infusions, 46 recipes and 4 playlists to recreate that special 90's atmosphere. The book takes its name from Are You Afraid of the Dark?, a Canadian horror fantasy-themed anthology television series that was on YTV. It aired from 1990 to 1996, and for a second run from 1999 to 2000. The titled cocktail, Are You Afraid of the Dark Rum is a mixture of Sailor Jerry Spiced Rum, Mount Gay 1703, Cherry Herring and Walnut Bitters. Other catchy cocktails include Ginny in a Bottle, Red Room Punch, Ghost-Busting Juice and The Y2K. In this book you will find recipes for original craft cocktails that have a little fun with the 90's pop culture and a selection of drinks from Slaughter's childhood that he has boozified. Nostalgia often evokes good feelings. Cocktails often evoke good feelings. That was this book aims to do. http://www.thesamslaughter.com/

FLOR DE CAÑA

Rum brand Flor de Caña has named bartender Manacháin Monaghan as the 2019 winner of its UK cocktail competition Rum Frontiers. Held last month at the Impossible Bar in Manchester, the competition saw 10 bartenders tested on their speed, mixing and presentation. Rum Frontiers, which launched in 2015, is centred around Flor de Caña's dedication to sustainability and Fairtrade products. The judging panel comprised: Mateo Ortiz Lima, Flor de Caña's UK brand ambassador; last year's Rum Frontiers winner, Lachlan Rooney; and guest judge Johnathan Grey, Co-op's spirits buyer. Monaghan, owner of the Below Stairs bar in Leeds, won with his creation Youth and Young Manhood. This year was the second time that Monaghan had entered the competition. The winning serve was inspired by flavors from the porridge that Monaghan's mum used to make. The cocktail is made with Flor de Caña seven-year-old infused with oats and Flor de Caña four-year-old infused with banana. "It was a really tough job picking a winner this year, Everyone had really unique approaches with cocktails created that really broadened my thinking about great pairings for Flor de Caña," said Lima. "Mannie [Manacháin] won not only because his creation tasted magical, but because he understood Flor de Caña and what makes us special, our story, our brand heritage and our family values." http://flordecana.com/

2nd Annual
RUM
And The Environment
AWARDS
OPEN CALL

Attention Rum Distillers, Sugarcane Farmers, Sugar Mills, Cocktail Bars, Brand Owners and Brand Ambassadors:

Submit information regarding your company's efforts towards making this world a better place to live. Winners will be featured in the December 2019 issue of "Got Rum?". Categories include, but are not limited to:

- Carbon Neutral and/or Zero Waste
- Leadership/Community Service
- Organic, Non-GMO, Fair Trade
- Use of Renewable (Solar/Wind) Energy
- Ocean or River Cleanup

Submit your nominee by writing to:
news@gotrum.com

Presented by The Rum University™ and "Got Rum?" Magazine.

2018 Winners appeared on the Dec. 2018 issue of "Got Rum?". Visit "Archives" at gotrum.com.

EXCLUSIVE INTERVIEW

by Margaret Ayala

Marc Edward Christensen, Salt Lake City Distillery, LLC (dba Dented Brick Distillery)

You know the craft spirits industry is alive and well when a distillery opens up -and thrives- in Utah! I am very happy to share this interview with our readers, as Dented Brick Distillery represents yet another example of the goals and quality that can be achieved through vision, hard work and perseverance!

Margaret Ayala, Publisher

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

Marc Edward Christensen
Managing Member
Salt Lake City Distillery, LLC (dba Dented Brick Distillery)
3100 South Washington Street
South Salt Lake, UT 84115

Q: What was your inspiration to open and operate your own distillery?

I grew up in the Snake River AVA wine region of Idaho. My father loved wine, made a bit of wine in the basement, and also owned an agricultural supply store. We sold pumps, pipe, plow shares, hydraulic hoses and other agricultural supplies to farm stores in the region. As a result, we got to know a lot of farmers,

and in the late 70's and early 80's some of the farms began to grow grapes and make wine. This was about the time drip irrigation started, and my first job was in my Dad's warehouse. In Idaho you could get a drivers license at 14 years of age if you were working, so I worked in the warehouse and made deliveries of dripper systems and hose to some of the wineries in the region.

