

FROM THE GRASS TO YOUR GLASS, SINCE 2001! **JUNE 2019** 

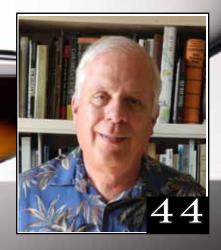
COOKING WITH RUM - ANCELS SHARE - CICAR & RUM - MUSE OF MIXOLOCY - RUM HISTORIAN - FATHER'S DAY - RUM IN THE NEWS - COCKTAIL SCIENTIST - EXCLUSIVE INTERVIEW - THE RUM UNIVERSITY



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## Got Rum?®

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

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FRONT COVER: Dark and Sour

INSIDE SPREAD: Rum Old Fashioned

#### FROM THE EDITOR

### Smelling with your . . . tongue?

Most people with an above-average interest in flavors know that smells represent a large proportion of the stimuli we perceive as taste. It is for this reason that food and beverages don't taste quite right when our sense of smell is compromised, due to a cold, allergy or to other upper-respiratory conditions.

But did you know that not all aromas you perceive are being detected by the olfactory receptors in your nose?

In a study published in the *Chemical Senses* journal, Dr. Mehmet Hakan Ozdener, a cell biologist at Monell, -along with a team of researchers- set out to investigate if taste and smell were independent sensory systems that did not interact until their respective information reached the brain.

The team put to use a method developed by Monell, which maintains living human taste cells in culture. The research team then used genetic and biochemical methods to probe these cultures. Upon examination, they found that human taste cells contain many key molecules known to be present in the olfactory receptors.

Following this discovery, the team used a method known as **Calcium Imaging** to show that cultured taste cells respond to odor molecules, in a way similar to the response from the olfactory receptor cells!

While more research is still needed to fully understand the extent and impact of this finding, it does shed light on how mysterious the world of smell and taste



still is today, despite all the advances in science from the last century.

Eugene Ionesco (French-Romanian playwright) once wrote: "A nose that can see is worth two that sniff". As someone with synesthesia, I am fascinated by the thought of sensory stimuli overlapping the organs normally associated with the perception. But even if it turns out not to explain my condition, I'm still thrilled to know that this area is receiving muchneeded scientific attention.

Cheers,

Cun

Luis Ayala, Editor and Publisher

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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

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!

#### Barcelo Imperial Onyx

The Ron Barcelo rum line is produced in the Dominican Republic and runs one of the greenest environmentally forward zero-waste distilleries in the Caribbean. They ferment the juice from their own estate grown sugarcane to create their product line and distill the liquid using modern column stills. I had the opportunity to visit it during a WIRSPA-backed trip and was really impressed with their entire operation, including the health and education of the surrounding community.

Imperial Onyx is a blend of ten year old rums that are aged in heavily charred white oak barrels. All other Barcelo products are aged in lightly toasted to medium charred barrels so this departure makes a notable difference in the look and feel of the product. After the rums are blended, Barcelo staff filters the rum through onyx stones, which in ancient times was worn and used to repel negative thoughts and fears. Bottled at 40% ABV the proof of the rum is consistent with the rest of their line.

#### **Appearance**

The rum comes in a bottle that is encased in a black plastic shell. Pouring the rum in the glass I discovered a dark mahogany liquid. Swirling it, a medium ring formed around the glass that thickened before dropping thick, slow moving legs. Then, a second series of teardrops ran down the side of the glass before eventually evaporating.



#### Nose

The aroma of the rum reminds me of a dessert-dark chocolate, caramelized vanilla, black cherries, figs and plums, punctuated by a solid coffee note.

#### **Palate**

After sipping the rum I was surprised how forward the fruit notes were. The cherry notes lead the way while the plum and fig notes followed. Cinnamon, char and allspice flashed briefly across the tongue as the dark chocolate mocha swirl took over before fading into a light spicy vanilla and allspice finish.

#### Review

First, the gimmick of it being filtered in Onyx just annoys me. I detest this type of thing and Barcelo makes good enough rum without stooping to such marketing stupidity. So much for repelling negative thoughts...

In the past when I have had rums that are aged in heavily charred barrels, the smoke and char notes were dominant in the flavor profile. The dynamics of the Imperial Onyx profile and range of the flavors pleased me. I found this particularly interesting because I am grossly indifferent to the regular Barcelo Imperial rum. The finish of the rum is flattened slightly by the wood tannins "allspice" note

that twists a little bitter, balancing out any sweetness from the vanilla notes. Perfectly serviceable neat, I have also been told that it is good mixed with ginger beer, as well as an ingredient in coffee cocktails.



#### THE ANGEL'S SHARE

by Paul Senft

#### Probitas Rum

"Probitas" the Latin word for Honesty is the U.S. name for what the rest of the world will know as "Veritas" the Latin word for truth. The U.S. TTB notified Foursquare Rum Distillery that they would have to pick another name since the name was already taken by another company. The rum itself is a blend of Coffey Still Rums and Pot Still rums from Foursquare Rum of Barbados and a low ester Pot Still Rum from Hampden Estates in Jamaica. The announcement of the creative partnership of these two companies immediately got people in the spirit industry's attention and I was happy to see it arrive on store shelves in the Atlanta area. The rum is blended to 47% ABV and imported in the states by Altamar brands.

#### **Appearance**

The bottle is a 750ml with simple front and back labels with the "Guardians of Rum" logo bottom center on the front label. In the bottle and glass the rum has a light golden straw color. A quick swirl and the band that forms around the glass thicken and begin beading within ten seconds. It drops a couple of fast moving legs, before finally evaporating.

#### Nose

The aroma of the rum leads with a strong vanilla note, fresh cut sugar cane, lemon zest, and ends with a swirl of tropical fruit and molasses.

#### **Palate**

Considering the proof I expected more up front heat, but found the fruit notes, lemon zest and vanilla leading the way in one big wonderful swirl. The fruit notes are interesting; I found hints of strawberry, ripe cantaloupe, and tangy orange. This is countered/balanced by vegetal notes that give the rum some earthiness as the heat of the liquid comes into play. These flavors linger in a nice long finish.

#### Review

As the last of the rum fades I am relieved that it tastes as good as it does. The balance of the blend is interesting and it was a challenge puzzling out where the Barbados and Jamaican rums united and transformed the flavors of the spirits. I spent a great deal of time just on the aroma and honestly cannot recall the last time I had white blended rum that was this dynamic. In cocktails, use it in the classic Daiguiri and Mojitos to experience different elements of the flavor profile. I plan on giving it a try in a Mai Tai and Navy Grog as soon as I have the ingredients. Both distilleries can be proud of how this rum outshines similar rums in the market. Now I really want to see similar versions of this product in an array of different age ranges.







#### **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

#### Potted Round Steak with Rum Gravy

#### Ingredients:

- 1 ½ Ib. Steak
- Flour
- ¼ C. Butter
- 4 Sliced Onions
- 1 C. Ketchup
- ½ C. Water
- ½ C. Dark Rum
- 1 tsp. Kitchen Bouquet
- 1 Tbsp. Worcestershire Sauce
- · Salt and Pepper

#### Directions:

Sprinkle salt and pepper on steak and then roll the steak in flour. Pound steak with wooden mallet until thin. Melt butter in pan and fry steak brown. Remove steak and fry onions brown. Add to the onions the ketchup, water, rum, kitchen bouquet and Worcestershire sauce. Add additional salt and pepper to taste. Put steak back into pan and cover. Cook steak for one and a half hours or until tender. Add more water/rum if gravy cooks too thick.



#### Raspberry Rum Pudding

- ½ C. Butter, softened
- 1 C. Sugar
- 3 Egg Yolks
- 1 ½ c. Raspberry Jam
- 1 C. Whole Milk
- 1 C. Flour
- · 2 tsp. Baking Powder
- 1 tsp. Cinnamon
- ½ tsp. Nutmeg
- ¼ tsp. Cloves
- 3 Egg Whites, well-beaten

Preheat oven at 350°F. Cream the butter with sugar. Add egg yolks and jam. Sift flour with baking powder and spices. Add milk and butter mixture alternately to the flour mixture. Fold in the well beaten egg whites. Pour into a greased 2-Quart baking dish and bake in the oven for one hour or until pudding sets. Serve warm with Pudding Sauce (see below recipe). Serves 6.

#### **Rum Pudding Sauce**

- ¼ C. Butter, softened
- ½ c. Sugar
- 1 Egg, well-beaten
- 1/2 C. Dark or Spiced Rum

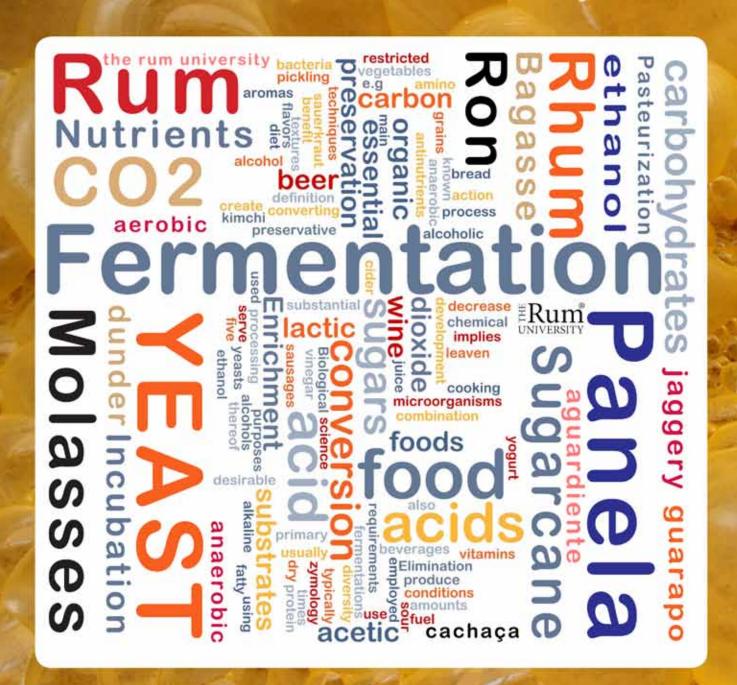
Directions: Cream the butter with sugar. Add the egg. Place in a double boiler and stir until mixture thickens, do not boil. Add the rum and serve immediately.

