

Got Rum?®

JUNE 2021

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**COOKING WITH RUM - ANGEL'S SHARE
RUM HISTORIAN - CIGAR & RUM
RUM IN THE NEWS - COCKTAIL SCIENTIST
THE RUM UNIVERSITY - RUM ASTROLOGY
EXCLUSIVE INTERVIEW**



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FRONT COVER: A Splash of Normalcy

INSIDE SPREAD: The Spirit of Sharing

FROM THE EDITOR

The Return of Normalcy

As the world takes its first steps towards re-opening markets and trade, inching closer to pre-pandemic activity levels, we start seeing craft distilleries release products with creative names, such as: “Lockdown Edition,” “Pandemic Vintage,” and “Bottled in Quarantine” (based on the “Bottled In Bond” concept).

While these *expressions* help producers vent their frustrations and anxiety, they usually do not represent *aspirational purchases*, as defined and understood by economists, but rather represent a painful past that many are happy to leave behind. People, for the most part, are eager to experience feelings of freedom and abundance, and to be seen enjoying these luxuries.

It reminds me of a verse from the poem *Still I Rise*, by Maya Angelou:

Does my sassiness upset you?

Why are you beset with gloom?

'Cause I walk like I've got oil wells

Pumping in my living room.

Meanwhile, as consumers' lives normalize, the shipping industry is under extreme pressure: on one hand it is facing an increase in demand for transportation of goods, while on the other it is being confronted by a shortage of shipping containers and a misallocation of existing containers throughout the world. These problems have resulted in ocean freight costs almost tripling for some routes, a cost that producers and wholesalers have to pass down to consumers.



International tariffs are also being reevaluated, some are likely to be lifted soon, a move that is expected to offset some of the retail price increased exacerbated by the freight nightmare.

As all these gears begin to interact in their newest configuration, let's stay calm, knowing that everyone is working hard to supply our markets and stores. Until then, *walk like you've got oil wells pumping in your living rooms!*

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!

Rhum JM Blanc

Established in 1790 the Rhum JM distillery located on the Caribbean island of Martinique has become one of the most prestigious Rhum Agricole brands in the spirits industry. For their rum, the company has used sugarcane grown in the volcanic soul of Mt. Pelée to produce their spirits. This cane is squeezed and the fresh juice is fermented and distilled using a Creole column still. The rum is then rested in steel vats or aged in French Limousin oak for whatever time period the blender dictates where it is blended and bottled. In this case the Blanc is rested for three months, then blended to 40% ABV using mineral water sourced at the Rhum JM estate.

Appearance

The bottle has a blue and yellow label with matching screw top. The labels provide the basic information about the rum. The liquid is clear in the bottle and glass. Swirling the liquid creates a thin band around the glass that slowly beads up, thickens, and drops slow legs that evaporate before returning to the liquid.

Nose

The aroma begins with a strong lime note, wildflower honey, cane, with hints of green bell pepper and anise wrapping up the experience.

Palate

The first sip delivers a rare balance and earthy and sweet impressions

as the alcohol of the rum gently conditions the mouth. Notes of honeyed bananas, grilled pineapple, green apple and a tweak of black pepper. A raspberry note lingers on the palate as the experience transitions and the green pepper and anise from the aroma manifest. As the flavors begin to fade, I detected salt, carbon and other minerals as the sweet note lingers for a long finish.

Review

So often when I experience a minimally aged rum or rum the flavor profile is dominated by the alcohols fiery bite and I have to let that clear before finding the flavor notes. With Rhum JM Blanc the experience was far superior to that. Now I truly understand why some bartenders like to use this as their preferred Rhum Agricole behind the bar. The versatility of the product makes it serviceable far beyond a Tí Punch (though it is quite good in one) with the flavor profile working well with punches and tropical cocktails that use fruit juices.

While I have experienced several of Rhum JM's older expressions after trying this one I find myself asking "what in the world took me so long??. If you are looking to try a minimally aged Agricole and have not tried this product yet, put it on the top of your list.

Cheers!



www.rhumjmus.com

THE ANGEL'S SHARE

by Paul Senft

Baterí Rum

On a recent road trip in South Carolina my wife and I stopped at a liquor store that we knew had a good rum selection from a previous visit in the hopes of finding rums to review. Right when we entered the building this unique bottle design caught my eye as it had great placement on the new products aisle. Not much is shared about the production of the rum other than it is produced from sugarcane juice and not molasses and blended to 40% ABV. By design the brand owners encourage customers to experiment with their product making infusions or if you purchase the aging rod/muddler the effects of accelerated aging.

Appearance

The 750ml bottle is a tall cylinder with plastic lid. The lid has a unique pouring mechanism and if you wish to add fruit or the aging rod the top easily screws off to accommodate your goal. One note about the pouring mechanism, it is a rubber band that slides down and with two pour ports it is easy to make a mess if you are not careful. Not sure why they chose to have two ports, but once it was puzzled out it was easy enough to use. The liquid in the bottle is crystal clear and does not change after being poured in the glass. When I poured the liquid in the glass, I detected something in the aroma that led me to do a tactile test and found that the liquid left a sticky residue behind.

In line with the unique bottle design the label wraps the vessel and is secured

with a tie. The front of the label provides the details of the product, including batch and bottle numbers. While the back of the label is designed for the owner to make notes related to their infusion or aging experiment. The bottle for this review is batch number one, bottle number 1324. One final detail concerning the bottle is the measurement notations in milliliters.

Nose

The aroma of the spirit has a musky, earthy smell counterbalanced by a sugary sweetness with a twang of ethyl alcohol terminating the experience.

Palate

The immaturity of the spirit is front and center with flavors of sweet cane, citric acid, and burn of the alcohol. After this initial rush the flavors flattened out in a tangle of mineral notes.

Review

After perusing the company's website, I understand the focus on a raw spirit that allows the customer to experiment and develop their own experience. If this is the goal, they have achieved it. This product is for those who are curious and willing to explore infusions and "aging" with the wooden rod available on their website or perhaps dream up their own concoction to enjoy. One thing I will not recommend is drinking it neat.



www.baterifluid.com

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COOKING WITH RUM

by Chef Susan Whitley



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

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

Sue@gotrum.com

Asian Pepper Steak

Ingredients:

- 2 ½ lbs. Round Steak, thinly sliced
- 1 lb. Mushrooms
- 2 Carrots
- 3 C. Water
- 1 C. Dark Rum
- 1 Tbsp. Dark Molasses
- 2 Tbsp. Worcestershire Sauce
- 2 Charred Yellow Onions*
- 2 White Onions, chopped
- 1 Garlic bulb
- 8 Tbsp. Butter
- A dash of Soy Sauce
- Flour, to roll steak
- Salt and Pepper, to taste
- Dark Rum, to be added to gravy

Directions:

Brown meat in vegetable oil. Add seasonings, soy sauce and half of the Rum. Cover and cook on medium heat for about 5 minutes, turning once. Add vegetables and cook for about 7 minutes, turning and mixing constantly until vegetables are cooked, but still crisp and colorful. Pour remaining rum and remove from heat. Allow to sit for 2 minutes before serving. Serves 4-6.



