

Got Rum?[®]

JULY 2021

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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



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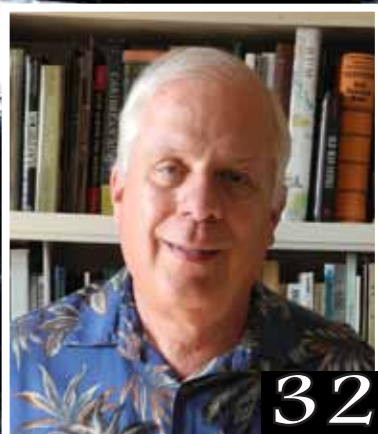
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Got Rum?®

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
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July 2021

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FRONT COVER: A Rum Treat

INSIDE SPREAD: Cocktail Hit Parade

FROM THE EDITOR

Balance

We've arrived at the half-way point of the year: the road ahead is as long as the road already travelled. One of the benefits of getting older, I think, is the ability to look at both the past and the future with a higher appreciation of how hard it is to understand, appreciate, seek and find balance.

Balance is an indispensable quality of greatness: great restaurants achieve it by focusing on the way they treat customers, how they prepare their dishes and how said dishes are presented to the eager diners. Great living spaces achieve their distinction by the way they harmoniously distribute or utilize empty or defined given areas. More specifically to the focus of this magazine, great rums need to find this balance between aromas, the thoughts they evoke, the realities delivered by the taste components, the packaging and the price. Great rum and cigar pairings capture the balance too, with the combined sum of the parts being greater than the individual quality of the components. In our lives, work-balance is critical for mental well-being and harmonious interfamily relations.

How balance is defined changes from one social group to another and from one industry to the next. What doesn't change is how much true balance is appreciated by the end users, whenever it is achieved.

Looking at the past six months of the year, do you feel you lived them in balance? Hopefully the answer is 'yes' but, even if it isn't, you still have the next 6 months to make corrections and bring the average for the year into balance.



The rum industry is buzzing around us: I haven't seen this much R&D activity in the 25+ years I've been involved with rum. Brand producers and distributors are preparing for a very active summer, followed by a very promising OND (October, November and December). Let's all take a few moments as often as possible to make sure we are in balance, so that all our actions deliver the best possible experience to everyone touched by our products or services.

Cheers!

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

Luis Ayala, *Editor and Publisher*



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

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

THE ANGEL'S SHARE

by Paul Senft



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

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

Cheers!

Virago Four Port Rum

So, I am standing in the liquor store looking at the Virago line of rums. Not familiar with the line and being a label reader, it took a while to puzzle out my first selection. Ultimately, I selected Virago Four Ports a blend of pot and column still eight-year-old rum from Barbados, four-year-old Jamaican pot still rum, five- to eight-year-old column still rum from Nicaragua, and six-year-old column still rum from Panama. The team at Virago blends these rums to 43% ABV and bottles the product in Richmond, Virginia.

Appearance

The short necked 750 ml has a wooden cap with synthetic cork sealed with a transparent security wrap. The burgundy label has white script with silver and black accents. The information on the bottle covers the basics about the spirit with tasting notes on the back label.

The rum holds a golden amber color in the bottle and glass. Swirling the liquid creates a thin ring that drops a few fast-moving legs, then beads up and drops another set of slower moving legs. After the legs settle into the liquid the ring and legs thicken and evaporate leaving a residue on the glass in their wake.

Nose

On the nose the rum leads with caramelized vanilla and baking spices, followed by toasted coconut, cooked pineapples and bananas, and tart fresh orange zest. There is a moment where

a hint of Jamaican funkiness drifts in and out of the profile punctuated by a note of old saddle leather, black and white pepper, and char.

Palate

The first sip of the rum is a lush swirl of vanilla driven alcohol laying the foundation for what is to come. Additional sips reveal cinnamon driven Crème Brule, orange citrus acidity, ripe fig, and when the funk swirls in the grilled pineapple and banana notes dominate both the high and low notes of the flavor profile. As the rum begins to fade the old leather notes manifest, then the pepper drifts in, with charred oak and copper lingering in a long finish.

Review

While reviewing this rum and discovering all the flavors in the profile it has to be noted that they hit fast in a swirl and are gone just as quickly. There is a nice balance between the sweetness, fruit acidity and earthiness of the product. Easy to sip, there is also a versatility that makes it serviceable in a variety of classic and tropical cocktails. This is the only private rum blend made by Virago spirits at this time and I think the 86 proof of the spirit really helps punch the fruit flavors up. I personally enjoyed it and am curious to see what they come up with in the future. They currently produce a line of rums, gins, as well as a coffee liqueur. I will share more details about their rum line in future reviews.



www.viragospirits.com

THE ANGEL'S SHARE

by Paul Senft

Montanya Rum Exclusiva

Montanya Rum distillery located in Crested Butte, Colorado recently celebrated their tenth anniversary. A noteworthy milestone for any craft distiller and would not have been achieved without the guiding vision of founder and owner Karen Hoskins. For her rum, Karen sources sugarcane from Louisiana family owned and operated cane growers who manage the sugarcane from the fields to the mills. After being transported to Colorado, the sugarcane is mixed with water and yeast and fermented for six or seven days. The "mash" is then distilled using hand built copper pot stills and then the rum is put into American white oak barrels that once held Laws Colorado Whiskey for 2-5 years, depending on the product. In the case of Exclusiva, the rum is aged for two and half years in the used American oak barrels and then transferred to French oak casks that once aged Sutcliffe Vineyards Cabernet Sauvignon and Port wines. After aging for six months the rum is blended to 40% ABV and hand bottled and labeled at the company's facility.

Appearance

The 750 ml level bottle is a heavy glass design with a label loaded with information. Each bottle notes what barrel the product came from, in this case the liquid came from barrel 160. The rum in the bottle and glass holds a golden amber color with a slight rose hue to it when tilting the tasting glass into the light. Swirling the liquid creates a thin line around the glass, that slowly thickens, first dropping a single leg, then after the ring finishes beading up has a wave of legs return to the liquid.

Nose

The alcohol from the rum tingles the nostrils as a wave of strawberry and raspberry notes appear along with caramelized vanilla sweeping through. As the aromas settle a light herbaceous note takes over balanced by earthy mineral notes, dark cinnamon, with just a hint of wood tannins and char rounding out the experience.

Palate

The first sip delivers a swirl of honeyed berry notes, alcohol, and toffee accompanied/balanced by bitter eucalyptus, cinnamon and dried tobacco leaf. These flavors are amplified slightly by an undertone of copper, fresh cane, and toasted coconut. These flavors merge together and dance in a long dry finish.

Review

It was a pleasant surprise when this rum was given to me as a gift. Overall, I enjoy how in some ways it is part of the Montanya rum line and in others it provides a very unique experience. This is no doubt due to the cask it is finished in, but is far and away many steps above what we find in the U.S. craft rum experience when it comes to sipping rums. Exclusiva is the perfect punctuation mark rounding out the core Montanya rum line. However, it is my understanding they are far from finished and will be adding new limited releases to their portfolio in the future. Enjoyable to explore sipping neat, it is divine in a Rum Old Fashioned cocktail due to this it makes me believe it would hold up well in most classic rum or whiskey cocktails. Cheers!



www.montanyarum.com

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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

Mongolian Meatballs

Ingredients:

MEATBALLS

- 2 lbs. Ground Beef, minced
- $\frac{3}{4}$ C. Breadcrumbs
- 2 Eggs
- 2 Tbsp. Soy Sauce
- 2 Tbsp. Dark Aged Rum
- 1 Tbsp. Rice Wine Vinegar
- 1 Tbsp. Garlic, minced
- 1 Tbsp. Ginger, minced
- 4 Green Onions, chopped
- Salt and Pepper to taste

GLAZE

- 2 tsp. Sesame Oil
- 4 Cloves of Garlic, minced
- 1 Tbsp. Ginger, minced
- $\frac{1}{2}$ C. Soy Sauce
- $\frac{2}{3}$ C. Dark Aged Rum
- $\frac{1}{2}$ C. Brown Sugar
- 3 Tbsp. Hoisin Sauce
- 1 Tbsp. Oyster Sauce
- 1 Tbsp. Ground White Pepper

Directions:

MEATBALLS: Preheat oven to 350°F. Mix together all of the meatball ingredients in a large bowl. Spoon out 1-inch of meat mixture, shape into balls and place onto 2 large baking sheets lined with parchment paper. Bake for 15 minutes, or until golden browned and cooked through. While the meatballs are baking begin preparing the glaze.