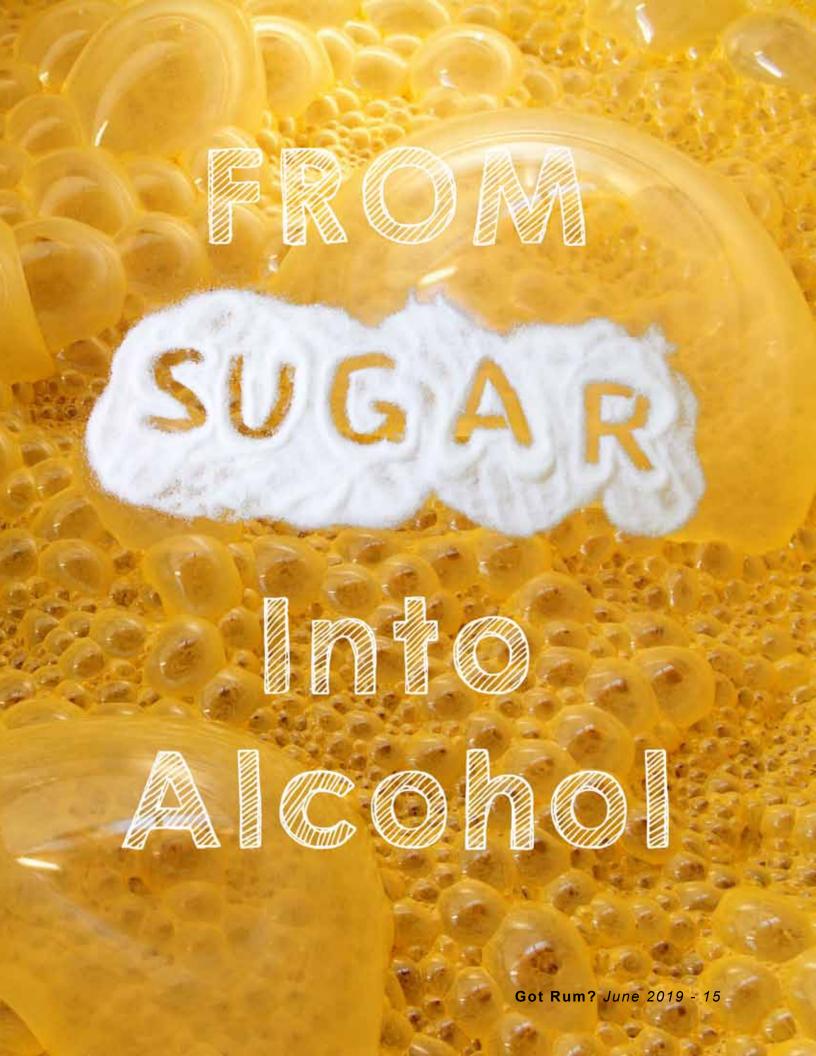




## Fermentation Primer Lesson VI

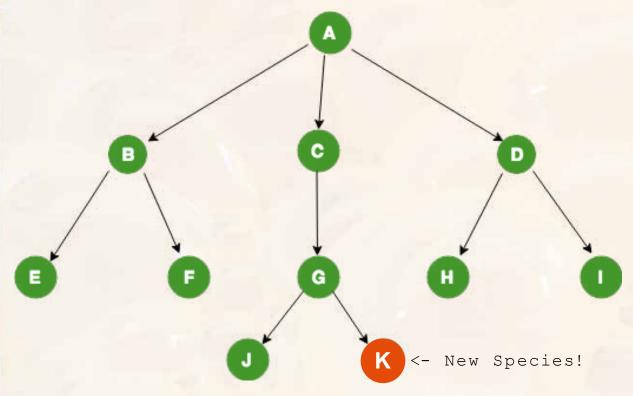
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#### Fermentation Primer - Lesson VI

In last month's lesson we discussed the nutrients needed by yeast and some of the consequences of nutritional defficiencies. In this month's issue we will look at the standards employed by scientists in order to classify or categorize the different types of yeast found in nature.



Craft distillers often wonder if they already have -or if they can get- wild yeast strains in their fermentation tanks. Many dream of developing or finding a new yeast that would set them apart from their competitors. Identifying yeast is a complex task, so let's see how the experts do it.

#### Q: How do scientists classify yeast?

In order to classify or name an unknown yeast it is first necessary to establish the genus to which it belongs. This is often the most difficult part of the exercise, as the genus depends on morphological tests and on spore shape, both of which may be difficult to interpret. The properties of the yeast which are examined to determine the genus are those set out in Table I. For interpretation of the observations, reference should be made to Lodder's "The Yeast," where descriptions of the various genera, and keys which aid in distinguishing between them, may be found, and to Kreger van Rij's "The Yeasts," in which diagnosis is discussed and which contains many photographs of sporing yeasts.

Once the genus is known, the species can generally be determined by means of a set of standard physiological tests. The nature of these is a matter of history and tradition. The tests normally used are set out in Table II.

#### TABLE I - Tests for Establishing the Genus of a Yeast

#### Vegetative reproduction:

- Shape and size of cells
- Method of budding
- Pellicle formation
- Psoudomycclium formation
- Appearance of colony
- Pigment production
- Production of acid

#### Sexual reproduction:

- Ascospore formation
- Ballistospore formation
- Shape of spores
- Zygote formation

#### TABLE II - Tests for Establishing the Species of a Yeast

#### Fermentation or assimilation of:

- Glucose
- Maltose
- Sucrose
- Raffinose
- Lactose
- Galactose

- Assimilation of nitrate
- Cell size and shape
- · Production of starch
- Production of pigments
- · Production of acid
- · Production of esters

#### Q: What happens when a potentially-new new yeast is observed?

If a yeast strain is found which is different from any described species in one or more characteristics, it is a matter of individual decision whether it should be described as a new species or as a variant of an existing species. To aid in this process, a system called Numerical Taxonomy (NT) can be applied to yeast identification. The basis of NT is that instead of using a small number of diagnostic tests, a very

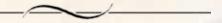


wide range of tests is applied to each strain and the measure of similarity between the strains is then calculated. NT is unlikely to be adopted for routine identification of yeasts but it is of value for supplying a more objective judgement as to whether two yeasts should be maintained as separate species or whether they should be merged into one.

Join us again next month, as we continue our deep-dive into this fascinating world!

#### References:

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- Lodder, J., ed. The Yeasts North-Holland Publishing Company, Amsterdam, 1970.
- · Yeast Classification By R. B. Gilliland, St. James's Gate, Dublin.



#### THE MUSE OF MIXOLOGY

by Cris Dehlavi



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

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

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

#### Do you like Piña Coladas?

When I was in San Juan, Puerto Rico, back in March it occurred to me that I had not written about Piña Coladas yet. How could I have missed the opportunity to write about arguably the most famous and popular rum cocktail in the world?? Trust me, it is not for a lack of LOVING this iconic drink...... it was more my desire to write about lesser known rum drinks. I will also say that the Piña Colada from its original recipe to today has been corrupted in the United States and likely many people have not had a really WELL MADE one. I am sure the readers know what I am referring to ..... Think casual dining chain restaurants: their version of the Piña Colada comes out of a plastic squeeze bottle and is likely blended in a giant swirly blending machine and then garnished with a maraschino cherry and a paper umbrella. You have maybe even had a "Miami Vice" which blends in strawberry syrup to make it even sweeter. This is not at all what a well-made Piña Colada should be like.

Aside from being such a famous cocktail, the Piña Colada is also associated with its fresh island scent and used in anything from lip gloss to candles to room sprays. The title of this article is a line from the classic song by Rupert Holmes, which I am betting most of you know the words to and are singing in your head right now!

The Piña Colada (Spanish for strained pineapple) was definitely invented in Puerto Rico, but WHO the first person was and WHERE are up for debate. The most common theory is that it was originally created by Ramon "Monchito" Marrero Perez, at the Caribe Hilton, in 1954. However, when I was there, we happened upon a sign at the restaurant





Barrachina that claimed IT was the first location. It read "The house where in 1963 the Piña Colada was created by Don Ramon Portas Mingot.". Regardless, what we do know is that its origin is Puerto Rico, and since 1978 it has been the island's national drink. Jared Brown, cocktail historian, called it "The most broadly influential cocktail ever created". Iconic is an understatement.



In the 1950's, the Piña Colada quickly replaced the Caribe Hilton's welcome cocktail as the hotel's signature drink and Joan Crawford even stated once that drinking one was "better than slapping Bette Davis in the face".

The original recipe was:

2 oz. white Puerto Rican rum

1 oz. Coco Lopez Coconut Cream

1 oz. Heavy Cream

6 oz. Unsweetened Pineapple Juice

½ cup Crushed Ice

Blend in a blender for 15 seconds, pour into a tall glass

Now, if you understand portions like I do, you will read this and know that this is either a recipe for 2 or it is an awfully tall glass!! 10 ounces of liquid plus ice makes for a giant cocktail. I would say that this recipe is a drink for 2 people to enjoy.

It is important to also talk a little bit about Coco Lopez -- It was a new product in the early 1950's and really helped to boost the popularity of the Piña Colada. Prior to it

being available, the only way to extract the cream of a coconut was by cracking open a fresh coconut, cutting out all of the meat, cooking it in its own milk, cooling it, using cheese cloth, and skimming off the cream. A long process for sure. Coco Lopez gives you that rich thick coconut cream with a little added cane sugar and saves you from a lot of extra work. These days there are many other brands as well and you can also find unsweetened ones which are really nice depending on what you are using it for.

The Piña Colada may have been invented in Puerto Rico but it is a staple in Spanish speaking countries all over the world. When my brother Matthew and I were in our 20's we lived in Tucson, Arizona and we spent a lot of time at beaches in Sonora, Mexico. We used to love watching the bartenders in the morning juicing pineapples and cleaning coconuts to prepare for the day ahead of tourists drinking Piña Coladas. In Mexico, they garnish them with freshly grated cinnamon, which I absolutely love.....it adds a little complexity to what is otherwise a really sweet -almost milkshake- style of drink. As with all classic cocktails, there are always fun "riffs" on them, and keep in mind you don't have to follow that standard recipe. The Painkiller, for instance, is a Piña Colada with the addition of orange juice, which thins it out and adds a bit more of a citrus element to it.