Photo credit: www.angsarap.net

Rum Soufflé Flare Up

Ingredients:

- ¾ C. Half n Half
- 3 Tbsp. Butter, melted
- ¼ C. Flour, sifted
- 4 Eggs, separated
- ¼ C. Sugar
- ½ tsp. Salt
- ¼ C. Dark Rum
- 3 tbsp. Cointreau
- ¼ C. Overproof Rum, for flaming

Directions:

In a small pot, bring Half n Half to almost boiling temperature. In a separate bowl, mix butter and flour. Beat egg yolks until lemon-colored. Add sugar, salt and Rum. Gradually combine the warm Half n Half with the mixture, beating constantly. Chill mixture for a few minutes. In a separate bowl, beat egg whites until stiff, then add the Cointreau to the egg whites. Fold into chilled custard mixture. Pour custard into a buttered 2-quart casserole dish. Now place the dish in a pan half full of hot water. Bake at 325°F for 40 minutes. Remove from oven and pour ¼ cup of Light Rum over the custard. Ignite the rum and allow flames to disappear before serving. Serve immediately. Serves 6-8.



Photo credit: www.spoonfulofcomfort.com

RUM Aging Science

American Oak: New vs. Used

Introduction

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

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

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

A Research
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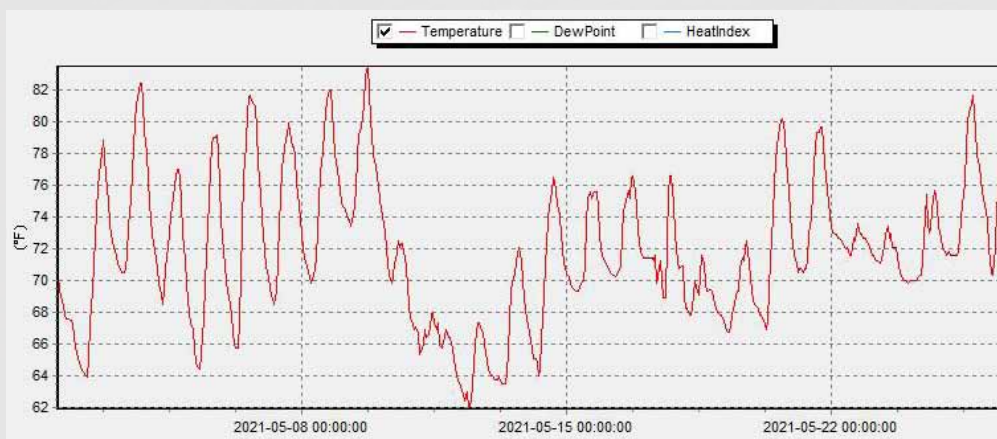


RUM Aging Science

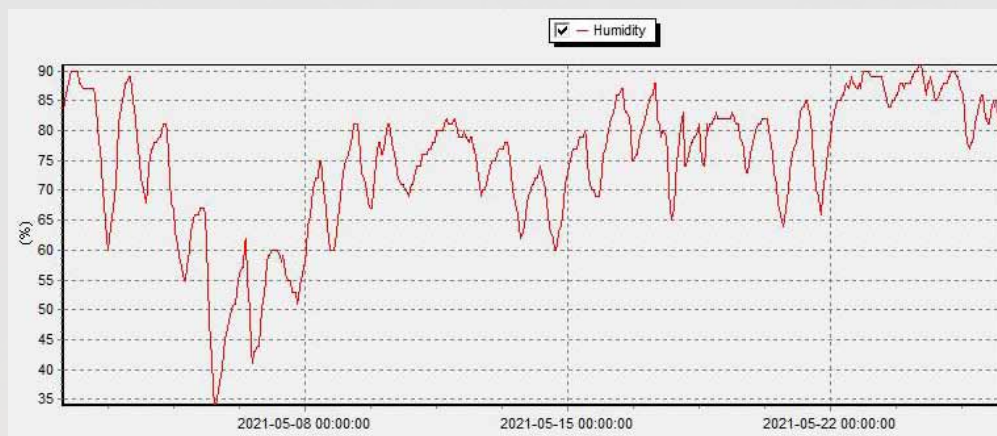
American Oak: New vs. Used

May's Weather

The first 10 days of May suggested that summer was right around the corner. The remaining 20 days of the month, however, had cooler plans in mind. Daily rains and cooler mornings surprised everyone, even delaying the emergence of the Brood X (17-year) *cicadas*, which were expected to invade parks and backyards as early as May but which, as of this writing, have remained hidden.



Frequent (almost daily) rains have resulted in steadily-high levels of humidity, both inside and outside the aging cellar.



Heat's Magic

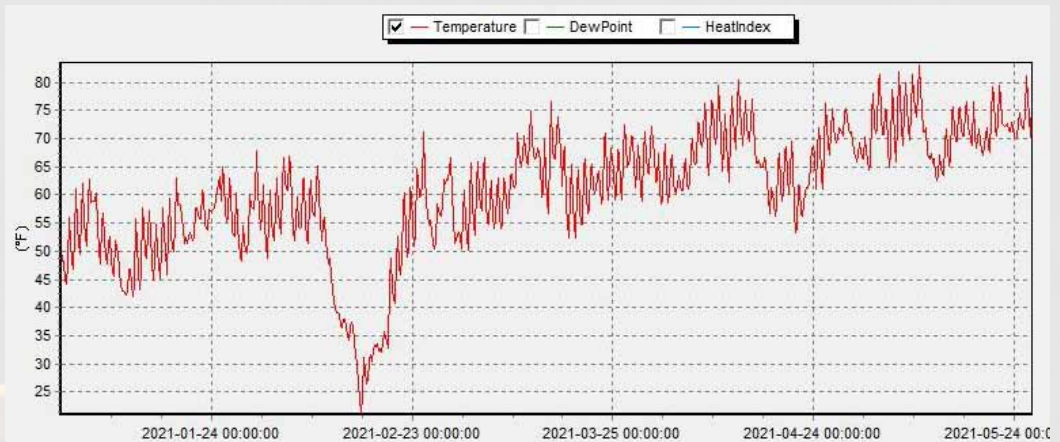
The higher temperatures are accompanied by higher extraction rates from the barrels. Not only does solubility increase, but the volume of the rum also increases inside the barrel, causing higher pressure

RUM Aging Science

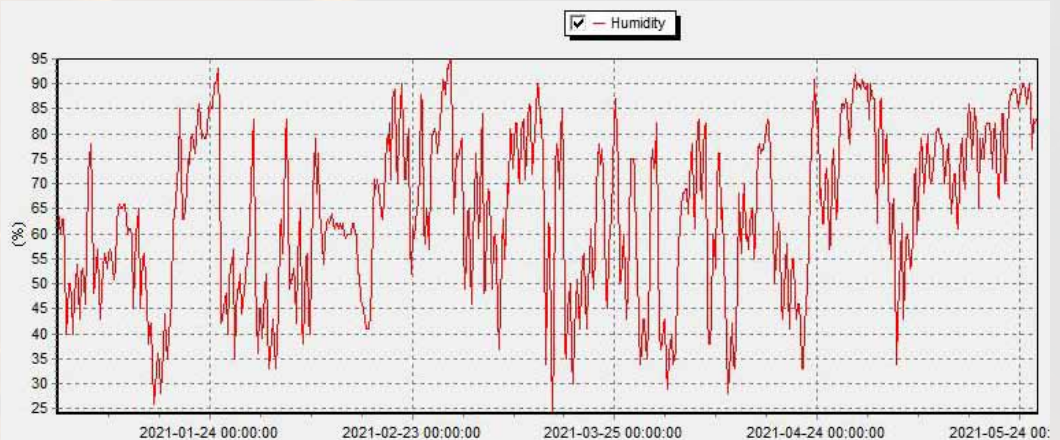
American Oak: New vs. Used

which, in turn, forces the rum deeper into the staves. The increased volume also results in higher evaporation losses and leakage.

The chart below shows that despite the unusually cool weather in May, Year-To-Date temperatures have been steadily rising.



The Year-To-Date humidity readings paint a very good picture of increased and consistent humidity in May, more so than during any other month of the year.