GLAZE: Heat a non-stick pan or skillet over medium-high heat. Whisk ALL of the sauce ingredients together in the pan until well blended. Bring to a simmer and continue cooking until sauce thickens, while stirring occasionally to prevent burning or sticking on the bottom of the pan (about 8 minutes).

When meatballs have finished cooking, add the meatballs into the sauce pan and gently coat each meatball generously and evenly in the sauce. Transfer the glazed meatballs to a serving dish or tray with a slotted spoon.

Sprinkle with white sesame seeds and chopped green onions and serve warm with toothpicks or mini forks.



Photo credit: www.thekitchen.com

Cuba Libre Pudding

Ingredients:

- 1 C. Brown Sugar, loosely packed
- 5 Tbsp. Cocoa
- $\frac{3}{4}$ C. Coca Cola, heated
- $\frac{1}{4}$ C. Gold Rum
- $\frac{1}{3}$ C. Flour
- $\frac{1}{4}$ tsp. Baking Powder
- $\frac{1}{4}$ tsp. Salt
- 1 Egg, well beaten
- $\frac{1}{2}$ C. Granulated Sugar
- 6 Tbsp. Butter, melted
- $\frac{1}{2}$ C. Chopped Nuts

Directions:

Combine brown sugar with 3 tablespoons cocoa and sprinkle in a greased 8" loaf pan. Pour the heated Coca Cola over this, then the rum. Sift dry ingredients (including remaining cocoa) together. Beat egg, add sugar and butter and mix well. Add dry ingredients and nuts and blend thoroughly. Spoon on top of the mixture in pan. Bake at 350° F for 40 minutes. Serves 6.



Photo credit: www.spoonfulofcomfort.com



RUM Aging Science

American Oak: New vs. Used

Introduction

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

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

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

A Research
Collaboration Between

THE **Rum**
UNIVERSITY

&



RUM CENTRAL

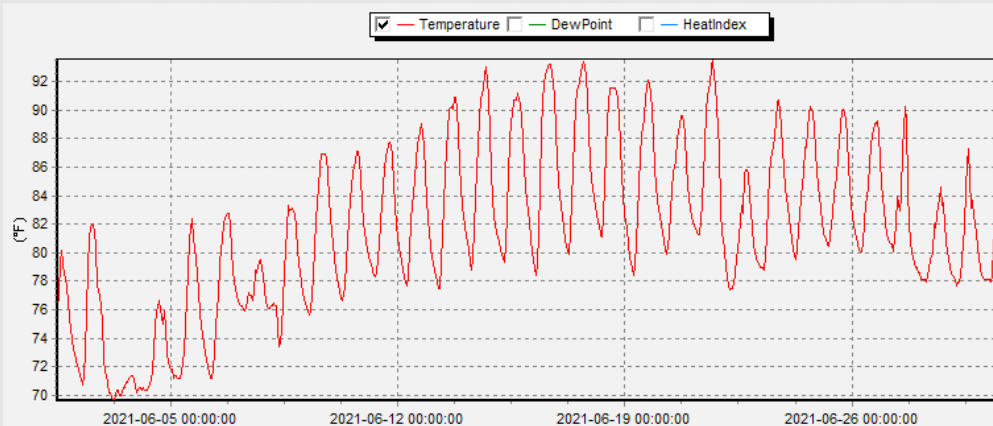


RUM Aging Science

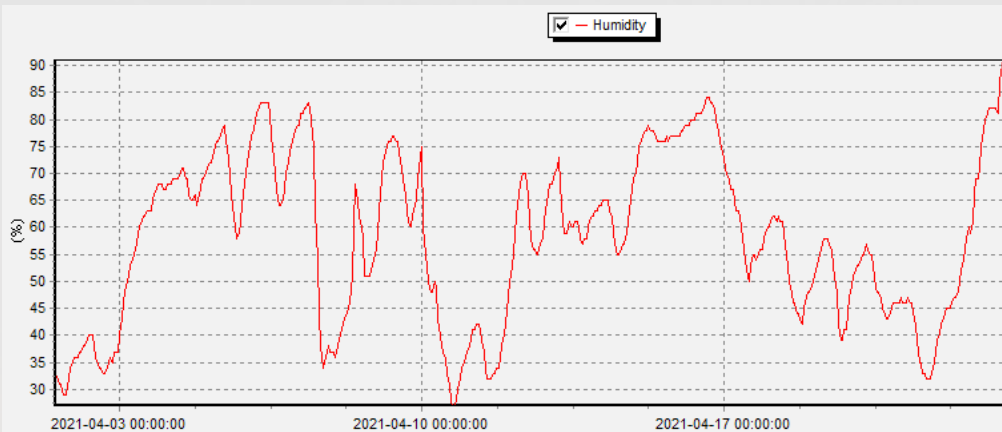
American Oak: New vs. Used

June's Weather

June's temperatures announced the impending arrival of Summer, with daily highs and lows more in-line with historical Texas' weather. Rains at the end of the month brought in cooler air while also increasing the humidity in the air. Working in the aging cellar is like being in a sauna, surrounded by rum barrels!



It'll be interesting to see the ABV and pH are impacted by the spike in relative humidity, combined with the high temperatures we are experiencing.



Seasonal Weather

July and August have historically been the two hottest months of the year in our part of the world, meaning we expect to have the most

RUM Aging Science

American Oak: New vs. Used

“maturation” occurring inside our barrels (accompanied by the most evaporation losses too).



These are the pH readings, as recorded on the 1st day of each month, compared to the rum from the previous series, which was aged in an ex-Bourbon barrel:

pH	New Barrel Char #1	Ex-Bourbon Barrel
January	7.04	7.04
February	5.01	5.67
March	4.80	5.32
April	4.54	5.23
May	4.45	5.10
June	4.41	5.03
July	4.29	4.96

RUM Aging Science

American Oak: New vs. Used



Color transformation of the rum while aging in a new charred barrel, as of the first day of each month, Above: January-April. Below: May-July.



RUM Aging Science

American Oak: New vs. Used

And these are the changes in ABV % readings (as of first day of each month), also compared to the ex-Bourbon barrel:

ABV%	New Barrel Char #1	Ex-Bourbon Barrel
January	62.35	63.43
February	61.80	63.42
March	61.61	63.42
April	61.50	63.43
May	61.41	63.40
June	61.30	63.40
July	61.19	63.40

Color: The monthly change in color continues to be significant, even to the naked eye. The last sample retrieved from the barrel has deeper reddish-copper hues, that make it more appealing.

Taste: The rum's flavor has a more pronounced oak dimension, as suggested by the color. The majority of the extracted tannins are still "harsh," meaning un-oxidized, but are nonetheless helping to make the rum more interesting and complex. The reduced pH (increased acidity) is also starting to come across, with enhanced fruity notes starting to develop.

Join us again next month, as we continue to explore the fascinating world of rum aging!

THE MUSE OF MIXOLOGY

by Cris Dehlavi



My name is Cris Dehlavi and I am a native of Arizona, but have lived in Columbus, Ohio since 2002. I just took on an exciting new role as the Brand Educator for Columbus for Diageo brands. I ran the bar program at “M”, of the Cameron Mitchell Restaurant group from 2002-2020. I am currently the Vice President of Columbus USBG and was one of the founding members of the chapter.

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

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

Boroughs Cocktails

Did you know that there are 5 cocktails named after the New York City Boroughs? I recently had dinner at a local restaurant that features them on their cocktail menu and I enjoyed revisiting them so much. Out of the five, only one is made with rum, so you may ask why I chose this subject for my article? It is simple-- rum is so incredibly versatile that you can easily switch out the base spirits with different styles of rum while still keeping the integrity of the cocktail.