Below I have included my most recent twist to the Piña Colada, which is incredibly light, low-proof, and a great option if you do not want a heavy frozen drink.

#### DAY DRINKER

2 oz. Giffard Pineapple Liqueur

2 oz. Coconut Water

2 oz. Champagne/Sparkling Wine Chill the pineapple liqueur and coconut water in a mixing tin over ice, strain into a wine glass or champagne flute. Top with bubbly and enjoy!!

Cris

# Run BRARY

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

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#### **Enzyme Nutrition - The Food Enzyme Concept**

Nutrition is an important key for all living creatures -from yeast to humans- and enzymes are at the core of good nutrition. This book provides an excellent overview of the role enzymes play in obtaining and maintaining optimal health at all levels.

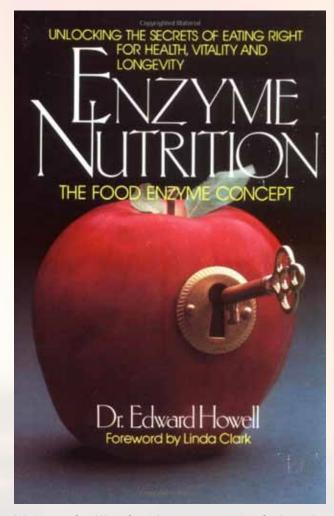
(Publisher's Review): Why is eating food in its natural state, unprocessed and unrefined, so vital to the maintenance of good health? What is lacking in our modern diet that makes us so susceptible to degenerative disease? What natural elements in food may play a key role in unlocking the secrets of life extension? These fascinating questions, and many more, are answered in Enzyme Nutrition.

Written by one of America's pioneering biochemists and nutrition researchers, Dr. Edward Howell, Enzyme Nutrition presents the most vital nutritional discovery since that of vitamins and minerals—food enzymes. Our digestive organs produce some enzymes internally, however food enzymes are necessary for optimal health and must come from uncooked foods such as fresh fruits and vegetables, raw sprouted grains, unpasteurized dairy products, and food enzyme supplements.

Enzyme Nutrition represents more than fifty years of research and experimentation by Dr. Howell. He shows us how to conserve our enzymes and maintain internal balance. As the body regains its strength and vigor, its capacity to maintain its normal weight, fight disease, and heal itself is enhanced.

#### About the Author

Dr. Edward Howell began his study of food enzymes more than eighty years ago. After receiving a medical license from the state of Illinois, he spent six years on the professional staff of the Lindlahr Sanitarium, a well-known "nature cure" hospital. In 1930, Dr. Howell established



his own facility for the treatment of chronic ailments, utilizing nutritional and physical therapies. Until his retirement in 1970, Dr. Howell devoted his time to both his private practice and his food and soil enzyme research. He continued his writing and research efforts up until the time of his death in 1988.

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## NEWAYS TO TREAT YOUR FATHER ON HIS DAY

by Margaret Ayala

#### Father's Day in June Throughout the World

- · First Sunday in June: Lithuania
- Second Sunday in June: Austria and Belgium
- Third Sunday in June: Argentina, Antigua, Bahamas, Bangladesh, Barbados, Belize, Bulgaria, Canada, Chile, People's Republic of China, Colombia, Costa Rica, Cuba, Cyprus, Czech Republic, Ecuador, Ethiopia, France, Ghana, Greece, Guyana, Hong Kong, Hungary, India, Ireland, Jamaica, Japan, Malaysia, Malta, Mauritius, Myanmar, Mexico, Netherlands, Pakistan, Panama, Paraguay, Peru, Philippines, Puerto Rico, Saint Vincent and the Grenadines, Singapore, Slovakia, South Africa, Sri Lanka, Switzerland, Trinidad and Tobago, Turkey, United Kingdom, United States, Ukraine, Venezuela and Zimbabwe.
- · Last Sunday in June: Haiti
- Other June 5th: Denmark, June 17th: El Salvador, June 20th: Bulgaria, June 21st: Guatemala, June 23rd: Nicaragua, Poland and Uganda





https://www.amazon.com/Neoprene-Barrels-Storage-Container-Students/dp/B07R1WL7RC/ ref=sr\_1\_177?pldnSite=1

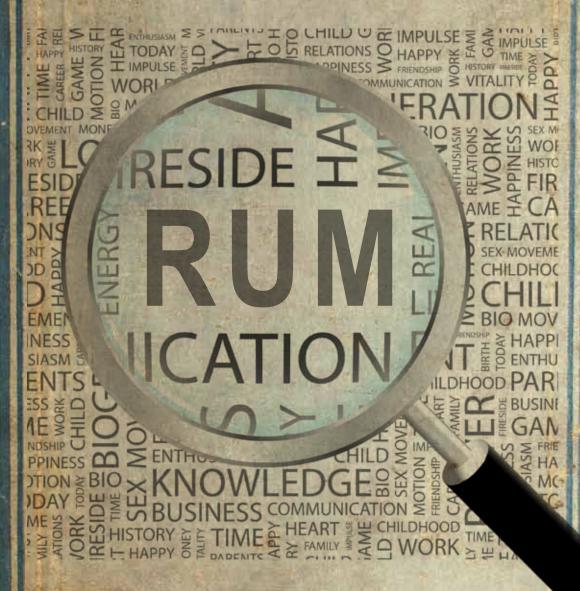


https://www.amazon.com/Prestige-Decanters-Liquor-Decanter-Constellation1797/dp/ B00MN10Q08/ref=sr\_1\_218?pldnSite=1



#### THE RUM BIOGRAPHY

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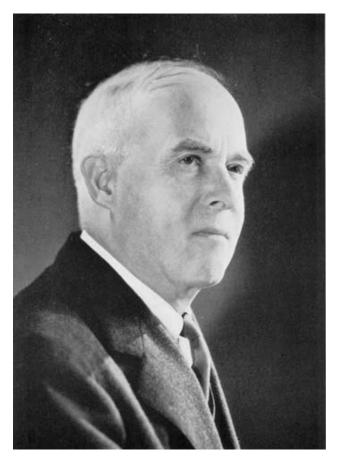
he rum industry owes its present success to many people who, through their vision, wisdom, ingenuity and/or dedication, were able to innovate or improve existing processes. In this new series we will explore these individuals, to honor their memories and to -hopefully- inspire a new generation of game-changers.

#### Featured Biography: James B. Sumner

#### Early Life

James Batcheller Sumner was born in Canton, Massachusetts, on Nov. 19th, 1887, as the son of Charles Sumner and Elizabeth Rand Kelly. His ancestors were Puritans who came from Bicester, England, in 1636 and settled in Boston. His father owned a large country estate, while his grandfather had a farm and also a cotton factory.

Young Sumner attended the Eliot Grammar School for a few years and then was sent to Roxbury Latin school. At school he was bored by almost every subject except physics and chemistry. He was interested in fire-arms and often went hunting. While grouse hunting at the age of 17, he was accidentally shot in the left arm by a companion; as a consequence, his arm had to be amputated just below the elbow. Having been left-handed, he then had to learn to do things with his right hand. The loss of his arm made him exert every effort to excel in all sorts of athletic sports, such as tennis, skiing, skating, billiards, and claypigeon shooting.



#### **Academic Work**

In 1906 Sumner entered Harvard College; he graduated in 1910, having specialized in chemistry. After a short interval of working in the cotton knitting factory owned by his uncle, a type of work that did not interest him in the least, he accepted a teaching post at Mt. Allison College, Sackville, New Brunswick. This was followed by an assistantship in chemistry at Worcester Polytechnic Institute, Worcester, Mass., in 1911, from which he resigned in 1912 in order to study biochemistry with Professor Otto Folin at Harvard Medical School. Although Folin advised him to take up Law, since he thought that a one-armed man could never make a success of chemistry, Sumner persisted and obtained his Ph.D. degree in June, 1914. A few months later while travelling in Europe he was stranded in Switzerland for about a month by the outbreak of World War I. During this time he received a cable inviting him to be Assistant Professor of Biochemistry at Cornell Medical School, Ithaca, N.Y., a post which he held until 1929, when he was made full Professor of Biochemistry.

Sumner's research work at Cornell first centered around analytical methods; but despite hard work he was unable to obtain any interesting results. He then decided to isolate an enzyme in pure form, an ambitious aim never achieved by anyone up until then, but a type of research suited to his scanty apparatus and very small laboratory staff. He decided to focus on the enzyme urease.

For many years his work was unsuccessful, but he continued despite discouragement from colleagues who doubted whether any enzyme could ever be isolated in pure form. In 1921, when his research was still in its early stages, he had been granted an American-Belgian fellowship and decided to go to Brussels to work with Jean Effront, who had written several books on enzymes. The plan fell through, however, because Effront thought Sumner's idea of isolating urease was ridiculous. Back in Ithaca, he resumed his work until finally, in 1926, he succeeded ("I went to the telephone and told my wife that I had crystallized the first enzyme", he wrote in an autobiographical note). His isolation and crystallization of urease was met with mixed response; it was ignored or disbelieved by most biochemists, but it brought him a full professorship in 1929.

#### CHEMISTRY AND METHODS OF ENZYMES

JAMES B. SUMNER

Professor of Biochemistry, Cornell University

and G. FRED SOMERS.

Chairman, Dapt. of Agricultural Chemistry and Associate Director, Agricultural Experiment Station, University of Delaware

> Third Edition Revised and Enlarged



ACADEMIC PRESS INC., PUBLISHERS NEW YORK, N. Y.

#### **Nobel Prize**

Recognition followed gradually. In 1937, he was given a Guggenheim Fellowship; he went to Uppsala and worked in the laboratory of Professor Svedberg for five months. He was awarded the Scheele Medal in Stockholm in the same year. When Northrop, of the Rockefeller Institute, obtained crystalline pepsin, and subsequently other enzymes, it became clear that Sumner had devised a general crystallization method for enzymes. The opponents gradually admitted Sumner's and Northrop's claims – Willstätter last of all – and the crowning recognition came in 1946 when the Nobel Prize was awarded to Sumner and Northrop. In 1948, Sumner was elected to the National Academy of Sciences (USA).

