



CONTENTS JULY 2020 FROM THE EDITOR 5 THE ANGEL'S SHARE - RUM REVIEWS 6-9 10-13 COOKING WITH RUM 14-19 RUM AGING SCIENCE 20-23 THE MUSE OF MIXOLOGY 24-25 THE RUM UNIVERSITY LIBRARY 28-29 UPCOMING RUM EVENTS 30-33 AMERICAN INDEPENDENCE DAY 34-37 THE RUM HISTORIAN 38-41 RUM IN THE NEWS 42-43 RUM ASTROLOGY 46-55 EXCLUSIVE INTERVIEW 56-59 CIGAR AND RUM PAIRING Got Rum? July 2020 - 3



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FRONT COVER: Prescription for the Blues #1
INSIDE SPREAD: Summer Hits Parade

FROM THE EDITOR

Success Distilled

As the proverbial dust from the pandemic settles (and some places are still pretty much in the middle of the dust storm), we begin to see the scars and casualties from the economic shutdown all around us: many craft distilleries have already paid the ultimate price and the final tally will -unfortunately- be even higher.

A few distilleries, on the other hand, have found themselves surfing an unexpected tidal wave in the form of production and sales of sanitizing alcohol. Other distilleries have wanted to ride the same wave but have found themselves either too far from it or unprepared to handle it.

Diversification, it seems, has influenced the rate of survival of some distilleries, but diversification alone can also be an unpredictable, highstakes game. Most of the successful diversification strategies are born as a result of thoughtful deliberation. when leaders calmly assess all input available. Unfortunately, it is during times such as these, that some diversification decisions must be made: distillery owners must synthesize mountains of data under intense time pressure, often making decisions based on feelings rather than on market forecasts and other hard facts.

But the strategy needed to survive the current crisis, even if successful, is not necessarily the same strategy needed to face the post-apocalyptic reality.

Those fortunate businesses that live to



see the new era must identify all the strategic assets they need to succeed in the new market and then they must set out to produce or acquire all those assets (you can't finish a project when you have only 75% of the tools or materials you need for it).

Like good chess players, successful owners and managers are always thinking several moves ahead. I hope most of my colleagues are still playing the game by the end of this year.

Cheers,

Vini

Luis Ayala, Editor and Publisher

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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

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!

Plantation Rum Single Cask Haiti 2010

In the past decade the spirits industry has witnessed Maison Ferrand's Plantation Rum line grow and diversify, becoming a favored product with some bars and consumers. Along with their core line of rums they have also produced an interesting selection of vintages and "Single Cask" products for Rum fans to explore.

This single cask product was produced at the Distillerie de Jeanty, home of Rhum Barbancourt, on the island of Haiti in 2010. The liquid was tropically aged for five years in used Bourbon Casks, then transported to France where it was continentally aged an additional two years in used French Oak Ferrand Cognac Casks. The rum was blended to 40.15 % ABV and bottled in 2018.

Appearance

The rum comes in a standard 750 mL bottle that has the Plantation logo embossed just below the neck. The label is loaded with details about the origin of the rum and the maturation process in Haiti and France as well as ester, volatile compounds and dosage content. One extra detail is the information that the bottle for this review was from Cask number 1, and bottle 142 of the vintage.

The Rum holds a dark amber color in the bottle and glass. Swirling the liquid creates a thin band around the glass that slowly thickens dropping equally thick legs down the sides of the glass.

Nose

The aroma of the rum leads with a sweet herbaceous smell of fresh cut sugarcane, lemongrass, lime peel and citric acid. As the rum rested, I detected additional notes of caramel, baking spices, cloves, dried



apricots and rose petals, creating a lightly sweet floral perfume in the air.

Palate

The flavor of the rum rushes in with an array of fruit notes going high, while the deeper earthy oak and spice notes create the foundation. The fruit notes manifest as dried lime peel, barely ripe banana, Muscat wine, sweet sugary baked pears and cooked apples. Balancing and, at times, flattening the fruit flavors is an underlying mineral rich earthy note, charred oak, coconut husk, ginger, green bean and pepper. The sweet pear/Muscat wine notes and charred oak linger in a long finish before finally fading away.

Review

After evaluating this rum I am glad that Maison Ferrand disclosed the details about the additional aging in Cognac casks and that the rum had 12 grams of additives/dosage per liter. It helps explain some of the fruit and wine notes in the flavor profile and the underlying sweetness of the product. With that said, it is an interesting exploration of Haitian rum that has been heavily influenced by Ferrand Cognac casks, which gives it the distinctive Plantation Rum flavor profile that is present in most of their products.

When recommending this rum I would ask the imbiber if they enjoy Plantation products, if so, pour away. This is, by design, a sipping rum, but I know some creative bartenders that could work some real magic dreaming up a cocktail with this product. As with all Plantation "Special Cask" products, there is a limited amount of this spirit available and eventually it will be gone. If you enjoy Plantation rums and are looking for something new to explore, you just might find this an interesting choice.



THE ANGEL'S SHARE

by Paul Senft

Holmes Cay Fiji 2004 Single Cask Rum

The Holmes Cay line launched in 2019 with a single cask Barbados rum product sourced from the historic Foursquare Rum Distillery. For 2020 the company has released two new vintages from Fiji and Guyana. The Fiji rum was produced at the South Pacific Distilleries located in Lautoka, Fiji (the only rum distillery in Fiji). Distilled using a pot still, the rum was aged for twelve years in used Bourbon barrels in Fiji, then aged an additional four years in a new American White oak cask at the Main Rum Company in Liverpool, England. The rum goes through a minimum level of filtration before it is bottled at 58 % ABV (and was limited to 240 bottles). All Holmes Cay products do not use additives of any kind and are sold at cask strength.

Appearance

The short necked 750 mL bottle label provides the basic details of the product along with the details related to the specific cask and bottle.

The rum holds a golden amber color in the bottle and lightens slightly in the glass. Agitating the liquid created a thick band that slowly expands and releases slow moving legs.

Nose

The aroma leads with a rush of caramelized vanilla, ripe banana and pepper. After letting the glass rest for a few minutes I detected lemon/orange zest, fresh cut cane, salty chicken brine, roasted peanuts, finishing with notes of wet pine and oak.