RUM Aging Science

American Oak: New vs. Used



Above: color transformation of the rum in a new charred barrel. One month in a new barrel extracted more wood and tannins than 12 months in an used one. The latest sample has more naturally-occurring copper-red highlights.

Below: the actual barrel we are using in this series, expertly constructed by our friends at Independent Stave Company (www.independentstavecompany.com).



RUM Aging Science

American Oak: New vs. Used

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

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

And these are the changes in ABV % readings, also compared to the ex-Bourbon barrel:

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

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

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

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

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

www.RumUniversity.com



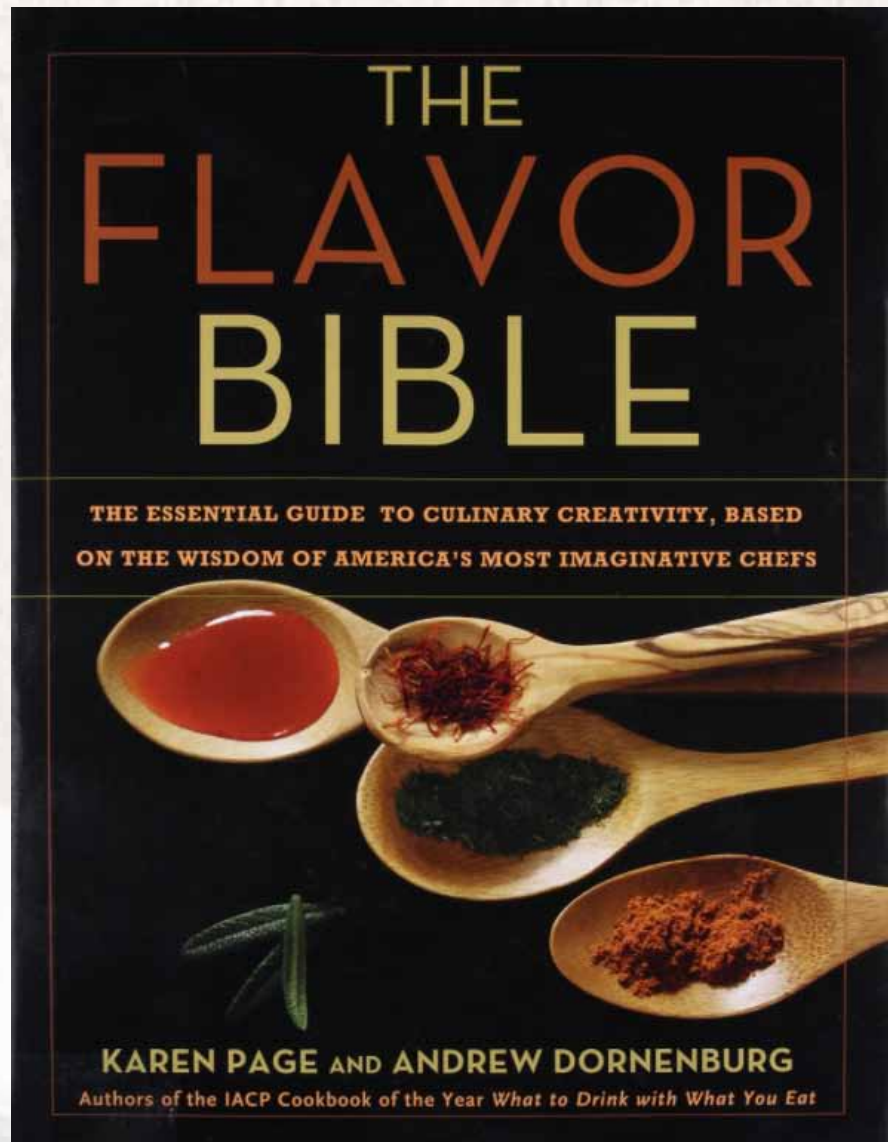
The Flavor Bible

(Publisher's Review)

Great cooking goes beyond following a recipe--it's knowing how to season ingredients to coax the greatest possible flavor from them. Drawing on dozens of leading chefs' combined experience in top restaurants across the country, Karen Page and Andrew Dornenburg present the definitive guide to creating "deliciousness" in any dish.

Thousands of ingredient entries, organized alphabetically and cross-referenced, provide a treasure trove of spectacular flavor combinations. Readers will learn to work more intuitively and effectively with ingredients; experiment with temperature and texture; excite the nose and palate with herbs, spices, and other seasonings; and balance the sensual, emotional, and spiritual elements of an extraordinary meal. Seasoned with tips, anecdotes, and signature dishes from America's most imaginative chefs, *The Flavor Bible* is an essential reference for every kitchen.

Winner of the 2009 James Beard Book Award for Best Book: Reference and Scholarship



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- Best Practices Training
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THE RUM HISTORIAN

by Marco Pierini

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

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

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

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

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

Since 2013, I have been running this column.

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

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

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

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

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

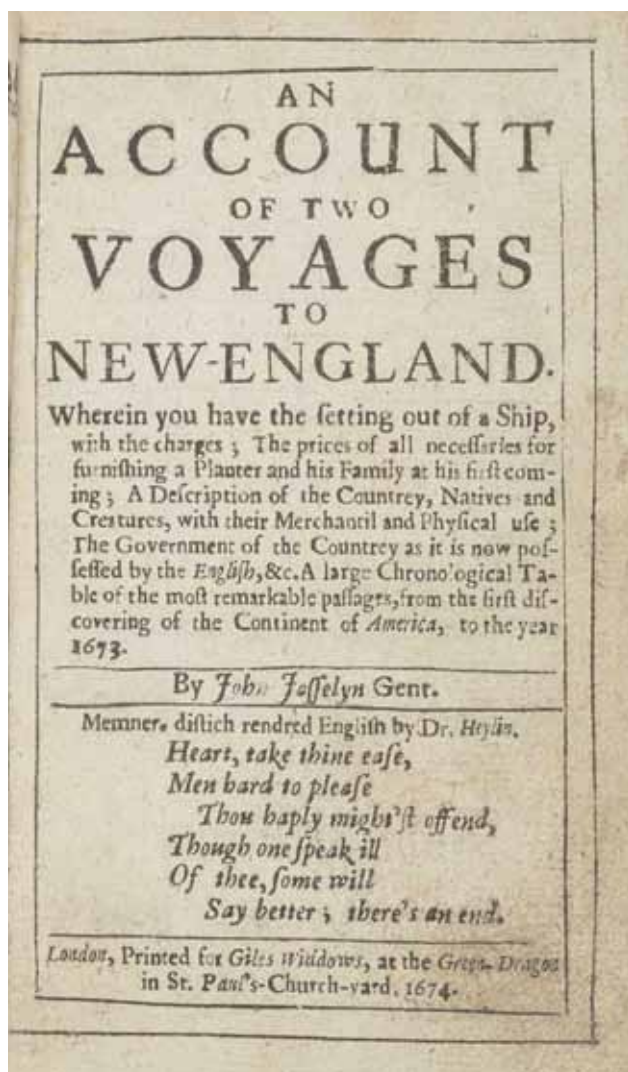


A TALE OF RUM

6. NEW ENGLAND

Our long-time readers will forgive us, for they already know what they are going to read in this article. This is, in fact, a short summary of the long series of articles I devoted to American Rum some years ago. There is nothing new, but I couldn't help returning to the subject: rum production and consumption in early America is too important and I have to include it in this Tale of Rum. Moreover, GOT RUM has been growing consistently and today there are many new readers. That said, let's proceed and commence with the story of John Josselyn.