During his Nobel Laureate Lecture in Stockholm in 1948, while explaining his decision to isolate enzymes, Sumner stated:

"I wish to tell next why I decided in 1917 to attempt to isolate an enzyme. At that time I had little time for research, not much apparatus, research money or assistance. I desired to accomplish something of real importance. In other words, I decided to take a 'long shot.' A number of persons advised me that my attempt to isolate an enzyme was foolish, but this advice made me feel all the more certain that, if successful, the quest would be worthwhile."

#### **Publications**

Sumner's publications included books as well as his many scientific papers. He wrote a *Textbook of Biological Chemistry* which was published by the Macmillan Company

in 1927. With G. Fred Somers, one of his students, he wrote the book, *Chemistry and Methods of Enzymes*, published first in 1943 by the Academic Press, and now in its third edition. He and Somers were also authors of *Laboratory Experiments in Biological Chemistry*, published in 1944 by the Academic Press and revised and republished in 1949. Sumner and Karl Myrba'ck of the University of Stockholm edited a mammoth work entitled *The Enzymes, Chemistry and Mechanism of Action*, which was published by the Academic Press as four books, comprising two volumes of two parts each. These volumes appeared over the period, 1951-1952. They totaled some 2,800 pages and contained articles written by seventy-eight scientists. Each article received a careful reading by Sumner. In several cases, where he questioned whether a reported method would work, he tested it out in the laboratory before approving the article in question.

#### Later Years

On May 25-26,1955, Cornell University held a symposium in joint honor of Sumner and of L. A. Maynard, who were retiring on July 1st. At this symposium, former students of both men presented papers dealing with either biochemical or nutritional topics. At the dinner meeting Sumner gave a short speech and charmed his audience with his philosophy and his wit. This was an amazing performance, since he was in pain at the time and undoubtedly knew that he had only a short time to live. Actually, he was taken to the hospital the next day and never left. He died of cancer on August 12, 1955, at the Roswell Park Memorial Institute in Buffalo, New York.

#### Did you know that...

- Enzymes proteins composed of amino acids are secreted by your body to catalyze functions that normally would not occur at body temperature, making them vital to good health and longevity.
- Enzymes can be broadly divided into the following categories: Digestive Enzymes, Metabolic Enzymes and Food-Based Enzymes.
- The enzymes *invertase* and *amylase* are two of the most common -and importantenzymes in the alcohol industry.
- Science has identified more than 3,000 different enzymes, yet we've likely only scratched the surface. Some believe we may have anywhere from 50,000 to 70,000 enzymes in our bodies alone!
- Each organism has its own set of enzymes and each enzyme has a different function.
   In essence, they act like specialized "keys" cut to fit specific "locks." In this analogy,
   the locks are biochemical reactions.
- Over the years, researchers have discovered enzymes for all sorts of uses, from boosting athletic endurance by optimizing digestion and nutrient uptake to treating cancer.
- According to some researchers, enzyme preservation is an important aspect of longevity, as younger people have far higher levels of enzymes than older people.

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

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

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

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

I have published a book on Amazon:

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

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#### A HISTORY OF FRENCH RUM. 2. THE SUN KING AGAINST RUM

In previous articles, we have seen how in the French Caribbean rum was produced at least as early as the 1640s, that is at the same time, if not even a little earlier than in English Barbados. Next, with Jean-Baptiste Labat, we have learnt that, around 1700, French Caribbean plantations usually produced also noteworthy quantities of rum, with advanced techniques.

In 1670 and 1671 Colbert – the great minister of King Louis XIV - enacted three laws restricting trade to and from the French islands to Frenchmen. These laws formed the basis of French mercantilist trade policy and contributed to developing French trade and the economy in general. But to enact laws is often far easier than to really enforce them. French merchants were never able to supply the colonies with all the goods they needed and their products were often more expensive and of



Detail of portrait of Louis XIV of France, by Hyacinthe Rigaud, 1701.

inferior quality than the products offered by Dutch and English merchants. Moreover, the Spanish, the British settlers of North America and other foreigners were eager to trade, illegally of course, with the French Caribbean planters. So smuggling was a constant feature of trade in the French Caribbean (indeed, all over the Atlantic world).

Therefore, the question is: why, after such a promising start, did French rum lag behind? Why in the XVIII century Great Britain and not France was by far the greatest producer and consumer of rum? Sugar was not lacking, indeed as early as the 1730s France became the first European exporter of sugar.

To respond to this question, we have to deal, albeit in short, with Big History, that is with The Sun King. The long reign of Louis XIV (1643 - 1715), called Louis The Great or The Sun King, was a cornerstone in the history of France, and of Europe as well. Louis consolidated the State's central power and modernized France, weakening the aristocracy and the many local powers. However, especially in the last decades of his reign, he dragged France into a long series of wars against nearly all the other European powers. Bloody and expensive wars often concluded with uncertain outcomes, if not with actual defeats. Some of Louis XIV's wars: The War of Devolution (1667-1668); The



Battle of Texel, 1694. Painting by Eugène Isabey, 19th century, Musée de la Marine.

Dutch War (1672-1678); The Nine Years' War (1688-1697); The War of Spanish Succession (1701-1713).

France was the most densely populated, richest and powerful European country, but the burden of Louis XIV's wars was too heavy even for her. "In 1688 and 1689, France found itself at war with two great sea powers, England and the Dutch Republic, as well as the armies of the Austrian and Spanish Hapsburgs. The Nine Years' War lasted until 1697. (Historians who look beyond the European campaigns prefer 'The

Nine Years' War' to the name 'War of the League of Augsburg'; 'King William's War is also used in connection with colonial North America.) Although the colonial status quo ante prevailed at the Treaty of Ryswick, which ended the war in 1697, its terrible fiscal costs, in combination with economic difficulties and massive harvest failures, left France exhausted. Important naval defeats in the early 1690s signaled the demise of Colbert's offensive blue water policy, and the French Caribbean colonies were left without significant support. In any case, the royal navy had

not overcome infrastructure and logistic problems that would allow lengthy Caribbean cruises. Lack of facilities to undertake repairs and local shortages of foodstuff were the two most serious problems." (P.P. Boucher "France and the American Tropics ..." 2008)

To put it simply, the enormous ambitions of the Sun King's foreign policy greatly weakened France and probably prevented her from becoming the long-lasting European hegemonic power. And, getting back to rum, in those wars and in their upcoming consequences, lays the reason why French rum didn't develop in the XVIII Century.

As often happens in our research, we'll start from sugar.

According to R. L. Stein in his "The French Sugar Business in the Eighteenth Century", 1988, "The French refining industry may well have begun in Rouen in 1548, when 'Pierre Dubosc, apothecary, signed a contract with Baltazar Sanchez, a Spanish subject, to learn from the latter in two years how to refine sugar and make jams.' ...In the mid-sixteenth century there were refiners if not refineries working in Rouen, Marseilles, and Bordeaux, although on a small scale." Where was this sugar from? France, like the rest of Europe, had to rely mostly on Brazilian sugar for its growing needs. Later, in the second half of the 1600s, great quantities of muscovado [raw sugar] began to arrive in France from the newly settled French Caribbean and by the end of the century; France was suddenly self-sufficient in sugar. A large part of the imported muscovado was re-exported to Northern Europe, where Amsterdam and Hamburg were important centers of the sugar refining industry; the rest was refined in France for the domestic market and for export. All this occurred while Europe knew a massive surge in sugar consumption.

There also was another group of refineries operating in Old Regime France for a brief while, those in the French Caribbean. They were active in the latter part of the seventeenth century, having received strong encouragement from Colbert. Later these met with stiff opposition from metropolitan merchants and refiners. Eventually, the government began to discourage colonial refining.

Several sources suggest that with sugar, the consumption of rum had also begun to spread in France. Rum appeared in metropolitan France in two ways: the first was almost certainly the direct importation from the Caribbean of small amounts of rum produced on plantations such as those of Jean-Baptiste Labat, a phenomenon that mirrored the exchanges between the British West Indies and England through which rum became established as an important drink. The second way, perhaps an even more powerful threat that French rum posed to brandy, however, came from the sugar refineries established in the 1680s and 1690s in France itself, a result of Colbert's deliberate attempts to encourage metropolitan refining. These refineries, constructed mainly along the Loire valley, began to produce significant quantities of sugar syrups and it was only natural for the refiners to ferment these syrups, then to distil a cane spirit and to sell it, doing so for the same economic reasons that motivated colonial planters: to turn a useless waste into the raw material of a profitable product.

Let's remember that for us, in our historic research, RUM means every distilled drink produced by the fermentation and then by the distillation of sugar cane products: juice, molasses, syrups etc. In 1600 and 1700-century France they called it in many ways: taffia, guildive, eau-de-vie de canne, rhum, rome etc. To understand the

contemporary documents, it is also important to know that these terms were not used with absolute consistency. More about this in future articles.

From now on, this article is largely based on Bernie Mandelblatt's two seminal essays: "Atlantic consumption of French Rum and Brandy ..." (2011) and "L'alambique dans l'atlantique,..." (2012)

In the second half of the XVII century, the consumption of distilled beverages grew a lot all over Europe and European colonies. One of the reasons of this change in the consumers' habits was surely the physical robustness of spirits. Their heightened alcohol content made them withstand the trials of long-haul sea voyages much better than beer or wine; accordingly, it became ideal merchandise for transatlantic voyages for trade of all kinds, as well as for consumption on board. Nevertheless, the distilled alcohol that flourished in the final decades of the seventeenth century, and became one of the most highly prized consumer goods within Europe as well as in the Atlantic world was. in fact, French brandy, not Caribbean rum.

In time, though, French wine and brandy producers became worried about the competition of the new cheap and strong spirit. The outbreak of the first serious trade dispute between brandy and rum in the 1690s provides evidence that a transatlantic commercialization of the Caribbean product was indeed possible. That such a trade may exist should not surprise us: from the outset of the sugar industry in the French Caribbean, there was a transatlantic trade in sugar syrups, and it is likely that rum also circulated. However, the growing refining of Caribbean raw sugar in France inevitably produced its own

derivatives: the now "mainland" syrups and rum. French sugar refiners then quickly found themselves as potential producers of a mainland rum and their petitions demonstrate that purely Franco-Caribbean, or mainland-colonial competition had changed in nature: the battle was no longer a geographical one but concerned the raw material. The eruption of a lively competition between rum and brandy clearly starts.