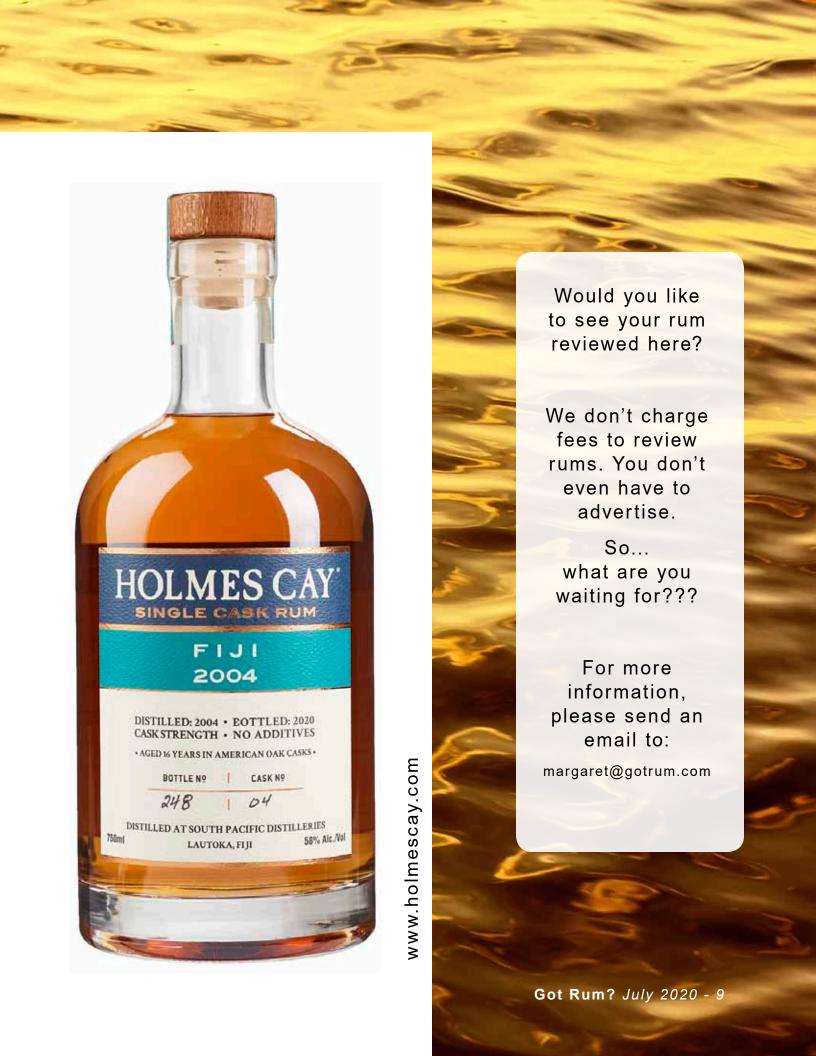
Palate

The first sip of the rum has a fiery kick that quickly mellows conditioning the mouth to properly evaluate the notes. I found the flavor profile had an interesting swirl of lemon zest, copper, dried orange peel, hot cinnamon candy, smoky oak, toffee, fresh ginger, sweet vanilla icing, pencil lead, banana, as well as fresh ground black pepper. The pepper, copper and mineral notes lingered on the palate for a long medium dry finish.

Review

I can honestly write that this rum has by far one of the most chaotic flavor profiles I have evaluated in years. Usually the flavors come in a progression or pattern that reads like sheet music as I am processing it. This flavor profile is a swirl that pummels your palate from every direction. I spent a great deal of time evaluating the aroma, and then twice as long exploring the flavors. The complexity is impressive and I absolutely reveled in it. At its core the rum maintains equilibrium, a strange balance that is familiar, but different than the average aged rums on the market. With the age statement I expected to find the liquid dominated by wood notes, but instead discovered them always present, mingling, weaving, and dancing with the other notes in the flavor profile. I recommend this rum for any connoisseurs looking for something new to explore and learn from. With limited distribution and number of bottles out in the world, I do not expect to see this product to stay on the shelves long. As the saying goes, "not all good things are meant to last" and that holds true for this rum.







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

Red, White and Blue Rum Milkshake

Ingredients for the Mousse:

- 8 oz. White Chocolate, chopped
- ¾ C. Heavy Cream
- · 1 Large Egg White, cold
- 1 tsp. White Rum

Ingredients for the Milkshake:

- 1 C. Strawberries, quartered
- ¼ C. White Rum
- 4 C. Vanilla Ice Cream
- 1 tsp. Vanilla
- ¼ tsp. Salt
- 24 Whole Blueberries, for garnish

Directions to make the mousse:

Put white chocolate in a meal bowl and place bowl over a saucepan of hot water. Stir chocolate occasionally until chocolate has melted and set aside. In a separate mixing bowl, combine cream, egg white and rum. Use an electric mixer to beat mixture until soft peaks begin to form, approximately 3-4 minutes. Now add the cream to the now cooled white chocolate and gently fold together using a rubber spatula. Refrigerate for at least 15 minutes.

Directions to make the milkshake:

In a blender, add strawberries and rum. Puree until smooth. Add ice cream, vanilla and salt. Continue blending.

Assembly:

Pour the milkshake into 4 tall glasses and top with mousse. To each glass, sprinkle about 8 blueberries over the mousse. Serve immediately and enjoy your 4th of July!



Photo credit: www.daily-harvest.com

Wieners with Spicy Rum Dip

Ingredients:

 Cocktail Wieners, have as many as you like depending on how many guests you have

Ingredients for Rum Dipping Sauce (enough for about 20 wieners):

- ½ C. Ketchup
- 1/4 Cup Gold Rum
- · Grated Rind and Juice of ½ Lime
- 3 Dashes Tabasco
- 1 Tbsp. White Onion, minced
- · 2 tsp. Horseradish

Directions:

Lightly grill the cocktail wieners and place on a serving platter with toothpicks.

For the dipping sauce, combine all ingredients in a saucepan and mix until smooth. Heat until sauce begins to boil. Remove from heat and ready to serve with the grilled wieners.



Photo credit: www.bettycrocker.com

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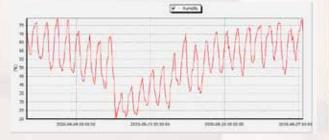


Series Overview

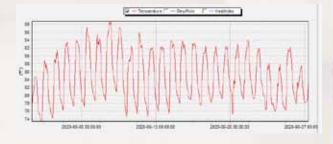
The January 2020 issue of "Got Rum?" covers in detail the goals of this series, as well as, descriptions of the different equipment being used to collect and measure the data.

June's Weather

The daily fluctuations during the month of June were more consistent and less drastic than those from all the previous months. The humidity inside the cellar hit a minimum of 20% and a maximum of 80%, with an average of 56% for the month.



The temperature inside the cellar ranged from 74F to 99F, with an average of 85F for the month.



The Rum

After 6 months, the transformation of the rum in the barrel is quite impressive and enjoyable.

Color: The color has definitely become deeper, more iridescent and inviting. It is



Samples representing the condition of the rum inside the barrel, on the 1st day of each month.

hard to believe that this is the same rum that went into the barrel half a year ago and that the only difference between the two samples is the brief aging time.

Aroma: The aroma's dimensions are better defined, giving it depth and complexity. The volatile acids are contributing to floral and fruit-like notes that make it inviting. As explained in earlier installments, the acidity is tied to evaporation and interaction with ambient oxygen, so this aspect of the aging study is behaving as expected.

Flavor: As stated in last month's article, the rum already has many of the traits found in many "aged" or "añejo" rums currently sold throughout the world, except most of those rums have added caramel, to make them appear darker or older.

Tasting the rum by itself, however, does not paint the full picture: when the rum is tasted against the younger samples from previous months, the master blender is able to appreciate which flavors are peaking, which ones have been oxidized (reduced), which ones are being masked (covered) and how/when this particular rum (or "mark") could be used in a multirum blend.

pH: The original rum that went into the barrel had a pH of 7.04. The current reading is now at 4.96. Please refer to the March issue for an explanation of why pH values are not linear.

ABV: The ABV is staying steady at 63.40%, just like last month.

Join us again next month, to continue our exploration of 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.

Air Mail

After writing monthly articles for "Got Rum?" for more than four years, I am always on the hunt for new cocktails to write about. When I came across Air Mail I was so excited because not only had I not written about it, but until yesterday I had not made it either! The Air Mail is a wonderful combination of aged rum, honey, lime juice and champagne. One could look at the Air Mail and think of it as a French 75/Bees Knees combo.....or even a twist on a Daiguiri....but I really see it as a unique recipe. The honey adds a flavor element you definitely don't get from simple syrup and the lime, instead of lemon, also makes this classic stand alone. The addition of sparkling wine or champagne gives the Air Mail texture, which I just love in a cocktail. It also brings an elevated, almost festive and fancy feeling to this drink, but would also make it perfect to pair with brunch.

Like the majority of the classics I write about, the Air Mail's origins and who first made it is up for debate. The 1941 book "Here's How, Mixed Drinks" by W.C. Whitfield, included the Air Mail, as well as the descriptor "It ought to make you fly high". In 1949, Esquire magazine editors produced "Handbook for Hosts", a book with all of the hints and suggestions for the perfect party, from appetizers and cocktails to decor and games -- also containing the Air Mail recipe. The real Air Mail (think U.S. Post Office) started in the U.S. in 1911 and was revolutionary at that time. Cuba began their own Air Mail service in 1930, and Bacardi even mentioned the Air Mail cocktail in a promotional





pamphlet, with a picture of it featuring a postage stamp as a garnish. Regardless of who was the first person to make it, this fantastic drink has stood the test of time.