John Josselyn travelled to New England for the first time in 1638 for more than a year, and again in 1663 for eight years. Sadly, we know very little about him. He was born in Essex, England, in 1608 and surely was from a well-off family because he had received a good education and he could pay for his two expensive voyages. We also ignore the exact purpose of his voyages, while we know that a brother of his was an important planter in the colony. Back in England Josselyn wrote a book, "*An Account of Two Voyages to New England*", published in 1674. He was a keen naturalist and observer, particularly interested in medicine and botany and the *Account* is one of our fundamental sources



about New England in this early phase of settlement. He writes:

"The fourth and twentieth day [September 1639] being *Munday*, I went aboard the *Fellowship* of 100 and 70 Tuns a Flemish bottom the master *George Luxon* of *Bittiford* in *Devonshire*, several of my friends came to bid me farewell, among the rest Captain *Thomas Wannerton* who drank to me a pint of kill-devil *alias* Rhum at a draught"

As far as I know, this is the first mention of rum in to-day USA.

Later in his book, Josselyn gives us also an example of precocious yankee entrepreneurial spirit. Local fishermen spent long periods at sea, working hard on fishing grounds in the bitter cold of New England and, since they couldn't go to the taverns, the taverns went to them: "at the end thereof

comes in with a walking Tavern, a bark laden with the Legitimate blood of the rich grape, which they bring from Phial, Madera, Canaries, with Brandy, Rhum, the Barbadoes strong-water, and Tobacco".

Josselyn's rum was imported from Barbados, but soon the New England settlers began to make it, fermenting and distilling molasses imported from the West Indies. We don't know who eventually started to produce rum commercially. I like to think that it was a Thomas Ruck, from London, who arrived in New England in 1638. He was a skilled and enterprising merchant and a distiller too and we know that in 1648 he was sailing to and from Barbados and had direct commercial relations with James Drax, that very James Drax who had played a crucial role in the development of sugar-making in Barbados a few years before.

Anyway, a thriving grain distillation flourished in New England as early as the 1640s, alongside other manufacturing enterprises, and limited quantities of imported molasses reached the colonies perhaps at the same time. Then around 1660 they started importing molasses on a regular basis, mostly to make rum. During the first decades, distilleries were small craft enterprises, usually set up at home. Distillation was a means of supplementing a family's income, and among the first distillers we can find merchants, inn-keepers, craftsmen and numerous widows. Gradually, though, things changed and by the beginning of 1700s a real distillation industry was thriving in Boston producing mainly rum, which had already become the typical local drink. At least 25 distilleries were operating in Boston in 1720, and 40 by the end of the decade. The population of the town in 1720 stood around 10.000 people, with one distillery for every 400 residents.

New England rum was considered of bad quality, but it was very cheap. The well-to-do drank imported West Indies rum, while those who could not afford it made do with local rum. It was also exported all over British North America and it became an important commodity in the trade with the Indians and in the slave trade.

Around 1740 in Boston the distilleries were no longer small-scale household activities but real factories and they represented one

of the most important manufacturing sectors and one of the first examples of mass production in America. But there is more: beside their relevant direct importance, Boston's distilleries contributed to the development of a complex production chain. It was necessary to build many barrels to carry molasses and rum and, of course, many ships to transport them. It is also thanks to rum that shipbuilding soon became the most important manufacturing industry in New England, and its merchant fleet grew rapidly, so that it could compete with the British merchant fleet itself. On top of that, the ships had to be armed, equipped, insured, etc. In short, rum production contributed strongly to the development of a complex, dynamic local economy, able to flourish independently of the mother country.

The success of Boston's distilling industry did not go unnoticed; on the contrary, it set a precedent in the other colonies. In New York, Rhode Island, Pennsylvania and other colonies new distilleries were born and flourished and on the Eve of the Revolution Boston had lost its supremacy in rum production. Rhode Island in particular became an important producer and exporter of rum, even thanks to its large merchant navy and to its role in the slave trade.

Figures from pre-industrial times have to be taken with a grain of salt, but it is widely believed that in 1770 the Continental Colonies, with maybe about 1.700.000 white inhabitants, had more than 100 rum distilleries and a production of more than 4 million gallons of rum a year! More or less 4 millions of gallons more were imported from the West Indies.

What did American rum taste like? Of course we don't know, but with the production techniques of the age, probably it was harsh, greasy, full of impurities and with a heavy smell, not to say stench. It's quite likely that today we would find it undrinkable. It was not good, but it was plentiful, cheap and strong; that was enough for most drinkers. It should also be borne in mind, however, that at the time rum was not generally drunk neat, but in concoctions which hid its original taste with sugar, molasses, fruit and all kinds of ingredients. Anyway, all contemporary accounts agree, the quality was very poor. "The quantity of spirits which they distill in Boston from molasses which they import is

as surprising as the cheapness at which they sell it, which is under two shillings a gallon; but they are more famous for the quantity and cheapness than for the excellency of their rum", so Edmund Burke wrote around 1750.

The colonists drank a lot, and rum was the iconic American spirit, not whisky. In colonial life, rum was everywhere, playing an important part in the settlers' daily routine. It was drunk at home, first in the early morning before work, then during the meals and finally after dinner, not only by men, but also by women and boys. It was consumed in taverns and also during work: a daily ration of rum was actually a part of many laborers' wage. Many contemporary sources tell us stories of workers who used to drink too much, provoking the government to issue laws to forbid or to limit the habit of drinking at work. Usually with little success.

Moreover, according to the great majority of the colonists, rum, and actually spirits in general, were healthy; so ill or consumptive adults sometimes bathed in warm white rum and until at least the mid-nineteenth century, many mothers bathed their babies in spirits rather than water.

What's more, on the eve of the Revolution, rum helped to ignite the spirits of the colonists against British authorities and to mobilize the mobs against them. Later, it was fundamental in keeping soldiers' morale high in the long years of the war. In this sense, we may maintain that rum was the true "Spirit of 1776".

Yet it was precisely with the victory of the Revolution that the decline of American Rum began. It was due to two main reasons: a new negative view of alcohol, drunkenness and spirits in general, among the cultivated classes; and the emergence of a powerful new competitor: whiskey.

A number of physicians had already become aware of the dangers associated with alcohol and after the Revolution this new image of alcohol was backed up by new arguments. Considerations of social control were also involved, similar to those that had in the past led to an attempt to limit the number and the business of the taverns. The strongest blow to the traditional vision of alcohol as something beneficial and health-giving

came from the writings and militant work of physician and patriot Benjamin Rush, who had served for a time as surgeon general in the Continental Army. In 1784, he published the pamphlet *"An Inquiry into the Effects of Spirituous Liquors"*. Only a few pages, packed with information on the serious physical and moral damage caused by spirits. Rush writes: "I shall conclude what has been said of the effects of spirituous liquor ... a people corrupted with strong drink cannot long be a *free* people. The rulers of such a community will soon partake of all the vices of that mass from which they are secreted, and all our laws and governments will soon or later bear the same marks of the effects of spirituous liquors which were described formerly upon individuals". So, a free people cannot be enslaved by alcohol: this idea of republican virtue was to survive for a long time.

The pamphlet was a great success and Rush's medical and social theories passed into the mainstream of the American elite, though not among the common people, who continued to drink as much as before, with consumption peaking, as we have seen, in 1830. But the work of Rush, and others, was not without consequence. It had planted the seeds of the Temperance movements and attracted attention to the economic and social costs of rum consumption, just as its central role in American life was vacillating in the face of new competition from whiskey.

In the war years, the Royal Navy blockaded American ports, and rum and molasses imports from the West Indies therefore became very scarce in the areas controlled by the Continental Congress. Whiskey distilled from relatively abundant local grain was used to fill the demand for spirits and the soldiers got accustomed to it.