To make things worse, the European wars of the late XVII century constituted a cataclysm for the French wine and brandy export markets. England and the Dutch Republic were enemies of France during the War of the League of Augsburg and, as a result of the general English blockade; France lost the main market for its wines and brandy. During the war, and especially after the Peace of Ryswick in 1697, the measures taken by the English to prevent the restoration of French domination in the market were relatively effective. England imposed prohibitive tariffs on French wine and brandy and tried to substitute Portugal for France as the main supplier of these products.

The sudden disappearance of the English and Dutch outlets made the huge domestic market even more important for wine and brandy producers and therefore rum appeared as a dangerous threat. And not only rum, any distilled alcohol was considered to be a competitor, a commercial threat to both the domestic and the remaining export markets.

In March 1699, the Crown promulgated the first ban against rum: it was forbidden to bring it to Paris, under penalty of confiscation and a 1000 pounds fine.

The main justification of this ban was that rum was dangerous for the health of the consumers. The argument was vigorously contested by the sugar

refiners of Orléans, Saumur, Angers and other cities of the Loire. The "creamy and sweet syrup [product of] Muscovado comes from the sugar cane that the Antilles provide us which is clean for making spirit" declared the refiners. Their argument was based on two central points: on the one hand, cane spirit, made without the addition of health-damaging ingredients such as quicklime or alum, was healthy, and on the other hand, banning their trade risked depriving His Majesty of a huge profit by the duties on it. Moreover, the refiners observed that, even if the brandy was a much better-quality product,"... it would not follow that that syrup had to be condemned" and, in any way, it was destined for the "lowest people", as in the Caribbean islands.

The War of the Spanish Succession was fought the following decade and it proved equally fatal to the French winegrowers because the English market remained closed; during the war the legal trade between France and its Caribbean colonies was disrupted by the British Navy and French settlers had to rely more than ever on smuggling to feed their slaves and to save their plantations. And they did it with a de facto tolerance of the French colonial authorities.

In 1710 the Crown launched an investigation conducted "in the different provinces of our Kingdom" that lasted three years. It was intended to examine the effects of any spirit that was not derived from the distillation of wine. The result of this investigation was the proclamation of the Royal Declaration of 1713. This Declaration prohibited the production and consumption of, and trade in, any drink distilled from an entire catalogue of substances anywhere in the kingdom (including the colonies). It reads:

"We have examined ... the production, use and trade of brandy made from sugar syrups, molasses, grain, beer, lees or dregs, bassière [the dregs of nearly empty wine and cider barrels], marc de raisins, hydromel, cider, pear cider and other materials.... it is recognized that the production of these kinds of brandy is extremely detrimental to the trade in brandy made from wine, and in any case they all have negative effects on human health because of the quality of the ingredients that combine in each preparation. There is therefore an absolute need to forbid them ..."

The two basic reasons for the ban, as in 1699, were the harm done to the brandy trade and the danger posed to the health of the consumer as a result of the new product.

The presence of an extensive range of metropolitan products – grain, less, beer, wine dregs, hydromel, and apple and pear cider – indicates that brandy producers were at least as concerned with metropolitan competition for the valuable brandy market as with the rum coming from Caribbean planters, and, possibly, a great deal more.

The Royal Declaration prohibited the legal production and sale of French Caribbean rum, not only to the French and European markets but also to the growing American markets. However, the Royal Declaration of 1713 did not totally stop French rum production, in spite of its promoters' wishes. Indeed, in France, the law was really enforced and both metropolitan rum production and French Caribbean rum importation virtually ended.

However, in the colonies the situation was very different, as we will see in the next article.

Marco Pierini







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

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

Joel Lackovich (joel@gotrum.com)



### **MATERIALS & METHODS**

Pusser's Rum Painkiller Recipe (1)

Rum- 2.0 oz (60 mL) - *Pusser's Rum* Pineapple juice - 4.0 oz (120 mL) Orange juice - 1.0 oz (30 mL) Cream of coconut - 1.0 oz (30 mL) Fresh grated nutmeg

- 1. Mix all ingredients together in a shaker on ice and shake vigorously
- Pour into a big glass, or goblet, filled with crushed ice
- 3. Grate fresh nutmeg on top and enjoy

### DISCUSSION

# **Historical Origin**

When Daphne Henderson first created the Painkiller in 1971, she likely had no idea she had created an iconic cocktail that would become forever immortalized in cocktail history. The bartender and owner of the Soggy Dollar Bar, a now legendary small beach bar on Jost Van Dyke's White Bay in the British Virgin Islands, Daphne had done just that. For years boaters journeyed to the small beach bar and would swim ashore to drink her Painkillers at almost a pilgrimage level, paying for cocktails with their water-soaked currency, which the bar was comically named after. However, the cocktail was aptly coined "The Painkiller" because Daphne felt the strength of the cocktail would surely take away anyone's pain they may be having, especially having just burned a number of calories swimming to shore.



For years, the Painkiller's recipe lay secret to only her. Until one day one of her pilgrims, Charles Tobias, owner of Pusser's Rum, deconstructed the cocktail after trying to get the recipe from her for a couple of years. In Charles' own words, "One Sunday afternoon at the conclusion of a long session of Painkilling, I somehow managed to get one of her concoctions back through the surf and over the gunwale into my boat, and ultimately into my kitchen on Tortola where I live. I went to work, trying to match her flavor as closely as possible with my own recipe which I finally worked out to be '4-1-1' ratio - four parts pineapple, one part cream of coconut and one part orange juice - adding Pusser's Rum to suit." While Charles' version of the Painkiller was not as sweet as Daphne's recipe it did win a head to head taste-off, as judged by local patrons of the Soggy Dollar Bar. Charles went on to trademark the Painkiller cocktail under the Pusser's Rum brand name, but he has always given Daphne Henderson credit with a by-line in Pusser's Rum printed media: AS INSPIRED BY DAPHNE AT THE SOGGY DOLLAR BAR AT WHITE BAY ON JOST VAN DYKE (1). Thanks to Charles Tobias efforts at flavor science, the royal cocktail of the Caribbean is known to the world.

### Flavor Profile

The Painkiller cocktail's complex flavor profile stems from the combination of a high congener rum with tropical fruit juices, pineapple and orange, mixed with coconut. Each one of these ingredients donates powerful aromatic volatile compounds to the cocktail's overall flavor profile.

When Charles Tobias first incorporated *Pusser's Rum* into the Painkiller's genetic make-up, he had introduced a very strong Naval proof Rum to the drink. A Navy Rum is a specific type of rum that must be distilled in wooden pot stills to be as so named. As such, *Pusser's Rum* is said to be the original Royal Navy recipe and is a blend of West Indian Rums. Clear and dark amber in color, thanks to use of Wood Pot stills, *Pusser's Rum* is 40% alcohol (U.S.) and is a full bodied, very flavorful and deeply aromatic rum.

However, it is the addition of the Pineapple (Ananas comosus) flavor, together with the Pusser's Rum, which provides the greatest character to the Painkiller's formulation. More than 280 compounds are known to be involved in generating the characteristic flavor of pineapple, making it one of the most complex ingredients in any cocktail (2). A kissing cousin to the Pina Colada, the Painkiller like the Pina Colada relies on pineapple flavor from pineapple juice to interact with the rum to enhance the fruitful aroma of the cocktail. With a pH of 3.5, Pineapple Juice is mildly acidic which allows for a nice balance of sweet and tart. The tartness comes from the acid properties of the fruit, and the sweetness comes from the sugar properties which are located near the base of the fruit.

While Pineapple Juice may be one of the most complex ingredients to any cocktail, Orange juice made from sweet oranges (Citrus sinensis) is one of the most popular and abundant juice beverages and cocktail ingredients around the world (3). With an acidity level ranging from 3.0-4.0 depending on the type of orange used to make a Painkiller, the orange flavor in the cocktail is also influenced by sugars, pulp, pectin, salts, and phenolic compounds.

In addition to the two juices that are included in the formulation of the Painkiller, the cocktail also includes Cream of Coconut. Cream of Coconut is a sweetened processed coconut milk product. Made with a lot of sugar, the ingredient is often used in cooking to enhance sweetening profiles. Cream of coconut also has a higher fat content than traditional Coconut milk which adds thickening properties to the Painkiller cocktail.

The final ingredient which is added to the Painkiller Cocktail is freshly grated Nutmeg, which is a very flavorful spice. Topping the cocktail off with nutmeg (*Myristica fragrans*), which is achieved by grinding the seed of the nutmeg into a fine powder, provides a slightly sweet, pungent flavor, and aromatic property to the drink.

## NUTRITION

The Painkiller is a high calorie cocktail that also has a high sugar content. However, if

there is a silver lining to the cocktail from a health angle, there are some relevant health benefits to the cocktail as the drink calls for a fair share of Pineapple juice. Pineapple juice has particularly high levels of vitamin C and Manganese. In addition, pineapples are low in cholesterol, sodium and saturated fat.

### **NUTRITION FACTS**

(Amount Per 8 Fl oz cocktail)

Calories: 326
Total Fat: 4 g
Cholesterol: 0 mg
Sodium: 17 mg
Total Carbohydrates: 37 g
Dietary Fiber: 0 g
Sugar: 32 g

### CONCLUSION

The Painkiller is a tropical cocktail that has grown in popularity over the years since it hit the global scene. Enhanced by *Pusser's Rum*, a "Navy Strength" rum, it is the combination of all five ingredients that contribute to the overall sweet and rich aromatic profile of the cocktail. While it does indeed lack in the nutritional department compared to other healthier rum cocktails, the Painkiller is still a delightful escape from modern pressures as it will definitely rid the body of any pain that it may be feeling while the fruitful aromas mask the high alcohol content of the cocktail.