I love working with honey because of its very specific flavor, but it is important to make a honey "syrup". Honey is not going to dissolve very well in a cold drink so I like to mix it with hot water (1-1) which changes it to a more liquid consistency.

You can also have a lot of fun with different types of honey to give variations to this drink. Look into local honeys, especially ones infused with herbs like lavender or thyme, they will add a really interesting element to this cocktail.

AIR MAIL

Ingredients:

- 1.5 oz. Cuban White Rum (ideally Cuban, but you can play with different aged rums for a different flavor profile)
- .75 oz. 1-1 Honey Syrup
- .75 oz. Fresh Lime Juice

Directions:

Shake well with ice and strain into a coupe or champagne flute. Top with brut champagne/sparkling wine. Garnish with a lemon twist, and a stamp!

Cris





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



I'm Just Here For The Drinks

(Publisher's Review)

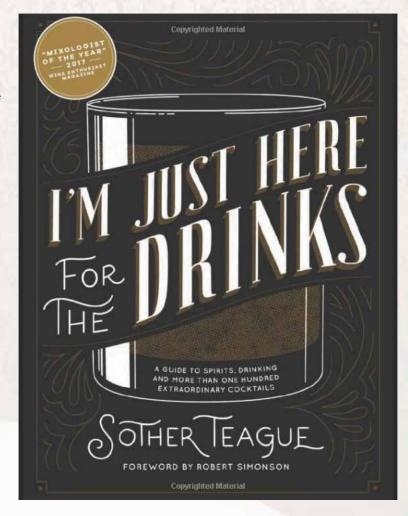
Sother Teague, one of New York's most knowledgeable bartenders and Wine Enthusiast's Mixologist of the Year (2017), presents a brief history of both classic and lesser-known spirits with modern-day wit and old-school bar wisdom, accompanied by easy-to-mix drink recipes you'll soon commit to memory.

Better than bellying up to some of the world's best bars with a veteran bartender, this series of essays and conversations on all things alcohol aims to reveal how the joy of drinking changed both history and culture?and will likely inspire you to make a little history of your own. After all, no retelling of a great caper or revolutionary event ever started with the phrase, "So a bunch of guys are all eating salad...".

This hardcover collection of timeless tips, insight from industry pros and 100+ recipes is more than just a cocktail book: It's a manifesto for living a more spirited life.

About the Author

Professional barman Sother Teague, Wine Enthusiast's Mixologist of the Year (2017), is the former president of the New York chapter of United States Bartenders Guild, Beverage Director at New York bitters and amaro mecca Amor y Amargo, co-founder of NYC bars Coup and the Windmill, and the host of Speakeasy on Heritage Radio Network. He developed a love of teaching while working on the Food Network's Good Eats, and has been featured as a cocktail



expert by such publications as Esquire, GQ, The New York Times, New York Magazine, Time Out, BuzzFeed and more. He lives and works in New York's East Village, and you should come see him for a drink sometime.

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UPCOMING EVENTS



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Make sure to enter your event into our calendar as soon as you've rescheduled it.

Rum Festivals are eligible to receive a free, full-page ad in "Got Rum?" magazine (subject to space availability).

Send an email to news@gotrum.com for additional information.





July 4th is the date Americans celebrate Independence Day, but this date is not tied to any of the critical events related to gaining the independence from Britain:

- The Continental Congress declared independence on July 2, 1776
- The American Revolution started in April 1775
- The Declaration of Independence was delivered to Great Britain in November 1776
- The Declaration of Independence was signed on August 2, 1776

So, if you are confused about when exactly to raise your glass to celebrate American independence, don't worry: our recommendation is to start practicing in April and then continue through November!

Kidding aside, we wish all our readers, around the world, regardless of their nationality, a very joyful and rewarding reason to celebrate!

From the entire "Got Rum?" team



Red, White and Blue Shot Show your patriotism with a red, white, and blue shot, a layered shooter that is a delicious mix of chocolate, orange, and pomegranate flavors. This drink is also called the Captain America shot, it's ideal for the Fourth of July or any party that has a patriotic theme because it perfectly displays the colors of the American flag. The key to laye<mark>red shooters like this is</mark> to slowly pour the ingredients over a bar spoon in a certain order according to the density of the liquid. Ingredients: 1/3 oz. Grenadine 1/3 oz. Crème de Cacao (White) 1/3 oz. Blue Curação Directions: Pour the Grenadine into a shot glass, filling the glass one-third of the way. Float the White Crème de Cacao on top of the Grenadine by pouring it over the back of a bar spoon. The glass should now be twothirds full. Float the Blue Curação on top of the Crème de Cacao to fill the glass. Enjoy! Got Rum? July 2020 - 32

Red, White and Blue Rum Lemonade Slushies Ingredients: 3 full trays of ice from your freezer 1 C. of Cranberry Juice 1 C. of Blue Curacao 1 C. White Rum 1 C. of your favorite lemonade Directions: 1. In a blender on the ice crush setting, blend together the cranberry juice and ice of 1 tray until full combined and slushy. Set aside. 2. Next combine the Blue Curacao with another tray of ice and crush until slushy. Set aside. 3. Lastly, combine the vodka, lemonade and last ice tray and crush until slushy. Set aside. 4. Layer your drinks starting with the cranberry slush on the bottom, then the blue curacao slush and lastly the vodka lemonade slush on the top. 5. Garnish with a fresh cherry. Got Rum? July 2020 - 33



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

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

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

All this I try to cover in this column, in my FB profile: www.facebook/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".

Got Rum? July 2020 - 34

BLACK TOT DAY 50 ANNIVERSARY 2 The Ritual

To begin with, I remind our readers that this series of articles relies largely on J. Pack's work "Nelson's Blood. The Story of Naval Rum" (1995). All the quotes are from this passionate and informative book.

In the first article we have seen how grog was born, but what exactly was grog made with? There were four fundamental ingredients: rum, water, lime and sugar (actually a rough Daiquiri). Rum has been uniquely vocated to mixology from of old, but maybe Vernon had already understood that lime was useful against scurvy, the worst curse of the sailors of that age.

And how much water? During the late eighteenth century, and indeed well into the next, the regulations did not stipulate exactly the quantity of water to be added to net rum to make grog, "The due proportion" or "The usual proportion" were the vague expressions used. In Vernon's Order the proportion was four parts of water for one part of rum, later it seems that three to one became common. An extract from the memoir of Admiral Dillon as midshipman

in HMS Defence in 1794 provides a clue, "So soon as the ship was in order, the grog was served out; but with us the seamen had four portions of water to the spirits whereas three parts was the established custom of the navy. Our captain by altering the allowance as mentioned, was anxious to prevent drunkenness. This did not succeed but only created discontent." An extract from Tars of Old England written by a sailor, Jack Nastyface, relating the routine in HMS Revenge at the turn of the century supports the three-to-one theory. "After punishment, the bos'n's mate pipes to dinner, it being eight bells or twelve o'clock; and this is the pleasantest part of the day, as at one bell the piper is called to play Nancy Dawson or some other lively tune, a well known signal that the grog is ready to be served out. It is the duty of the cook from each mess to fetch and serve it out to his messmates of which every man and boy is allowed a pint, that is one gill of rum and three of water, to which is added lemon acid sweetened with sugar."

"Toward the end of the Napoleonic wars, many senior naval officers became increasingly aware of the direct relationship between drunkenness and punishment, and urged the Admiralty to reduce the spirit ration. Their lordships preferred to allow a policy of 'ne pas reveiller le chat qui dort'. They knew that living conditions could not be ameliorated, thus in their opinion to reduce rum without compensation was simply courting trouble." Only when the war was over with the defeat of Napoleon, did things begin to change, "Finally, in 1823, the Admiralty decided to act and selected HMS Thetis under the command of Captain Sir John Phillimore as trial ship for a number of proposed changes, including a reduction in the spirit ration. The daily rum issue was halved to a quarter of a pint (a gill), and in compensation tea and cocoa were issued, and two shillings per month added to the men's pay. ... The experiment was deemed successful and when the changes were permanently introduced in the following year (1824), they included a bonus, an increased meat ration. Accompanying these important changes was the decision to restrict grog to the noonday issue and to do away with its evening equivalent."