In about 1983 my parents moved from town out to the Snake River AVA. They built a little home on the riverbank, just below Ste. Chappelle Winery. A couple of years after moving there, two young men from Ketchum Idaho purchased a property just up the road and built a distillery! Unheard of! They used fruit from the local orchards to make Austrian style Eau de Vie in Cherry, Pear, Grape and others. I was rapt with the beautiful Austrian still they installed. I was in college at the time, and was working on a career in another industry, but this experience definitely planted the seed!

To this day I am still friends and get inspiration from many of the wineries and vintners there, including Steve Robertson at Hell's Canyon Winery, Greg and Andy Koenig at Koenig Winery and Distillery, Greg and Mary Alger at Huston Winery, and one of my Dad's dear friends, Beverly Williamson at Williamson Orchard and Vineyard.

Q: Is there a story behind the name "Dented Brick"?

Yes, a really good one. When we first organized the entity and started fund

raising, we called ourselves Salt Lake City Distillery LLC, our legal name. Pretty boring. Trying to find a property in Salt Lake City Utah to build a distillery is a bit problematic. Federal law requires a distillery property to be at least 500 feet from a school or a church. I don't know if you've ever been to Salt Lake City before, but there is a church or a school every 500 feet across the valley! I had hired a real estate agent to assist with this seemingly impossible search, and we'd been working together for about 8 months. The only properties we could find that were zoned, or could be zoned for a distillery were very far from the city. We really wanted to be close to downtown Salt Lake City. Finally, early one morning, George called me and told me to meet him at a property immediately, he had found the site! We needed to make an offer! It was only about 7:30 in the morning, and I complained that we couldn't even start a closing until 10 am, but he'd have none of it, texted me the address, and told me to meet him immediately. I did as commanded, and when I arrived found a property sized to meet our need, with a cute brick house, and well drilling rigs all over the property. Turns out the owners were well drillers and had been officing out of the house. Even more interesting was that Grandpa was a water Witcher and would locate water with a switch from a Cherry tree, telling the sons where to drill. These guys had been drilling for several generations and had drilled artesian wells all over the city! They had even drilled an artesian well on site! Eureka! Our property has an artesian well with 28 ft of head pressure, drilled nearly 300 feet deep, that provides us with chemical free pure water which we utilize in every bottle! The mineral content in the water is very agreeable to fermentation, and creates very interesting esters and body.

Of course, we made our offer first thing that morning, we had our construction plans and contractor ready to go, so we had a few weeks to wait for city and country permits and approvals. While we were waiting, we decided to go to the house, go through it, see if there was something to salvage in it. During this visit we noticed the bricks in the front of the home were damaged by bullets. There were several bullet holes sprayed across the front of the home. Doing some cursory researched revealed that one of the well drillers was involved in a shootout on the front porch of the home and was killed! When we found this out, we really thought it needed to be part of our history. We also had a deep respect for the family that drilled this amazing well as it is such a part of our success, our brand, quality, and uniqueness. We decided to bring some of the bricks into the new distillery, build them right into the walls of the new facility. We also have the entry gate from the chain link fence that surrounded the property at the entrance to the distillery. Finally, we came up with Dented Brick as a way to describe these bricks chipped by flying bullets. Hence, Dented Brick Distillery.

Q: Other than fermentable sugars, WATER is one of the most valuable resources for any distiller. You have an interesting story about water and how that determined the location of your distillery. What can you tell us about this?

Our water is amazing. We like to say this years' snow is next year's whiskey. Our artesian well supplies us with amazing clean water full of mineral. Our water starts as snow, and after the winter, as it begins to melt, travel from the high Wasatch mountains thousands of feet down to the valley floor of the Great Salt Lake. This water disappears through the salty playa of the valley floor, penetrating the Great Basin's porous alkali loam, and traveling to replenish a deep aquifer filled with minerals from the historic Lake Bonneville. These minerals are priceless for fermentation, and form some of the unique esters and textures that are present in our spirits. Our well allows us to make spirts that are unique only to our facility. Priceless!