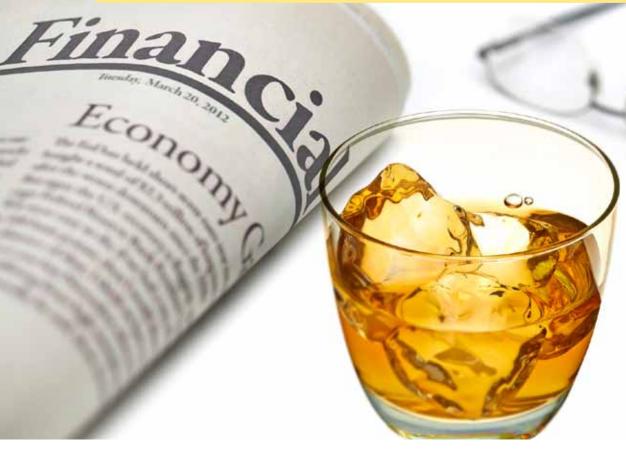
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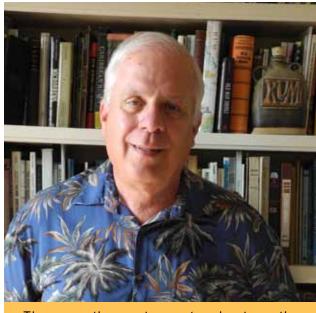
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# **RUM IN THE NEWS**

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.

### **CASTLE BRANDS**

Castle Brands Inc., a developer and international marketer of premium and super-premium drinks brands, announced preliminary, unaudited financial results for the fiscal year ending March 31, 2019. Ten years of strong growth in the Goslings Rum and Jefferson's brands drove expected record net sales of approximately \$95.8 million in fiscal 2019, an increase of 7% over net sales of \$89.9 million in fiscal 2018. Net sales for the fourth quarter of fiscal 2019 are expected to be approximately \$26.9 million, an increase of 12% from the prior-year period. Goslings Rum U.S. case sales grew 5.5% in the fiscal year as compared to the prior fiscal year. Gosling's rum is one of the top-ten premium imported rum brands in America, and, as with Jefferson's, it is the only brand in that group not owned by a major spirits company. Goslings Stormy Ginger Beer has continued its record of delivering strong growth over the 10 years it has been in existence. Sales and points of distribution continued to grow across all distribution channels in the US, including grocery stores, club stores, liquor stores, national account chains, bars, and restaurants. "We are proud of

Castle Brand's case sales performance in the fiscal year ended March 31, 2019. We believe that it is unique for a small independent spirits and premium beverage company to have several brands that are either leading or outpacing the growth of their respective categories," stated Richard J. Lampen, President and Chief Executive Officer of Castle Brands. https://castlebrandsinc.com/

### **BAYOU RUM**

Louisiana Spirits Distillery recently introduced two new rum blends. Bayou XO Mardi Gras is aged for up to 6 years in bourbon barrels, and Bayou Single Barrel is aged 2.5 years in the rye barrels. The varieties are the latest to join the distillery's lineup of unique Louisiana rum offerings. Bayou Rum is made from molasses from locally grown sugarcane from the oldest family-owned and operated sugar mill in the United States. Every batch of Bayou Rum is distilled in copper pot stills, aged mostly in Bourbon casks under a solera system and bottled in house. Bayou Rum also recently celebrated the grand opening of the its new coffee shop, Café du Bayou, located just outside the distillery in a renovated farmhouse that was built in 1903. They will soon celebrate yet another grand opening with the addition of a new barrel house and event center. https://bayourum.com

### ST LUCIA TOURISM MINISTER'S CHALLENGE

Caribbean rum producers have been challenged to fully exploit the potential of the regional tourism industry to build their brands. St. Lucia's Minister of Tourism and Chairman of the Caribbean Tourism Organization (CTO), Dominic Fedee, said there was tremendous opportunity for the region's two preeminent brands tourism and rum. Rum producers from the Caribbean Community, the Dominican Republic, and members of the West Indies Rum & Spirits Producers Association (WIRSPA) met in St. Lucia on May 6 and May 7 for their biannual directors' and annual general meetings. During the meetings, head of the Guyana conglomerate Demerara Distillers, Mr. Komal Samaroo, was re-elected chairman of the grouping. Issuing his clarion call at a tasting of Authentic Caribbean Rums, Minister Fedee lamented the low profile given to the iconic rum brands being produced in the region. Fedee said: "As a people we need to be prouder of our indigenous world class brands. Many persons aspire to foreign brands, while consumers in those self-same countries crave our products. With some 40 million visitors coming to our countries each year. We have a unique opportunity for them to sample and purchase our products, whether it be on board ship, in our resorts, or in our community tourism initiatives." Responding to the call, Samaroo said: "The potential to improve the visitor package and to increase exposure of our high-quality premium brands through leveraging our 300-plus years of rum history and heritage are well appreciated, and an opportunity our producers are actively addressing."

Margaret Monplaisir, managing director of St. Lucia Distillers, said: "Visitors are an increasingly important part of our business model. We are currently planning a major investment in a new visitor facility that will expose the best of St. Lucia and of course the best of our rums." The investment, she explained, "is a substantial one and when completed, will be among St. Lucia's premier visitor attractions. http://www.wirspa.com https://www.onecaribbean.org/

### SAILOR JERRY

Sailor Jerry Spiced Rum continues its support of our nation's servicemen and women, past and present, by partnering with the United Service Organizations (USO). This year, Sailor Jerry and Anchor Media are donating \$100,000 to the USO to support programs that help keep our nation's heroes connected to family, home and country, throughout their service to the nation. Sailor Jerry has contributed a total of \$750,000 to support the USO and other military organizations over the past six years. In tandem with this year's partnership, Sailor Jerry released a limited-edition commemorative bottle in May in honor of military appreciation month.

The USO partnership reflects a special passion point for Sailor Jerry Spiced Rum, which was created to honor the late tattoo master, Norman "Sailor Jerry" Collins. Blended and bottled in America, Sailor Jerry exemplifies his spirit and dedication in crafting the rum. "It's an honor to expand our USO partnership, given the fact that Norman 'Sailor Jerry' Collins was greatly influenced by his time serving our country," shared Ashley Thomas, Sailor Jerry Spiced Rum Brand Ambassador. "With the launch of the new, limited-edition bottle wrap, we are proud to celebrate our patriotism, as well as honor the dedicated service of the troops and Norman himself." For more than 78 years, the USO has been the nation's leading organization to serve the women and men in the U.S. military, and their families. From the moment they join, through their assignments and deployments, and as they transition back to their communities, the USO is always by their side as a Force Behind the Forces®. https://sailorjerry.com/en/uso/

### **HOXTON SPIRITS**

London-based Hoxton Spirits has added a Banana Rum to its growing portfolio. The launch of the new rum marks the next bold step in the evolution of the brand, and presents the first in a range of spirits outside the gin category. Inspired by island living, the spirit is a blend of authentic column still and pot still rums from Barbados, Dominican Republic and Nicaragua, which have been aged from between three and eight years. An extensive process is used to create the flavor, which involves fresh and dried banana being macerated for five weeks with the hand-selected Caribbean rums. On the nose, there is a "distinct molasses rum character, backed up

by gentle banana", while on the palate, the banana comes very much to the fore and lingers on the finish with a "smooth, just off-dry tropical fruit and spirit note". The rum is made from 100% natural ingredients, with no artificial colors or flavors added in the process. https://www.hoxtonspirits.com

### **MOUNT GAY**

Mount Gay, the makers of the world's oldest rum, is supporting Oceana, the largest international organization dedicated solely to ocean conservation, with the launch of More Taste, Less Waste, a collaborative Mount Gay Rum - Oceana campaign that promotes the reduction of single-use plastics. Committed to lessening the impact of plastics while enjoying the ultra-premium rum, Mount Gay and Oceana are encouraging customers to take a pledge to reduce their own use of single-use plastics and to join Oceana in working to help reduce plastics and their impact on the oceans. To further this commitment and reduce its own company footprint, Mount Gay is ensuring everyone is 'equipped to sip' with the launch of reusable products at designated accounts and events. At select waterfront accounts, Mount Gay customers can show their digital pledge to a Mount Gay representative and receive limitededition reusable drinkware and accessories. "Mount Gay has a deep appreciation for the environment, from the ingredients used to create our high-end rums derived from the terroir of Barbados to the brand's longstanding connection to the sea and sailing community," said Dorothee Heriard Dubreuil, brand director of Mount Gay. "In partnership with a like-minded brand, Oceana, and through the More Taste, Less Waste pledge, we are proactively implementing initiatives to help further reduce our footprint and promote social responsibility while still enjoying Mount Gay cocktails with friends and family across America." Shelley Brown, education director, Sailors for the Sea Powered by Oceana notes: "We're grateful for Mount Gay's support of Oceana. Through our policy campaigns and by building a community of eco-conscious boaters who are taking action such as eliminating single-use plastics on their boats as part of our Green Boating initiative via Sailors for the Sea, we are committed to efforts towards reducing plastic pollution. We believe this partnership will resonate with people eager to help Oceana win victories for our oceans." Over the last year, Mount Gay USA has made a robust effort to reduce their environmental impact by moving to compostable cups for all sampling and regatta events, initiating a local Skip the Straw program and encouraging the use and reuse of the red Mount Gay thermos cups. The More Taste, Less Waste campaign will continue the brand's effort to become more environmentally responsible through the support of Oceana, and is encouraging clients to do the same. https://www.mountgayrum.com/ https://oceana.org/

### **RHUM JM**

SPIRIBAM Fine Rum Specialists recently announced the upcoming release of a 110-proof expression of its Rhum J.M White Rhum Agricole. The new product, Rhum J.M 110 Proof, will satiate a demand lead by a popular surge in premium craft and high-proof spirits. Since 1845, Rhum J.M has been regarded as one of the Caribbean's most prestigious rum distilleries. The brand's line of expressions is renowned by some of the finest cocktail bars in the world, and are used as a core ingredient to some of the world's most innovative cocktails. This 110 Proof expression will be bottled in liters, additionally offering many advantages for buyers, and will be complimentary to Rhum J.M's already established line of white rhum which include: Rhum J.M 80 Proof and Rhum J.M 100 Proof. "This is a long-awaited moment for the US rum market. Not only is Rhum J.M a gorgeous and beloved rhum amongst the bartending community - but this release fills a void in the over-proof Martinique Rhum Agricole category that is already being welcomed with open arms" explains Kiowa Bryan, Marketing Director of SPIRIBAM, the brand's U.S. importer. Produced at the foot of Martinique's volcanic Mount Pelée, consumers can expect the typical Rhum J.M notes of ripe tropical fruit accompanied by a heavy minerality and touch of salinity. Rhum J.M 110 proof couldn't be more perfect for the traditional Martinique cocktail, the ti'punch or if you're looking for something lighter. an Agricole & tonic will cool you off on a hot summer day. http://www.rhumjmusa.com

# WEST INDIES RUM & SPIRITS PRODUCER'S ASSOCIATION

Caribbean rum brands, members of the regional grouping WIRSPA, have appointed a Community Envoy to further support their efforts to promote the industry globally and in keeping with the increasing influence of social media on consumer behavior. Matt Pietrek, more familiarly known online as the 'Cocktail Wonk' will complement the work of the grouping to raise the profile of Caribbean Rum in the new social media space as the industry seeks to extend its reach to educate and engage a wider audience. He will work with producers to expose the history, heritage and quality of Authentic Caribbean Rums, and raise awareness of WIRSPA's mission and programs, best practice sharing between large and small producers and its advocacy for authentic rum origin. The versatility of rum and its tremendous heritage is attracting much attention internationally. No more so than in the digital world where social media has provided a platform for active groups of enthusiasts who are thirsty for knowledge and facts about authentic rum. As a grouping first formed in the 1960's, WIRSPA - the West Indies Rum & Spirits Producers Association – now represents over twentyfive producers in 13 countries ranging from small artisanal producers to larger distillers who make some of the region's iconic brands.