And yet ... by reducing the ration of the rum to a gill, the Board of Admiralty may have felt that they had scotched drunkenness. But a gill then was equal in strength to at least four double whiskies today and even as grog, was still a potent mixture. Moreover, there is nothing to suggest that Their Lordships applied themselves to the problem with reforming zeal, for in 1824 the new bigger imperial gallon was introduced, the effect of which was to add one fifth to the rum ration, neutralizing much of the benefit gained from the recent reduction. To make matters worse, however, they allowed the evening issue to be reintroduced, presumably in order to spread the increased ration. Let's remember that 1 Imperial gallon is equal to a little more than 4.5 liters In 1831, after centuries, the Admiralty decided to remove the beer from the seaman's daily ration, so Rum was even more the core of the alcoholic consumption of the British sailors.

"In 1844, the daily ration was prescribed a gill (a quarter pint Imperial), at which point rum had probably reached its apogee. Its gradual descent can be traced from this time, and, in quantitative terms, the daily ration of a quarter of an Imperial was never to be exceeded again. ... With rum ascendant and all ships embarking it upon commissioning, brandy was displaced, and for arrack – the far eastern substitute of the previous century – little more was heard of it."

"The daily rum ration at a quarter of a pint per day, quite demonstrably, was still too much. Ironically, the extra tea and sugar which seamen were allowed, was a frequent cause of the evening issue of grog being given away by a man to his friend. 'Rum Rats' (the name for those whose unquenchable thirst gave them a highly developed olfaction for the spirit), collected extra supplies in this way."

Pressure was mounting again for the daily rum ration to be reduced, and at the same time to review once more the evening ration. The Admiralty decide to appoint a Grog Committee to investigate. The result of their labors was published in 1850, a wide-ranging report which involved taking evidence from a diverse body of people.

The most important conclusions of the Committee were "That the present allowance of spirits or wine be reduced by one half", and "that the remaining portion be issued at dinner time". The Admiralty Circular was issued on October 1, 1850 with orders that its provisions should take effect from January following. The sailors received some money in compensation, and more money for those that gave up the rum ration altogether.

It is now, at last, the moment to deal with the very ceremony, the Up Spirits ritual.

Just one opening consideration: English people have been real masters at creating rituals from scratch, or almost from scratch; after all, even modern sport is an invention of theirs! (Not to mention Royal Weddings). But, when it came to actually organizing the daily distribution of grog, a real problem had to be solved: when mixing the rum with water, the Navy had to be careful "that the men are not defrauded in having their full allowance of rum". In order to do that, it was necessary to assess the number of the men who were entitled to receive their ration that day, excluding those who were unwell, out of ship, under punishment, underage, and even the (few) who didn't drink spirits. So, the quantity of rum changed every day. Not a drop less than necessary should be used, or the men would be defrauded. But nor a drop more, or the Navy would be robbed of an expensive product. Moreover, the individuals involved in the daily making and distribution of the grog had to be tightly controlled, lest they should steal some rum from the stores for themselves. Then, the rum had to be mixed every day with the correct proportion of water and also at this stage it was again necessary to make it impossible for the men involved in the issuing ritual to hide part of the rum and dole out grog with too much water in it. Every given day in hundreds of ships! Not so easy.

Therefore, the procedures regulating the daily issue of grog, the so called "tot", were so complicated because they had to deal with all these difficulties. Then, of course, the English genius for rituals and myths made the difference and with time the tot converted into a proper rite of the Royal Navy. It constituted the most pleasant part of the day and a key moment of bonding for the men; it strengthened their collective identity, confirmed hierarchical ranks and was the

expression of masculinity and adulthood. A ritual so rich in meaning that it would deserve a thorough cultural study, but here we can only try to describe it. In the course of time there were changes, and there were slight differences from ship to ship, but its substance remained the same. What follows is a reconstruction – necessarily abridged - of the tot, as it was performed in the first decades of the XX century, a period about which we have the most reliable, if nostalgic, sources.

At 10.30 in the morning, the stores assistant - nicknamed Jack Dusty - starts the bookkeeping and assesses the number of those entitled to draw their spirit and then the exact amount of rum required that day. Having juggled with his figures for some while, he produces an overall total for the day's issue together with the amount for each mess. Because most of the ships had large crew, they used a two layers distribution: first, the proper allowance was distributed to the cooks of every mess, then each cook distributed it to his messmates. "Six Bells are followed by the shrill whistle of the boatswain's call. Up Spirits intones the boatswain's mate, answered by a chorus sotto voce - of Stand Fast the Holy Ghost from the throats of those throughout the ship who are eagerly awaiting the lower's deck's main social event of the day. Next, the officer of the day is rounded up by the petty officer of the day who politely reminds him that is time for Up Spirits, firmly ushering him to the Important key board to draw the keys for both the spirit room and the spirit 'barricoe' pronounced 'breaker' into which the rum is to be poured and conveyed."

The Officer ushers into the spirit room a small party consisting of the Petty Officer, Jack Dusty with his helper, nicknamed Tanky, and often a small guard. After a complex and ritualized routine, which includes taking the keys, going below deck and unlocking the door, the whole group enters the spirit room where Jack Dusty and Tanky draw out the right quantity of rum. Another intricate routine follows: locking the room, retaining the key and going up into a room where the rum is measured again, under the watchful eye of the Officer of the day. In the meantime, by 11.45 the grog tub, with its splendid brass lettering The King



- God Bless Him has been set up on the deck. When the party with the breaker of rum reaches the tub, Jack Dusty starts the proceedings and the rum is measured another time.

"At this stage, an element of time-honoured tradition enters the proceedings. Tanky offers the officer of the day a small measure of water from the tub, uttering at the same time, 'Test for salt, sir'. The latter, having satisfied himself that the water is pure and unsullied, gives a nod, the rum is poured from the breaker into the water in the grog tub, and the mixture is stirred thoroughly. Grog is ready. 'First Mess' is the cry and the distribution begins. When every mess has received their ration, what is left over in the tub is emptied over the ship's side into the sea. Even this part of the ceremony follows a precise procedure of words and gestures.

"Only one element of the ceremony remains after the grog has been issued and this is the most important – its drinking. The rum bos'ns repair to their messes with all speed and surefootedness (even in a force ten gale) to distribute the ration among their messmates. Mugs of glasses are set up at the end of each table together with a bakelite measure. Some men are delayed by their duty watch, but there is an unwritten code prevailing so that any tots not drawn immediately are carefully set aside for their owners' return." The tot was over.

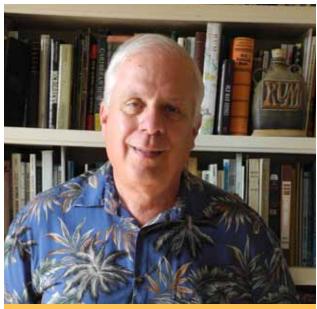
This ritual continued to happen every day, during the months, years, decades of the sailors' life.

Marco Pierini



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.

PLANTATION RUM

Plantation Rum announced that its brand name will evolve. The brand pledges to work with its stakeholders on this initiative and will communicate more specific details at a later date. Plantation Rum confirms that its rum production methods and the liquid inside the bottle will not change. "As the dialogue on racial equality continues globally, we understand the hurtful connotation the word plantation can evoke to some people, especially in its association with much graver images and dark realities of the past," said Alexandre Gabriel, Plantation Rum Master Blender. "We look to grow in our understanding of these difficult issues and while we don't currently have all the details of what our brand name evolution will involve, we want to let everyone know that we are working to make fitting changes." The Plantation portfolio is a collection of award-winning rums, several of which are produced at the company's West Indies Rum Distillery in Barbados. Alexandre Gabriel, with the help of a loyal and dedicated team, has grown this family business over the last 30-plus years to exemplify creativity, teamwork and inclusiveness across all departments.