Q: What is your daily routine at the distillery?

Unfortunately, I am no longer involved in the day to day production and distillation

processes. My role as Founder has pushed me into administration and sales. Day to day I am managing the sales and production teams, distribution, marketing, and finance. As we are growing into more states, I find myself traveling to meet and pitch distribution teams and accounts.

Q: How did you acquire the initial knowledge to get started with fermentation and distillation and what have you done since then to improve on your techniques?

As mentioned before, I grew up around several wine makers and the wine business. My initial fermentation knowledge came from the wine industry. My father also made a few gallons of wine each year when I was a small child. I think it is in my blood. So I had a bit of knowledge from an early age. When I moved from Idaho to Utah to go to college, the craft beer boom was just starting, and one of my acquaintances from the frat row started a very successful brewery, Uintah Brewery. I watched Del Vance and Will Hamill grow Uintah into a national brand and power house. Very inspirational. Once I decided to found a distillery, I went to several schools to learn fermentation and distillation. I took a nice class at Heritage Distilling in Gig Harbor WA, and also took a class I would recommend as a starting point from Allan Peterson at the Artisan Craft Distilling Institute as a start. If you are young and are serious about a career, I would recommend attending class at Heriot-Watt University, Edinburgh. I also traveled extensively through Kentucky, meeting a ton of distillers, famous and new, who were all very supportive, informative, and happy to pass advice and training.

Q: What rums do you currently have in your portfolio?

Antelope Island Rum has won multiple Gold medals, Best in Class, and many 90+

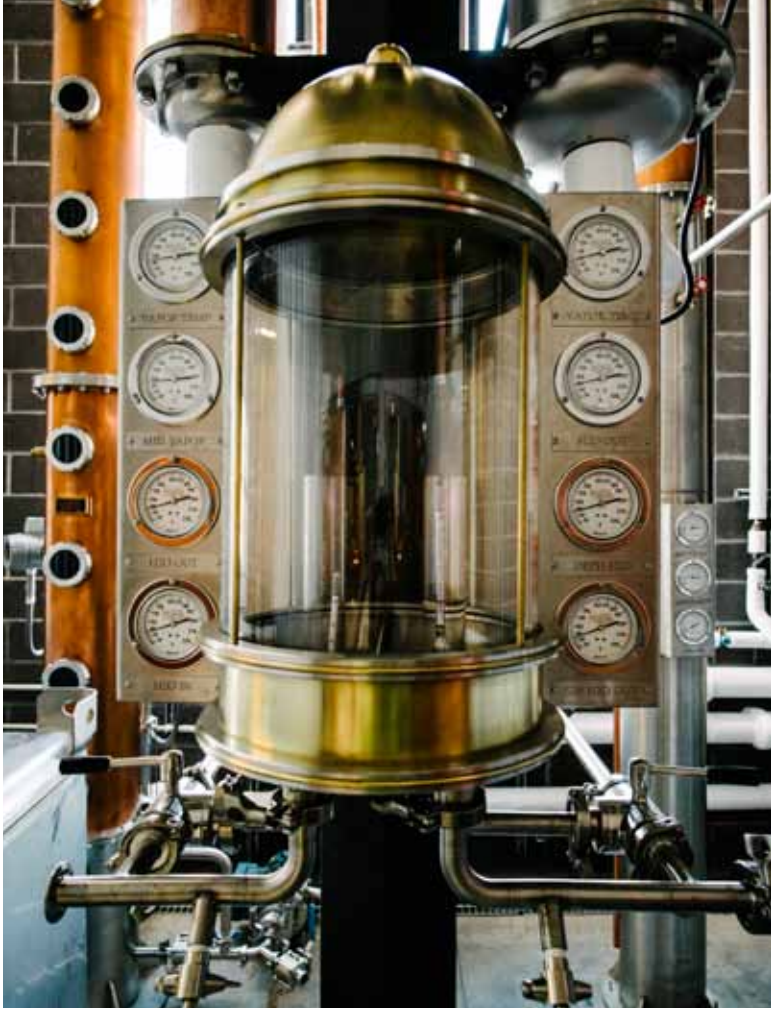
ratings for its tropical aromas and flavors of roasted nuts, “coco-nutty” body and banana leaf finish. Sounds confusing but if you take it straight over ice or in a long tall cocktail you will know exactly what we mean...a pleasant yet robust rum that tickles your tongue with our secret mix of organic molasses and green sugar cane juices. White rum, made with dehydrated cane sugar and a touch of molasses from Lu La Sugar Farm in Louisiana, and our Artesian well water make this a unique expression of Utah rum!