After the war, rum distillers faced a new and unpleasant situation. Importers and distillers of rum and molasses continued to pay the import duties, and, adding the costs of its transportation within the country, their product became too high-priced to be competitive, except, for the moment, along the seaboard. Rum was expensive because made from imported molasses that paid a duty, whisky was cheap because it was distilled from cheap domestic grain, and at a time of great growth in alcohol consumption, production of American rum remained

stagnant, while imports of rum from the West Indies collapsed.

Actually, whisky was very cheap. The Appalachian Mountains formed a barrier to the transport of grain from the new western settlements to east coast markets. Corn was so bulky that a horse could not carry enough across the Appalachian Mountains to provide its own feed. Some farmers shipped their grain to New Orleans along the Mississippi. As the cost of transportation made it impossible to take it to the east coast, transforming it into spirits was the logical choice: whiskey was worth more than grain, about six times as much for the same volume, and so a horse could carry enough whiskey to make a profit. Over the years the population increased, and so did production, and when transportation to the east coast became much more economical thanks to the earliest canals and steamboats, a river of cheap whiskey began to flow.

Last, but not least, the taxes on rum and molasses were easy to collect as these products landed at ports, while whiskey had a huge advantage: it was close to many customers and far from the tax collectors. Americans had never drunk New England rum for its taste; it was the alcoholic effect that people wanted. And now it was cheaper to get inebriated on whiskey than on rum.

Rum also suffered from the rising American nationalism. After the war, the US wished to affirm its national identity, its break with the colonial past, and its differences from other nations. A wave of nationalism swept American culture. In this new cultural climate, rum made from imported molasses became a symbol of colonialism, economic dependence and decadent tastes. Whiskey, on the contrary, made at home with American grain, meant national identity, independence, and honest habits.

To conclude, around 1830 whiskey supplanted rum as the favorite spirit of Americans. Throughout the 1800s, rum production declined year by year, eventually becoming a minor item of the spirits industry. The golden age of American rum was over.

Marco Pierini

THE COCKTAIL SCIENTIST

By Joel Lackovich



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

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

Joel Lackovich (joel@gotrum.com)





Photo by Joel Lackovich

THE CHIEF LAPU LAPU

INTRODUCTION

The Chief Lapu Lapu is a delicious cocktail that has been admired by Tiki loyalists for decades and has lately become increasingly popular on menus across the globe. The cocktail which ironically is very easy to make despite having a complex and rich flavor profile, did not garner the immediate fame like its cousins, the Zombie and the Mai Tai. Only in recent years with the re-emergence of the Tiki culture has the Chief Lapu Lapu started growing in popularity. But an underlying growing theme to the Chief Lapu Lapu is that it celebrates multiculturalism, as the cocktail's name pays homage to a famous warrior chief and very likely was invented centuries later by a bartender from the same heritage.

MATERIALS & METHODS

The Chief Lapu Lapu recipe (1)

Ingredients:

- Light Rum – 1.5 oz (45 mL)
- Dark (Jamaican) Rum – 1.5 oz (45 mL)
- Freshly Squeezed Orange Juice – 3 oz (90 mL)
- Freshly Squeezed Lemon Juice – 2 oz (60 mL)
- Passion Fruit Syrup – 1.0 oz (30 mL)
- Simple Syrup – 1.0 oz (30 mL)
- Crushed Ice – 12.0 oz
- Garnish: Pineapple Leaves
- Garnish: Orange Slice
- Garnish: Cinnamon Stick (optional)

Directions:

1. First, add crushed ice to a cocktail shaker.
2. Next add all ingredients to the ice filled cocktail shaker.
3. Shake the cocktail vigorously for 10 – 15 seconds.
4. After shaking the cocktail, slowly pour the contents unstrained into a large cocktail glass, or Tiki mug.
5. Finally, add the pineapple leaves garnish in a formation where the leaves look like a crown, and add the remaining garnish(es) to the cocktail glass.
6. Enjoy!

DISCUSSION

Historical Origin

To truly understand the Chief Lapu Lapu cocktail one needs to understand the historical significance of the warrior chief the cocktail is named after. Lapulapu, or Lapu-Lapu, whose name was first recorded as Çilapulapu, is best known for his efforts at the Battle of Mactan that happened at dawn on April 27, 1521 (2). On this date, Chief Lapulapu and his warriors defeated the forces of Portuguese explorer Ferdinand Magellan in what is now known as the Philippines. Today, Filipino culture hails Si Lapulapu as the first Filipino to resist colonial rule, an independence that was not entirely gained until July 4th, 1946, from the United States (3). And although the cocktail is named “Chief Lapu Lapu”, the National Historical Commission of the Philippines’ National Quincentennial Committee, tasked

with handling preparations for the 500th anniversary commemoration of Magellan’s arrival, stated that “Lapulapu” without the hyphen is the correct spelling of the Mactan ruler’s name (4).

Fast forward to the 1940’s and the “Lapu-Lapu” cocktail first appeared on *The Tropics* bar and restaurant menu in Beverly Hills, California. *The Tropics* later eventually became the famous Tiki restaurant and bar known as *The Luau*, which was owned and operated by Lana Turner’s husband, Steven Crane (5). Like most iconic rum cocktails, the origin, and the inventory of the Chief Lapu Lapu cocktail is murky. It has long been speculated that one of the Filipino bartenders that worked at Don the Beachcomber created the cocktail in respect to the warrior chief. During this time-period, there was an influx of Filipino immigrants, many of whom found their way into the hospitality industry and behind the bar and popularizing Don the Beach’s tropical drinks. The cocktail inventor would have had to know his/her way around exotic drinks, how to prepare them, and would have been well versed in the legend of Chief Lapu Lapu.

Flavor Profile

If a cocktail could be judged by its cover, the Chief Lapu Lapu fruit forward ingredient list makes it very attractive right out of the gate. First time drinkers, right before their first sip, are seemingly lured into the drink largely in part due to the hefty presence of multifarious esters which are responsible for the drink’s fruity aroma. Never disappointing, these same esters are responsible for sweetness and the fruity taste of the cocktail as well.

Rum

The Chief Lapu Lapu is a strong rum drink that can be greater than 15% alcohol by volume depending on the proof of the rums that are used. The first rum traditionally used in the architecture of the Chief Lapu Lapu is a light rum, which is 80-proof and is of the low congener variety. The use of a light rum of this sort allows the other ingredients, specifically the fruitful ingredients, to present themselves further because low congener rums lack impactful esters.

The second rum frequently used when making the Chief Lapu Lapu cocktail is a heavy dark Jamaican rum which is at least 80-proof. Rums from Jamaica are considered full body in nature. The molasses used in their manufacture is fermented in large casks

called puncheons and distilled in pot stills. The fermentation process gives Jamaican rums their title of “Jamaican funk” as a descriptor for the rum and its wild quantity and combination of esters found in every bottle.

Additional Ingredients

Passion Fruit Syrup

Adding passion fruit syrup is like adding tropical treasure to a cocktail. Passion fruit which is sweet and tart and in nature comes from a climbing vine with beautiful flowers. The name, passion fruit, originated from Christian missionaries who gave the vine its name when they observed that parts of the flowers illustrated the crucifixion of Christ, and they called it the “flower of the five wounds.” (6)

Simple Syrup

Simple syrup is a 1:1 ratio of sugar (sucrose) to water. Its consistency is that of molasses. The predominant use case for utilizing simple syrup is that it balances the sourness of many cocktails as well as masking the presence of alcohol.

Orange Juice

Orange juice is a very popular mixer in cocktails because it contains acids, sugars, and phenolic compounds. The pH of orange juice traditionally falls between 3 and 4, as it contains citric, malic, and ascorbic acids. Orange juice typically tastes sweet and delectable because of the natural sugars found in oranges which balances with the acids that are present.