"We consider our company's cultural diversity a fundamental strength," said Angelique Jullienne, Marketing and Communications Director. "We have always drawn on our multi-culturalism to guide our actions, our communications and our relationships with customers and colleagues around the world. We strongly affirm our policy that everyone associated with Plantation Rum and West Indies Rum Distillery is treated with respect and dignity." More than ever, Plantation understands that this is a time for global reflection and a moment to improve ourselves and the communities we live in. As a company, Plantation strives to support a better future and to show support for communities everywhere.

"We pride ourselves on making delicious rum for people to enjoy and never want any part of their experience to create feelings of discomfort," said Stephanie Simbo, Plantation Rum Global Brand Manager. "To that end, we want to be on the side of actions and solutions. As you can imagine, evolving a brand name is a significant undertaking for a family business like ours. We humbly ask that everyone have patience as we move to make these changes as quickly as possible." https://www.plantationrum.com/

THE WORSHIPFUL COMPANY OF DISTILLERS ONLINE CHARITY AUCTION

The Worshipful Company of Distillers' online charity auction raised over \$ 73,000.00, with all proceeds going to The Drinks Trust's Your Round appeal to support those in the drinks industry facing severe hardship as a result of Covid-19. The Drinks Trust has experienced a huge increase in demand for its services, with many individuals from the industry now in desperate need. All lots in this charity auction were donated by the members of the Distillers' Livery Company.

The Drinks Trust is the community organization for the drinks industry, offering support and services to help its community thrive, to upskill, to broaden their knowledge, to network and to learn from one another. It will also be there to support them in challenging times, with wellbeing and financial assistance. Charitable giving lies at the heart of The Worshipful Company of Distillers' purpose. The Distillers' Charity was established in 1955. Its vision is to make a difference to young people by improving alcohol education, training and vocational opportunities and working with other Livery-related charitable causes, including within the drinks trade. Over 100 bottles of fine wines and rare spirits were donated by Liverymen of The Worshipful Company of Distillers.

Without a doubt, the star lot at the auction was a cask of Caroni rum that was distilled at Rum Distillers of Trinidad & Tobago Distillery, Southern Road, Caroni in 1998, and is the HTR Heavy

Type Rum produced on column stills and aged in American oak. It was stored on the island at the distillery until 2010, upon which it was shipped to the UK and entered into cool, damp warehousing in Liverpool, a traditional center for rum importation. The cask remained under bond and the rum will continue to mature in the cask. This cask was regauged on May 28th, 2020, and it was found that the cask now contains approximately 168.5 bulk liters at a cask strength of 63.1%. The cask sold for \$ 27,184.22.

Another high dollar rum sale was a single bottle of Havana Club 1519 - Aniversario 500 De La Habana 1519-2019. This bottle was produced for the 500th anniversary of the city of Havana and donated by Havana Club for the Distillers' Livery Emergency Appeal. Havana Club's Maestros del Ron Cubano began preparing for the city's milestone anniversary as early as 1999, by selecting and blending barrels of rum from their maturing stock. Over the next 20 years, the Maestros repeated this process every five years, re-blending the rums and filling back to cask for further maturation. This comes in an individually numbered, mouth blown decanter inspired by the architecture of Havana. The presentation box features ornate gold detail which echoes the ironwork found in historic Havana Vieja. The case includes a certificate of authenticity written by Dr. Eusebio Leal Spengler, Historian of Havana City, and signed by the four Masters who created Havana Club 1519. This is decanter number 049 of 500 and sold for \$ 6,574.79. https://www.distillers.org.uk/

DIAGEO

Diageo, maker of Bundaberg, Captain Morgan and Ron Zacapa rums, has announced a new global program to support pubs and bars to welcome customers back and recover following the COVID-19 pandemic. "Raising the Bar" will be a two-year program available from July 2020. Through "Raising the Bar", Diageo will provide \$100 million to support the recovery of major hospitality centers, including: New York, London, Edinburgh, Dublin, Belfast, Mexico City, Sao Paulo, Shanghai, Delhi, Mumbai, Bangalore, Nairobi, Dar es Salaam, Kampala, Sydney and beyond. Diageo designed the program following a global survey of bar owners to identify what they need to reopen after lockdown. Their top priorities include hygiene measures, digital support and practical equipment to transform how their outlets will work. It will provide targeted support to help pay for the physical equipment needed for outlets to re-open. From June 24th, 2020, bar owners will be able to register their interest for the "Raising the Bar" program via www.diageobaracademy.com globally and www.mydiageo.com in the UK and Ireland. Bar owners will receive regular updates on best practice training and resources and be able to participate in global surveys to share insights, as they build back their businesses. Ivan Menezes, Chief Executive of Diageo commented: 'Pubs and bars sit at the heart

of every community. We have launched "Raising the Bar" as so many outlets have been impacted by this crisis and badly need help to open their doors again. We are calling on governments around the world to provide long-term recovery packages to help the hospitality sector. These businesses play an essential role in bringing people together to socialize and celebrate, something that we have all missed so much during this terrible crisis, and sustain hundreds of millions of jobs, which provide a first foot on the employment ladder for young people.' This \$100 million program includes the \$20 million Community Fund announced in the United States on June 12th, 2020. Continuing its efforts to support under-represented groups and communities, especially those in the hospitality industry who have been so badly affected by COVID-19, Diageo created the Diageo Community Fund to help address the urgent needs of Black communities and businesses who have been disproportionately harmed by Covid-19. "Diageo has no tolerance for racism, injustice and unequal treatment. We stand together with the Black community in this defining moment", said Ivan Menezes. "We are committed to taking every step necessary to champion equality everywhere and, while we have made progress, there is so much more to do. The Diageo Community Fund is just one of many steps we will take on this journey." Diageo has long-standing partnerships with the National Urban League and the NAACP Legal Defense Fund and has already pledged over \$1 million to these organizations and 100 Black Men of America, Inc., to support their work for racial equality and social justice. https://www.diageo.com/

SCOTTISH RUM FESTIVAL

The Inaugural Scottish Rum Festival, scheduled to take place in Edinburgh this summer, will now continue as a virtual event. Because of the Covid-19 pandemic, the festival could not continue as planned and will now be online. Trade members will now be able to participate on Friday, July 24th and the public can join in on Saturday, July 25th. Virtual attendees will receive ten 30 mL samples of Scottish rums, a branded Glencairn tasting glass and access to an array of talks, tastings and brand experiences through a series of livestreamed sessions with some of Scotland's leading rum distillers and blenders. The festival will also be raising money for Scottish drinks industry and hospitality charity The Ben. Dr. Kit Caruthers, owner and head distiller at Ninefold Distillery, told Spirit Business "This is a great opportunity for the burgeoning Scottish rum sector and I am delighted to play a part in the inaugural Scottish Rum Festival. There is a growing band of producers who make rum authentically and honestly here in Scotland and we're looking forward to giving everyone a great rum experience." Public tickets are priced at £34.95 (US\$45) each and are

available to purchase from scotrumfest.com. A total of £5 (US\$6) from each ticket purchased will be donated to The Ben. Confirmed producers include Matugga Distillers, Ninefold Distillery, Spirit of Glasgow, VS Distillers, Wester Spirit Co, Brewdog Distilling Co, Deeside Distillery, The Glasgow Distillery Co and Rumbarra Scotland, with others still to be confirmed. https://www.scotrumfest.com/

