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JULY 2026

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**COOKING WITH RUM - ANGEL'S SHARE
CIGAR AND RUM PAIRING - THE RUM MIXOLOGIST
THE RUM HISTORIAN - THE RUM LABORATORY
RUM IN THE NEWS - THE SWEET BUSINESS OF SUGAR**



6



10



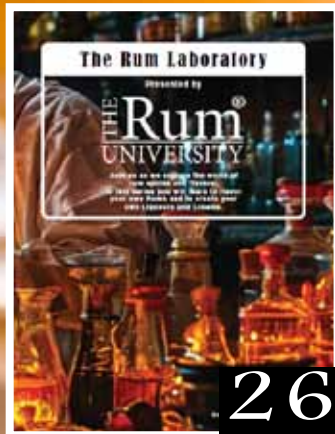
THE RUM
Mixologist

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14



22



The Rum Laboratory

presented by
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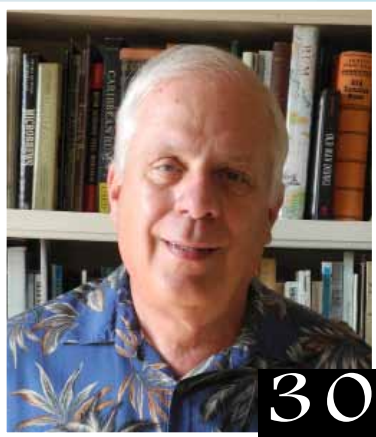
26



CONTENTS

JULY 2026

- 5 FROM THE EDITOR
- 6-9 THE ANGEL'S SHARE - RUM REVIEWS
- 10-13 COOKING WITH RUM
- 14-17 THE RUM MIXOLOGIST
- 18-19 THE RUM UNIVERSITY® LIBRARY
- 22-25 THE RUM HISTORIAN
- 26-29 THE RUM LABORATORY
- 30-33 RUM IN THE NEWS
- 34-51 THE SWEET BUSINESS OF SUGAR
- 52-55 THE HISTORY AND SCIENCE OF THE BARREL
- 56-59 CIGAR AND RUM PAIRING



30



34



56

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WWW.GOTRUM.COM

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FRONT COVER: Summer Hydration Break
INSIDE SPREAD: Dark Storm By The Pool

FROM THE EDITOR

Vicious Vicissitudes

Every industry has its share of difficulties and challenges. For those of us in the distilled spirits space, it often feels like our problems are disproportionately large, but after exchanging experiences with professionals in other industries, we quickly realize that things are equally bad for most.

Our challenges are not new either: what makes the current climate appear to be catastrophic, is that many of these known challenges are knocking on our doors all at once, like a flock of birds moving in unison.

Throughout history, anyone who has manufactured or supplied a good has had to react to consumer's changing preferences, to supply chain limitations and to distribution logistical nightmares. Unfortunately, facing all three of these obstacles simultaneously, in a politically unstable world, has been an undefeatable adversary for many.

When I am with my consulting clients or teaching classes to future distillers, the message for my audience is always the same: business plans are important, but they should not be carved on granite! The sooner we embrace the notion that change, even vicious change, is the norm and not the exception, the faster our mindset will allow us to "roll with the punches" while we adjust our survival strategies.

The perfect storm -with all its vicissitudes and chaos- has arrived, and it will probably become a recurring weather pattern in all of our industries. But our job remains simple: build a business culture strong enough to survive the storms, yet flexible and smart enough to grow between them.



Japanese writer Haruki Murakami cleverly encapsulated this:

"And once the storm is over, you won't remember how you made it through, how you managed to survive. You won't even be sure whether the storm is really over. But one thing is certain. When you come out of the storm, you won't be the same person who walked in. That's what this storm is all about."

Cheers!

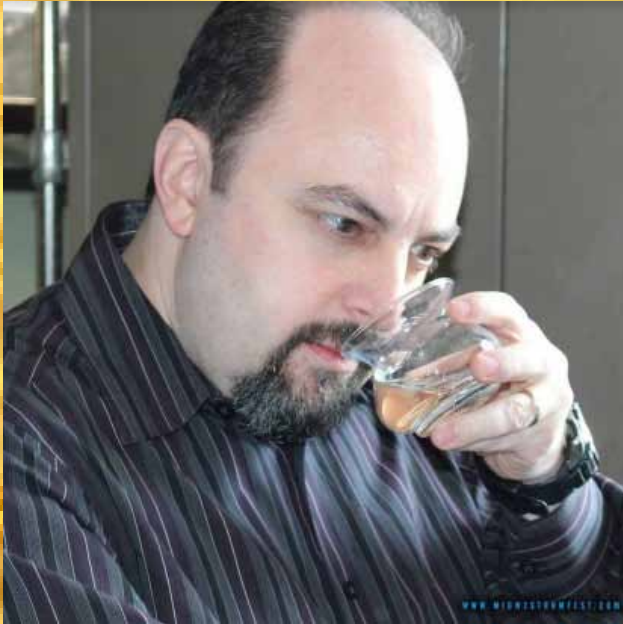
Luis Ayala, *Editor and Publisher*

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

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

THE ANGEL'S SHARE

by Paul Senft



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

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

Cheers!

Blackheart Toasted Coconut Rum

The base rum for all Blackheart rums is sourced from a distillery in the US Virgin Islands. The rum is transported to Heaven Hill's blending and bottling center in Bardstown, Kentucky, where the flavors are infused and blended to 46.5 ABV and bottled for distribution.

Appearance

The rum is packaged in a standard 750 ml bottle with a black metal screw cap. The label is a bit more colorful than the core spiced rum brand, featuring Blackheart the pirate on the front. The basic details are on the front label, and a marketing blurb covers the back label along with the standard legal warnings and barcode.

In the bottle and glass, the rum holds a caramel color with amber highlights. Swirling the liquid creates a razor-thin band that thickens slightly and releases a wave of slow-moving legs that cling to the side of the glass before a second wave descends, bumping the liquid downward. A great deal of residue is left around the glass after the legs have finished, and the evaporation is complete.

Nose

The aroma is dominated by toasted coconut and vanilla notes. As the aromas yield, they are followed quickly by notes of sugar cookie, cola, black cherry, and baking spice that fade quickly as the toasted coconut returns.

Palate

The first sip delivers the expected punch of the coconut flavor and proof of the rum. The texture is a bit chewy as the black cherry cola, vanilla, and spice notes swarm the tongue, leaving a thick bit of residue across the palate. These flavors drift and form a long, overly sweet finish.

Review

It has been a long while since I had seen Blackheart Spiced rum on the shelves, and finding the toasted coconut expression was just too good to resist. A good bit of the flavor profile felt contrived and heavy on the artificial flavoring; however, none of these details should be a surprise because the company discloses the use of artificial flavors on the front label. The black cherry cola flavor was unexpected but seemed to work with the toasted coconut flavor, providing some unexpected depth to what I was expecting to be a simple one-two-note flavor profile. Obviously not designed to be a sipper; it functions extremely well in a tropical fruit juice-style cocktail by putting an interesting spin on the flavors. While it may not achieve the flavor profile of better made toasted coconut rums such as Siesta Key, it is far superior to Malibu and some other brands on the market



www.blackhearttrum.com

THE ANGEL'S SHARE

by Paul Senft

Myers's Rum Single Barrel Select

While visiting one of my local shops, I found this rum on sale. After a less than positive experience with a different Myers bottling, I was wary of having a repeat experience. However, the price was right, and after two years of curiosity, it was time to review this one. The rum for this bottling is molasses based continuous column and pot still blends sourced from the National Rums of Jamaica (Clarendon and Long Pond). There is painfully little information about the rum, but we can surmise that for it to be called "Jamaican rum," it must have been aged in an oak barrel for a minimum of one year. Then the rum was finished for an unspecified amount of time in Sazerac Rye barrels and blended to 43% ABV.

Appearance

The bottle is a standard, heavy 750 ml prohibition era medicine glass bottle flask design that has a wooden cap holding a synthetic cork. The front label provides a small amount of information with bars that read "Single Barrel" and "Hand Selected Jamaican Rum." A small white label states that it was finished in Sazerac rye whiskey barrels. The back label is devoted to the bar code and legal requirements. They did not even provide a marketing blurb.

The rum has a dark walnut color (painfully obvious artificial color) in the bottle and takes on a bit of a ruby hue in the glass with greenish-brown highlights around the edges. Swirling the liquid creates a medium band that thickens and releases one wave of fast-moving legs and a second slower wave that slides down the glass as the band beads and evaporates.

Nose

The aroma leads with a dark molasses note that relents, letting notes of dark chocolate, vanilla, and baking spices

manifest, making me think of rum cake. Notes of cooked bananas drift in briefly, a tiny nip of clove, and oddly, no strong immature oak notes of any kind are found.

Palate

The first sip delivers a strong note of caramelized vanilla, a bite of alcohol, and a brief pop of pepper. Additional sips revealed a flavor that reminding me of maple syrup covering banana pancakes. As the rum begins to fade, there is a brief dance of raw ginger, black pepper, and a whisper of rye whiskey. As the flavors swirl, the original sweet caramelized vanilla notes come in and linger briefly before the finish is complete.

Review

As mentioned, I approached this review with a certain level of curiosity and caution and felt rewarded with an intriguing Jamaican rum experience. The lack of information concerning this product and other Myers's rums in Sazerac's portfolio is annoying. They are trying to sell rum by its brand name reputation alone, which is fine for someone like me who has been around a while and experienced the original pre-Diageo products, the over-adulterated Diageo incarnation, and now a step back towards what reminds me of the original product. However, what about the new drinkers and cocktail makers entering the world? They simply need to do better.

Myers's has always been engineered to be an ingredient in a cocktail and not a sipping rum. It was quite reliable in this role until Diageo purchased it, and then made (in my opinion) a series of poor decisions that weakened the brand. When Sazerac bought the brand in 2018, some saw it as a rescue purchase that would hopefully save the rum from extinction. This rye finish rum provides a little twist to a familiar flavor profile and works well in a variety of classic and modern tropical cocktails.



www.myersrum.com

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COOKING WITH RUM

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

by Chef Susan Whitley





Spiced Rum-Glazed Shrimp

Ingredients:

- 1½ lb. Shrimp, peeled and deveined
- 4 Tbsp. Olive Oil, divided in half
- 2 Tbsp. Sriracha
- 1½ Tbsp. Honey
- ¼ C. Soy Sauce
- ¼ C. Spiced Rum
- 2 Cloves Garlic, minced
- 1 Lime, juiced
- 1/2 tsp. Crushed Red Pepper Flakes
- Garnish: 1 Green Onion, thinly sliced
- Garnish: Small bunch of Cilantro, chopped

Directions:

1. Place shrimp in a large bowl. In a medium bowl, whisk together 2 tablespoons olive oil, sweet chili sauce, soy sauce, rum, half of the minced garlic, lime juice, and red pepper flakes. Add 3/4 of the marinade to the bowl of shrimp and let marinate in refrigerator for 15 to 30 minutes.
2. Heat remaining 2 tablespoons of olive oil in a large pan over medium-high heat. Add the rest of the minced garlic and cook until lightly browned. Then add shrimp and cook on one side until golden, about 2 minutes. Using tongs, flip shrimp, then brush with remaining marinade. Cook 1 to 2 minutes more.
3. Garnish with green onions and cilantro, then serve immediately. Yields 4-6 servings.