Antelope Island Red is unique as a barreled aged rum. After we’ve made our Premium award winning Antelope Island White Rum, we store it in a used Cabernet wine cask specially prepared for us by Steve Robertson at Hells Canyon Winery in Idaho. This rum has a color both red from the wine and brown from the barrel as the spirit works its way through the wine and into the wood, extracting rich vanillin and wine esters on the way out.

Traditionally, rums originated in the West Indies and Jamaican Islands. Antelope Island, like our regionally sourced raw materials, provides the local inspiration for our island rum (and by the way, we even have a parrot).

As you sail for Antelope Island, in the Southern part of the Great Salt Lake, watch for natural fresh-water springs and a land-bridge that emerges when the lake is extremely low! Land ho! The island is a natural refuge for all sorts of wildlife including: bighorn sheep, mule deer, pronghorn antelope, coyote and the state bird, the California seagull.

Jan Stephenson Mango Flavored Rum. Not only our inspiration, but one of our owners, Jan Stephenson inspired a generation of female golfers by helping bring the game into the mainstream in the 1970s. After 3 major championship wins and 16 LPGA Tour events, she’s sharing her secret recipe for winding down and enjoying the beautiful sunsets of her Australian home with this premium flavored rum — a taste of the Outback.



After we’ve made our awarding winning 40% ABV Cane-to-Glass Premium Rum, fermented and distilled from turbinado cane sugar and molasses, we blend in rich Philippine golden mangoes. Fresh cane juice aromas are evident on the nose and are uplifted by a sweet tropical fruit finish on the palate.

Jan Stephenson Passion Fruit Flavored Rum. We blend our Premium Silver Rum with the highest quality Passion Fruit juice we can find. Smooth, velvet and Passion Fruit. Molasses and bright tropical fruit esters dominate over a finish of rich passionfruit and brown buttery notes. Most flavored rums, like Bacardi or Malibu, contain artificial chemical flavorings. Jan’s Passion Fruit Flavored Rum is an 80 Proof Premium Rum made by blending green sugarcane and molasses, both from Lula-Westfield in Plaincourtville, Louisiana, and then adding high quality passion fruit juice blended with our artesian well water.

Jan Stephenson Pineapple Flavored Rum. Yes, Pineapple Rum, but not from Meyers. This is Handcraft at its best,

our Premium Silver Rum and the best Pineapple juice we can find. (There wasn't any in Utah!) Rich dark caramel notes and tart fresh pineapple are balanced with subtle grassy, vegetal characteristics in this dark rum expression.

Dented Brick Well Rum. Dented Brick Well Brands are really Premium Craft Well. It's not just words, it's our own category. We've hand crafted our Premium Rum, saved our heads and tails, and redistilled and blended to make a swell well price. We were inspired to create a Craft Rum, handmade, with premium ingredients that could be priced at a point where fine Craft cocktail bars could afford to purchase it for their well. Consumers win, by getting a high quality well cocktail, the bar wins by getting a Craft quality well that is economically priced for resale, and Dented Brick wins by getting happy and loyal customers, like you!

Q: Do you produce other spirits?