So let's go through each:

I will start with arguably the most famous of the group, the **Manhattan**, originally created in the late 1800's. A Manhattan is comprised of 2 parts bourbon or rye, 2 part sweet vermouth, and 2 dashes of Angostura bitters. (Coincidentally, 2-1-2 is also the area code in Manhattan) It is most commonly served straight up and garnished with a cherry. In the famous book, *The Fine Art of Mixing Drinks*, by David Embury, it is listed as one of the six basic drinks, and it is the only one of the five listed as one of the “unforgettables” on the IBA list of official cocktails. There are many stories of its origin but the most common is that it was served at a banquet hosted by Lady Randolph Churchill at the Manhattan Club in the late 19th century. Keeping in mind that rye whiskey is bold and spicy, subbing in a rich aged rum like Appleton works perfectly.

The **Bronx** cocktail consists of gin, dry vermouth and orange juice, and in 1934 was ranked as the third most famous drink in the world. It appeared







in the 1908 book *The World's Drinks and How to Mix Them*, by William Boothby, and some say it was created by a bartender at the Waldorf-Astoria Hotel. I have seen this recipe with the addition of sweet vermouth as well and that is how I make mine. This is a crisp and dry cocktail so using a light rum, like Flor de Caña White, instead of the gin is ideal.

The **Brooklyn**, which is my favorite of them all, consists of rye whiskey, sweet vermouth, Angostura bitters and Luxardo Maraschino liqueur. It first appeared in Jacob Straub's 1908 book, *Drinks*, and was popular in the early 20th century but became quite obscure after Prohibition. I made this one with Ron Zacapa 23 and I thought it was delicious.

The **Queens** is made with gin, dry vermouth and pineapple juice. It originally dates back to 1930 when it was featured in Harry Craddock's *Savoy Cocktail Book*. I went with a light rum in this one too but I wanted a little more of a punch so I used Plantation 3 Stars.

And finally, the **Staten Island Ferry** (named after the ferry that takes people between Manhattan and Staten Island) which consists of equal parts of coconut rum and pineapple juice. This of course is reminiscent of a Piña Colada without the cream element and it is a modern classic. For this cocktail I used Don Q Coco Rum and it was fantastic.

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



The Ultimate Bar Book - The Bartenders Bible

(Publisher's Review)

James Beard nominee for Best Wine and Spirit Book

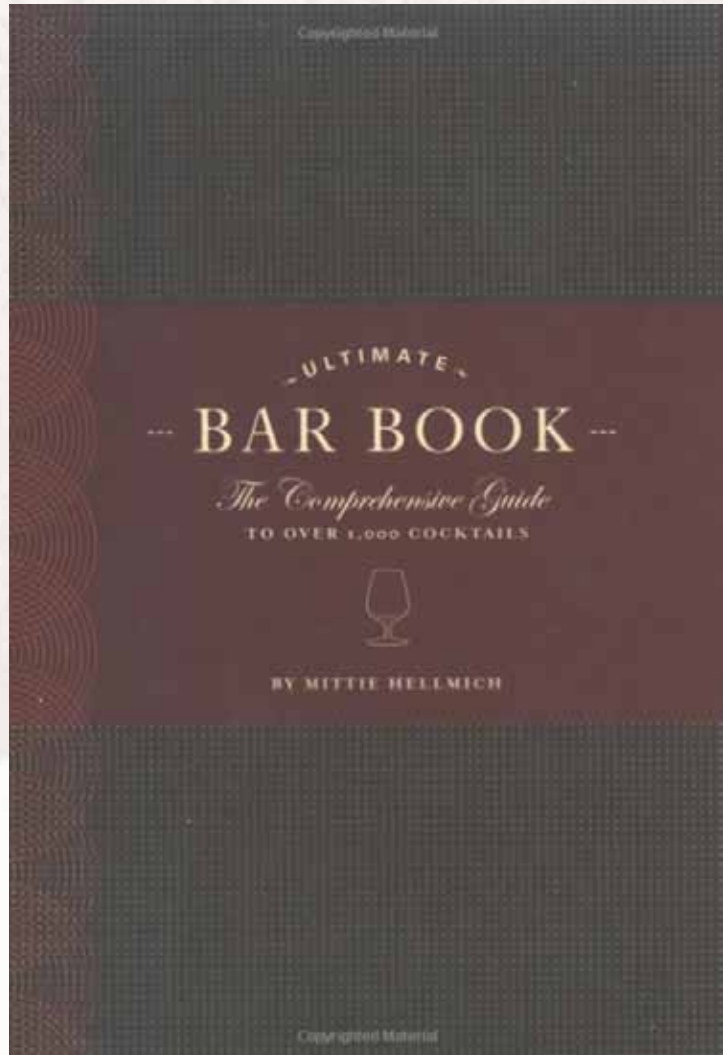
The cocktail book for your home: The Ultimate Bar Book is an indispensable guide to classic cocktails and new drink recipes. Loaded with essential-to-know topics such as barware, tools, and mixing tips.

Classic cocktails and new drinks: As the mistress of mixology, the author Mittie Hellmich has the classics down for the Martini, the Bloody Mary—and the many variations such as the Dirty Martini and the Virgin Mary. And then there are all the creative new elixirs the author brings to the table, like the Tasmanian Twister Cocktail or the Citron Sparkler.

Illustrated secrets of classic cocktails and more: Illustrations show precisely what type of glass should be used for each drink. With dozens of recipes for garnishes, rims, infusions, and syrups; punches, gelatin shooters, hot drinks, and non-alcoholic beverages; and let's not forget an essential selection of hangover remedies, The Ultimate Bar Book is nothing short of top-shelf.

About the Author

Mittie Hellmich is a photographer and former columnist for the Oregonian . Her photographs have appeared in Highballs, High Heels (0-8118-3017-9) and Atomic Cocktails (0-8118-1926-4). She is the author of Sangria (0-8118-4290-8), Paradise on Ice (0-8118-3302-X), and Party Shots (0-8118-3950-8), all from Chronicle Books. She lives in Portland, Oregon.



Publisher: Chronicle Books; 1st Edition
(June 23, 2006)
Language: English
Hardcover: 476 pages
ISBN-10: 0811843513
ISBN-13: 978-0811843515
Item Weight: 1.65 pounds
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THE RUM HISTORIAN

by Marco Pierini

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

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

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

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

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

Since 2013, I have been running this column.

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

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

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

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

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



A TALE OF RUM

7. THE COLUMN STILL

As we have seen in the previous articles of this series, in the West, rum was born in Brazil at the beginning of the 1600s (or maybe a little earlier). Then from Brazil it spread to the French and English Caribbean and finally from the English colony of Barbados it started its triumphal march into the world. In the early 1800s, rum had conquered the huge British market and it was strongly present all over the Atlantic World and in Continental Europe.

During these two centuries, the distilling apparatus and the production technique did not change much and were more or less the same in all producing countries. The distilling apparatus was still an Alembic, or Pot Still, and it worked by batch, or discontinuous, distillation.

Simplifying a lot, a Pot Still consists of a container (often called cucurbit), a head (also called cup), a cooling tube and a receiver. The distiller fills the cucurbit with the fermented liquid (often called wash) and heats it up. When the wash boils, the vapours are collected by the head, enter into the cooling tube, return to the liquid state and this new liquid is collected in the receiver. This new liquid is the distillate or Spirit.

It is stronger than any fermented beverage, which is exactly what the distiller was looking for.

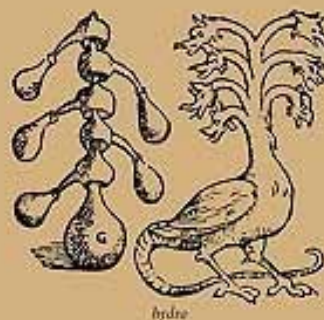
After each single distillation (often called run) you have to turn off the heat, empty the cucurbit and clean it carefully, lack of accuracy at that stage being often responsible for bad quality of the Spirit. Then you have to fill the cucurbit again with a new wash and start again. Moreover, the first run (often called stripping run) makes a weak Spirit (often called low wine) with a low alcoholic strength. So, the low wine has to be distilled all over again a second time, in order to reach the desired alcoholic strength. To sum up, making a Spirit was a complex procedure, time and labor consuming and therefore expensive.

As time went by, alembics became gradually bigger and more efficient, and heating techniques improved too, resulting in significant reduction of fuel costs, but the lengthy procedure necessary to produce a Spirit remained basically the same.