Photo Credit: www.delish.com

Piña Colada Fluffy Salad

Ingredients:

- 3.4 oz. Vanilla Instant Pudding
- 20 oz. Crushed Pineapple, do not drain
- 8 oz. Sour Cream
- 8 oz. Whipped Cream
- 1 tsp. Dark Rum
- 2 C. Mini Marshmallows
- 1½ C. Sweetened Shredded Coconut
- ½ C. Walnuts, chopped

Directions:

1. In a large bowl, combine the vanilla pudding and crushed pineapple with juice and mix well.
2. Gently fold in the sour cream, whipped cream and rum into the mixture.
3. Add in the marshmallows, coconut and walnuts.
4. Chill for approximately 2 hours. Serve cold.



Photo Credit: www.dailydishrecipes.com

THE RUM Mixologist

A space devoted to the exploration
of classic and new rum cocktails

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A close-up photograph of a bartender's hands in a white shirt pouring a clear liquid into a glass. The background is dark and blurred, suggesting a bar setting. The text is overlaid on the right side of the image.

What Is Mixology?

Mixology is the study and skill of inventing, preparing and serving cocktails and other mixed drinks. Mixologists are experts in this field, but mixologists' knowledge goes beyond memorizing basic cocktail recipes: it includes historical information, basic chemistry behind flavor combinations and a capacity for combining common ingredients in new ways.

Join us, as we explore the essential collection of rum cocktail recipes that every mixologist needs to master.



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Got Rum? July 2026 - 16



THE RUM Mixologist

This Month's Cocktail: Island Oasis

This festive cocktail was created by bartender and cocktail educator Jena Ellenwood, who came up with it for a relative's summer wedding.

Island Oasis

- 2 oz. Aged Rum
- 2 oz. Coconut Water
- 1 oz. Pineapple Juice
- 1 oz. Pineapple Shrub (recipe below)

Directions

1. Add all ingredients into a shaker with ice and shake until well-chilled.
2. Strain into a double rocks glass over fresh ice.

Pineapple Shrub Ingredients

- 4 C. Fresh or Frozen Pineapple Cubes
- 2 C. Dark Brown Sugar
- 4 Cloves
- 4 quarter-inch pieces peeled Ginger Root
- 2 Cinnamon Sticks
- 2 C. Water
- 2 C. Apple Cider Vinegar

Directions

1. Add pineapple, brown sugar, cloves, ginger and cinnamon into a medium saucepan and cook over medium heat until the sugar bubbles and the pineapple is caramelized.
2. Add water and bring to a boil, then reduce heat, cover and simmer for 20 minutes.
3. Remove from heat and add the vinegar, stirring to combine.
4. Cool and refrigerate overnight.
5. Strain out solids (note: the pineapple chunks are edible and delicious; don't discard them) and store in refrigerator.

Source: www.liquor.com

A glass of rum sits on a newspaper, with several books visible in the background. The scene is lit with warm, golden light, creating a cozy and scholarly atmosphere.

THE Rum[®] UNIVERSITY LIBRARY

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

www.RumUniversity.com

Caribbean Cocktails: Drinks and Bites from the Afro-Latino Diaspora by Nelson German and Andréa Lawson Gray

(Publisher's Review)

Sip and savor the bold flavors and vibrant culture of the Afro-Latino diaspora with over 40 drink recipes and 20 food recipes from Top Chef alum and acclaimed chef-restaurateur Nelson German, the culinary visionary behind Meski, Sobre Mesa, and alaMar Kitchen and Bar.

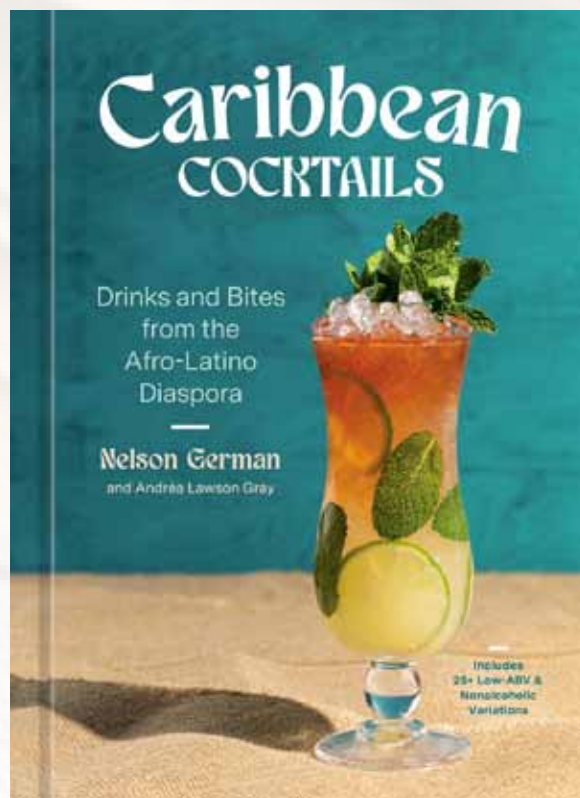
For Afro-Dominican chef Nelson German, drinks and food are about connection—whether it's sharing stories over cocktails on a stoop in Washington Heights or gathering with friends under the warm, buzzy lights of his restaurants. In *Caribbean Cocktails*, he brings the rich culinary history of the Afro-Latino diaspora straight to your home bar and kitchen, blending tradition, personal storytelling, and modern mixology. Inside, you'll find cocktail recipes easy enough for home bartenders yet inventive enough for seasoned mixologists, along with an ingredient index to help you make the most of every bottle on your bar cart, tips for batching drinks, plus low-ABV and alcohol-free variations for every kind of celebration.

Reflecting the vibrant drinking and food culture of the Afro-Latino diaspora, *Caribbean Cocktails* presents a rich selection of recipes from celebrated bartenders and chefs, spanning refreshing spritzes and bold island classics to tasty small plates. Each chapter highlights a distinct flavor profile, including concoctions for:

Warm and sweet flavors like The Heights Mamajuana, Gingerbread Holiday Milk Punch, and Coconut Rum Caramelized Sweet Plantains

Floral, fruity, and herbal flavors like Coconut Daiquiri, Zombie Revier No. 2, and Dominican Chorizo "Kipe" Bites

Sour and bitter flavors like Cafecito de la Mesa, La Cultura Old-Fashioned, and Coffee Cake with Guavaberry Caramel Sauce



Spicy flavors like Spice Me Down, Dominican Date Sour, and Afro-Cuban Mojo Olives with Peanuts

Salty and smoky flavors like El Premio, Mayaimi Swizzle, and Dungeness Stuffed Piquillo Peppers

With the unique, culturally rooted, flavorful recipes in *Caribbean Cocktails*, you'll soon be entertaining impressively at home.

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

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

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 realized that this History deserved to be researched properly and I decided to devote myself to it with the help of the basic scholarly tools I had learnt during my old university years.

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

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



TAVERNS AND RUM IN EARLY AMERICA

In Early America, taverns were at the center of social life. Officially, they fulfilled a double public function: they were set up for the "receiving and refreshment of travellers and strangers, and to serve the public occasions of such town or precinct". That is, first of all, they were meant to feed and lodge travelers and strangers suitably. A surprising number of traders and travelers from all ranks of society were always on the move, among them judges and other civil servants who had to travel regularly to the towns and villages. So, there was a steady flow of travelers of middle to upper social rank, and the idea was to offer them the necessary, and possibly comfortable, accommodation. Then, taverns were the gathering place for the local community on various occasions, for example, the sittings of ordinary civil courts. Taverns were so necessary that the authorities obliged all the communities to have at least one. In the villages, but also in the towns, the public places available for gatherings were really few: the church and the meeting house, both usually bitterly cold in winter and where it was always necessary to have a dignified, proper behavior. A tavern provided its customers with a warm, fire-lit place

where they could meet in a more relaxed way.

The fact that local people gathered there to drink was of secondary importance, often barely tolerated by the authorities. The tavern keepers were subject to a lot of rules and regulations. They needed a license issued by the authorities, which was granted only to citizens of proven morality. Licenses had to be renewed annually, and the extension could be refused if public decency was not observed. Authorities tried to limit alcohol consumption, gambling, dancing, and the very sojourn of customers. Even the prices were subject to regulations, and the quality of the products and of the service too.

Taverns attracted also vagabonds, adventurers, odd preachers and other people to be wary of. But the authorities kept watch: "In 1637, there were not many houses in the Town of Boston, amongst which were two houses of entertainment called Ordinaries, into which if a stranger went, he was presently followed by one appointed to that Office, who would trust himself into his company uninvited, and if he called more drink than the Officer thought in his judgment he could soberly bear away, he would presently countermand it, and appoint the proportion, beyond which he could not get one drop." (J. Josselyn "*Account of two Voyages to New England*" 1675)

In the first decades, they were private houses converted into taverns as best as possible and served the general public, from all ranks of society. Later, in the 1700s, there is evidence of buildings planned and built specifically as taverns and, with population growth, economic development and increasing social complexity, in the cities taverns started to cater to a more specific public. In Boston, New York, Philadelphia and other cities there were taverns for the élites, often in the city center, where the clientele had wine, brandy, chocolate, coffee and other luxuries at their disposal. Then there were taverns for the middle class and regular workers, more modest, but

still respectable. Finally, usually on the waterfront, there were scores of lowly taverns for the humble classes, where they drank mainly rum.

Then, there were retailers. They were shops or private houses where they sold beer and spirits which could not be consumed on the premises but had to be taken away. Retailers were forbidden to sell cups or glasses, they had to sell only by the bottle or, anyway, in vessels of a certain capacity. But often the owner added a few tables, dealt out a few drams and it became a poorer version of a tavern.

In the tavern you could drink beer, cider and various kinds of spirits, but mostly rum, "Any account of old-time travel by stage-coach and lodging in old-time taverns would be incomplete without frequent reference to that universal accompaniment of travel and tavern sojourn, that most Americans of comforting stimulants -- rum." (A. Morse Earle "*Stage-coach and tavern days*" 1900).

In the 1700s, locally produced American rum became plentiful and cheap, very cheap. Tavern account books indicated a preference for rum over all other drinks, both in towns and in the countryside. For instance, in 1728, a group of backcountry surveyors in North Carolina found rum in every place they ventured and marveled that some settlers even used it in the cooking of bacon. According to Wayne Curtis' "*And a bottle of rum*" 2006, one tavern keeper's book for 1774 in North Carolina showed that out of 221 customers, some 165 had ordered rum by itself, and another 41 ordered drinks that contained rum. In Philadelphia, the sales at the One Tun tavern for five months in 1770 show that drinks made with rum, including toddy, grog and punch, out sold beer and wine combined.

Authorities were worried, and there was no lack of attempts to limit the consumption of rum. The highest point of this prohibitionist effort was perhaps reached in 1712 when the General Court of Massachusetts forbade at all the sale

of rum and of other distilled beverages in taverns. The ban was largely ignored by tavern-keepers and in actual fact very few Officials attempted to enforce the law which, over time, became a dead letter. Rum was stronger than the worries of the authorities and towards 1740 it was at the core of popular drinking culture. "It comes rolling in, hogshead after hogshead" lamented Rev. Samuel Niles in his 1761 pamphlet.