OLD SAM DEMERARA RUM

CBC Newfoundland reported that the Newfoundland

and Labrador Liquor Corp. has pulled a rum brand off the shelves after the producer said it's reviewing whether the label that appears to depict an elderly Black man is appropriate. The rum is imported from Guyana and blended and bottled in St. John's, according to the company's website. It has been sold in other Canadian provinces including Alberta, Nova Scotia and New Brunswick. The Old Sam figure appears in black and white illustrations on product labels. The corporation's website says the recipe originates from 1797, when Edward Young & Co. first imported barrels marked "Old Sam" from Guyana to London, England. A vague description of the character's backstory appears on the Old Sam Rum website, saying he was based on the Demerara River in Guyana in the 1700s. It says the rum "has a personality as unique as its namesake. Sam was a man who demanded much of himself, his workers and his rums, but brimmed with generosity for guests and friends, merchants, naval officers and New World adventurers alike who found their way to his post on the Demerara River to share a story, a laugh and a taste of the latest blend." The image on Old Sam rum bottles could be of the distillery's original founder, a white man, but the research has been inconclusive, so management has decided to remove the logo anyway. "We do not believe the image perpetuates negative racial stereotypes," NLC chief merchandising officer Peter Murphy told CBC Newfoundland and Labrador. "However, we also accept that there are limitations on the information available about the product. Although we may believe the imagery is not related to negative racial stereotypes, we cannot conclusively state that those linkages may not exist or be perceived in that light." CBC reported the Newfoundland and Labrador Crown Corporation, which blends and bottles the rum had put the branding under review. NLC said it saw "a potential issue" with the rum's branding in light of increased awareness and public debate related to diversity and inclusion. Employees raised concerns about the image of the man and whether it's rooted in a stereotype. The brand dates back to 1797, and it was difficult to find information on who the man was, so the company has decided to keep the name and remove the image. The review came as companies confront racial stereotypes in their branding because of anti-racism protests in the United States and Canada. https://nlliquor.com/

ROCK SOUND RUM

Rock Sound Rum recently debuted in Austin, Texas. Originally scheduled to launch with a huge splash at the 2020 South by Southwest Festival (SXSW), the brand dove directly into its distribution channel. Rock Sound Rum feels that now, more than ever, consumers are looking to escape the pressures of modern society with their "Summer Vacation in a Bottle." The brand is distributed by Republic National Distributing Company and will be available throughout Texas in the months to come and nationwide soon after. Rock Sound Rum is inspired by the beaches of Rock Sound, Eleuthera, The Bahamas, and is made for people who appreciate a killer cocktail and a whole lotta adventure. Original Light is bottled at 40% ABV (80 proof) and the delightfully unique Rock Sound Rum flavors of Smoked Coconut, Key Lime, and Grapefruit are handcrafted with natural ingredients and contain a 35% ABV (70 proof). https://www.rocksoundrum.com.

INTERNATIONAL SUGARCANE SPIRITS AWARDS

The International Sugarcane Spirits Awards aims to bring together producers, brands and independent bottlers from all over the world ("participants") in order to unearth and highlight excellence, to promote the growth of sugarcane spirits around the world and to celebrate it internationally through major media coverage. As such, the International Sugarcane Spirits Awards plays an indisputable role on the European level and is soon to be the gold standard of excellence on a global scale. They advocate for global transparency. It is much less a trend than a real and durable consumer insight. Clear age statements and ageing steps or proven sugar rates are nowadays demanded by all markets. It takes some real collective efforts to pull an entire category up. The competition will take their part of it by striving to always require such information for all tasting entries and publicly displaying them on their product database. While some companies are entirely focused on producing world's most delightful spirits, it must be acknowledged that others are leaders in their ability to design and communicate their brands and product image. Marketing being an undoubtedly important part of the spirits industry, they will also run a dedicated competition for awarding such excellence. The International Sugarcane Spirits Awards will team up with experts who are amongst the most recognized and influential personalities worldwide, with the end goal to ensure relevancy in results on a global culture and category specific point of view. Their judges are recognized for their depth of experience with sugarcane spirits, and further offer a broad representation of geographical location. They generate individual scores, that combine to form overall rankings after the tasting sessions. https://www.iss-awards.com/

TRAVELLERS LIQUORS

Keeping with a tradition started over a decade ago, Travellers Liquors is celebrating the birthday of its founder, Jaime Omario Perdomo, with the 2020 release of Don Omario's Vintage Rum. The ten-year old rum is made available every year in June and is the company's salute to the man who founded a true Belizean family business. Perdomo's legacy began back in the 1950's with the opening of a bar in Belize City called Travellers, which catered to those either coming in or going out of the city during a time when Belize's sugar industry was booming. Travellers initially sold imported liquors and beers as well as locally made rums. In those days it was the practice of local bars to make their own rum blends for exclusive sale and Don Omario did not hesitate to follow that tradition. He started to create unique blends for his bar by combining various flavors and essences. As Travellers' rums grew in popularity, Don Omario searched for a way to provide consistency to his blends. During this time the recipe for the award winning One Barrel Aged Rum was developed. Growing competition in the rum manufacturing business made it more difficult to obtain spirits of consistently good quality. Eventually he entered into a partnership agreement with Luis Alberto Espat who agreed to build the distillery in Belmopan. When Mr. Espat decided to relinguish his interests in the distillery in 1989, Travellers bought his share of the company, gaining for the first time, full control over all aspects of production. Since then the distillery has been upgraded to enhance the quality of the spirits manufactured. The use of innovative techniques and new technologies assures the production of the finest rum available today. The aging and bottling plant infrastructure has also been upgraded to meet strict export standards. The Perdomo family continues to ensure the Travellers tradition grows and the family legacy lives on. https://www.onebarrelrum.com/

BREWDOG DISTILLING COMPANY

Last October, Brewdog released Five Hundred Cuts Botanical Rum as "an interesting bridge between rum and gin". It is made using sugarcane molasses that has been fermented using red wine yeast, is double-distilled using the brand's copper pot stills and is infused with whole botanicals to produce a rum that tastes like "like Christmas cake in a glass". Now Brewdog has released Distiller's Cut, a bold, cask aged, handmade spiced rum. They age a portion of the rum in ex-Oloroso sherry casks for 15 months giving a blast of stone fruit which is layered with blood orange peel and intense spiced botanicals, including Tonka bean, vanilla, blood orange peel, clove, cinnamon, nutmeg, all spice, ginger, cardamom and Szechuan peppercorn. https://www.brewdog.com/



RUM ASTROLOGY

by Cris Dehlavi



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

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

Cancer the Crab

June 21 - July 22

Cancerians are intuitive, creative, nourishing, and emotional, and make loyal, sympathetic friends. However, Cancerians (one of the water signs) need alone time, and when they retreat, let them do so on their terms.

I love the MOJITO as the cocktail for Cancer--- it is so traditional but has so many creative variations and when made properly it is absolutely wonderful.

Havana, Cuba, is the birthplace of the Mojito, and there it is thought of as a common highball. The standard herb of course is mint, but I have made Mojitos with everything from basil to cilantro, and they all work. Every bartender has their own method, here is mine:

In a cocktail shaker, add a small handful of mint, or basil. Add one ounce of simple syrup and lightly muddle the herbs, releasing the oils. Add 2 ounces of white rum, one ounce of fresh lime juice, and shake well with ice. Strain into a tall glass, removing the muddled herbs. Add fresh ice and top with a splash of club soda. Garnish with fresh crisp herbs.



3rd Annual RUIVI And The Environment AVARDS OPEN CALL



EXCLUSIVE INTERVIEW

by Margaret Ayala



Vanuatu. located in the South Pacific, is an 83-island archipelago currently best known as the birthplace of bungee jumping and as the most linguisticallydiverse country on the planet (over 100 languages are spoken there!). Thanks to the diligent and qualitycentered efforts of Pierre-Luc Chabot and Martin St-Hilaire, it is also on its way



to being recognized as one of the finest rum producers in the region. I am very happy to share this interview with all our readers!