Great Basin Bristlecone Gin is fermented and distilled in house from Cache Valley Red Winter Wheat and Pumpernickel Rye grown by Jake Burtenshaw in Idaho Falls, ID. It is then cold-macerated with Tips of Evergreen, Juniper, Fennel, Angelic Root, Coriander seed, and citrus peel. An aromatic bouquet made for a classic martini. Our inspiration for this gin, the Great Basin Bristlecone Pines are remarkable for their great age and ability to survive adverse growing conditions. In fact, it seems one secret to their longevity is the harsh desert stretching from Utah to California, in which most Bristlecone Pines grow. A testament to time and tradition, we use bristlecone tips to back our grain-to-glass gin. Great Basin Bristlecone gin defies the test of time and reaches for new heights in quality and flavor.

Hugh Moon White Whiskey. Hugh Moon's 100% Rye White Whiskey is a rare find these days not only because it's as clear as the water from our very own artesian well, but it's the only white whiskey known to use the same recipe nearly 170 years after Hugh Moon first made it. With Brigham Young's blessing, Hugh built his distillery on land with an abundance of grain and pristine water from an artesian well. There, he made a distillate of such high regard he would sell all that he could make to the "Good Satisfaction" of all who drank it. Hugh Moon white whiskey is still made on that very same land and it is our hope that you enjoy this white whiskey to your "Good Satisfaction too."

Q: Where are your products currently available for purchase?

Our brands are available in most state liquor stores in Utah, and over 700 accounts in the state. We are distributed by LibDib and Phenix Wine and Spirits in CA, with celebrity Chef Quinn McKenna at China Live in San Francisco featuring our Great Basin Bristlecone Gin. You can purchase the Antelope Island Rum at Raley's grocery stores. We are distributed by NW Wine and Spirits and Prime Wine and Spirits in WA, Revel Distribution in NV, RNDC in CO with retail sales at Total Wine and More in Denver. Full Clip Distribution is launching our brands into TX, and we are available from Total Wine in FL with 11 stores. LidDib carries us in NY and in WI. You can buy consumer direct from our link to West Coast Craft Spirits on our Home Page and from Big Fish Spirits on line in IL.

Q: I understand your hobbies include skiing, cycling and fishing. Do these hobbies inspire your life as a distiller or is it the other way around?

That's a tough one. I certainly get re-energized after a day on the slopes, or an evening mountain bike ride in the woods, but I love to finish a day of recreation with a cocktail made from one of my spirits brands. Nothing like a flask of Hugh Moon while standing in the middle of a river with my fly rod. I do think these hobbies inspire me to not only run a quality craft distillery, but motivate me to be involved in my community. I think community involvement is an incredibly important part of our brand and what we stand for.

Q: What is your "go to" rum cocktail for a nice relaxing evening?

I've been drinking Rum-a-rita a lot lately. I know, tacky and not a Ron Abuelo 12 year, but it is sure refreshing on a hot summer night. Usually I use fresh lime, but I've found a mixer call Durty Gurl Margarita that really works well with our white rum.

Q: Do you plan to add new rums to your portfolio?

Yes. We are working on barrel aged versions of Jan's rums as well as wine and sherry cask aged rums. The category is open to new styles and interpretations of many of the rums coming from the islands. We're having fun with it, but I also think discovering some really excellent flavors and styles that have not been produced before. Rum from Utah!?!

Q: Do you offer tours of your distillery as well as tastings?

We offer tours and tastings weekly. Tasting is $5 for 5 ½ oz pours, tour is $5. Both $10.

Q: Are reservations recommended/ required?

Reservations are recommended, but not required. If we know you are coming, you will get a better tour. If you book on Groupon you can get some cool shwag.

Q: Can you tell us a bit about what a customer will experience when they arrive at your distillery?

During our tour, we not only tell the story of the history of the facility, but also the story of the brands, and the historical ties of the brands to the distillery. Don't want to give it all away here, but there were some pretty amazing ties to Utah history and our facility that we've discovered along the way. We'll show you how each product is made, and finish with a tasting. You can also buy bottles to go from our retail store.

Q: You offer a program called "Adopt a Barrel". What is this about?