Lemon Juice

Lemon juice is known for its pronounced sour taste and is a popular additive to cocktails. With a pH of 2, lemon juice is much lower in pH than orange juice. The citric acid which is present in the juice is the contributing factor to the sourness.

NUTRITION

Less in calories than a traditional Mai Tai, but only because the alcohol is diluted with more cocktail ingredient volume, the Chief Lapu Lapu is a wonderful cocktail that is big enough to be enjoyed by two. Depending on proof of the rums, if a higher proof rum were chosen, it can be expected that calorie count and ABV would go up as well.

NUTRITION FACTS

(Amount Per 1 Fl oz in a 10.0 Fl oz Cocktail)

Calories:	45.1
Total Fat:	0.0 g
Cholesterol:	0 mg
Sodium:	0 mg
Total Carbohydrates:	6.6 g
Dietary Fiber:	0.1 g
Sugar:	5.9 g
ABV:	15 % +
(rum proof dependent)	

CONCLUSION

Tropical and Tiki in nature, the Chief Lapu Lapu cocktail is more than just an enchanting drink, it is a symbol of one of the Philippines' greatest iconic figures. The use of two rums, the creative garnishing, the simple but attractive and tasteful ingredient list, and its place in Tiki cocktail lore all contribute to the drink's popularity and strengthen its destined rising permanence along side the Mai Tai and the Zombie as all-time rum cocktail favorites.

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RUM IN THE NEWS

by Mike Kunetka



BACARDI

BACARDÍ Rum is expanding its range of canned cocktails with three vibrant new flavors and the first-ever variety pack, just in time for summer. The new flavors are BACARDÍ Bahama Mama, BACARDÍ Mojito and BACARDÍ Sunset Punch (Sunset Punch exclusively available as part of the new variety pack). This lush, tropical trio joins the refreshing range that launched last year, BACARDÍ Lime & Soda, BACARDÍ Limon & Lemonade and BACARDÍ Rum Punch. BACARDÍ Real Rum Canned Cocktails are made with natural flavors, real ingredients, and no artificial sweeteners. These convenient, gluten-free perfectly mixed ready-to-drink cocktails are expertly crafted with an award-winning base spirit of BACARDÍ Superior, as opposed to a malt base like many other canned beverage options on the market. "The launch of BACARDÍ Real Rum Canned Cocktails last year far exceeded our expectations, and with the popularity of the Rum Punch flavor in particular, we wanted to expand our range with more full-flavored options," said Lisa Pfenning, Vice President, BACARDÍ for North America. "We have seen people consistently reach for canned cocktails this past year, whether they are looking for light, crisp serves like the Lime & Soda or something



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.

bright and fruity like the Rum Punch. As the world opens up again, we want to continue to enliven the moments where people can come together safely and celebrate with high quality cocktails in a convenient format.” The expanded flavor range features iconic, tropical cocktails that evoke a summer state of mind with the following new flavors: BACARDÍ Bahama Mama, boasting fruity notes of orange, red berries and pineapple; BACARDÍ Mojito, a classic BACARDÍ cocktail combining zesty lime and revitalizing mint flavors; and BACARDÍ Sunset Punch – with tangy blood orange, lemon and ginger flavor notes. “We’re confident that our new BACARDÍ Real Rum Cocktails will continue to appeal to discerning drinkers who are looking for high quality canned cocktails made with natural flavors and real ingredients,” said Maria Galis, Marketing Director, BACARDÍ for North America. “With the new variety pack offering the special Sunset Punch flavor, we’re especially pleased to offer consumers a range of irresistible flavors in one pack, no additional bar tools required.” The new BACARDÍ Bahama Mama and BACARDÍ Mojito Real Rum Cocktails are available in four packs of sleek 355mL cans with a 5.9% ABV. The variety pack is available for purchase in select markets in packs of six 355 mL cans, consisting of BACARDÍ Rum Punch, BACARDÍ Mojito, and exclusive BACARDÍ Sunset Punch flavor. <https://www.bacardi.com/us/en/>

HAVANA CLUB

The joint venture Havana Club International S.A. launched a new product called Havana Club Profundo, the result of the experience and innovation skills of its rum masters. The creator, Juan Carlos González Delgado, First Master of Cuban Rum, found the perfect balance between intensity and mellowness, achieved by a unique blend of aged rum bases with a higher proportion of aguardientes and a minimum amount of sugar. Described as an exquisite, versatile, complex rum that reveals a different quality in every sip, this new product comes with the slogan “Vive Profundo” (Live Profoundly) and is intended to please demanding customers and connoisseurs alike. It is also recommended for reviving refined cocktails, such as the classic natural Daiquiri and other related drinks for special occasions. Profundo is bottled in the transparent version of the Havana Club 7 Years Old bottle, so that its distinctive straw-yellow color, characteristic of the aging process, can be appreciated. The predominant blue color in its presentation refers to the distillery where it was born, Santa Cruz del Norte, whose shores are bathed by the Atlantic Ocean. It also highlights that the new rum will be part of Havana Club’s permanent portfolio and will be present in almost all Cuban retail chains and tourism facilities. Its creators define its scent as intense, typical of cane spirits, fruity, with herbaceous nuances and notes of oak wood and a smooth, harmonious, herbaceous, dry flavor marked by its lasting permanence in the mouth and persistent aftertaste. In addition to Profundo, Havana Club has

debuted a new expression in the Canadian market, a smoky rum matured in Islay whisky barrels. Havana Club Cuban Smoky is a dark rum that has been part-aged in Scotch whisky barrels from Islay. On the nose, the rum offers touches of dried fruit and a light smokiness; the palate brings notes of smoke, cocoa, dark chocolate and a dry spiciness, followed by a half-dry finish. “We have a new kid on the block and it is bringing the smoke,” says Aurelie Goffinet, Brand Manager. “Cuban Smoky is the first of its kind in the Canadian market, the intense brother of Havana Club 7, and it is shaking up the rum shelves in the liquor store.” <https://havana-club.com/en/>

ENGLISH SPIRIT DISTILLERY

The English Spirit Distillery, which is based in Great Yeldham, England, has unveiled its latest creation, a new Charles Darwin themed spirit to mark this year’s Father’s Day. The new rum is called Darwin: Citrus Spiced English Rum and is double distilled with clementines and English Oak, a technique they pioneered and are the only distillery in the world to actually achieve it. Master Distiller, Dr. John Walters, said: “We wanted to make a spiced rum that’s good enough for sipping neat, in honor of the man that not only fathered the theory of evolution, but also ten children. “We think this will go down well with discerning dads and rum lovers alike.” The rum has an alcohol content of 42 per cent and is a limited edition. The company says it is best served chilled or over ice with a mixer of choice. English Spirit will be opening their new distillery in Cornwall later this year. At the center of the new distillery will sit the custom 2,500 liter copper still, engineered by founder, Dr. John Walters. Utilizing his knowledge of biochemistry and distillation, he developed the design from the original 200 liter alembic stills he engineered for Great Yeldham Hall. The new still has been designed to ensure ultimate control when it comes to harnessing the heart of the spirits, ensuring they continue to produce the very highest quality spirits and liqueurs. <https://www.englishspirit.uk/>