Margaret Ayala, Publisher

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

Pierre-Luc Chabot, Head Distiller, Founder/Owner and Martin St-Hilaire, Founder/Owner. Our rum name is 83 Islands, the Distillery is 83 Islands Distillery and the company itself is The Distillery Company. We are located in Port Vila, Vanuatu on the island of Efate, in a location called Stella Mare.

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

Pierre-Luc: I remember being introduced to Scotch whisky by a friend in my late 20s and thinking it was the most extraordinary thing in the world. After teaching at a university for some years, I was ready for

a new challenge and whisky making started to occupy more and more places in my mind. Back then, there were almost no craft distilleries in Canada and the dream of making any spirit seemed unreachable. Little did I know, my sister. Marie Eve Chabot, and brotherin-law, Martin St-Hilaire, had the same idea of making spirits. They had been living on the other side of the world in Vanuatu for the past decade. After 6 months of discussions. research and reading, I was making preparations to move permanently to Vanuatu.

Rum wasn't on my radar at the time because... I probably didn' know what rum could taste like. I was drawn to rum because it didn't make sense to make any other spirits on an island that grows sugarcane. I wanted to make a spirit that represents the essence of Vanuatu, the season and really the moment in which it is distilled. Rum is a extraordinary spirit and I hope that craft rum will become more popular and more common in the years to come.

Q: Where did you gain your knowledge about the spirits industry and in particular, rum?

Pierre-Luc: Initially, I read a lot about alcohol and spirits. Then I started to do small-scale experiments. It made me realise that I needed to read more about fermentation, yeast and distilling. There is a lot of material out there which can help a lot, but this project involved me leaving my job and my country, so I decided to go to Moonshine University in





Louisville for a week just to make sure I was committed.

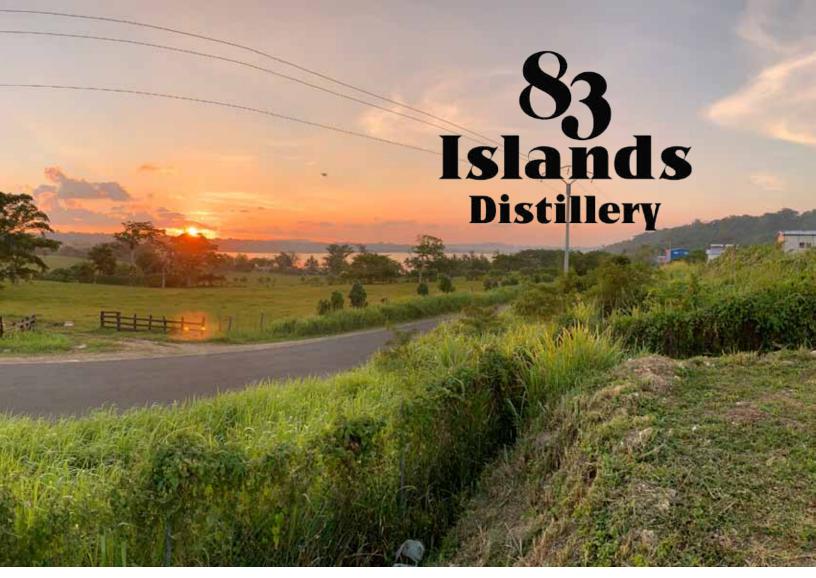
The distiller's course was eye opening and made me realise that even after two years of reading, I knew very little about making alcohol and the spirits industry. We decided to follow up with the distiller's operation course, the fermentation workshop and the rum course given by Luis and Margaret Ayala of The Rum University. Each of those were incredibly valuable, especially the rum course. There is no substitute for learning from people that have a long experience with the product and the industry.

Q: Are you the first (legal) rum distillery in Vanuatu?

Pierre-Luc: Yes, we founded the distillery in 2016 and we started our first

test batch in 2017 in a small pot still. It took us quite some time to set up our 500L pot still. Starting a distillery in a developing country, where everything needs to be imported, was a complex endeavor. Since then, we have filled almost 100 barrels and pretty soon we will open to tourists and will be the only distillery in the 83 islands of Vanuatu that you can visit and enjoy a tasting of locally made and aged rum.

Martin: Vanuatu is an organic paradise as the islands are a mix between coral and volcanic island, their size are bigger than most Caribbean islands but much smaller than the one where you have industrial farming as it is not flat and big enough. This is why there was no rum distillery in Vanuatu before we started the discussion about this project. Since, and about the same time as us, the local brewer also started experimenting with spirits and liquors.



Hopefully, we can create a new craft industry for Vanuatu.

Q: Can you describe the process of working with the local authorities in order to get the permit approved for the distillery? How long did it take?

Pierre-Luc: In Vanuatu the local authorities were quite accommodating. There is a huge need for the diversification of the economy in Vanuatu and I think the local government saw value in our project. The process to get the permits were pretty straightforward. We actually got most permits after 3 to 6 months. The most difficult permit to get was the custom-controlled area permit to be able to store our bottled products duty-free. We only got this one recently in 2020.

Q: You've decided to take a Rhum Agricole approach to produce your rums. Can you describe your sugarcane, as well as, your fermentation process and distillation equipment?

Pierre-Luc: That's a good question. We are not exactly sure what varieties of sugarcane we are using right now. The Ministry of Agriculture says they have at least 6 varieties but classify them only by colour (Red Sugar cane (white flesh), Green Yellow Sugar cane (white flesh), etc.). We are in the process of identifying those varieties with a renowned lab and we know from talking to farmers on different islands that there are many more varieties than just the 6 in Vanuatu.

Martin: Right now, we are using wild sugarcane. It can't get more organic than that. There is no existing sugarcane plantation in Vanuatu, so we get what is



grown without human intervention in a humid, tropical forest.

Pierre-Luc: As far as we understand, the strain used for sugar production in the Caribbean was imported a long time ago from our part of the world, Melanesia. We think we might have some original and unique varieties on our 83 islands, maybe some long lost sugarcane strains and hopefully some that make great rum. We are committed to the "Terroir" and we are working closely with local farmers to develop a sustainable sugarcane growing industry that can supply our needs.

Pierre-Luc: Right now, we are producing molasses rum and Rhum Agricole. For Rhum Agricole, we cut and crush one variety of sugarcane within 24 hours. We

pitch our yeast directly to the undiluted cane juice in our 2000L closed tank fermenters. For the molasses rum, we pasteurise our molasses and cool it down by adding water. We keep our fermenters at 32° C which involves a lot of cooling in our subtropical climate. We are currently doing very long fermentations between 5 and 10 days and we get very good results, but we haven't committed to a specific recipe yet. I'm always optimising and testing out new ideas. We have a very solid record keeping and we hope to be able to have this information available online when we start selling our products.

Pierre-Luc: Before purchasing the still, I visited a distillery quite frequently and made sure to taste the rum made



with the same equipment. We are distilling with a 528L steam jacketed Mueller pot still from Germany. It is an incredible machine, fast, precise with high reproducibility from one batch to the other. The manufacturer also promised that we would be able to distil 2000L in an 8-hour day shift. Their representative, Frank Deiter, agreed to travel 10,000 km to come and make sure we set it up correctly. With more than 400 distillations behind us, I could not be happier with our purchase.

Q: Kava is a traditional drink enjoyed throughout the South Pacific; some scholars suggest it actually originated in (Northern) Vanuatu. Are you planning to flavour any of your rums with this traditional plant?

Pierre-Luc: Kava is a very important drink in Vanuatu. It is known for its relaxing and numbing effects. We often say that it's used in official ceremonies but in Vanuatu it is consumed daily. It is not uncommon for friends to meet for a "shell" or two after work to relax. We are planning on using Kava in a special spiced rum that will only be available in Vanuatu. We are using a process to extract the active kavalactone using rum. We then clarify it creating a beautiful golden spirit. It's a unique way to taste Kava as it removes the "muddiness" that is often associated with it. But it's not for everyone as it is one of the most bitter tasting beverages one can find and will numb your taste buds for up to an hour.