Chairman of WIRSPA, Komal Samaroo, head of the Guyana rum brand El Dorado, welcomed the appointment, "we are very pleased that Matt Pietrek, a well-known and trusted voice for true rum, has agreed to carry our message of authenticity and provenance." He added, "we are a group of countries which has been making rum for over 300 years, with a shared philosophy of true origin, common regulation and deep roots in the communities in which we operate."

According to Vaughn Renwick, Chief Executive of WIRSPA, "Matt is a well-respected and objective expert in the world of rum and brings to our collaboration a passion for this diverse spirit and an analytical rigor which will help us to expose the great stories and tremendous heritage of our member brands, producers of Authentic Caribbean Rum." Matt Pietrek said, "I'm honored to have been entrusted with the role of Community Envoy for WIRSPA and its member brands. Theirs is a heritage rich with tradition and diversity, connected by a common thread of history. It's a great story and one which I'm very happy to help tell."

# MINIMALIST TIKI: A COCKTAIL WONK LOOK AT CLASSIC LIBATIONS AND THE MODERN TIKI VANGUARD

The other big news from Mr. Pietrek is the publication of his new book next month, Minimalist Tiki: A Cocktail Wonk Look at Classic Libations and the Modern Tiki Vanguard. In Matt's words, "Minimalist Tiki is a hefty, no-compromises book—hardcover and in full, glorious color, with more than 300 pages of geeking out, photos and recipes. It weighs over 3 pounds! We hope it will sit proudly alongside the books that inspired it. In case you're wondering, this book is self-published and entirely self-funded. Our small yet amazing team did everything except running the actual printing press—and Mrs. Wonk and I will handle all the order fulfillment. So. while you won't find Minimalist Tiki for 55% off the cover price on Amazon with free Prime shipping, know that every copy sold means so much more to us." The book will be divided into four section: Minimalist Tiki, Beyond Minimalist Tiki, The Rums of Tiki and Movers & (Cocktail) Shakers. I will give a full review in the August issue of Got Rum. Preorders are being taken now at https://minimalisttiki.com

# COCA-COLA CRAFT LINE OF SIGNATURE MIXERS

Coca-Cola Great Britain will introduce the Craft Line of Signature Mixers this month. The unique yet familiar flavor of Coca-Cola has cemented its status as one of the world's most beloved mixers. Now, with dark spirits making a comeback and the cocktail culture hotter than ever, Coca-Cola is teaming up with some of the world's most innovative mixologists to craft a line of mixers. Coca-Cola Signature Mixers will be sold exclusively in the U.K. in sleek Hutchinson glass

bottles – a nod to the silhouette of the first-ever Coca-Cola bottle from 1894. Each batch is stamped with the signature of its co-creator. Coca-Cola Great Britain challenged a handful of the world's leading bartenders to experiment with Coca-Cola and more than 200 contemporary and traditional ingredients. Last spring, several mixologists attended a Cokecurated workshop, where they created different recipes designed to pair with premium dark spirits. These four varieties bubbled to the top in consumer taste tests:

- Coca-Cola Signature Mixers Smoky Notes, by Max Venning: An intensely aromatic blend with smoky hints, this mix brings nuanced dimension to deep, spiced rums and bold, premium whiskies. Ylang, ambrette seed and dried fruit, which inhabit the top layer, balance with an elegant base of warm brown spices, Peru Balsam and amber.
- Coca-Cola Signature Mixers Spicy Notes, by Adriana Chía and Pippa Guy: With a warm introduction that gives way to a fiery finish, this Signature Mixer boasts a sophisticated and complex blend. Citrusy lime, ginger, spicy jalapeño, fragrant rosemary and aromatic jasmine combine to create a mixer with a considered balance of zest and earthy flavors that pairs beautifully with spiced rums, aged/ gold tequilas and spicy or sweet whiskies.
- Coca-Cola Signature Mixers Herbal Notes, by Antonio Naranjo: A delightfully floral, crisp and tart mix, this Signature Mixer was developed to deliver fresh and herbaceous notes for discerning palates. Balancing refreshing notes of lemongrass with the earthy tones of dill seed and tagetes, this inviting mixer features a refreshing, simple profile that pairs beautifully with amber whiskies and most rums.
- Coca-Cola Signature Mixers Woody Notes by Alex Lawrence: Crafted from a subtle blend of earthy patchouli, citrusy yuzu and aromatic basil, this Signature Mixer has a tart, light and refreshing profile, with a hint of warmth. These elements, expertly blended, combine to elegantly enhance the mellow wood and sweet tropical flavors of golden rums and smoky to woody whiskies.

Coca-Cola has always had a synergy with dark spirits and classic cocktails, from the inception of the iconic Cuba Libre in the late 1900s to the popular Whiskey and Coke in the early 20th century," said Ana Amura, senior brand manager, Coca-Cola Great Britain. "With the rise of mixed drinks, we're excited to announce the launch of Coca-Cola Signature Mixers, a specific range uniquely created to mix with dark spirits." She added, "Working with an inspirational group of global mixologists to create amazing flavor combinations, we hope Coca-Cola Signature Mixers open up the world of mixology to an even wider audience."

https://www.coca-colacompany.com

# 2nd Annual RUIM And The Environment AVARDS OPEN CALL



# THE SWEET HARVEST

Farmers' Spotlight



# Kenneth Gravois, Sugar Cane Specialist

In Louisiana, growing up on a 5th generation sugarcane farm is not unusual. A little less likely is the fact that Kenneth Gravois took his love for sugarcane and farming in a unique direction — one that placed him as a leading authority on the industry and its importance to his beloved home state of Louisiana.

From a young age, Kenneth had an academic streak that helped him see possibilities in and ask questions about sugarcane, agriculture, sustainability, and environmental impact. This persistent inquisitiveness took him to Louisiana State University (LSU) where he earned his bachelor degree in crop science and a masters and PhD in plant breeding.

His goal has always been to find ways to improve and support the Louisiana sugarcane industry. A student of history, Ken also points out that well over 100 years ago, the state was already thinking ahead for ways to protect and improve its leading row crop.

In 1877, after the American Civil War, Louisiana sugarcane growers recognized the need to invest in research and science to stay competitive with growers in other states and other countries. The Louisiana Sugar Planters Association was formed in 1877 with the foresight to establish the Louisiana Sugar Experiment Station in 1885 – even before the federal government established its network of state-based agriculture research stations.

Today, Kenneth provides leadership for the LSU AgCenter's Sugar Research Station which has descended from the original Louisiana Sugar Experiment Station. One thing he sees becoming more important to the scientific research community, and to his work in particular, is connecting with consumers.

Over the last 2-3 years, Ken has noticed a trend of large commercial customers requiring processors and refiners to show how they are good stewards on environmental, sustainability, and community fronts. He sees these emerging certification programs as extensions of consumers asking the same questions when they go to the store to purchase their favorite products.



Connecting more directly with consumers to assure them of the sugar industry's long held commitments to these very issues is something that Kenneth and the LSU AgCenter are focusing on as well. With a revamped website better geared to explain agricultural science to consumers; a dedicated sugar cane school; and helping growers, processors, and refiners appreciate the importance of engagement, he is hoping to open and maintain lines of communications.

"We see this all around us today; people are disconnected from where their food comes from. Even if they drive past a farm every day, they don't actually know how it works." At the same time, he notes, more and more consumers are demanding to know how that food is made and its impact on the world in which we all live.

"Answering those questions is no longer an option – we have to do it, and do it ourselves. Otherwise, someone else is going to do it for us." And, when it comes to complex issues like science and agriculture, it's easy for people to get confused and look for easy answers that are often inaccurate and promoted by our opponents.

So, experts like Kenneth, who literally grew up in and has dedicated his life to the sugarcane industry, are helping to better communicate what makes sugar such an important, and enjoyable, part of people's lives.

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# **EXCLUSIVE INTERVIEW**

by Margaret Ayala



What happens when you combine distillation equipment with a passionate team, next to a sugarcane plantation and mill, in an idyllic paradise in Central America? The answer is simple: Copal Tree Distillery! I am very happy to share this interview with our readers, as it is both inspiring and



reassuring to know that sanctuaries like this one exist, where rum lovers can relax and recharge their spirits!

Margaret Ayala, Publisher

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

Ed Tiedge, President and Master Distiller, Copal Tree Distillery (ET).

Waluco Maheia, Rum Expert, Copal Tree Lodge, Punta Gorda, Belize (WM).

Q: You operate both a resort and a distillery. This concept (resort + distillery) is relatively new, can you tell us what attracted you to it?

ET: While resort and distillery are colocated and we have a close working relationship, we are two separate entities. The distillery is owned by a chartable trust whose goals are to improve educational opportunities for Belizeans and promote sustainable agriculture in Belize. The



Lodge is run by a separate company and management.

WM: The lodge was here before the distillery was conceived.

# Q: Where does the name "Copalli" originate from and why did you chose it?

WM: "Copalli" was influenced from the Copal Tree located in Belize and popular within the Mayan Communities. The Copal Tree produces a sap that is burned as an incense at ceremonial events and rituals. I believe there is a connection between the spiritual use and aspect of the Copal and rum being a "spirit."