Everybody could afford rum and it allowed everybody to take part in the collective rounds of booze, and even to get drunk, which led to a loosening of inhibitions and social rules. All this threatened the traditional, rigid control that the upper class had always exerted on society, "That the upper classes were able to monitor drinking and to impose restraints was due to the hierarchical nature of colonial society. Although men were deemed equal before the law and before God, their social and political inequalities were recognized and respected. New Englanders followed the advice of their educated, socially prominent Congregational clergy, and in free and open elections they chose men from the upper classes as tithingmen, school overseers, town selectmen, and legislative representatives" (W. J. Rorabaugh *"The Alcoholic Republic"* 1979).

Also a future Founding Father was worried. "Fifty-three years ago – remembers John Adams after the Revolution - I was fired with a zeal, amounting to enthusiasm, against ardent spirits, the multiplication of taverns, retailers and dram-shop and tippling-houses. Grieved to the heart to see the number of idlers, thieves, sots and consumptive patients made for use of physicians, in these infamous seminaries, I applied to the Court of Sessions, procured a committee of inspection and inquiry, reduced the number of licensed houses, etc. But I only acquired the reputation of a hypocrite and an ambitious demagogue by it. The number of licensed houses was soon reinstated, drams, grog and sotting were not diminished, and

remain to this day as deplorable as ever. You may as well preach to the Indians against rum as to our people."

Taverns were also the main place to share news about what was happening in the world. Today we often tend to forget that modern mass media are a recent thing. Back then, ordinary citizens heard the news from traders, travelers, visitors, people who came back from a journey, people who had spoken to someone and knew something. So in taverns, in-between glasses, people talked, discussed, shared information, expressed their views; in the 1700s people could also find a copy of the first newspapers and some pamphlets. What is now called public opinion was created that way.

As time went on, taverns became the center of political life; therefore, those who aspired to be a leader of their people, had to face up to this new reality: the winning over of the citizens' minds, and votes, had to go through taverns and rum. Taverns became a sort of constituencies. Therefore, candidates went to the taverns, spoke to the customers, made themselves popular and bought people drinks, a lot of drinks.

In 1758 George Washington stood as candidate in the Virginia House of Burgesses. Taking his usual pragmatic approach, in the electoral campaign he paid a long liquor bill where the largest items of expenditure were 40 gallons of Rum Punch, 18,5 gallons of wine and 26 gallons of "best Barbados rum". He was elected with 301 votes, "the largest number cast for any candidate".

But let's see how a young John Adams describes the new relationship between taverns and political life, in his Diary, on 29th May, 1760:

"Few things I believe have deviated so far from the first Design of their Institution, are so fruitful of destructive Evils or so needful of a speedy Regulation, as Licensed Houses. The Accomodation of Strangers, and perhaps of Town Inhabitants on public occasions, are the only warrantable Intentions of a Tavern

and the supply of the Neighbourhood with necessary Liquors, in small Quantities ... and at the cheapest Rates are the only excusable Designs of a Retailer; and that these Purposes may be effected, it is necessary, that both should be selected from the most virtuous, and wealthy People who will accept the Trust, and so few of each should be erected, that the Profits may enable them to make the best Provision, at a moderate Price. But at the present Day, such Houses are become the eternal Haunt, of loose disorderly People of the same Town, which renders them offensive and unfit for the Entertainment of a Traveller of the least delicacy; and, it seems that Poverty, and distressed Circumstances are become the strongest Argument, to procure an Approbation, and for [these?] assigned Reasons, such Multitudes have been lately licensed, that none can afford to make Provision, for any but the trifling, nasty vicious Crew, that most frequent them. The Consequences of these Abuses are obvious. Young People are [illegible] tempted to waste their Time and Money, and to acquire habits of Intemperance and Idleness that we often see [illegible] reduce many of them to Beggary, and Vice, and lead some of them at last to Prisons and the Gallows. The Reputation of our County is ruined among Strangers who are apt to infer the Character of a Place from that of the Taverns and the People they see there. But the worst Effect of all, and which ought to make every Man who has the least sense of his Priviledges tremble, these Houses are become in many Places the Nurseries of our Legislators; An Artful Man, who has neither sense nor sentiment may by gaining a little sway among the Rabble of a Town, multiply Taverns and Dram Shops and thereby secure the Votes of Taverner and Retailer and of all, who will be induced and the Multiplication of Taverns will make many who may be induced by Pliip and Rum to Vote for any Man whatever and for These I dare not presume to point but any Method, to suppress or Restrain these increasing Evils; but I think for these Reasons it would be well worth the Attention of our

Legislature, to confine the Number of, and retrieve the Character of Licensed Houses; least, that Impiety, and Prophaneness, that abandoned Intemperance, and Prodigality; that Impudence and brawling Temper, which these abominable Nurseries daily propagate, should arise at length to a degree of strength, that even the Legislature will not be able to control.”

Customs and laws varied slightly from colony to colony and in every colony they changed over the years, yet certain general characteristics can be recognized. To simplify, in the taverns for the élites the clientele was made up almost exclusively of white males. Entrance to slaves, black freemen, Indians and white servants was often absolutely forbidden. At other times it was discouraged: for example, they could purchase alcoholic drinks only if their master was present, or with his written authorization. By contrast, there were no laws which explicitly forbade women to frequent taverns, but the influence of the all-pervasive moral values was such that in actual fact it prevented women from frequenting them. Of course, female travelers were exempted from this rule, but, if possible, it was considered more socially acceptable to find accommodation for them in a guest house or in the private home of some relative or acquaintance.

Things were very different in low-rank taverns. There, the laws were not really respected and poor white workers of both sexes, whores, occasional seamen, thieves and receivers of stolen goods, slaves, black freemen, mulattos and even Indians would congregate and interact. Actually, according to the prosecution, the so-called New York Slave Conspiracies of 1712 and 1741 took shape in the poor, low-rank taverns and ale houses of the waterfront. And they were washed down with rivers of rum.

And now, just as I did last year, I'm taking my summer leave. See you again in November.

Marco Pierini



THE Rum[®]
UNIVERSITY

Got Rum? July 2026 - 26

The Rum Laboratory

Presented by

THE **Rum**[®]
UNIVERSITY

Join us as we explore the world of
rum spices and flavors!
In this series you will learn to flavor
your own Rums and to create your
own Liqueurs and Creams.

The Rum University® Laboratory

Presents

making your own Golden Plum Rum Liqueur

Ingredients:

- 1 Cup Honey
- 1 Cup Water
- 10 Yellow/Orange Plums, Stemmed
- 2 Cups Plum Wine
- 1 Cup Heavy (High Congener) Aged Rum
- 1 Cup Light (Low Congener) White Rum
- 1/2 tsp Lemon zest
- 1 Tbsp Freshly-squeezed Lemon Juice

Directions:

Combine the water and the honey in a medium saucepan, stirring until all the honey has dissolved. Bring the mixture to a boil over medium heat and maintain the boil for 3 minutes, skim any foam that forms on the surface. Remove from the heat and allow it to cool.

Cut the plums in halves and remove the pits, place the pits in a 2-quart (2-liter) jar. Mash the plum halves with a potato masher, combine with the remaining ingredients, including the syrup, then transfer the mixture to the jar with the plum pits.

Allow the liqueur to rest in a dark, cool place for at least 30 days.

Strain and discard the solids, then allow it to rest for another 7-10 days so that impurities can precipitate. Filter or rack to one or more final serving containers.



Did you know that plums ...

- Are great for relieving constipation and digestive problems: plums are filled with dietary fiber, sorbitol and isatin.
- Protect your heart: a medium fresh plum contains 113 mg of potassium that helps manage high blood pressure and reduce your risk of stroke.
- Prevent diabetes: plums have a low glycemic index, so eating plums can help you control your blood sugar and reduce the risk of type 2 diabetes according to the Dietitians of Canada.
- Improve bone health: in a study one group ate prunes, the other group ate dried apples and both took calcium and vitamin D supplements. The prune group had substantially higher bone mineral density in the spine and forearms. (Florida State and Oklahoma State Universities)
- The Chinese believe plums symbolize good fortune.
- More than one hundred varieties of plum stones were found on Henry VIII's flagship the Mary Rose, which sank in 1545.
- February is the month for plums in Japan; there are plum blossoms everywhere.
- Umeboshi (Japanese pickled plums) were thought by the samurai to combat fatigue.
- Plum trees are grown on every continent except Antarctica.
- There are more than 140 varieties of plum sold in the United States.
- Plums are the second most cultivated fruit in the world.
- Plums can be as large as a baseball or as small as a cherry.
- Plums were on the menu at the first Thanksgiving dinner in 1621.

Caution: those with a history of kidney stones are advised to avoid eating plums.

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.

FLOR de CAÑA

Flor de Caña has been awarded the prestigious “Diamond Product Sustainability Award” by the organization Sustainability Award in Australia, the competition’s highest distinction and the first Diamond-level recognition granted in 2026. The award recognizes brands that demonstrate exceptional environmental performance and measurable sustainability impact throughout their value chain. The judges highlighted Flor de Caña’s industry-leading “field-to-bottle” sustainability model, which integrates renewable energy, carbon reduction initiatives, circular production practices, responsible packaging, and long-term environmental stewardship. As one of the world’s first Carbon Neutral spirits, Flor de Caña is distilled using 100% renewable energy, captures and repurposes all fermentation CO₂, and has planted more than one million trees since 2005. The award also recognized the brand’s premium quality, consistency, and craftsmanship developed over 135 years of family tradition. This recognition further strengthens Flor de Caña’s position as a global leader in sustainability within the spirits industry and reflects the company’s

long-standing commitment to creating positive environmental and social impact. The rum is distributed in Australia by Vanguard Luxury Brands. www.flordecana.com

CADENHEAD'S

Paying homage to their rich history as an independent bottler of rum, Cadenhead's Single Cask Edition releases are each selected to showcase the diverse range of high-quality casks maturing in their warehouses. This summer, they will be releasing three bottlings:

- Trinidad Distillery - This Single Cask Edition bottling hails from an undisclosed distillery on the Caribbean island of Trinidad. Deliciously sweet, this 19-year-old rum features notes of dark fruits, cola cubes, cooking apples, candy floss and cayenne pepper. Distilled in 2007 and bottled at 50.4% ABV.
- Jamaican Distillery - This Single Cask Edition bottling hails from an undisclosed distillery on the Caribbean island of Jamaica. This 15-year-old rum features notes of pineapple, banana, custard, white grapefruit and tobacco. Distilled in 2011 and bottled at 50.4% ABV.
- Panamanian Distillery - This Single Cask Edition bottling hails from an undisclosed distillery in Panama. A beautifully balanced rum, notes of blueberries, baked pear, molasses, honey and barbecued pineapple unfold as you sip. Distilled in 2007 and bottled at 55.0 % ABV.