Rum didn't change much either, as far as we know. Of course, there were better and worse rums. Brands did not exist yet, and traders and consumers chose according to geographical origin and price. For example, the rums coming from Barbados and Jamaica were generally considered better (and more expensive) than those produced in North America and in the French colonies. The rums which had undergone some ageing during transport and then storage were better, less harmful to the health and cost more, while, to give just an example, those newly distilled which were sold to soldiers in the West Indies were dreadful and cost very little. All rum was very strong, full of congeners, it tasted harsh and had an unpleasant, when not outright foul smell: "the right rum stink". It was drunk in great quantity by its habitual consumers, not least because it was cheap, but rejected by many, more discerning consumers.

Between the end of the 1700s and the beginning of the 1800s, however, for the first time in the century-old history of rum

Short History of the Art of Distillation



From the beginnings up to
the death of Cellier Blumenthal

by R. J. Forbes



(and of the other spirits), things changed, and soon the world of rum would not be the same. Many distillers tried to go beyond the limits of pot still and batch fermentation. Their objective was clear: they wanted to produce a greater quantity of alcohol and get it done faster and save on production costs, with enormous economic benefits. Many tried, and many new patents were registered, at first with little success. But through trials and errors, in just a few decades a new type of distilling apparatus was born, faster, more efficient, inexpensive, which would be called Column Still, Patent Still and also Continuous Still.

About the first steps of this new type of distilling apparatus, let's read what R. J. Forbes writes in his old, classic "*Short History of the Art of Distillation*" (1948).

"Now it may be generally true that England was supreme in the field of technology and France in the field of pure science.

But such generalizations do not always hold when we go into the detail and this dictum is particularly true if we look at the history of distillation. For here the French technologists were supreme in the early nineteenth century, they were the men 'distilled out of our virtues' who led in the art. This new art of distilling was eminently practical for we have not yet reached the period of the mathematical and physical approach to the distillation apparatus. ... the genius of the French distillers of the first two decades of the nineteenth century started an avalanche of patents of new distilling systems and apparatus".

The pioneer of the new still was Eduard Adam, who in 1801 patented his new distilling apparatus 'to prepare alcohol in one operation'. Adam and others French distillers "had introduced the idea of running the first condensate counter-current to the vapors and thus enriching it to produce the desired strength of the alcohol in one run." This kind of still (often called also Double Retort Still or Double Thumper Still) was later improved by others and was remarkably successful in the West Indies where it coexisted for decades with the old Pot Stills and with the new Column Stills.

The final step of using the principles introduced by Adam and others to build a distilling column was taken by Jean Baptiste Cellier Blumenthal, born in Clermont Ferrand (France) in 1768. He was not interested in rum. Actually, "He was led to the design of a distilling column by his interest in manufacturing sugar from sugar-beets. He was attracted to the problem of sugar refining with many compatriots by a prize of one million francs put up by Napoleon for a good method of obtaining a uniformly crystallized white sugar in large quantities."

Anyway, Cellier may be truly regarded as the inventor of the fractionating column. He patented his apparatus first in 1813, but the French government awarded him the patent only in 1818, after a long and victorious legal litigation above the paternity of the invention, because a lot of money was at stake. He introduced the fundamental idea of a continuous stream of fermented liquid entering the column still and a continuous

stream of spent residue leaving it. In this way, distillation continued without interruption for a long period of time, thus saving on labor and fuel costs and producing a great quantity of alcohol.

"The tempestuous development of the new still in France long left the distilleries of Germany and England unaffected. At the same time it was beyond question that the experiments on development of the old still of the cucurbit type were not continued. It may be true that these old stills only gave a weak distillate, that had to be redistilled several times and the taste was often spoiled by empyreumatic 'oils'."

According to Forbes, in Great Britain "In the spirit industry the new French stills could not be adopted as such, for though the English distilleries worked with rather thin mashes of grain, these stills contained too many solids to be handled in the new apparatus without difficulties. The French pre-heater was discarded altogether, as the hot cooling-water could be used with profit in the malting-house, and therefore heat-economy on this point was only a secondary consideration. The new laws of excise drew a sharp line between the malting houses and the distilleries and then the new continuous stills began to become economical. The English inventors were drawn to the problem and the crown of their efforts was the Coffey still". Aeneas Coffey patented his continuous still in 1830. It was not an immediate success, but with changes and improvements, soon it spread everywhere.

Concerning the fundamental differences between Pot Still and Column Still, I recommend you read the articles which Richard Seale recently published on his Facebook page, then collected on Rum Diaries Blog, on February 9, 2021 under the title "*Aeneas Coffey, John Dore and Foursquare*". I think the following excerpt is crucial: "The dichotomy is not pot still v column still but batch still v continuous still. All still designs fall into one of the latter two categories. The addition of fractionation or enhanced rectification to a batch still is still a batch still. The simple batch still relies solely on the lyne arm for rectification. Enhancing this effect does not change the fundamental nature of the still."

A batch still will produce a changing output over time (colloquially the heads, then hearts, then tails) from a single charge (batch) that itself changes as it is distilled. A continuous still produces an unchanged output that varies by position (not by time) on an unchanging charge that is fed continuously. Heads, hearts and tails are drawn off simultaneously from different positions. This is the fundamental distinction between the two processes which also explains why the two can never make the identical spirit."

I haven't been able to find precise dates yet, but in the second half of the 1800s the Column Still became widespread in most of the rum producer countries and even contributed to changing the production geography of rum: the age-old British primacy declined and by the end of the century the French Caribbean island of Martinica was the greatest producer of rum in the world.

The French Caribbean islands, Cuba, the Dominican Republic and the many new producing countries opening up to the world market (Australia, Reunion, Latin America, etc.) adopted the Column Still. Even the English colony of Demerara adopted the Column Still, while in Barbados rum production almost disappeared, and Jamaica remained faithful to the traditional Pot Still for many years to come.

As well as being more efficient and economical, and producing a bigger quantity of spirit faster and at a lower cost, it soon became clear that the rum produced by Column Still was qualitatively different, it was in fact another kind of rum.

According to its detractors (Jamaica rum producers in the front line) the new Column Still didn't make true rum, with its specific organoleptic characteristics, its traditional, unique aroma and flavour. What comes out of the Column, they claimed, was not rum (or whiskey etc.) but a banal "neutral spirit", without flavour and quality, soulless, in short, little more than neutral alcohol.

And yet, in actual fact, the new type of rum was immediately a great success. It did not have the usual bad smell, on the contrary, it

smelt pleasant and was easy to drink, it had few congeners, it was light and, with a bit of ageing, it even tasted good.

In the second half of the 1800s, this new type of rum made its way on the market, intercepting and satisfying a general change in the taste of traditional consumers of rum (and of whiskey). This change of taste was probably already underway, linked to the general rising of living standards, the advent of new soft drinks, the growing popularity of sport and of new ways of spending one's leisure time. As regards Great Britain, James Pack devotes interesting pages to this issue in his seminal "*Nelson's Blood*" and the triumph right now of Cuban *Ron Ligero* (light rum), about which we are going to speak in an upcoming article, is another example of this general change of taste.

Anyway, whatever the reasons, many people now wanted to drink for the pleasure of drinking something good; leisure drinking and not drinking just to escape the hardships of life for a while. And many would rather drink a spirit which had a nice smell, a smooth, less heavy flavour, and was maybe even healthier; last but not least, a spirit which left you less hung-over the following day. The new type of rum now available, by simply existing promoted this change. Even the most iconic British rum drinkers, the sailors of the Navy, preferred column-made Demerara rum to traditional pot still-made Jamaica rum. Last, but not least, this new type of rum conquered many new consumers all over the world, even polite society, including women.

In conclusion, as time went by, Column Still became more and more dominant, and even the most obstinate traditionalists, Jamaica included, had to adjust. I am not able to put my finger on the exact figures, but today the vast majority of the rum produced in the world is produced by Column still, often huge apparatuses, whereas pot still is used for producing limited quantities which usually (though not always) are of high quality, cost a lot and are meant for a niche market. We will get back to this.

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.