Q: When we last saw the two of you, you were ready to scale up your rum production, but then the Covid-19 epidemic hit. How did it change your plans and how were you able to adapt?

Pierre-Luc: Before the pandemic, we were scaling up for retail and tours. Since the majority of our tourists are from cruise ships, we decided to postpone our entry into the market. We decided to concentrate on filling barrels for the time being and started construction on a separate bar and tasting space as well as a retail space and more barrel storage.

In Vanuatu, the government was quick to require all businesses to set up sanitising or hand-washing stations. Vanuatu is not a high priority on the global supply chain so after a week it was almost impossible to find hand sanitiser in the country. We quickly changed production to hand sanitiser. We gave and sold more than 3,000 liters. The country's main hospital ran out of

ethanol, so we supplied them with our pure alcohol we had in stock for making gin. We now keep a stock of alcohol for hand sanitiser and we plan to continue selling pure alcohol to some local resellers and we found out that our local pharmacists and hospital are interested in continuing to purchase from us.

Q: What is the current status in Vanuatu, regarding the quarantine?

Pierre-Luc: It is worth nothing that Vanuatu is one of the very few countries in the world where we never had a case of Covid-19. The country closed its border fairly early and it's easier to keep the virus out when you are a remote island in the South Pacific. Our direct neighbours, New Zealand is now virus-free and Australia should follow soon. Hopefully, the country will reopen soon.

Martin: Since 50% of the economy in Vanuatu is supported by tourism, closing the border really hit the people of Vanuatu hard.



Pierre-Luc: Moreover, during the first month of the quarantine, the northern islands were hit by a catastrophic category 5 cyclone. Needless to say, the quarantine made the rescue efforts really difficult.

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

Pierre-Luc: We are currently producing a variety of rums. 83 Islands Rhum Agricole, which is made with locally grown sugarcane. We are aging 83 Islands Single Barrel Rum that will be released by the end of the year starting with rum aged in Chardonnay and Red wine barrels from France. Following up with rum aged in American Brandy and Bourbon barrels. We expect to have a Blended Aged Rum early next year. We are also producing a spiced rum with vanilla and a local nut we call nangai. Vanuatu cacao is world class and each

island makes its own single origin cacao. Making a cacao nibs infused rum was high in our priority list and this should be a very popular product.

These specialty products will be available for tourist who visit our premise and for local events at the distillery. Our aim is to export precious barrel aged rum and Agricole Rhum.

Q: Aside from rum, do you have other spirits in your portfolio?

Pierre-Luc: We are making a Kombava Gin with local variety of Kaffir lime we call Kombava.

Q: Where are your products currently available for purchase?

Pierre-Luc: Our products will be available for sale by the end of the year in Vanuatu and on our website. We are



not sure yet if we will be available to ship worldwide, but we are looking to distribute in our regional markets of Australia, New Zealand and we want to be in Europe by 2022.

Q: Do you have plans to produce additional rums?

Pierre-Luc: We are working on a Kava spice rum as well and more flavoured rums that feature our local products. We also want to make a pineapple infused rum using natural flavours.

Q: Are you at the stage where you are offering tours? If so, are reservations recommended/required?

Pierre-Luc: We will be offering tours by the end of the year with reservations available on our website.

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

Martin: We are working hard to create a unique experience for our guests. We are conscious that we will get visitors that might visit a distillery for the first time and people who are non-drinkers. Having visited so many distilleries over the past years, it is important for us to create a tour experience that is interesting and informative for everyone. Vanuatu is a paradise for spices, tropical fruits and nuts. A part of the tour will

present the flavour of Vanuatu, vanilla, pepper, cacao, citrus, lime, cane juice, pineapple, soursop and many others. We want to bring people closer to the pleasure of tasting sweet, sour, bitter and various flavours.

We plan on having different kinds of tours that will go deeper and be more informative on the production side and we will have tours that will focus more on the tasting.

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

Pierre-Luc/Martin: We invite people to reach out through our website at https://83islands.com and our Facebook page https://www.facebook. com/83IslandsDistillery/

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

Pierre-Luc: Vanuatu is a great destination to visit and we hope you'll consider us when international travels resume. If you can't make it, please contact us and we will do our best to have our products available close to you.

Margaret: Again Pierre-Luc and Martin, thank you so much for this interview and I wish you and your team much success.

CIGAR & RUM PAIRING by Philip III Barake





My name is Philip III 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

White Pirate #2

Some time ago I put together a pairing with the rum version of two classic cocktails: Black Pirate and White Pirate. In this pairing I will focus more on a different White Pirate recipe, closer to the classic one, which was revived in the movie *The Great Lebowski*.

These are the ingredients and measurements:

2 oz. Oakheart Spiced Rum
2 oz. Marie Brizard Coffee Liqueur
1 ½ oz. Heavy Cream
½ oz. Sweet Condensed Milk

Pre-mix the heavy cream, the condensed milk and the spiced rum in order to incorporate them. Pour the coffee liqueur first into a glass with ice, then slowly add the cream mixture atop the ice. Decorate with ground cinnamon (optional).

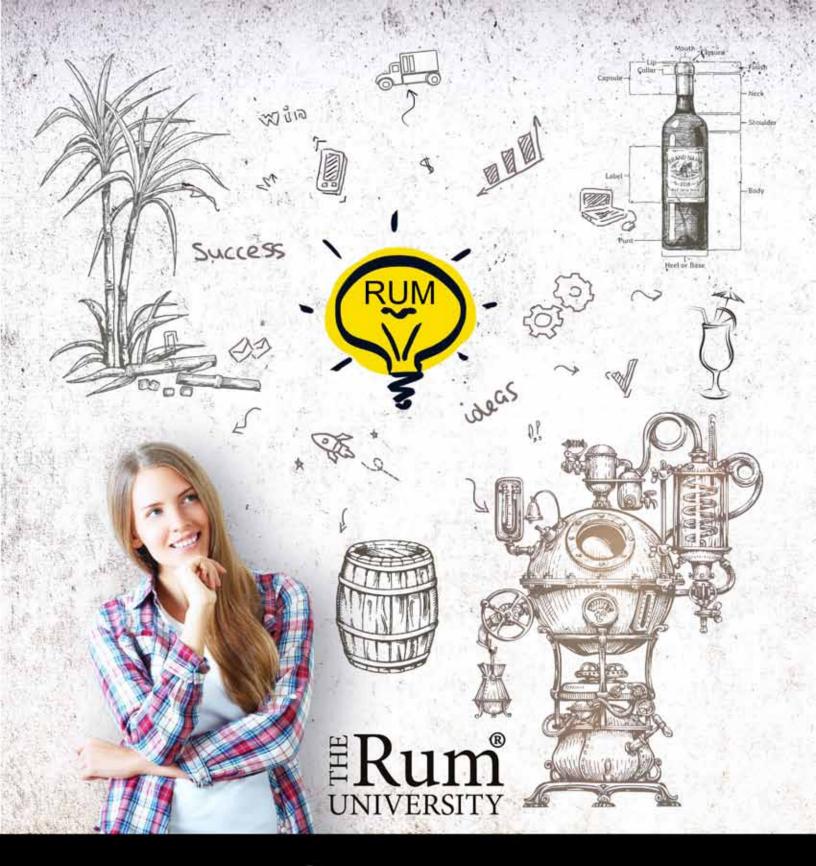
The cocktail is very easy to drink, it is definitely for warm weather and it has a flavor profile broader than the classic White Russian.

The cigar I selected was a Double Gordo (6' x 60) from Quorum Classic Cigar, with a wrapper from Ecuador and filler from Nicaragua. When lit, it had good draw, creamy notes and the classic intensity typically associated with Nicaraguan tobacco, which I describe as medium, ideal for this pairing (even though it could have worked with a slightly stronger cigar too).

Normally this cocktail is mixed in the glass, in order to achieve a better









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