<https://www.cadenhead.scot/>

MOUNT GAY

Mount Gay has unveiled the Exceptionally Aged Collection, a prestigious new series paying tribute to time, craft, and the enduring heritage of Barbados. Launching with two ultra-rare expressions, Exceptionally Aged 15YO and Exceptionally Aged 25YO, this collection marks a significant brand-first, with its emphasis on clear age statements, opening a new chapter for the brand. Both expressions proudly adhere to Mount Gay's uncompromising commitment to quality, crafted without any added sugar or flavoring. Mount Gay Exceptionally Aged 15YO is a tribute to continuity of craftsmanship and the enduring legacy of the world's oldest running rum distillery. Crafted in Barbados, its story is defined by a generational handover between three Master Blenders: Jerry Edwards, Allen Smith, and Trudiann Branker. Every drop is 100% distilled, matured, blended, and bottled at the Mount Gay distillery in St. Lucy, Barbados, imbued with the unique essence of our tropical island. The journey of Exceptionally Aged 15YO is a testament to continuous stewardship across generations. It began with former Master Blender

Jerry Edwards, who skillfully distilled the rums on a single column still and carefully laid them down to age in ex-American oak Bourbon casks. The guardianship then passed to former Master Blender Allen Smith, and subsequently current Master Blender, Trudiann Branker. Each meticulously monitored the rum's evolution. In 2025, Trudiann Branker brought this shared vision to fruition, meticulously crafting the perfect blend that proudly embodies the essence of a 15-year-old Mount Gay rum. Mount Gay Exceptionally Aged 15YO is a blend aged for a minimum of 15 years in Barbados's warm, tropical climate. It is non-chill filtered and was bottled 43% ABV. Exceptionally Aged 25YO represents a unique confluence of expertise, having been shaped by three distinct Mount Gay Master Blenders over a quarter-century. Distilled in 1999 on a single column still under the vigilant eye of then-Master Blender Jerry Edwards, its prolonged maturation was carefully overseen by his successor, Allen Smith. Finally, current Master Blender Trudiann Branker masterfully brought this extraordinary spirit to its ultimate expression. After 25 years of tropical ageing exclusively in ex-American oak Bourbon casks, this rum stands as a testament to a generational commitment to crafting an unparalleled spirit. Mount Gay Exceptionally Aged 25YO is a single-batch rum distilled in 1999, aged for precisely 25 years and presented at 47% ABV and non-chill filtered.

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

INTERNATIONAL WINE & SPIRITS COMPETITION

Out of the hundreds of rums from all over the world that were submitted to the International Wine & Spirits Competition this year, only 184 won medals. Of these only 14 won the coveted Gold Outstanding medal. Richard Seale's Foursquare Distillery dominated the category with 5 Gold Outstanding medals for their Supernum, Epilogue, Mandamus, Penultimus and Indomitas rums. Three Jamaican rums, Worthy Park's Overproof Rum, Monymusk's MSR Limited Edition Single Mark 2007 Rum and Hampden Estate's Great House Distillery Edition 2025 Rum won Gold Outstanding medals. St. Nicholas Abbey's 12 YO Rare Single Cask Strength Rum from Barbados and Distillerie Longueteau's Le 55 Rhum from Guadeloupe each won Gold Outstanding medals. Rum's expanding global reach was clearly represented in the remaining four medals as distilleries from Scotland, Japan and the United States were recognized. Some quick notes about the US distilleries. One is new, the other has been making rum for 17 years. Maggie Campbell is the CEO of American Cane, the new rum company in Louisiana. Maggie's

resume in the rum world is legendary. The fact that she and Darin Vest could develop a new blend, bottle it, bring it to market and win a Gold Outstanding in their first year is amazing. Desert Diamond Distillery has been making rum for 17 years in Kingman, Arizona, a small town that you speed through on your way to Las Vegas. In the last five years, this small distillery, in the middle of nowhere, has won a dozen Gold Medals at IWSC, several of which were Gold Outstanding. <https://iwsc.net/>

VALUE OF JAMAICAN RUM

“Jamaica is well positioned to strengthen its foothold in the global spirits industry and generate greater economic value from one of its most internationally recognized products”, said Minister of State in the Ministry of Industry, Investment and Commerce, Hon. Delano Seiveright. Speaking at the recently held West Indies Rum and Spirits Producers’ Association (WIRSPA) and Spirits Pool Association (SPA) Cocktail Reception in Kingston, Mr. Seiveright underscored the significant contribution of Jamaica’s rum industry to the national economy and highlighted opportunities for future growth. “The rum industry represents far more than beverage production. It supports economic activity across agriculture, manufacturing, tourism, logistics and exports, making it a critical pillar of Jamaica’s economic development,” he said. The State Minister noted that Jamaica’s rum exports generated approximately US\$57 million (J\$9.1 billion) in 2024, contributing substantially to employment, foreign exchange earnings and value-added manufacturing. Highlighting the scale of the international marketplace, Mr. Seiveright referenced a 2024 study conducted by Oxford Economics and International Wine and Spirits Research on behalf of the World Spirits Alliance. The study found that the global spirits industry contributes approximately US\$730 billion (J\$117 trillion) to global Gross Domestic Product (GDP), supports some 36 million jobs worldwide, generates roughly US\$390 billion (J\$62 trillion) in tax revenues and drives approximately US\$120 billion (J\$19 trillion) in supplier spending. Those figures, according to the State Minister, demonstrate that “this is not a niche industry. It is a major global industry with enormous economic impact”. Mr. Seiveright pointed to Jamaica’s competitive advantages, including its globally recognized rum heritage, strong tourism linkages, established production expertise and reputation for authenticity and quality. He emphasized that expanding exports, strengthening value-added production and protecting Jamaica Rum through the country’s Geographical Indication (GI) framework will be critical to capturing a larger share of growing

international demand. “When we look at rum, we see agriculture, manufacturing, logistics, tourism, export earnings, intellectual property, rural livelihoods, employment and Brand Jamaica,” the State Minister noted. Meanwhile, Chairman of WIRSPA and the Spirits Pool Association, Clement “Jimmy” Lawrence, highlighted the importance of safeguarding Caribbean competitiveness amid evolving international trade conditions and ongoing supply chain challenges. Mr. Lawrence noted that the Caribbean spirits industry remains a significant contributor to agriculture, manufacturing, tourism, employment and foreign exchange earnings throughout the region. He also underscored the need for strong partnerships among governments, regional institutions and private-sector stakeholders to ensure that Caribbean manufacturers remain globally competitive. <https://jis.gov.jm/jamaica-well-positioned-to-strengthen-foothold-in-global-spirits-industry-state-minister/>

RON BARCELÓ and AMBER BEVERAGE in AUSTRALIA

One of the world’s leading premium rum brands, Ron Barceló, will soon be available to Australia’s drinks trade through exclusive national distributor Amber Beverage Australia. Effective from August, the Amber Beverage and Ron Barceló partnership marks the Dominican Republic distillery’s first major expansion into Australia after having already secured distribution in more than 80 countries globally. It also comes just a few years ahead of Barceló’s 100-year anniversary in 2029. Founded in 1929, Ron Barceló is recognized for its portfolio of premium aged rums centered around their dedication to quality, provenance and sustainability. In 2012, it became the first rum producer globally to achieve Carbon Neutral certification. The initial Australian range of Ron Barceló will include Ron Barceló Blanco, Dorado, Añejo, Gran Añejo and Imperial, with the distribution partnership to be supported by a national rollout across retail, key account and premium on-premise channels, alongside trade education initiatives designed to build awareness of the brand and support category development. Uliana Linenko, Managing Director of Amber Beverage Australia, said: “Australia’s premium spirits drinker is more curious and discerning than ever, and the rum category presents a significant opportunity for growth. Ron Barceló brings together nearly a century of heritage, strong sustainability credentials and a portfolio that appeals across both cocktail and sipping occasions. We are proud to be the brand’s Australian distribution partner and look forward to expanding its presence across the market.” In addition to Ron Barceló, Amber Beverage Australia’s portfolio includes rum brands Flor de

Caña, Bayou, Cargo Cult, Chairman's Reserve, Goslings, Pampero, and Stolen.
<https://ronbarcelo.com/en/>,
<https://amberbev.com.au/>

RON del BARRILITO and ORO HOTEL & RESIDENCES

In a move that speaks volumes about the future of luxury development, the team behind San Juan's ORO Hotel & Residences has announced a partnership with Ron del Barrilito, one of Puerto Rico's most storied rum producers. The collaboration will birth the first-ever "Barrilito Bar" inside the lobby of the new high-end tower. While a custom-branded bar is a compelling feature, the real story here is the strategic fusion of hyperlocal heritage with global luxury standards. This partnership is more than a press event at a historic distillery; it's a calculated bet that in the modern economy, authenticity is the ultimate amenity and a powerful driver of value. "Ron del Barrilito has been part of Puerto Rico's story since 1880, and we look for partners who share that same commitment to craft and place. ORO is building something that reflects the best of the island — sophisticated, authentic, and unmistakably Puerto Rican — and the Barrilito Bar is a natural extension of that vision," said Eduardo Bacardi, Director of Sales & Marketing, Ron del Barrilito. Inspired by the property's "golden hour" concept, the experience transitions seamlessly from the "golden" coffee moments of the morning to the warmth and sophistication of Puerto Rico's iconic golden rum in the evening. Guests will enjoy an elegant and inviting atmosphere featuring a curated menu of signature Barrilito cocktails alongside timeless classics, all thoughtfully crafted to complement the spirit and ambiance of ORO. "At ORO Hotel & Residences, we are committed to creating a luxury experience that is deeply rooted in the culture, craftsmanship, and excellence of Puerto Rico. Partnering with iconic local brands such as Ron del Barrilito allows us to celebrate the very best the island has to offer while delivering an authentic and elevated experience for our residents and guests," said David Weibel, from the ORO Hotel & Residences development team.
<https://rondelbarrilito.com/>
<https://www.ororesidences.com>

RUMS OF PUERTO RICO and MAJOR LEAGUE BASEBALL

Puerto Rico has secured commercial partnerships between its Rums of Puerto Rico program and four Major League Baseball organizations for the first time, Gov. Jenniffer González Colón and Department of Economic Development and Commerce (DDEC) Secretary

Carlos J. Ríos Pierluisi announced last month. The agreements involve the New York Yankees, New York Mets, Tampa Bay Rays and Miami Marlins and are intended to expand the presence of Puerto Rican rum brands in key U.S. markets through year-round promotional and commercial activities. Gov. González Colón described the agreements as a milestone for Puerto Rico's rum industry, saying they validate the quality of the island's products and strengthen its position in international markets. She added that the partnerships were finalized within a matter of months and that additional Major League Baseball organizations have expressed interest in exploring similar agreements. Ríos Pierluisi said the partnerships represent a significant opportunity to expand sales of Puerto Rican rum in the United States while increasing the industry's visibility among millions of baseball fans. "This is a home run for Puerto Rico," Ríos Pierluisi said in a statement. "Obtaining the confidence of organizations as prestigious as the Yankees, Mets, Rays and Marlins validates the strength of our rum industry and our potential as a strategic partner." Carlos B. Herrero Vázquez, director of the Rum of Puerto Rico program, said the initiative reflects a shift in strategy from focusing primarily on promotion to emphasizing sales, distribution and market expansion. Herrero Vázquez said the program spent months conducting market research and negotiating directly with MLB organizations to establish long-term commercial relationships.
<https://www.rumcapital.pr.gov/home>,
<https://www.mlb.com/>

TROIS RIVIÈRES

Spirit Business reported that Campari Group's Trois Rivières brand from Martinique has unveiled new packaging for its aged rum portfolio. The redesigned bottle and refreshed packaging are inspired by the sugarcane fields that characterize southern Martinique in the Caribbean. It features vertical engravings in the glass that evoke the orderly rows of cane growing across the landscape. The brand's history is highlighted by embossed elements, including the year 1660, which is associated with the estate's heritage, and an illustration of the Trois Rivières windmill. The bottle's silhouette has softly rounded angles to create a refined, balanced aesthetic. Meanwhile, the textured glass showcases the natural hues of the aged rums, ranging from amber and copper to mahogany, depending on maturity. The liquid inside remains unchanged for each expression.
<https://www.troisrivieresrhum.com/>



The Sweet Business of Sugar

THE **Rum**
UNIVERSITY



Honduras

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

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

Required Report: Required - Public Distribution

Date: April 13, 2026

Report Number: HO2026-0001

Report Name: Sugar Annual

Country: Honduras

Post: Tegucigalpa

Report Category: Sugar

Prepared By: Juan Fiallos

Approved By: Jason Wrobel

Report Highlights:

Sugar production and exports in Honduras are projected to increase in MY 2026/27, supported by higher yields, expanded harvested area, and continued investment in the sector. Productivity gains in MY 2025/26 were driven by modernization efforts, improved irrigation systems, precision agriculture, and climate recovery initiatives. For MY 2026/27, production of both sugar cane and centrifugal sugar is forecast to rise by 2 percent, consistent with MY 2025/26 levels, while exports are expected to grow by 3 percent. Total harvested area is estimated at 57,000 hectares, yielding approximately 5.7 million of sugarcane, with centrifugal sugar exports projected at 212,460 metric tons.