WEST INDIES RUM DISTILLERY

West Indies Rum Distillery (WIRD) is pleased to announce its Bonsucro's Chain of Custody (ChoC) certification, the first distillery in the Caribbean and Barbados to obtain this certification. Bonsucro is a non-profit organization that aims to promote sustainable sugarcane production, processing, and trade around the world. This is a landmark in the Caribbean, with only a handful of distilleries in the world successfully reaching this coveted designation. This certification, developed by Bonsucro, guarantees consumers that the sugarcane used to produce the rum they buy is produced, sourced and traded responsibly, and further strengthens the Barbados brand as a high-quality sustainable product of international standing. Bonsucro is a key member in the "Adelante Initiative" which protects workers' health by developing safer working practices by promoting safe working conditions for workers to prevent stress or accidents in the workplace. "I'm so pleased to see the first rum distillery in the Caribbean achieve Bonsucro certification. It is a really positive step for Barbados and the wider region. Congratulations to the team at the West Indies Rum Distillery for their leadership and achievement," says Danielle Morley, Bonsucro Chief Executive Officer. "Our sustainability focus goes beyond our value chain. That is because

we recognise that we can only create a better and brighter future by addressing how interconnected all the aspects of rum making are in the battle against climate and social change, from sugar cane fields to our consumers hands,” said Andrew Hassell, Managing Director at the West Indies Rum Distillery. “By adhering to Bonsucro’s principles, we, as a distillery, collectively strive to be a true reflection of our core values and be on the side of high ethical standards as sugarcane users.” WIRD has undertaken an in-depth transformation to reduce its environmental impact and bring more transparency across the entire value chain with sustainability as a fundamental and core principle. The Bonsucro ChoC certification is yet another big step towards this aspiration, in elevating its commitment to local sustainability. <https://flaviar.com/the-west-indies-rum-distillery-ltd/distillery>, <https://www.bonsucro.com/>

MOUNT GAY

Mount Gay announced a new partnership with 4ocean, one of the world’s leading ocean conservation companies, to support them in their mission to help end the ocean plastic crisis. In June, throughout World Ocean Month, Mount Gay will commit \$5 for every bottle and \$1 for every cocktail sold, up to the value of \$100,000 to 4ocean’s Pound+ Program. This contribution will directly fund the removal of tens of thousands of pounds of trash from the ocean using 4ocean’s full-time, professional cleanup crew members around the world. “Our premium rums are heavily influenced by our roots in Barbados, from the coral filtered water to the ocean air imparted in our tropical ageing process. And as we are deeply ingrained in the sailing community, the ocean is at the center of experiences our clients enjoy,” said Ian McLernon, President and CEO Americas at Rémy Cointreau. “Protecting the ocean, one of the essential elements that unites Mount Gay and our community, is an important part of our partnership with 4ocean.” World Ocean Month is just the start of Mount Gay’s efforts supporting 4ocean’s mission to end plastic pollution. In August, Mount Gay and 4ocean will release an exclusive red bracelet, made from 100% post-consumer recycled materials, featuring a one-of-a-kind trident charm, which will support the Pound+ Program. Follow @mountgayrum for a chance to win one of the bracelets via sweepstakes. “4ocean is proud to partner with a brand that shares our passion for ocean restoration while encouraging ocean-friendly, sustainable lifestyles. Through this collaboration, Mount Gay Rum will help us to reach our goal of removing over 20 million pounds of trash from the ocean, rivers, and coastlines by 2022,” said co-founder and CEO of 4ocean, Alex Schulze. www.mountgayrum.com/4ocean/, www.4ocean.com

HABITATION SAINT-ETIENNE

HSE did quite well at the recent International Sugarcane Spirits Awards. Four HSE rums won Finalist’s Medals:

Rhum Agricole Extra Vieux Whisky Rozelieures Cask Finish is aged for more than five years in oak barrels, as is the HSE tradition, and then aged a further eight to twelve months in casks previously used for the French whisky, Rozelieures. Rhum Agricole Extra Vieux Chateau Marquis De Terme Finish is aged an additional ten months in Chateau Marquis De Terme wine casks. Black Sheriff is a blend of three- to four-year-old rums aged in American Bourbon barrels. Blanc 55° AOC Martinique Parcellaire #1 Mono-variétal Canne D’or R570 is distilled from pure sugar cane juice from HSE’s Verger and Coulon cane fields. These fields grow the special R570 sugar cane known as “the golden cane.” Rhum Agricole Extra Vieux Whisky Kilchoman Cask Finish won a Gold Medal. It has been aged an additional four to five months in casks that previously held Kilchoman whisky, a single malt from the Islay region. Finally, Très Vieux Rhum Agricole VSOP won a Gold Medal and a Best of Region Award for the Caribbean. It enjoys a long aging period in Bouron Oak casks. <https://www.rhum-hse.com/en/>

SELVAREY

On the heels of a blockbuster spring of new chart-topping music, a groundbreaking foray into fashion, and the sold-out release of his flagship SelvaRey Owner’s Reserve, Bruno Mars is showcasing his rum empire in a new creative content series. The series highlights the launch of SelvaRey Coconut, the latest in his collection of globally acclaimed ultra-premium rums. Just in time for summer and rum season, SelvaRey Coconut is poised to elevate every Piña Colada from Miami to Honolulu. The luxury spirit is made from an incredibly smooth, two-year-aged rum, infused with a velvety coconut essence. It promises to forever raise the bar in the coconut rum category and the world of tropical cocktails.

“Rum is really synonymous with joy. Anyone holding a good rum cocktail is exactly where they want to be,” says Mars. “That’s what I wanted people to feel with this campaign. And SelvaRey Coconut delivers the ultimate drink every time. It is hands down the best coconut rum you have ever tasted. Who wouldn’t be happy with a SelvaRey Piña Colada in their hand?” SelvaRey debuted the first installment of its vibrant new campaign, aptly titled Tropical Luxury, Wherever You Are. Mars’ fellow brand owners and long-time collaborators, superstar Anderson Paak of Silk Sonic, Grammy Award-winning songwriter James Fauntleroy, and Oscar and Grammy Award-winning producer D’Mile, all contributed to the campaign. Mars directs and stars in the flagship video together with rapper Anderson Paak, while Fauntleroy provides the vocals for the jingle. The spot is currently live on YouTube with additional content slated to run throughout the summer. www.selvarey.com

HOLMES CAY

Holmes Cay, in collaboration with the Rumcast Podcast, is debuting its new ‘Fiji Rum’, the first in a new limited edition product line, focusing on products

with a single origin country or distillery. Founded to help spirits lovers discover the exciting diversity of rum flavors, Holmes Cay created its newest Single Origin Editions, chosen for exceptional taste and versatility, to build on this principle. The inaugural Single Origin Edition 'Fiji Rum' blend appeals not only to collectors and explorers of new spirits, but also to a younger demographic of imbibers with an accessible and exceptional flavor profile. The Fiji Single Origin Rum was developed in collaboration with Rumcast podcast co-hosts John Gulla and Will Hoekenga. "We were discussing unadulterated rums and flavor profiles that we would like to see in the market and are gratified that our Holmes Cay collaboration is making this unique selection available in the US," said Will Hoekenga. Eric Kaye added, "When we tasted the 'Fiji Rum' blend created for the Rumcast, we loved it so much that we felt we had to share it with other spirits lovers. It felt like the perfect fit to launch the Single Origin Edition series. In the series we aim to highlight limited edition rum expressions from a single country or distillery, just as we started with Holmes Cay - Single Cask Rum to share aged, single casks. Because rum is a global spirit produced in a variety of ways, we exist to showcase the excellence and the diversity of flavor in this spirit." The Holmes Cay 'Fiji Rum' is a molasses-based blend of pot and column still rum from South Pacific Distilleries in Lautoka, Fiji, presented at 46% ABV. www.HolmesCay.com, <https://www.rumcast.com/>

KOLOA RUM

Hawai'i's Koloa Rum Company announced their partnership with the Las Vegas Raiders and Allegiant Stadium. Named the "Official Ultra-Premium Rum of the Las Vegas Raiders," Koloa Rum will bring their award-winning rums to the global events destination, augmenting the stadium spectator experience. The agreement grants Koloa Rum Company prominent visibility within Allegiant Stadium, including a branded stadium bar located inside the Twitch Lounge. Koloa Kaua'i White Rum will be offered as a deluxe option across concession stands. Two specialty cocktails created by Allegiant Stadium's "Modern Mixologist," Tony Abou Ganim, will also be featured at the Raiders' home stadium including a Rum Punch cocktail featuring Koloa Dark Rum and a Frozen Cable Car blended with Koloa Spice Rum. "The Raiders are excited to welcome Koloa Rum Company as our newest partner," said Brandon Doll, Raiders' SVP of Strategy & Business Development. "Koloa Rum Company is a great match as evidenced by their commitment to producing high-quality, ultra-premium rums that will enhance the beverage experience for Raiders fans and guests of Allegiant Stadium." The partnership fortifies Koloa Rum's brand with a strong foothold in the "Sports and Entertainment Capital of the World" as they continue to expand to new markets, both nationally and abroad. The Kauai-based, single-batch craft rum distillery currently distributes in 30 states and internationally including Australia, Canada and Japan. "As a proud partner of the Raiders, we're eager to bring our premium rums to Raiders fans and

sports enthusiasts as well as concert-goers from around the globe," said Bob Gunter, Koloa Rum Company's President and CEO. www.koloarum.com.