You can literally buy your own barrel and materials and make your own barrel of whiskey. You will be highly supervised by my production team, but you'll learn the process, and be able to taste the barrel as it ages 2 or 3 years until maturity. It is really a great way to understand distilled spirits and barrel aging.

Q: So this program is geared towards whiskey, but do you have plans to extend it into the rum world?

I hadn't until you asked me this question! Yes! Do you want to buy the first barrel? Great idea.

Q: What advice do you have for people who dream to own a distillery?

Well, I'd say, if you want to make money and not just have a hobby distillery, you need to do a lot of homework, raise a lot of capital, and be ready for a battle. This

industry is not for the faint of heart. A hobby distillery can be fun, and you can make really nice craft spirts with very little investment. Just be sure you've gotten properly licensed!

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

marc@dentedbrick.com
801-918-0100
Or stop in and say "hi". 3100 South Washington Street, South Salt Lake, UT 84115. We really like visitors and running tours. Not many people have visited a production distillery before. We like the jaw drop when we open the door to our distillery.

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

We're really trying to make the best product possible at the most reasonable price that we can. We love ideas from consumers, and we love introductions to distributors and retail level accounts. We can't do it without fans, brand ambassadors, and finally sales.

Please link with us on FaceBook, Instagram, LinkedIn. We're always hosting community events, so watch for something going on in your town.

Let us know if we can help you put on your event. We'll be creating some awesome new concoctions and we don't want you to miss out.

Margaret: Again Marc, thank you so much for the opportunity to interview you. I wish you and your team much success.