PRODUCTION

Sugarcane:

Sugarcane planted area is projected to grow by 1.8 percent, from 57,000 hectares in MY 2025/26 to 58,000 hectares in MY 2026/27. This expansion is driven by recovery from El Niño/La Niña effects, increased financing for small-scale farmers, and improved global prices (18 cents/lbs). Due to the [Agrarian Reform Law of 1974](#) (in Spanish), which limits land ownership for sugar mills, the industry has prioritized productivity gains through investments in drip irrigation, water harvesting, improved seeds, and fertilizers. Mills also support independent producers with technical assistance and irrigation systems. As a result, sugarcane yield has risen by 28 percent from MY 1980/81 to 2023/2024 (figure 2), and planted area has expanded by 4.5 percent from MY 2022/23 to MY 2026/27, with productivity improving by 1.4 percent to 5.7 million metric tons in MY 2026/27 (figure 1).

Of the total harvested area for sugarcane in Honduras, 96 percent is dedicated to sugarcane production, while 4 percent is allocated for research and replanting. The sugarcane harvest for MY 2026/27 is projected at 5.7 million MT, a 2 percent increase from the revised estimate of 5.6 million MT in MY 2025/26. This growth is driven by enhanced mill productivity, advanced drip irrigation systems, improved sugarcane varieties, and precision agriculture techniques. Additionally, sugar mills have boosted extraction efficiency, streamlined production logistics, and invested in modern equipment to optimize output.

According to [Trading Economics](#) the country's economy has maintained a positive trajectory, with a cumulative growth of 4.4 percent through June 2025, driven primarily by a sustained recovery in domestic demand, particularly household consumption. On a year-over-year basis, Honduran agriculture production increased between 3.8 percent compared to June 2025. Source: (Economic Commission for Latin America page 23 [CEPAL](#)).

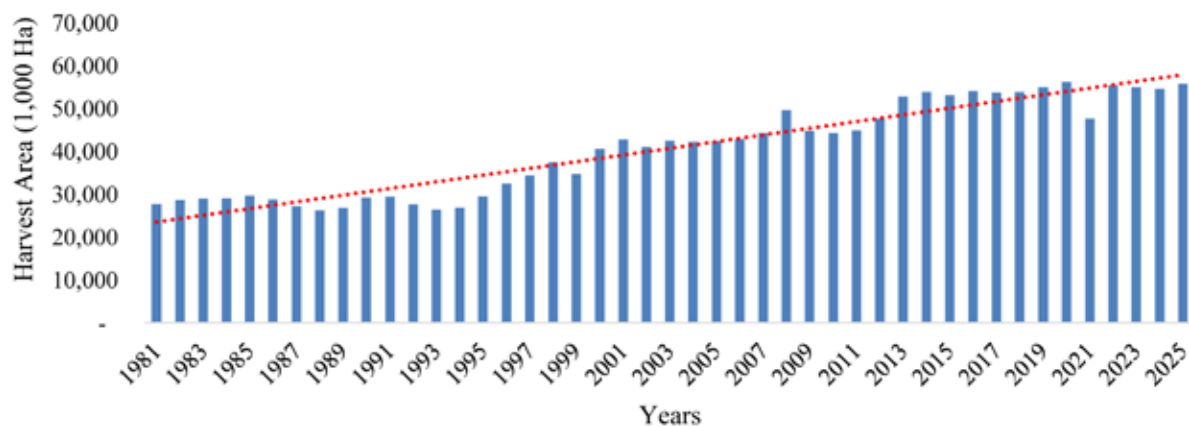
The Honduran economy and the sugarcane sector are gradually recovering from the adverse climatic effects of El Niño and La Niña, which led to prolonged droughts and increased input costs, particularly for fertilizers and fuel. Despite these challenges, productivity is steadily improving. Consumer prices for sugar are expected to remain high, ranging from \$0.45 to \$0.53 per pound in calendar year (CY) 2026, driven by production costs and strong export demand fueled by improved international prices.

As of March 2026, 85 percent of the sugarcane harvest has been completed. All seven sugar mills are fully operational, and the harvested sugarcane has been processed for the 2025–2026 cycle.

Honduran Sugar Mills Currently in Operation:

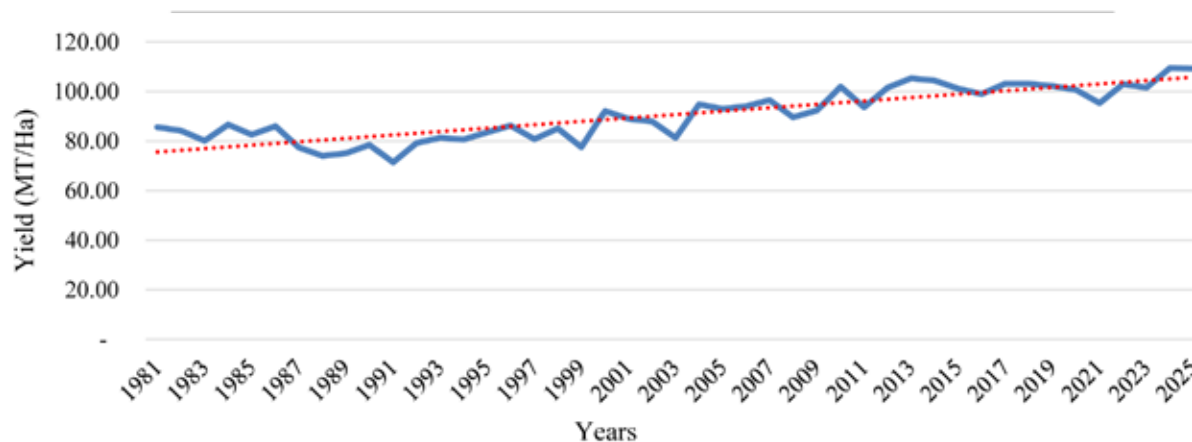
- Compañía Azucarera Hondureña S.A.: Founded in 1938, located in Bufalo, Municipality of Villanueva, Cortés, it has an installed capacity to process 13,000 tons of cane per day, and processes around 13,978 hectares of sugar cane.
- Azucarera La Grecia S.A.: Founded in 1976, located in the Municipality of Marcovia, department of Choluteca, it has an installed capacity to process 8,000 tons of cane per day, processes more than 12,580 hectares of sugar cane.
- Azucarera Tres Valles S.A.: Founded in 1976, located in the Municipality of Cantarranas, department of Francisco Morazán, it has an installed capacity to process 5,500 tons of cane per day, processes more than 6,290 hectares of sugar cane.
- Azucarera del Norte S.A.: Founded in 1974, located in Guanchías, Municipality of Santa Rita, Yoro, it has an installed capacity to process 6,500 tons of cane per day, processes more than 7,688 hectares of sugar cane.
- Compañía Azucarera Chumbagua: Founded in 1948, located in the area known as Los Valles, jurisdiction of the Municipality of San Marcos, Santa Bárbara, it has an installed capacity to process 6,000 tons of cane per day, processes more than 6,290 hectares of sugar cane.
- Azucarera Choluteca S.A.: Founded in 1968, located in the Municipality of Marcovia, Choluteca, it has an installed capacity to process 6,000 tons of cane per day, processes more than 5,940 hectares of sugar cane.
- Azucarera Yojoa S.A.: Founded in 1976, located in the Municipality of Río Lindo, Cortés, it contributes about 7 percent of the national production with more than 3,494 hectares of sugarcane.

Figure 1. Sugarcane Harvest Area (1000 Ha) in Honduras 1981-2025.



Source: Honduras Sugar Producers Association APAH

Figure 2. Sugarcane Yields (MT/Ha) in Honduras 1981-2025.



Source: Honduras Sugar Producers Association APAH

Sugar:

Centrifugal Sugar production for MY 2025/26 is forecast to reach 560,000 MT, reflecting a 2.19 percent increase from the revised estimate of 548,000 MT in the previous year. The Honduran sugar industry has invested in field technology, agricultural research and development, drip irrigation systems, and improved agricultural supplies to enhance productivity. Despite these advancements, the sucrose recovery rate from sugarcane remains between 9 and 10 percent.

In Honduras, the private sector oversees the production, commercialization, and distribution of sugar, with the industry represented by the Honduran Sugar Producers Association (APAH). Seven sugar mills are members of APAH, collectively owning 70 percent of the cultivated sugarcane area, while the remaining 30 percent is owned by independent producers. The sugar industry employs around 40 percent of the economically active population in rural areas, providing approximately 200,000 direct and indirect jobs during each harvest. The sector supports between 200,000 and 350,000 jobs, meaning that a poor harvest would have a significant impact on rural incomes.

On food security issues, a reduced local supply might increase reliance on imports, though Honduras remains self-sufficient in sugar. The sugar industry in Honduras consists of seven sugar mills and 11 warehouses for sugar storage. Significant investments have been made in sugarcane varieties, infrastructure, and equipment, leading to enhanced refining capacity and improved sugar recovery rates.

The economic contribution of the sugar industry in Honduras is approximately \$410 million per year. The distribution of this economic value shows that supplier purchases account for the largest share at 56 percent, followed by wages and salaries at 21 percent, new investments at 15 percent, taxes at 7 percent, and occupational health and safety at 1 percent.

CONSUMPTION

Domestic sugar cane consumption in Honduras is expected to reach 357,500 MT for MY 2026/27, marking a 1.1 percent increase from the revised estimate of 354,000 MT for MY 2025/26. This rise is primarily driven by a surge in demand from the food industry, a direct result of the revitalization of the Honduran economy, which experienced a robust GDP growth of 4 percent in MY 2024/25, with a projected 3.5 to 4.0 percent rebound in MY 2025/26 driven by domestic demand and remittances ([Honduras Central Bank Monetary Policy Bulletin](#) (in Spanish)).

Domestic sugar consumption in Honduras is expected to align with the forecasted level of 357,500 MT for MY 2026/27. This growth has been primarily driven by increased demand in the industrial sector, bolstered by the recovery from the economic and climatic challenges of 2019-2022, as well as the natural population growth in the country, 1.50 percent in CY 2025 and 1.68 percent in CY 2026.

The sugar industry continues to prioritize the domestic market to ensure national supply and food security. In 2025, the average domestic price for white sugar is approximately 8 percent higher than international prices, largely due to the depreciation of the local currency (the Honduran Lempira) against the U.S. Dollar. Any increase in sugar prices in the domestic market must be authorized by the Government of Honduras (GOH), and so far, no such increase has been granted.