MEZAN

MEZAN has introduced their newest 100% all-natural expression, Chiriqui to the U.S. market. The brand will be imported and distributed by Marussia Beverages USA. MEZAN Chiriqui is a molasses-based rum distilled in Panama, where the terroir and tropical climate is particularly conducive to growing sugarcane. The distillery grows its own cane and cultivates traditional yeasts that preserve the character and distinctive qualities of the rum. After distillation in multi-column stills, MEZAN Chiriqui is then aged in second-fill American white oak casks and is finished in casks used for Portuguese Moscatel. Since 2012, MEZAN has chosen to reveal the purest expression of Caribbean rums and create 'unaltered' natural products. This pioneering approach is in line with new consumer trends towards transparency and traceability, for products with no added sugar or additives. MEZAN's non-interventionist philosophy is to offer naturally made, stand-out rums with a unique flavor profile that reflects each origin and each distillery. With MEZAN, the character of each rum is both preserved and enhanced. The label, decorated with tropical plants and motifs inspired by indigenous Panamanian art, aims to take you on an exotic journey when you taste the rum. <https://www.mezanrum.com/>

APPLETON ESTATE

Appleton Estate Jamaica Rum announced two updates to its premium rum lineup that celebrate the brand's pursuit of excellence and commitment to the highest standards of rum production: a new super premium 15 Year Old Black River Casks rum, as well as an update to the existing ultra-premium 21 Year Old Nassau Valley Casks, both crafted by Master Blender Joy Spence. The 15 Year Old Black River Casks is Appleton Estate's newest expression of aged rum and pays homage to the Black River in Jamaica's Nassau Valley, the source of the limestone-filtered water used to create all Appleton Estate rum. "The rum that we hand-selected for the 15 Year Old is used to create a rare blend of pot and column-still rums resulting in rich and full-bodied finish" says Joy Spence, a luminary in the spirits world who marks her 40th anniversary this year at the distillery. "There is a delicate spice with a fruity subtle oak ending that reflects the lush and fertile land that the Black River runs through here in the Nassau Valley. We cultivate the ingredients that go into every barrel of our rum. From the sugarcane we grow ourselves, to the limestone spring water we source straight from the Black River, every step is carefully looked after, resulting in a beautiful rum." Following the brand's recent relaunch, Appleton Estate is reintroducing the 21 Year Old Nassau Valley Casks expression with a reimagined bottle and label that celebrates the brand's heritage. First launched in 1996 and named after the

heart of Jamaica, the Nassau Valley. <http://www.appletonestate.com/>

SAILOR JERRY

Sailor Jerry, the spiced rum brand named after tattooing pioneer and U.S. Navy veteran Norman 'Sailor Jerry' Collins, will mark the 48th anniversary of the legendary artist's death and honor his memory through the work of today's leading traditional tattoo artists. To uplift his legacy of traditional tattoo craftsmanship, Sailor Jerry has commissioned five prominent traditional tattoo artists from around the world to paint their own versions of their favorite Sailor Jerry flash. Henning Jorgensen (Royal Tattoo, Denmark), Andrea Giulimondi (Riverside Tattoo, UK), Rosie Evans (Five Points, NYC & Marlett Tattoo, LA), Phil De Angulo (Memorial Brooklyn Tattoo, USA) and Marcus Yuen (59 Tattoo, Hong Kong) have collaborated to create a limited-edition Norman Collins inspired tattoo flash sheet that pays homage to Collins. Prints of this collaborative one-of-a-kind flash sheet will serve as prizes in a number of international social media competitions across both influential tattoo-related IG accounts and through Sailor Jerry's own channel. "Norman Collins' work has left a lasting legacy not only on the arms of those tattooed by him, but his iconic designs have become famous worldwide and continue to inspire and influence the tattoo culture and appreciators of his craft to this day," says Gemma Kane, Sailor Jerry Global Brand & Cultural Ambassador. "His work was bold, inspiring and timeless and pushed the boundaries both technically and creatively. We're honored to work with these incredible artists to celebrate his legacy with a new generation of Sailor Jerry fans around the world." <https://sailorjerry.com>

RITUAL SPIRIT PROOF

Ritual Zero Proof has led the U.S. non-alcoholic sector since its launch in September 2019 with the first American-made spirit alternatives. After expanding their award-winning product line with the world's first Tequila Alternative in April 2020, Ritual is not done blazing trails. Introducing the newest member of the Ritual family, just in time for a post-lockdown summer, Rum Alternative. For a summer without restrictions, Ritual's zero-proof take on rum lets you enjoy the festive, tropical beverages you love and the only ache you might feel the next morning is a little sunburn. Ritual Rum Alternative boasts all the warm vanilla, toasted spice and velvety decadence of dark rum, minus the alcohol or calories. "Ritual is the true liquor replacement. It is to spirits what the impossible burger is to meat; what Oatly is to milk," said Marcus Sakey, founding partner of Ritual Zero Proof. "Most people who buy those products are not vegetarian, they just want a little balance, without sacrificing flavor. Ritual has cracked that code and consumers have noticed." Noticed they have. Thanks to a superior product, consumers have propelled Ritual from an unknown startup to the top player in the U.S. non-alcoholic

spirits sector in less than two years. Despite a global pandemic, Ritual saw a staggering 241% growth in revenue from Q1-Q4 in 2020 and is on track to demolish that record this year. An exclusive pre-sale of Rum Alternative only available on the brand's website netted their best single day sales to date, moving a stunning 38% more bottles in one day than the previous record, a testament to brand loyalty and a thirst for a Rum Alternative that can finally be quenched. ritualzeroproof.com

FEVER-TREE

Fever-Tree wanted to make a Cola that would do justice to the craftsmanship that goes into producing great rum, creating a liquid made with the best naturally sourced ingredients that would allow the subtle and characterful flavors of these unique spirits to shine through. The result is a cola that is rich and complex in flavor, with the perfect level of sweetness to complement and elevate rums from the finest distilleries. Rich, rounded and balanced with citrus upfront and complex spice to finish. Distillers Cola is made from eleven carefully chosen and blended ingredients including Caribbean kola nuts, Mexican limes and a selection of distilled botanicals and spices including Jamaican pimento berry and Madagascan vanilla. The majority of the global supply of kola nuts comes from West Africa. Typically, they are grown in cultivated environments for higher yields and as a result, often are exposed to pesticides in the soil. Fever-Tree has carefully selected our Kola nuts from Jamaica which are grown in the wild and benefit from the fertile soil of Jamaica's rich land. The nut's aroma is sweet and rose-like with a bitter taste that does get sweeter on chewing the nuts. They add a natural source of caffeine into the liquid along with a subtle bitter note that sits under & balances out the sweetness & spice. Mexico grows some of the very best citrus fruits. They source our Tahiti limes from groves on the opposing Caribbean and Pacific coasts to ensure the liquid we source is from top-quality, well-ripened fruit the year-round. Pimento is known as "allspice" because the taste and aroma of the berry resembles a mixture of four other well-known spices - cloves, nutmeg, cinnamon and pepper, adding a fantastic spice to their mixers. Fever-Tree sources their Pimento berry from Jamaica where they are grown in the wild or on small holdings. Jamaica is globally renowned for having very fertile soil and for producing the best quality pimento oil in the world. True Madagascan vanilla is a difficult thing to grow but the rewards are bountiful. Its taste and aroma are so highly prized it is now worth more than its weight in silver. Vanilla is not native to the island of Madagascar. Despite its unrivalled breadth of biodiversity, there is no native fauna to pollenate the vanilla flowers; instead, local farmers painstakingly hand-pollenate each flower. The rigorous approach they take to their vanilla cultivation results in an intensely sweet and warming burst of flavor. <https://fever-tree.com/>

SUMMER **RUM Cocktails**





Strawberry Rum Punch

Ingredients:

- 1 Bottle of Ginger Ale (2 liter)
- 1 Frozen Can of Limeade (12 oz.)
- 1 Frozen Can of Strawberry Daiquiri (12 oz.)
- 1 Carton of Fresh Strawberries
- 1 Lemon
- 2 Limes
- 2 1/2 cups of White Rum

Directions:

In a large pitcher, combine Ginger Ale, Limeade and Strawberry Daiquiri mix. Stir until all the frozen ingredients melt and are completely mixed with the Ginger Ale. Slice one end of your lemon and limes and squeeze a little extra fresh juice into the mixture. Now you can slice the fruit into lemon and lime wheels and add them to the mixture. Take your strawberries and slice them into thirds and add to the mixture. Remember to save a few strawberries and lime slices for garnish. Mix in rum and you're done!