Q: Distilleries on islands face challenges unique to their location, so

do distilleries far away from cane fields or sugar mills, for example. What are some of the challenges unique to you and your location?

ET: Everything gets used from the shredded cane fibers (bagasse) to power our boiler and the resulting ash returned to the field to the spent rum wash (vinasse) that goes back to the fields as irrigation and fertilizer.

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

ET: We have two certified organic rums currently. Our white rum is a blend of column and pot still rums. Held in tanks 4-6 months and blended with rain water to bottling strength. The alcohol content is 84 proof.



Our rested rum is 100% pot still rum held in once used bourbon barrels for less than one year. Blended with rainwater to bottling strength and bottled at 88 proof.

We are also aging an organic Mayan corn whiskey that will be released in a year or so. We're aging that in new charred American oak barrels.

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

ET: My initial training was at a small cognac distillery, but we were starting with a clean slate without preconceived notions on how the rum should be made. Our objective was to produce a rum that focused on the character of the sugar cane. We changed a lot of variables in fermentation and different distillation styles until settling on techniques that brought me back to my training as a eau de vie maker.

# Q: Why did you decide to ferment the fresh cane juice, versus using molasses?

ET: It was never a decision point. We're a company based upon organic and sustainable practices. Rum from cane juice is an agricultural product. Molasses is an industrial residual from commodity sugar production. They couldn't be more different.

# Q: Can you describe your fermentation process?

ET: Our organic sugar can fields are within 2 miles of the distillery and the cane is milled within an hour or two of cutting. We hand cut the cane. Once the cane is shredded and pressed it goes through some filtering and directly into our stainless steel closed top fermenters. We don't pasteurize the juice prior to fermentation. We let the juice naturally ferment as it accumulates in the tank until the tank is about 1/3 full (about 3 hours from the start of milling). We then start



adding our rum yeast.

We control the temperature of the fermentation to about 88 degrees Fahrenheit and the juice is fully fermented in about 4 days.

# Q: What type of distillation equipment do you use to produce your rums?

ET: We have 2 Charentais style pot stills (5000 liter and 2000 liter) and a continuous column. The pot stills are used for all our barreled spirits and as a blend for our white rum. The column rum is used to blend in our white rum and the base for future flavored rums.

# Q: Do you plan to add new rums to your portfolio in the future?

ET: We have a couple of flavored rums in development that use ingredients grown in Belize and also developing a specific varietal sugar cane rum.

# Q: Are your rums available for purchase outside the distillery/resort?

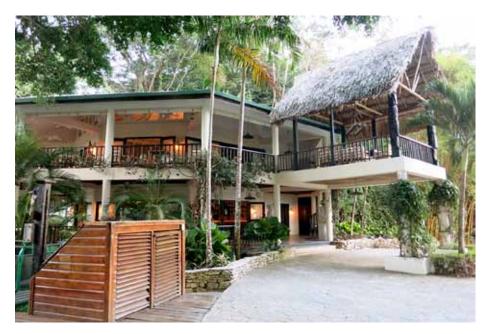
Yes, we're being distributed in California and New York. You can find it online through our website, www.copallirum.com, and a complete list of retailers should be up soon.

# Q: Do you offer tours of your distillery and tastings? If yes, what are the hours of operation and is a reservation required?

WM: Yes, we do offer distillery tours that



typically end with a tasting of our Copalli line up. Guests get a chance to visit our cane fields, learn about and taste our varietals of organic sugarcane, as well as visit our distillery and learn about the process of how our rum is made. The tours are typically offered Mondays to Fridays between 9AM and 4PM. Tour times can be scheduled and confirmed with a reservation call or email.



# Q: Do your resort guests have a different level of access to the distillery than day tourists who stop by?

WM: Not necessarily, distillery tours are standard for all guests. The only difference is that resort guest have a near endless supply of Copalli rum haha!

# Q: Can you tell us what kind of experience one can expect if staying at the resort and visiting the distillery?

WM: The resort and distillery are located in the rain forest of Belize, and only a few miles away from the Caribbean Sea. Guests will be able to learn about how Copalli Rum is made, while indulging in vast cocktail creations and enjoying the beauty of nature, whether that be in the jungle or at sea.

# Q: Which is (or are) your most popular cocktail(s) your guests ask for? Which is your favorite and why?

WM: Daiquiri, Mojito, Watermelon Smash, Ginger Buck; my favorite is between a Copalli Sour and Gingerbuck; I am a big fan of the grapefruit and Campari blend in the Sour, and the Copalli White rum simply adds vibration to the citrus and tropical fruit profiles in the cocktail. As for the Ginger Buck, the ginger infuses

marvelously with the Copalli Barrel Rested rum, not to mention our ginger syrup is made from fresh ginger, giving you and explosive ginger spice.

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

WM: Email is the most efficient means of contact for me. My email address is: bm@copaltreelodge.com

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

WM: Actually yes, aside from our standard distillery tours, guests now have an opportunity to sign up for our new Rum Camp, offered, for now, in the months of April and May. Rum Camp is a 4 day package where guests not only learn about Copalli rum, but get multiple opportunities to work hands on with our rum. This involves a hands on distillation as well as a mixology class.

Of course, food and Copalli rum are all inclusive.

Margaret: Again Waluco and Ed, thank you so much for the opportunity to interview you. I wish you all much success.

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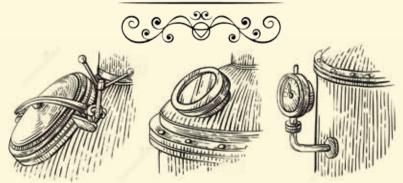
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# CIGAR & RUM PAIRING by Philip IIi Barake





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

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

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

I believe a pairing is an experience that should not be limited to only two products;

it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).



Philip

# **Petit Robusto**

Some time ago, a friend of mine travelled to Cuba and met up with additional local friends. They then sent me back, to celebrate our friendship, three cigar formats that I had selected in 2010 when I won the World Habano Championship. This gift had a special meaning to me, but most people would not have understood it. For this pairing I chose one of those cigars, a Petit Robusto from Hoyo de Monterrey (50 x 102mm), a small-format cigar with no more than 25 minutes of smoking time, mild in strength, ideal for those getting started in the world of cigars. To do a pairing with a cigar like this one, the cocktail would benefit from having Port, Brandy, Cognac, liqueurs or rum. At the championship final, I paired this same cigar with a Brandy from Cardenal Mendoza.

For this pairing, however, I selected Rum Brugal 1888 Limited Edition as a base to create two cocktail variants. Both cocktails are served in Martini glasses and the recipes are as follows:

## Cocktail #1

2 ½ oz. Rum Brugal 1888

3/4 oz. Fernet Branca

½ oz. Coffee Liqueur

½ oz. Water (not carbonated)

Instructions: pour all ingredients in a cocktail shaker filled with ice, shake well, strain and serve in a chilled glass.





# Cocktail #2

2  $\frac{1}{2}$  oz. Rum Brugal 1888 1  $\frac{1}{2}$  oz. Santa Teresa Rhum Orange Liqueur A dash of Coffee Liqueur

Instructions: add a dash of the Coffee Liqueur to an ice shaker filled with ice, stir well and drain the liqueur. The idea is to infuse the ice cubes with the aroma. Add the remaining ingredients, stir well and strain into a Martini glass and garnish with an orange peel.

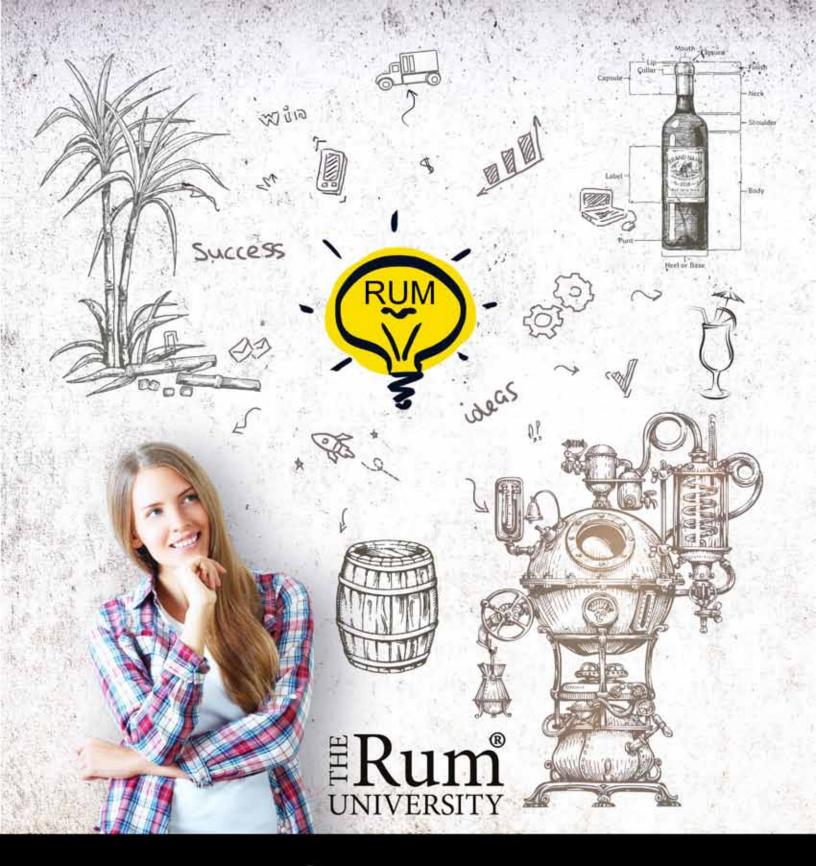
Both cocktails are easy to make once you have all ingredients. You can adjust the ingredients to fit your taste preferences. In my case, for this pairing, it took me two attempts to arrive at these recipes.

The pairing, due to the short smoking time of the cigar, is inviting and simple. Rather

than dividing it in thirds, like we normally do with longer cigars, in this case you can smoke the entire cigar as a whole, since the intensity does not change much throughout the smoking session, which allows you to enjoy the ingredients in the cocktails. Both cocktails are complemented by the coffee notes, especially the Fernet Branca, which I don't particularly care for, but in this case, it was the cocktail I finished first!

I hope you can enjoy this pairing which, despite its ease of preparation, is impressive, particularly the combination between Fernet and coffee, which has a lot of future pairing potential.

Philip IIi Barake #GRCigarPairing





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