MAGGIE’S FARM

Hidden Harbor White Rum, a collaboration between Maggie’s Farm Rum in Pittsburgh’s Strip District and Hidden Harbor, rated one of America’s best tiki bars, has been awarded Best Rum from the 2021 San Francisco World Spirits Competition. SFWSC is one of the world’s oldest and largest spirits competitions blind-judging over 3,000 spirits, including hundreds of rums from around the world. Hidden Harbor rum was also awarded a Double Gold medal and Best-of-Class for white rum. To achieve Best Rum this white rum out-performed other Best-of-Class rum winners for extra-aged rum, overproof rum, flavored rum, and dark/gold rum. Hidden Harbor White Rum is notable in being one of the first, if not the very first, rum blends formulated specifically for use in Daiquiris and other tropical cocktails calling for white rums. Additionally, it may be the first commercially

packaged white rum blend conceived and created as a collaboration between a tiki bar and distillery. Maggie's Farm was also awarded a gold medal for the 3-years-aged Sherry Cask Rum. Maggie's Farm's seasonal blueberry brandy and pear brandy were both awarded silver medals. Hidden Harbor is currently available to all of Allegheny Distilling's US distribution markets, including Pennsylvania, California, Florida, Illinois, Maryland, New York, Ohio, Oklahoma, Tennessee, and Washington DC. <https://www.maggiesfarmrum.com/> , <http://www.hiddenharborpgh.com/>

DIPLOMATICO

As part of its inaugural "The Heart of Rum" campaign, iconic Venezuelan rum maker Diplomático has announced a year-long partnership with Celebrity Chef, and TV personality, Michael Symon. Symon, most famous for his appearances on Food Network and ABC, has been a fan of Diplomático Rum for years and is inspired by the many synergies between his craft and the brand's history. Highlighting the "heart" and know-how that goes into each bottle of Diplomático, the collaboration brings the brand's values of craftsmanship, family, and authenticity to life alongside Symon's story and the passions that drive his love for cooking. In the same way the Diplomático family and its Master Blenders employ their expertise to combine the finest local sugar cane with their unique distillation methods, Symon's cooking is also the product of his meticulous approach and unwavering commitment to crafting extraordinary dishes from simple, high-quality ingredients. "My cooking is a representation of my love for my craft, for those I'm sharing a meal with, and for those who've helped me along the way," said Symon. "Diplomático has long been one of my favorite spirits for sipping and cocktails in the kitchen, but beyond its delicious taste, it's a brand that really reflects this philosophy and cares about crafting quality products with purpose." To launch the campaign, the brand created a series of videos that highlight some of Symon's favorite dishes and cocktails to make at home for his family and friends. Viewers can follow along with Symon to recreate his dishes and cocktails, including one of summertime's most refreshing drinks: the classic Daiquiri. "We're proud to partner with a true artisan like Michael Symon," said Diplomático Senior Brand Manager, Alex Fellows. "He's an expert with deep respect for his craft, the process, the ingredients, and the heritage. These values represent Diplomático Rum at its core and have made us the trusted brand we are today. "The brand will be releasing additional video content featuring Michael. rondiplomatico.com

TOMMY BAHAMA

375 Park Avenue Spirits, a division of the Sazerac Company, is pleased to announce that it has entered into a supply and distribution agreement with Tommy Bahama Spirits, effective July 1, 2021. Under this

agreement, 375 Park Avenue Spirits will assume responsibility for all sales and operational functions as well as support Tommy Bahama Spirits' marketing efforts. "Whether it be spirits, home furnishings or apparel, the Tommy Bahama brand has a proven track record of creating quality products that inspire and encourage the relaxed, carefree lifestyle it embodies," says Jason Schladenhauffen, President and CEO of 375 Park Avenue Spirits. "This unique collection of craft spirits and RTD (ready-to-drink) products have already won numerous awards and created a loyal following due to its superior taste and the island state-of-mind exuded from every sip. We're excited to hit the ground running, in our flip-flops, to expand the availability of this portfolio across the U.S." A pioneer in the art of relaxation, the Tommy Bahama brand represents the desire to escape the everyday and live life as if it were one long weekend. Produced and handcrafted by Coral Cay Distilling, Tommy Bahama Spirits embraces the island lifestyle with a distinctive portfolio of tropically-inspired spirits and RTD canned cocktails. The brand's culture and attention-to-detail has resulted in superior craft beverages that are inspired, innovative and emanate the Tommy Bahama way of living. "Tommy Bahama Spirits is thrilled to be working with 375 Park Avenue Spirits on this venture to distribute our bespoke portfolio across the US market," says Jeff Soehren, partner and head of distillery operations for Coral Cay Distilling. "This new partnership will allow us to reach the Tommy Bahama Paradise Nation and beyond with these award-winning spirits. It is rare that legacy, authenticity, innovation and inspiration come together in such an integrated way as a path to find your island lifestyle." Recently, Tommy Bahama Spirits was recognized with a remarkable six medals at the 2021 San Francisco World Spirits Competition. tommybahamaspirits.com, www.375park.com, www.sazerac.com.

U.S. POSTAL SERVICE

The Hill website recently reported that House lawmakers introduced bipartisan legislation to end the ban on the U.S. Postal Service mailing shipments of alcohol. Rep. Dan Newhouse (R-Wash.) said in a statement that he, Rep. Jackie Speier (D-Calif.) and 17 other House co-sponsors have introduced the USPS Shipping Equity Act, which would allow the Postal Service to ship licensed alcoholic beverages directly to consumers over the age of 21, in accordance with state and local shipping regulations. "Currently, the U.S. Postal Service cannot ship beer, wine, or distilled spirits, because of an outdated, Prohibition-era ban. This nonsensical regulation limits shipping options for producers and customers alike, affecting many of Central Washington's local craft breweries and wineries," Newhouse said. "The USPS Shipping Equity Act would give rural producers access to another option for shipping alcoholic beverages, thereby increasing market access and enabling Central Washington businesses to continue to invest in our communities." The bill lets the Postal Service develop its own regulations to ensure that alcoholic beverages are safely delivered to consumers

who meet identification checks. "In most states, private carriers such as FedEx and UPS are already delivering alcoholic beverages. It makes no sense to create a competitive disadvantage for the USPS by barring them from these kinds of shipments, especially given the Postal Service's dire financial condition," Speier said in the statement. The bill is supported by 12 unions, including the American Postal Workers Union, National Postal Mail Handlers Union and WineAmerica. "This legislation will benefit adult consumers while helping the U.S. Postal Service, with its more than 600,000 employees, generate much-needed revenue," said Chris Swonger, President and CEO of the Distilled Spirits Council, in a statement shared to The Hill. "The pandemic has greatly accelerated the shift to online shopping and consumers have come to expect new delivery options and greater convenience. For the U.S. Postal Service to compete effectively against other carriers, it must be able to evolve with the changing marketplace." <https://www.usps.com/>

ANGOSTURA

Angostura® has provided assistance to St. Vincent and the Grenadines (SVG) through the purchase of relief items for its citizens whose lives have been turned upside down by the ongoing eruptions of the La Soufrière volcano. Angostura® in collaboration with the Ministry of Trade and Industry donated much needed supplies which were loaded onto the Galleons Passage, to head to SVG. Angostura® donated 500 full-size mattresses, 100 shovels, 300 pairs of steel tip boots, 200 mops, 100 scrubbing brooms, 200 buckets, 150 water hoses and 2,300 reflective vests to assist in relief and cleaning efforts. Angostura's CEO (Ag.) Ian Forbes says, "Angostura is proud to be part of this effort to assist St. Vincent and the Grenadines. The disaster in SVG has seen thousands of people being evacuated from their homes and businesses and Angostura® understands the island's urgent need for humanitarian assistance. Our hearts go out to the families who have been displaced by the volcanic eruptions and the ash fall. We are a resilient region and together we will help SVG overcome this natural disaster." In addition to providing help for the citizens of SVG, Angostura® will also be donating supplies for the animals on the island and this will be done through the Trinidad and Tobago Society for the Prevention of Cruelty to Animals (TTSPCA). <http://www.angostura.com/>