Cheers!
Margaret

Got Rum?® & THE Rum® UNIVERSITY

Official Store

Bringing you rum since 2001, from the grass to your glass! www.gotrum.com

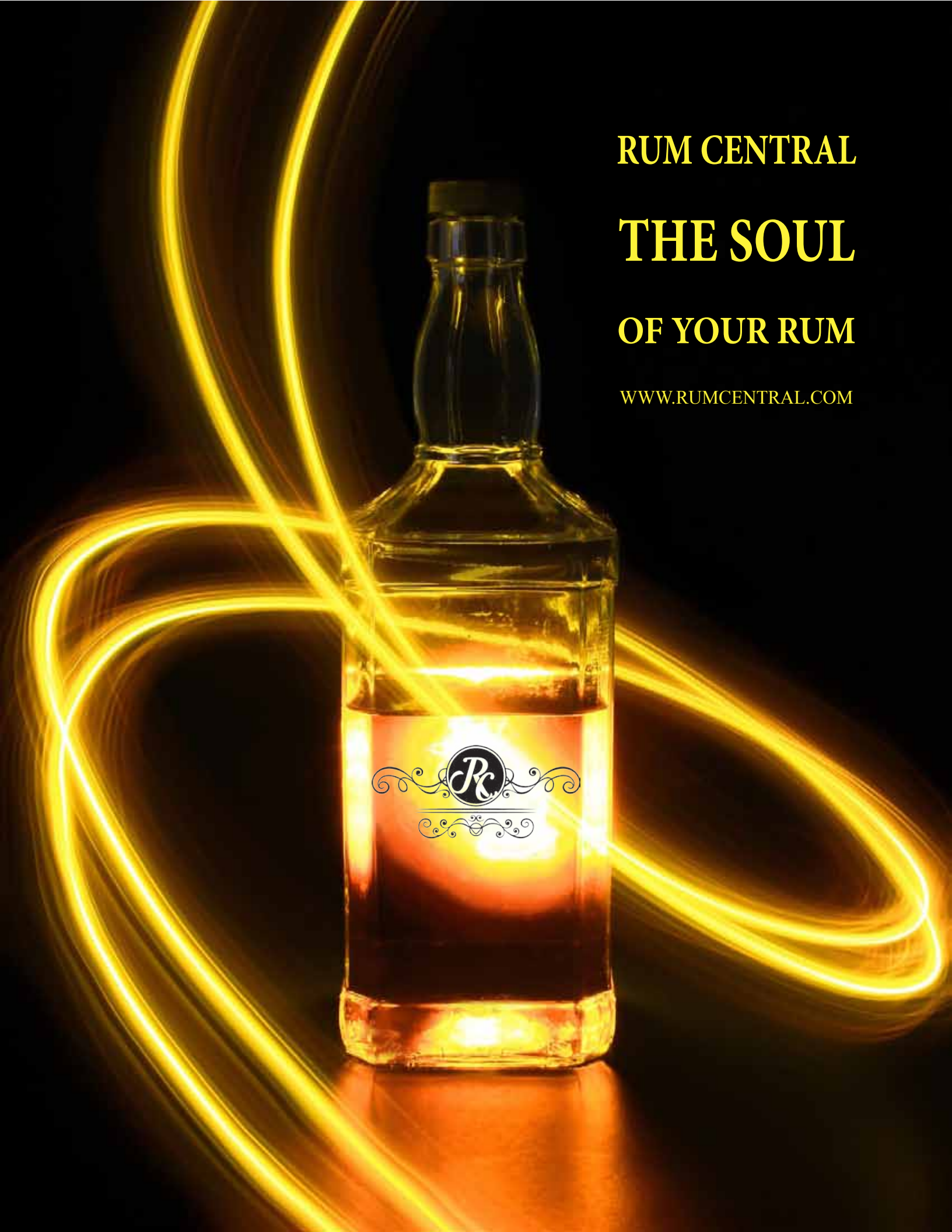
OFFICIALLY LICENSED — PRODUCTS —

USA-Made, 3-Pocket
Grilling Bib Apron

Featured Brands

Columbia · Eddie Bauer EST. 1920 · carhartt · patagonia · NIKEGOLF · American Apparel · Champion

Visit www.gotrum.com, click on “shop”


RUM CENTRAL
THE SOUL
OF YOUR RUM
WWW.RUMCENTRAL.COM

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

Golden Pairing

A few weeks ago I received a Habano and decided to save it for a special occasion. I am referring to Cohiba's Siglo VI, also known as "Cañonazo" (52 x 150mm). This line of cigars is considered to be a smoother or more commercial version of the classic Cohiba, design to attract consumers who enjoy medium-bodied cigars. The Siglo VI is a spectacular Habano to pair with complex spirits such as Single Malts from the Scottish Highlands, as well as Armagnac and complex Rums with true and prolonged ageing. I selected El Dorado 15 year old from Demerara Distillers, a personal favorite.

For this pairing I decided to stay away from cocktails: the only cocktails I could imagine making with this rum are classics, but I thought it would be best to enjoy it neat alongside the cigar.

I carefully light up the cigar, paying special attention not to burn the wrapper while also ensuring an even burn. The draw throughout the first third of the cigar is very even, devoid of knots, a prelude to a clean and easy pairing.

Moving on to the rum: the dark amber color is very characteristic of the aged rums from Guyana and Jamaica; the aroma showcases notes from the oxidation of the alcohol inside the barrels. The profile has all the traits I love about El Dorado, very classic and true to its DNA, regardless of average consumers' preferences.

Photo credit: @Cigarili

Photo credit: @Cigarili

When tasting a rum neat, it always reveals aromas and flavors in a different manner than when being paired with a cigar. In this case, I really enjoy the burnt caramel notes, which remind me a lot of a freshly-made Crème Brule, accompanied by hints of wet and charred oak. This pairing can be enjoyed for hours, as the complex flavors of the rum and the cigar come together.

Had I wanted to use this rum in a cocktail, I would have selected the Old Fashioned, which would have resulted in an even-better version than the original, thanks to the balance between the sweetness of the rum, balanced by the added bitterness. I am sure that cocktail would have produced a very enjoyable pairing as well.

I hope you are able to recreate this "Golden" pairing, either neat or mixed in an Old Fashioned.

Philip Ili Barake
#GRCigarPairing

THE Rum® UNIVERSITY

Transforming your RUM ideas into reality!

Hands-on, Public and Private Courses

www.RumUniversity.com