Soggy Dollar Painkiller

Ingredients:

- 2 ounces Pusser's rum
- 4 ounces pineapple juice
- 1 ounce orange juice
- 1 ounce cream of coconut
- Garnish with Nutmeg and a pineapple slice

Directions:

Simply combine all ingredients, except nutmeg, in a cocktail shaker and give it a gentle shake. If you don't have or want to use a shaker, you can stir all the ingredients together, just make sure it is well mixed, especially the cream of coconut. Pour over ice. Top with a dusting of grated nutmeg. Garnish with a pineapple slice.



Pineapple Rum Punch

Ingredients:

- 4 oz Pineapple juice
- 2 oz Light Rum
- 2 oz Ginger Ale

Directions:

Combine rum and pineapple juice. Pour over ice. Top with ginger ale. Garnish with pineapple chunks, maraschino cherry and drink umbrella.

Blue Hawaiian

Ingredients:

- 1 oz Light Rum
- 1 oz Blue Curacao
- 3 oz Pineapple Juice
- 3/4 oz Cream of Coconut
- Pineapple slice for garnish
- Maraschino cherry for garnish

Directions:

Combine Light Rum, Blue Curacao, Pineapple Juice and Cream of Coconut in a cocktail shaker. Add about a 1/2 cup of ice and shake until the outside of your shaker is cold. Fill your hurricane glass with ice. Pour your mixture into your glass. Decorate with a slice of pineapple, Maraschino cherry and a tropical drink umbrella.

Tropical Bay Breeze

Ingredients:

- 1.5 oz Coconut Rum
- 3 oz Pineapple Juice
- 2 oz Cranberry Juice
- Splash of Grenadine
- Squeeze of Lime

Directions:

Combine Coconut Rum, pineapple juice, cranberry juice and Grenadine syrup and stir. Pour over ice in a highball glass. Top with a squeeze of lime juice. Garnish with a slice of lime.



Lava Flow

Ingredients:

- 2 oz. Light Rum
- 2 oz. Pineapple Juice (chilled)
- 2 oz. Cream of Coconut (chilled)
- 5-6 Fresh Strawberries
- 5-6 Fresh Pineapple chunks (optional)
- 1 Small Banana
- Garnish with a pineapple wedge and paper umbrella

Directions:

Blend Strawberries and rum together and pour the mixture into your glass. Rinse out your blender. Blend banana, pineapple juice and cream of coconut. Pour mixture into your hurricane glass (on top of the pureed strawberries and rum mixture). Watch the strawberry mixture rise up the sides of your glass creating the signature “lava flow” look of the drink!

Dirty Monkey

Ingredients:

- 1/2 of a ripe banana
- 1.5 ounce aged rum (Bacardi Anejo is a good choice)
- 2 ounces pineapple juice
- 1/2 ounce Kahlua
- A splash of banana liqueur
- A splash of Cream of Coconut
- Chocolate syrup for garnish

Directions:

Combine all ingredients in a blender (except the chocolate syrup). Add a cup of ice and blend until smooth. Drizzle the inside of a tall glass with chocolate syrup. Pour mixture into your tall glass.

Source: www.troprockin.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.





EXCLUSIVE INTERVIEW

by Margaret Ayala



Lee Smith, Founder of Cane & Able, producers of Lost Years Rum, United Kingdom.

I enjoy stories about entrepreneurial success, but I absolutely LOVE them when the success is aimed at achieving a larger goal with a clear social or environmental impact. All those who know me well are aware of my passion for sea turtles, so you can imagine how thrilled I am with this interview: Lee's inspiration is close to my heart and I'm thankful for his relentless work and perseverance to make his dream come true! His rums are amazingly good and his business model is proof that profitability and environmental responsibility can -and should- coexist.

Margaret Ayala, Publisher



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

I'm Lee Smith, Founder of Cane & Able, a new independent UK-based rum house, and the creator of our debut brand, Lost Years Rum.

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

My own rum journey started about 15 years ago. I began where a lot of people begin – with spiced rum – but soon discovered what an incredibly enjoyable and diverse spirit rum is.

I'm a massive fan of Jamaican and Barbadian rums – which is why we source much of our rum from these islands – but I've been blown away by rums from



elsewhere too – Venezuela, Belize, El Salvador, the US and Madeira to name a few. I don't think I will ever get bored of trying new rums – that's one of the things that excites me so much about this category!

From a business perspective, I'm new to the world of spirits and, prior to launching Lost Years Rum, had no experience at all in the sector. I previously ran a London-based communication agency, which I sold in 2017 – so I have strong skills in branding, design and storytelling and I'm quite entrepreneurial – but I've been on a steep learning curve when it comes to my knowledge of the drinks industry.

Q: “Lost Years”, what a great name for your rum portfolio, why did you choose this name?

The idea for Lost Years was hatched on a family holiday in Jamaica in 2019. I'd been out visiting rum distilleries, which is something I like to do when I'm in the right part of the world, and my wife and children had been back at the resort hearing all about the local sea turtle nesting beaches and how endangered these ancient creatures now are. That night we got talking over dinner and hit on the idea to combine two of the things the region is famous for, great rum and sea turtles!

Lost Years is a reference to the early years of a sea turtle's life, when they disappear below the waves not to be seen again for up to a decade. This period – known as 'the lost years' is one of nature's great mysteries, as no one knows where they go. It just seemed fitting for a brand devoted to saving these creatures.



Everything about our brand was built around the simple idea of ‘great rum doing good’ – the liquid in the bottle is from some of the region’s most revered distilleries and every bottle we sell raises money to support community-based sea turtle conservation.

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

I’m constantly learning – that’s what makes this so exciting after a long career as a communication professional, where I’d developed a deep expertise over nearly 30 years. I’m a fast learner though and have been helped along by having some great people around me and by participating in some world class learning. I’ve completed various courses over the last few years, including learning the art of distilling, but the highlight for me was definitely Luis Ayala’s Rum University programme, which I attended in Kentucky last year – a fantastic

‘deep dive’ into the world of rum, which opened up my eyes to the complexity and rich history of the spirit.

Q: You were just getting started with your company when COVID-19 hit last year, what were some of the challenges you faced during the pandemic? How have you overcome these challenges?

Yes, we launched Lost Years in November 2020, during lockdown and at the height of the COVID pandemic here in the UK. It certainly presented some challenges, including delaying our launch by about six months. We had to adapt our plans significantly and during the first six months focused heavily on driving online sales at the exclusion of almost everything else. Selling direct to the consumer via your website is fantastic, but it’s hard work and expensive to build a new brand from scratch. In the last few months, as things have begun to open up again, we have started to widen this out – we have



recently launched on Amazon in the UK, secured listings with many of the biggest online spirits retailers and are now focused on traditional 'bricks and mortar' retailers and the licensed on trade, including pubs, bars and restaurants.

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

At present the Lost Years range comprises of four rum blends – two aged and two unaged. Our signature bottling is called Four Island, a 40% ABV blend of three aged rums sourced from Barbados, Jamaica and the Dominican Republic, with the added 'x-factor' of unaged Rhum Agricole from Guadeloupe.