Per capita sugar consumption is estimated at 76 pounds per person, with 48 percent of it used in the industrial sector for beverages, candy, and baked goods and the remaining 52 percent for direct consumer use. Domestic consumption grew by 2.49 percent in MY 2025/26, reaching 354,000 MT, compared to 349,200 MT in MY 2024/25. This increase was fueled by economic recovery and improved conditions, including a rise in industrial consumption and more efficient business operations, consumption is projected at 357,500 MT for MY 2026/27.

In Honduras, the consumption of alternative sweeteners remains minimal and has no significant impact on overall sugar demand, as sugar is still more affordable for most of the population. Changes to wholesale sugar prices are subject to authorization by the Secretariat of Economic Development, as sugar is considered an essential food and industrial product in the basic basket of goods that directly affects the cost of living for consumers.

Table 1. Average Sugar Prices for Plantation White (Standard) and Refined Sugar Honduras, 2025 and 2026

MY 2024/25

<i>US\$/pound</i>		
Market place	Plantation white (Standard)	Refined
Wholesale	0.45	0.45
Consumer	0.51	0.54

Source: Honduran Sugar Producers Association (APAH)

MY 2025/26

<i>US\$/pound</i>				
Market place	Plantation White (Standard)	Refined	Percent Change (plantation white)	Percent Change (refined)
Wholesale	0.45	0.45	n/a	n/a
Consumer	0.53	0.54	3.92	n/a

Source: Honduran Sugar Producers Association (APAH)

Over the past year, the domestic consumer price of sugar (both plantation white and refined) has experienced steady prices and no change except for plantation white of 3.92 percent in the consumer market. This decline can be attributed to strong production periods starting in 2022, as well as effective government interventions (Table 1). The price in U.S. dollars remained relatively stable due to the offsetting effects of the fluctuating dollar exchange rate and the depreciation of the local currency against the U.S. Dollar.

TRADE

Exports:

Sugar exports for MY 2026/27 are forecast at 212,460 MT, a 3.14 percent increase compared to the revised MY 2025/26 estimate of 206,000 MT. This growth is attributed to improved international prices and increased production. Honduras exports between 35 to 60 percent of its sugar production, capitalizing on high global prices and utilizing its Central America-Dominican Republic Free Trade Agreement (CAFTA-DR) quotas.

Honduras fully utilized its TRQ allocations under the WTO Agreement and its agreements with the United States and the European Union in MY 2024/25. After fulfilling these quotas, the sugar mills export to other markets. However, due to the FTA with Taiwan, sugar can only be exported through a third country, not directly to Taiwan.

The Dominican Republic-Central America Free Trade Agreement (CAFTA-DR) allocates a TRQ of 11,040 MT for 2025 and 11,200 MT for 2026, a 1.45 percent increase from 2025. The WTO TRQ for Honduras is 10,758 MT for 2025, and 10,758 MT for 2026. The EU FTA allocates a TRQ of 22,602 MT for 2025 and 22,864 MT for 2026, up 1.16 percent from the previous year. The UK TRQ is set at 7,780 MT for 2025 and 7,863 MT for 2026, marking a 1.06 percent increase.

Sugar exports to international markets have declined in MY 2024/25. Between 2024 and 2025, Honduras experienced a notable shift in its sugar export landscape. Overall, total sugar exports declined, with the most significant drop observed in shipments to the United States, which fell from approximately \$22.08 million in MY 2024/25. This reduction was mirrored in other major markets such as Haiti, South Korea, the United Kingdom, the Dominican Republic, and Puerto Rico, Colombia, Mexico, Grenada, Barbados, and Antigua and Barbuda all of which saw decreased import values from Honduras. The decline in exports to the United States is particularly noteworthy, given its status as Honduras's largest sugar market.

In contrast, several countries increased their imports of Honduran sugar during this period. Notably, China and Taiwan emerged as significant new markets, with China importing over \$13 million and Taiwan over \$7 million in 2025, despite no recorded imports in 2024. Other countries such as Trinidad and Tobago, Jamaica, St Lucia, Togo, Spain, Greece, Italy, France, The Netherlands and Germany, also registered increases in their import values. These gains, however, were insufficient to offset the overall decline, as reductions in key traditional markets outweighed the growth in new or smaller destinations.

Honduran sugar exports to the United States declined in 2025, while exports to markets in Asia and Europe increased during the same period. The United States remains Honduras's largest export market for sugar, and export revenues from this market were lower compared to previous periods. Global sugar prices have increased alongside higher international energy prices. Brazil, the world's largest sugar producer, allocates sugarcane between sugar and ethanol production. Higher energy prices are associated with increased ethanol production in Brazil, which can affect global sugar supply. Rising energy costs have also increased expenses for fertilizers and transportation. Ongoing geopolitical tensions have contributed to higher shipping costs and increased volatility in commodity markets. These factors have coincided with an upward trend in international sugar prices.

Honduras also exports sugar under the Central America-Korea Free Trade Agreement, with exports to South Korea reaching 18,000 MT in MY 2024/25, worth \$8.7 million. The Central America-United Kingdom Free Trade Agreement has enabled exports to the UK, with 7,306 MT exported in MY 2024/25, valued at \$4.02 million.

Central American countries, including Honduras, cannot export or import cane sugar within the region under the Central American General Integration Treaty, meaning any surplus must be exported outside of the region.

Honduras abolished its export tax on sugar following WTO recommendations. The top destinations for Honduras's sugar exports in MY 2025 were the United States (28 percent), China (16 percent), Haiti (16 percent), South Korea (10 percent), Taiwan (9 percent), Trinidad and Tobago (6 percent), Jamaica (5 percent), United Kingdom (4 percent), Dominican Republic (3 percent), Puerto Rico (2 percent), Suriname (1 percent) and Other (2 percent). The volume of exports decreased by 18 percent in MY 2024/25 compared to MY 2023/24.

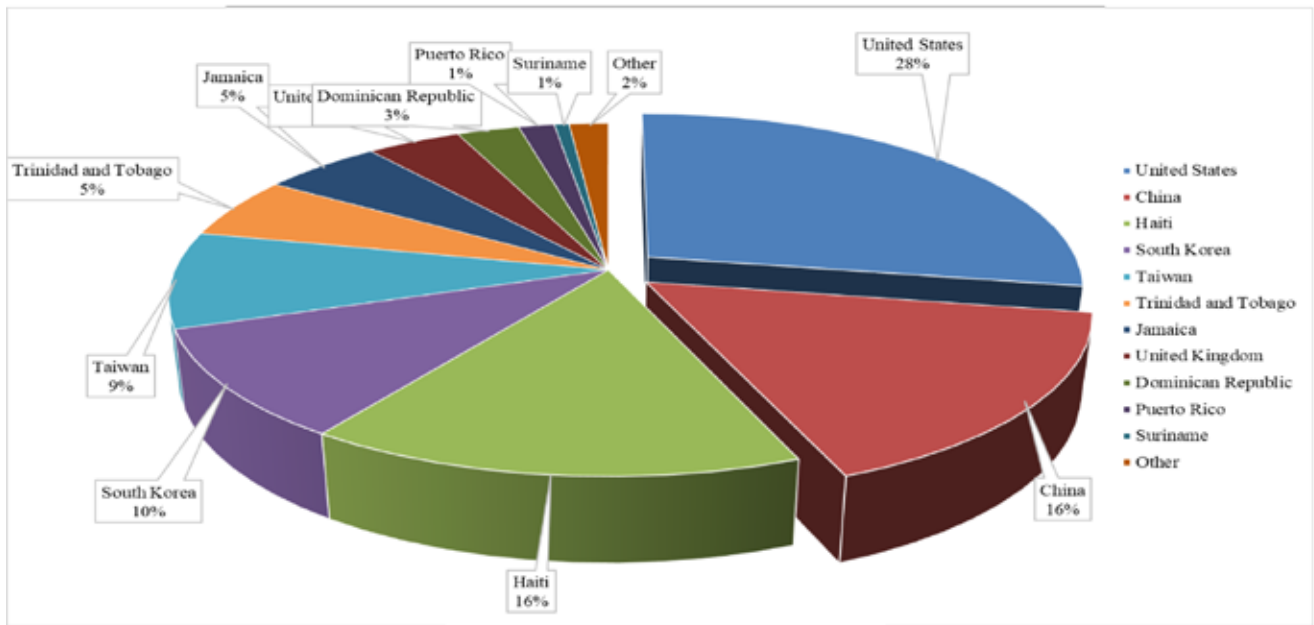
The following chart shows primary export markets by country in metric tons.

Table 2. Honduras - Sugar, Centrifugal Exports (Metric Tons), MY 2025

Country	Metric Tons
United States	49,550
China	29,107
Haiti	28,000
South Korea	18,000
Taiwan	15,851
Trinidad and Tobago	10,033
Jamaica	9,271
United Kingdom	7,306
Dominican Republic	4,825
Puerto Rico	2,759
Suriname	1,144
Other	3,033
TOTAL	178,879