We're champions of the ancient art of rum blending and believe that the right marriage of a number of single origin rums can create something much more than the sum of its parts. Four Island is a great example of this – a combination

of molasses-based rums and a cane juice-based rum, aged and unaged, to create a unique flavour profile. It's proving quite a hit!

We also have a more traditional molasses-based aged rum called Arribada, which is sourced from distilleries across Latin America. It's aged up to eight years in ex-Bourbon barrels and named after the mass sea turtle nesting events that take place in that part of the world.

Our unaged rums are based around the same incredible blend - a combination of Jamaican column still rum and a high ester pot still rum from Barbados - which we offer at true navy strength of 54.5% - called simply 'Navy Strength' - and as a 40% ABV rum we call Silver Moon. This really is a world class blend and is winning some great recognition – we even picked up a Master medal in Rum Masters 2021 for our Navy Strength just four months after the brand launched!





All of our rums are pure and unadulterated with absolutely nothing added post-distillation - no sugar, caramel or flavours.

Q: Do you have plans to add new rums to your collection?

We are working on some exciting new products and plan to expand the range in the coming months. I won't say what these are just yet, but they will stay true to our philosophy of great rum doing good – and always beautiful, 100% natural rums from world class distilleries.

Q: Where are your products currently available for purchase?

Lost Years is currently only available in the UK, but we have big ambitions for the brand and are planning to launch in other markets in 2022. We've already had numerous approaches from potential partners in a handful of countries and I'm confident the brand will be a big hit internationally.

Q: I too am passionate about sea turtles and absolutely love your slogan "Saving sea turtles, one sip at a time." Why are sea turtles so important to you?

We are beginning to wake up, at last, to the fact that the clock is ticking for our planet and are starting to realize that we have to take action before it is too late. Sea turtles are, for me, symbolic of the massive environmental challenges we are all facing. They have been on our planet since the time of the dinosaurs – over 110 million years – but today six out of seven species are classified as either endangered or threatened. Some are predicting that certain species could become extinct within a generation!

They are also beautiful, graceful creatures and anyone who has seen one can't fail but to feel an emotional connection to them. And they are a vitally important part of the ocean ecosystem too.



Q: I feel the timing of this interview is great, since many sea turtles around the world hatch in July! How do you feel now that your brand has “hatched” and your products are being distributed in more and more places, like baby turtles exploring new waters?

We recently announced that, based purely on website sales during the first six months, we have already raised enough money to save up to 15,000 baby sea turtles. That’s a great feeling, but it’s just the start for us – we want to add a couple of zeros to that number over the coming years! It’s also really gratifying to be picking up coveted awards for our rum and winning lots of new fans – proof that you can have great rum and do good too!

Q: Who have you partnered up with to help these precious, endangered turtles?

We work with a US-based charity called SEE Turtles, which supports community-based conservation efforts across Latin America and the Caribbean.

Q: I understand that Lost Years is a “Zero Plastic” brand. Can you tell us more about this?

For us, launching a rum brand devoted to sea turtle conservation meant that we had to do certain things – not least remove all single use plastic from our product and processes.

We chose eco-friendly materials throughout and banished plastic from our main product packaging and the packaging used to fulfil customer orders on our website. The tamper seal, for instance, looks like plastic, but is actually made from plant-based cellulose and is fully compostable. There’s one manufacturer in the world who produces these. We use an eco-friendly solution called Flexihex for our customer orders, sealing boxes with recycled paper tape. We chose a lighter weight bottle. Our corks are made from the by-products of cork production with a natural wood stopper sourced from FSC certified forestry.



There were many choices along the way, but even small producers like us can make a difference. We also offset our carbon emissions by planting seagrass – another link to the blue planet and a way for us to support this ocean wonder-plant which absorbs carbon up to 35 times faster than tropical rain forests!

Q: You also have a Rum Club, can you tell us more about this club and some of the benefits of joining?

It’s just a way to stay in touch with Lost Years and be the first to hear about new products, exclusive launches, recommended cocktails and how the money we raise is making a difference to sea turtles.

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

You can learn all about Lost Years at our website www.lostyearsrum.com. We’re also on all the key social media channels via [@lostyearsrum](https://twitter.com/lostyearsrum). Or drop me a line direct: lee.smith@caneandable.com.

Margaret: Again Lee, thank you so much for this opportunity and I wish you, your team and your partnership with SEE Turtles all the best. Keep savings those sea turtles!

Cheers!
Margaret Ayala, Publisher

CIGAR & RUM PAIRING

by Philip Ili Barake





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

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

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

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

Philip
#GRCigarPairing



All Black

The name of this pairing may come across as having been inspired by the famous Rugby team but, to be honest, I'm not a fan of that sport. I am a happy fan of the Atlanta Falcons football team and the name of this month's pairing is inspired by the products used in its implementation.

The first item is an Alec Bradley cigar from the Black Market line. Its composition is a bit uncommon, with a combination of filler leaves from Panama and Honduras, so just from that fact we know it won't be very smooth. The binder is Sumatra and the wrapper is recognizably Nicaraguan. The cigar has a rich, dark Maduro color, so from the beginning we know it'll have a strong body, with an aggressive character. This line has cigars in 7 formats thus far. I selected the Robusto (52 Ring by 5¼") for several reasons, mainly the smoking time and the thickness of the cigar. Upon inspecting the cigar, it has a second band which covers a bit more than 50% of the length of the cigar. Once I removed it, I was left with the traditional band with a color that offers a nice contrast against the Maduro tone of the wrapper.

A friend of mine has a rule that states that *"the quality of a cigar is inversely proportional to the size of the cigar's bands."* Sometimes I've agreed with him, we'll see how this pairing unfolds.

The second item is a Cuban rum that I really enjoy for its simplicity, its light typical taste coming from barrels that have been used many times, one that represents old labels from the product line (the product was more recently changed to be a 12 year old, to better compete against the many whiskies sold with that age statement). I am referring to Ron Santiago de Cuba, 11 year old. When the producers changed this product to 12 years, they also



Photo credit: @Cigarili



Photo credit: @Cigarili

changed the label design, but I prefer the old design from the 11 year old product, which was a very emblematic ambassador for the rums produced in the Eastern part of the island.

The third item is a product that is always around when people drink rum and smoke cigars: black coffee. I selected an espresso with rich coffee notes and light creamy hints that will come in marvelously as we approach the second third of the cigar.

Let's see how this unfolds...

I start by pouring the rum into a glass, to start preparing the palate for the beautiful combination of flavors about to arrive. As I start sipping the rum, it brings back a lot of memories. I hold this rum close to my heart because I enjoyed it while experiencing enjoyable activities and creating beautiful memories. The first puffs from the cigar have herbal hints, such as dry potpourri flowers combined with coffee beans, a very special character with a an elegant and compact draw, from the high quality of its manufacture.

The range of flavors from the cigar, as it combines with the sweet notes from the rum, result in a very well-rounded caramel experience, long on the palate. This experience is helped by the intensity and character of the tobacco from the first third of the cigar.

As I continue to smoke, patiently waiting for the coffee, enjoying the sweet notes of the rum (which are vital to this pairing), notes of fig start to develop, which are truly a delicacy.

The time for coffee has finally arrived, Darth Vader would have said that "*the circle is now complete*" and it truly is marvelous: the espresso does what I thought it would, highlighting the coffee's mocha character, enhancing the sweetness of the rum, prolonging its finish in the palate, basically converting everything into a well-orchestrated symphony of flavors.

The cigar is a perfect match as described: a very aggressive character that is brought into balance by the rum and the combination is then elevated even higher by the coffee, with a warmth coming not only from its temperature but because it evokes thoughts of freshly-ground coffee beans that even a cigar rookie would love. The coffee was brought into the pairing at exactly the right time because it is then, when we smoke and finish the second third that we need the contrasting flavors more than ever. This turned out to be a jewel of a pairing, completely disproving my friend's theory about the size of the bands. This cigar is a true contender when it comes to pairings like this one, which are very easy to do at home.

I hope you can replicate this pairing at home. If you can't find a bottle of Ron Santiago de Cuba 11, replace it with a younger rum. Select something simple, with caramel notes that will come through along the length of the pairing.

I hope everyone is staying safe regarding the pandemic. Let's continue to enjoy the good things life offers us, such as this pairing.

Cheers!
Philip Ili Barake
#GRCigarPairing

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