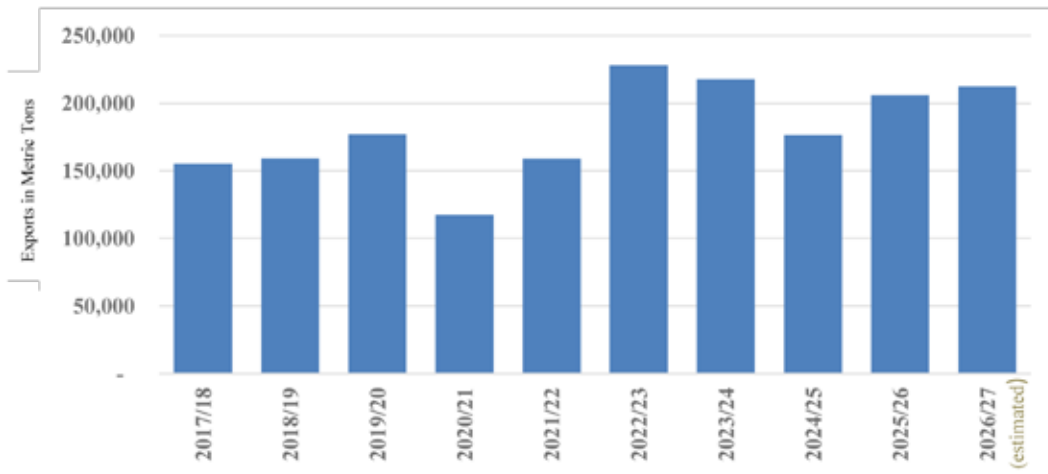
Source: Trade Data Monitor

Figure 3. Honduras Exports to World MY 2024/25 in Metric Tons



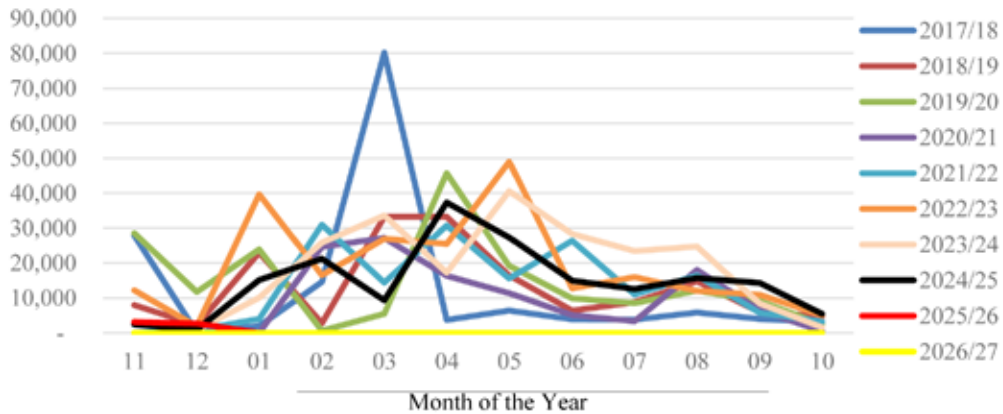
Source: Trade Data Monitor

Figure 4. Honduras Exports to the World in MY 2016-2026 in Metric Tons



Source: Trade Data Monitor

Honduran Exports to the World by Month and Marketing Year

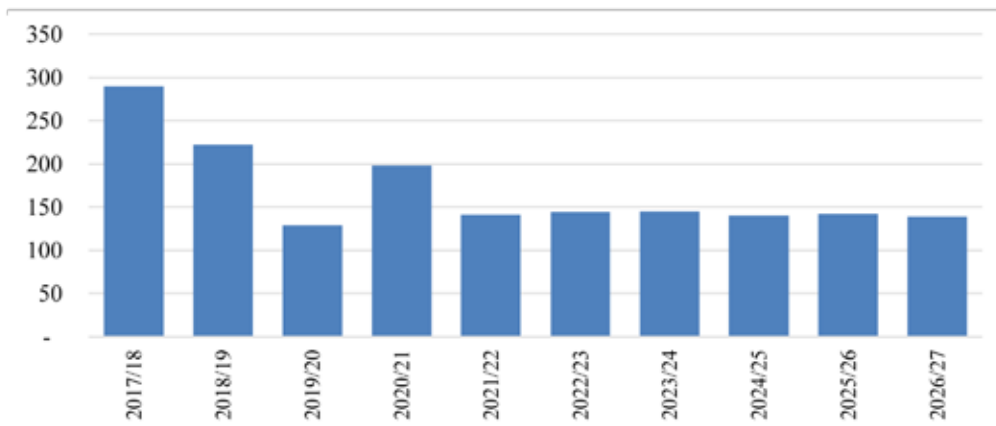


Source: Trade Data Monitor

Imports:

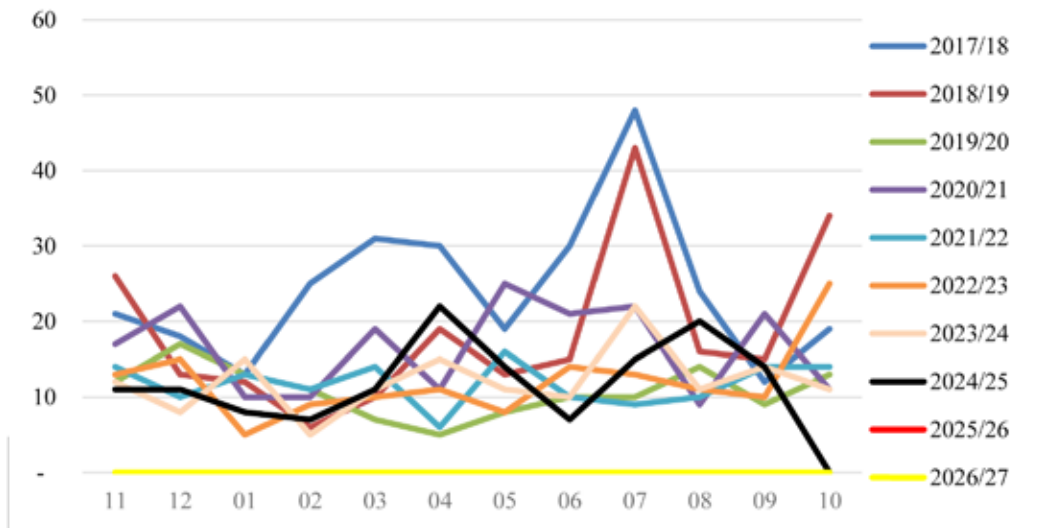
Sugar imports for MY 2024/25 were minimal, with only 158 MT imported from the United States and 1 MT from China, totaling \$477,976 in value according to Trade Data Monitor (Table 3). The import tariff for raw sugar and plantation white (standard) is set between 15 and 20 percent, with no additional consumption tax. For refined sugar, the import tariff is 15 percent, along with a 15 percent consumption tax. By law, all sugar intended for human consumption must be fortified with vitamin A, a requirement fulfilled by the Honduran sugar industry. The import tariff for raw sugar is approximately \$0.22 per kilogram, while the tariff for refined sugar is \$0.18 per kilogram, based on average U.S. sugar contract prices. The charts below show sugar imports by country for MY 2016/17-2025/26 including Post’s forecast for MY 2026/27.

Figure 5. Honduras Imports from World in MY 2016/17-2026/27 in Metric Tons



Source: Trade Data Monitor

Honduran Imports from the World by Marketing Year



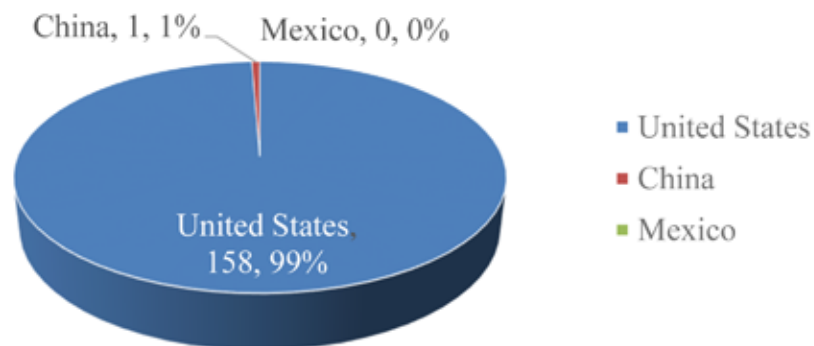
Source: Trade Data Monitor

Table 3. Honduras – Sugar, Centrifugal Imports in Metric Tons, MY 2024 vs. 2025

Country	2024		2025	
	Metric Tons	percent	Metric Tons	percent
United States	146	99	158	99
China	0	0	1	1
Mexico	1	1	0	0
TOTAL	148		160	

Source: Trade Data Monitor

Figure 6. Honduras Imports from World in MY 2025 in Metric Tons



Source: Trade Data Monitor

STOCKS

Stocks are held by seven processors (sugar mills) and stored in CISA warehouses located in Tegucigalpa and San Pedro Sula. Stock levels are expected to remain stable at 198,000 MT through the end of MY 2025/26, following trends observed in production and exports during MY 2023/24 and MY 2024/25 (Table 4).

POLICY

Sugar Sector Related Policies in Honduras:

- The sugar industry in Honduras is a socially responsible sector, having consistently earned recognition for its commitment over the years. This designation involves a thorough evaluation process, adhering to the Global Reporting Initiative (GRI) sector supplement for Non-Governmental Organizations, the Sustainable Development Goals (SDGs), CSR Indicators approved with ISO 26000, and the Accountability Standard (AA1000SES).
- Sugar mills face limitations regarding the amount of land they can cultivate. The Agrarian Reform Law has set a ceiling on land ownership, compelling sugar mills to rent nearby suitable lands to expand their planting areas.
- During the harvest months of November to May, sugar mills generate the energy they require by utilizing bagasse, producing 130 Megawatts per hour (MWh), with the potential to generate up to 344 MWh of electricity. Excess energy is sold to the National Enterprise of Electric Energy (ENEE). Sugar mills contribute approximately 10 percent of the renewable energy produced in Honduras. The sugar mills sell electricity at an average rate of \$0.09 per Kilowatt, significantly lower than the \$0.25 per Kilowatt charged by other energy companies. However, from June to October, when there is no sugarcane harvest, energy production is limited.
- Under the 2007 Law for Production and Consumption of Biofuels, modified by Decree 295-2013, biofuel producers in Honduras enjoy marketing incentives such as exemptions from customs tariffs, corporate taxes, and other related taxes for a period of 12 years. The law mandates a 10 percent ethanol blend starting in 2015, with a planned increase to a 20 percent blend by 2020. APAH played a key role in lobbying for the law's approval and continues to support its full implementation. While the regulation for this law has been drafted, it is still awaiting approval from Congress.
- Established under Decree 161-2005, the National Sugar Council was created through collaboration between the Secretariat of Agriculture and Livestock, the Secretariat of Economic Development, sugar mills, and independent producers. Its purpose is to regulate matters concerning land tenure and technical assistance between independent producers and sugar mills.

MARKETING

The primary revenue-generating activities within Honduras' sugar sector include domestic sugar production for local distribution, export sales, and power generation from renewable energy, which has increasingly become a key driver for diversification and income growth. In Honduras, approximately 64 percent of sugar is distributed domestically, while the remaining 36 percent is exported. Of the sugar exported, the United States (28 percent) and China (sixteen percent) are the largest consumers, with the remainder of exports going to the global market. In 2025, sugar exports were valued at approximately \$98.9 million.

Sugar from independent producers is handled through private contracts negotiated directly between the mills and producers. These contracts guarantee the purchase of 100 percent of the cane production, with logistics for the harvest process coordinated by the mills. As this is a private commercial arrangement, producers are free to choose which mill to contract with, though typically, only one mill is viable due to geographical proximity.

The seven sugar mills in Honduras sell their output to a central warehouse company, Central de Ingenios (CISA), which is owned by the Honduran Sugar Producers Association (APAH). CISA, founded in 1980, manages 11 warehouses across the country and oversees nationwide distribution. To adapt to market demands, CISA has launched marketing initiatives for new brands and improved packaging. The company has also expanded its distribution reach, particularly in the northern region, and switched to 50-kilogram (110-pound) bags to align with regional standards. Additionally, CISA offers small packages of both brown and white sugar, catering to restaurants, hotels, and retailers.

Honduran Marketing Brands Created by CISA for Sugar Distribution in Supermarkets:

- **Azucar el Cañal Premium** (750- and 1,500-grams bag presentation)
- **El Cañal** (460-, 920- and 1800-grams bag presentation)
- **Doña Matilde** (White Sugar: 460-, 920-, and 1,800-grams bag presentation blue packaging)
- **Doña Matilde** (Brown Sugar: 1800 grams bag presentation red packaging)
- **Prieta** (White Sugar: 460-, 920-, and 1800-grams bag presentation)

Among the Sugar by-products Marketed in Honduras are the following:

- a) **Sugar:** Because it is a natural source of energy and free from all types of artificial chemicals, Honduran cane sugar is used in various food products and beverages. This natural sweetener is also used to form a pH buffering system, and its properties and energy value are key for the performance of the human brain and body.
- b) **Molasses:** This is produced after the process of obtaining raw and refined sugar, resulting in a dense, dark syrup left after crystallization. Various consumer products are made from molasses. For example, panela, whether in its traditional compact form or as granules, powder, or even flavored, is also used as animal feed due to its important properties and nutritional value. In other places, it is used as a raw material for producing alcoholic beverages such as rum.

- c) **Bagasse:** The pulp obtained from milling sugarcane is known as bagasse or biomass.
- d) **Filter Cake (Cachaza):** Formed from the residues obtained during the clarification process of cane juice, it is used as fertilizer. "Cenichaza," formed from filter cake and bagasse ash, is used as fuel for the mills' boilers, thus reducing environmental impact.
- e) **Ethanol:** This is a project that the Honduran Sugar Cane Industry is ready to invest in and develop. The goal is to produce a national fuel and raw material to be blended at 5 to 10% with imported gasoline, thereby taking advantage of Honduran resources, such as domestic sugarcane, and reducing dependence on foreign sources.
- f) **Clean and Renewable Energy:** The combustion of bagasse, or "cane pulp" resulting from milling, generates one of the most important byproducts created by this industry: electricity. This reduces dependence on petroleum and contributes to the conservation of the planet.

Table 4. Production, Supply and Distribution

Sugar, Centrifugal	2024/2025		2025/2026		2026/2027		
Market Begin Year	Oct 2024		Oct 2025		Oct 2026		
Honduras	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post	
							(Units)
Beginning Stocks	198	198	198	198	0	198	(1000 MT)
Beet Sugar Production	0	0	0	0	0	0	(1000 MT)
Cane Sugar Production	530	524	548	560	0	570	(1000 MT)
Total Sugar Production	530	524	548	560	0	570	(1000 MT)
Raw Imports	0	0	0	0	0	0	(1000 MT)
Refined Imp. (Raw Val)	0	0	0	0	0	0	(1000 MT)
Total Imports	0	0	0	0	0	0	(1000 MT)
Total Supply	728	722	746	758	0	768	(1000 MT)
Raw Exports	125	140	125	165	0	170	(1000 MT)
Refined Exp. (Raw Val)	40	35	40	41	0	42	(1000 MT)
Total Exports	165	175	165	206	0	212	(1000 MT)
Human Dom. Consumption	365	349	368	354	0	358	(1000 MT)
Other Disappearance	0	0	0	0	0	0	(1000 MT)
Total Use	365	349	368	354	0	358	(1000 MT)
Ending Stocks	198	198	213	198	0	198	(1000 MT)
Total Distribution	728	722	746	758	0	768	(1000 MT)
TS=TD	0	0	0	0	0	0	
Post Notes							

Table 5. Production, Supply and Distribution

Sugar Cane for Centrifugal	2024/2025		2025/2026		2026/2027		
Market Begin Year	Sep 2024		Sep 2025		Sep 2026		
Honduras	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post	
							(Units)
Area Planted	57	56	0	57	0	58	(1000 HA)
Area Harvested	56	56	0	56	0	57	(1000 HA)
Production	5280	5528	0	5600	0	5712	(1000 MT)
Total Supply	5280	5528	0	5600	0	5712	(1000 MT)
Utilization for Sugar	5280	5528	0	5600	0	5712	(1000 MT)
Utilization for Alcohol	0	0	0	0	0	0	(1000 MT)
Total Utilization	5280	5528	0	5600	0	5712	(1000 MT)
TS=TD	0	0	0	0	0	0	
Post Notes							



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Lesson 7: Components and Manufacture of the Barrel

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From Stave to Barrel

Oak staves were traditionally shaped entirely by hand, each piece carefully cut and formed individually and painstakingly put together to produce a true piece of functional art.

As time passed, special hand tools were invented to aide in the process, but it wasn't until the industrial revolution that coopers turned to power tools and mechanization.

Today most of the staves are prepared by machines that allow companies to create hundreds of barrels per day, instead of only a couple of them per week.



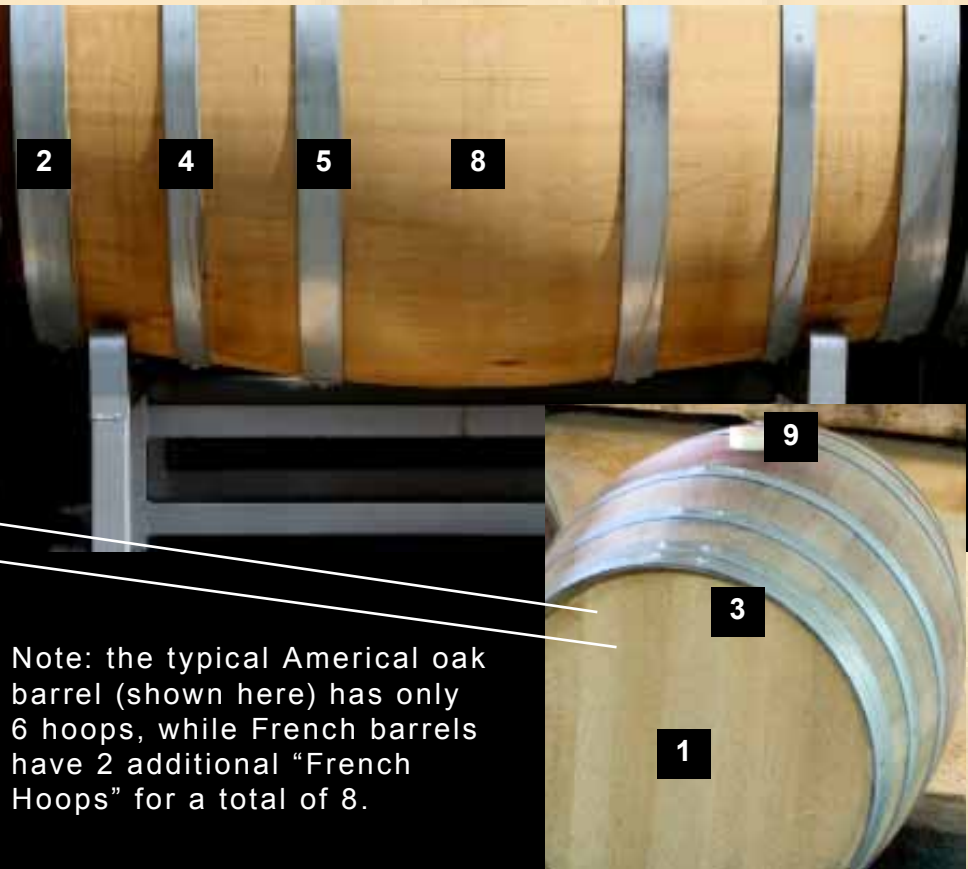
A master crafter carving the "croze" in a barrel, Viña Tondonia, Spain.

The process of putting together the barrels is known in the industry as "barrel raising." It begins with the selection of the bung stave (a wide stave), followed by alternating staves of narrow, medium and wide widths, until there are enough staves to complete the circumference of the barrel. A large iron hoop keeps the staves in place as the barrel is moved to the stave bending area.

Bending can be done either using fire (most common method) or water. The purpose of the bending process is to soften the wood staves so they can be molded into the shape of the barrel. Once the staves have been bent into shape, the barrel is toasted (this will be discussed

Parts of the Barrel:

1. Head
2. Head Hoop
3. Chime (staves that protrude past the heads)
4. Quarter Hoop
5. Bilge Hoop
6. Stave
7. Stave Joint
8. Bilge (widest part of cask)
9. Bung Hole



Note: the typical American oak barrel (shown here) has only 6 hoops, while French barrels have 2 additional “French Hoops” for a total of 8.

Components of an oak barrel

in greater detail in Lesson 8) and aligned either manually or by machine prior to the cutting of the grooves (known as *crozes*) at each end of the barrel to help keep the heads in place.

The heads, which make up about 25% of the inner surface of the barrel, are also toasted (or charred) prior to being added to the rest of the body of the barrel.

Once the barrels have cooled down completely, they receive their permanent hoops (until now the staves have been kept together using temporary steel hoops) and are inspected visually and physically for leaks.



Our special thanks to Independent Stave Company for their support in our research of oak.

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



Father's Day

This month's pairing features a mixology and cigar event in celebration of Father's Day in Chile. It took place in Santiago, at the Bar Siete Negronis in Providencia, this is the first Chilean bar to be included in the "50 Best Bars," managed by "On Trip," a tourism company that normally focuses its activities more around wine tastings, but they are now venturing into the world of cigars and distilled spirits. I know the owners of the establishment very well, they are very professional and are highly devoted to making every activity unique and special. The preparations began a week earlier, in order to have ample time to implement all the necessary changes. The plan was to feature a couple of their flagship cocktails and, if needed, make small tweaks to enhance their pairing the day of the event. I spoke with two of the partners (both named Matías) and mentioned some of the flavors that would enhance the experience and we decided how to honor rum with the main cocktail.

The first cocktail was one of the Negronis from their menu, named Xocolat Negroni. This is the cocktail we modified the most, starting with a base of Ron Bacardi 8 Years Old, infused in a thermal recirculator for three hours at 45C (113F), with French oak chips that were previously toasted in an oven for 20 minutes at 200C (400F). This is, obviously, a level or preparation beyond what average people can do at home, but I was surrounded by highly-skilled professionals and I had to take advantage of the situation. The Ron Bacardi was further infused with bitter cocoa nibs, Vermouth Rosso and Red Bitters. As a finishing touch, the cocktail featured a chocolate perfumed with leather, reminiscent of the smell of a new leather jacket.

The second cocktail was a Tiramisu Espresso Martini, and it did not require any changes. It represented a combination of two favorites of mine: the Tiramisu as a dessert and the Espresso Martini as a last drink of the day. At the core of the cocktail is a smooth Tiramisu that is made by combining Grey Goose Vodka infused with Mascarpone, vanilla bean, fresh coffee and simple syrup. It is





accompanied by a cannoli that is stuffed with real Tiramisu cream.

As you can see, the evening featured an exquisite cocktail menu. Now I'll describe the cigar pairings, which was something very personal for each attendee. Like many other events of this caliber, the planning starts by identifying a theme, followed by the technical overview for the participants. In this case, the gathering was an activity for fathers and their adult children, where we couldn't assume that everyone had the same level of understanding regarding drinks or cigars.

For the cigars, we presented a selection from Dominican Republic and from Nicaragua. The first ones from Fuller Cigar, a company that carries tobaccos from different origins, but mainly Dominican. We had Rigoletto, Traviatta and Otelo, all box pressed. The second ones were AJ Fernandez from Nicaragua, imported by Club Robusto, a company led by Anabel, who is recognized among cigar lovers in Chile as the Cuban Cigar Lady. The cigars were Last Call Habano and New World Oscuro.

The range of offerings allowed us to present different cigar intensities for each smoker, based on their experience and preference. This was perfect, as we had seasoned smokers, as well as newcomers to the world of cigars.

After each smoker selected their cigar, they paired it with the Xocolat Negroni. All the cigars, although different amongst themselves, had a smoking time between 30 and 40 minutes. The session started with each attendee lighting up their chosen cigar, the arrival of the cocktails followed shortly after. This allowed everyone to experience the cigar's transition from the first third to the second third, accompanied by the first cocktail. The Tiramisu Espresso Martini arrived as everyone approached the last third of the cigar.

To avoid the potentially overwhelming intensity of the last third for the neophytes in the group, I also offered them a small Dominican puro, which had notes similar to those from the first third of the original cigars.

The pairing turned out exactly as we had planned it, it was an enjoyable setting for fathers and sons to share a unique experience. Following the pairing, we had a drawing for gifts and some lucky attendees went home with special gifts.

I really hope that there are more opportunities like this one, for fathers and sons to have these experiences under professional guidance, as they can create everlasting memories.

Philip Ili Barake
#GRCigarPairing




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