EQUIANO

The team behind the multi-award-winning Equiano Rum Co. are delighted to announce their second African & Caribbean blend, Equiano Light, which will be available throughout the US. Equiano continues their mission to redefine a four-century-old industry by offering never-before-seen blends that are inspired by Nigerian-born writer, entrepreneur, abolitionist and freedom fighter Olaudah Equiano. Their first expression blended two cultures, two

distilleries from two different continents, making it the perfect collaboration between the eastern and western hemispheres. Equiano Light is refreshingly unique, an exceptional blend of lightly aged molasses rum from the Caribbean, fused with fresh sugar cane juice rum from Africa. Again, challenging the ideas and expectations we have of rum, this exciting offering elevates the category and enriches the taste profile of an often-underrated spirit, silencing any notion that white rums lack the sophistication of their darker counterparts. The idea behind the blend was to create a lightly aged rum with a flavor profile of days gone by; the subtle notes of ripe sugarcane, hints of natural vanilla and citrus, that were appreciated in classic rum cocktails such as The Daiquiri, or for the new style of long rum highballs that use various premium tonics and sodas. Equiano Light consists of molasses rum distilled at the award-winning Foursquare Distillery, in copper pot stills that give the rum greater complexity and depth of flavor. It is truly an artisanal small batch process, whilst the column still allows the final blend to have a superior balance both in aroma and on the palate. It is then blended and aged in once used Bourbon barrels for a minimum of 3 tropical years. The Barbadian rum is then skillfully blended with unaged rum made from fresh sugarcane juice from Africa. This "cane juice" rum is distilled in a single column still to produce a refreshingly light rum that retains all of the natural grassy notes of the raw sugar cane ingredients. In your glass you will see a subtle light golden hue, almost sugarcane beige, which is a result of the careful blending of barrel aged and unaged rums from Barbados & Mauritius. On the nose a harmonious balance of fresh sugarcane with hints of vanilla, dried light oak and touches of earthy, herbal notes normally associated with sugarcane juice rum. The 43% abv also delivers aromas of light tropical fruits, citrus oils and hints of green apple as it warms and acclimates to your glass. The initial mouthfeel of this light rum is a medium sweet taste of ripe sugarcane, more tropical fruit and citrus peel, layered with green apples, pears and hints of vanilla and light oak on the palate. The experience is light bodied with the natural, subtle sweetness of exotic fruits. To finish, the aged Barbadian component takes center stage as the tropical aging of the rum, in once used American oak barrels, leaves a light dusting of wood on the finish. The initial sweetness quickly dries off leaving citrus peel, touches of vanilla, white pepper and sweet spices. Continuing to draw on the legacy of Olaudah Equiano, Equiano Light is inspired by the theme of enlightenment. The new coordinates on the back of the bottle signify the beginning of his journey in modern-day Nigeria to his end in London, encompassing his experiences during his extraordinary lifetime. In honor of his name, \$2 of every bottle sold through equianorum.com goes towards Equiano Rum Co.'s charitable grant, helping abolish modern slavery in all its forms around the world through their 2021 recipient, Anti-Slavery International. <https://equianorum.com/>

RUM ASTROLOGY

by Cris Dehlavi



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

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

Gemini the Twins

May 21 - June 20

Curious, affectionate, intelligent and versatile are the keywords for the Gemini. They tend to have a duality to their nature, and can sometimes be tough to predict how they will react. They can turn from hot to cold and may be prone to noticeable mood swings. Geminians are very supportive, and are one of the three air signs.

The cocktail that best fits the Gemini sign is the Hot Buttered Rum. It is versatile in the respect that you can adjust the recipe to fit your own palate, and I highly encourage you to do just that. It is the kind of drink that warms you up and makes you feel cozy. In a coffee mug add:

- 1 ½ oz. Rum, similar to Flor de Caña 7
- 1 Tbsp. room temperature Butter Mixture**

Fill with hot water. Stir this very well until the butter melts, and garnish with a cinnamon stick.

BUTTER MIXTURE

2 sticks of Softened Butter
½ cup White Sugar
½ cup Brown Sugar
1 tsp Ground Cinnamon
½ tsp Ground Nutmeg
½ tsp Ground Allspice
¼ tsp Ground Clove
Pinch of Salt

Mix this very well by hand, then refrigerate. Remove from the refrigerator one hour prior to making your hot buttered rum. You can freeze this as well.





EXCLUSIVE INTERVIEW

by Margaret Ayala



Robbie Delaney, Owner/Founder of Muddy River Distillery in Belmont, North Carolina, USA.

Entrepreneurs never cease to amaze me: they are always willing to abandon everyday comforts and routines in order to explore the famous *road less travelled*. The majority of craft distillers easily fall in this category, but then there is a smaller subset of entrepreneurs who actually design and construct their own equipment. They epitomize what “passion for one’s craft” is all about. My admiration and best wishes go out to the entire team at Muddy River Distillery, for their passion, inspiration and their awesome rums!

Margaret Ayala, Publisher



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

Robbie Delaney, Owner/Founder of Muddy River Distillery in Belmont, North Carolina, and my wife, Caroline Delaney, CFO.

Q: I understand you and your wife, Caroline, founded the distillery. What inspired you to get into the spirits industry and why rum?

I was a 27-year-old General Contractor flying back and forth to Texas every week to work on a job at the time. On one flight home, I read an in-flight magazine article about craft breweries and how they were growing, but it hadn't really happened with the distilling industry yet. I thought why not be one of the first distilleries in NC, not the 100th brewery, so I started playing



around with distilling. I realized that was illegal and decided to go legitimate. I designed and built our first 2 stills from used dairy tanks. I found this tiny 500 sf space for rent in an old textile mill on the Catawba River in Belmont, just outside of Charlotte, NC. I was working in Texas so I actually sent my mom to look at it. She said it's perfect and I have your name: Muddy River. It had just rained and was flooded and "muddy".

Q: Where did you gain your knowledge about the spirits industry, including fermentation and distillation?

Building the stills really helped me learn how to distill. This part has to go here to make this process happen, etc. Fermentation was a learning and trial process for sure, but we have it down now.

Q: Can you describe your fermentation? Is it the same for all of your rums?

Yes, it is the same for all our rums. We ferment a blend of molasses and white granulated sugar. ABV of our wash is 14% and fermentation lasts 2 weeks.

We are currently designing a mash preheat system to recover the heat from our spent mash, preheating new mash going into the stills. It is really exciting to be able to make our distillery more efficient. Designing and building new manufacturing systems is one of my favorite parts of the job.

Q: I understand you custom-designed and built one of your stills. Can you tell us more about this? You have also given names to all your stills. What are



their names and why did you choose these names?

All of our equipment is installed by us. Welding, plumbing, wiring and process control is done by us in house. This ability has helped us to minimize downtime and remain self-sufficient.

1. Freedom- was the first still at 35 gallons. I built this machine with help from friends on my parents' farm.
2. Democracy at 150 gallons. This machine was designed by us and built by us and a local fabricator. This machine was really our first professional quality still.
3. Liberty- 200 gallons, and kind of built by us. We actually purchased a column and fit it on top of an old stainless tank.

4. Independence, 450 gallons. This is my dream machine. We had this semi-custom design built for us.

A typical distillation for Muddy River is 3 stills (Democracy, Liberty, & Independence) running at the same time. These 3 machines produce an average of 1,200 bottles of rum in 1 distillation. We are constantly improving our equipment at MRD. I just recently welded in a bunch of CIP components. I have also added a little back end semi-automation to our condensers over the years.

Building and maintaining these machines can be difficult. I have learned over the years that there is more value in learning to design and build your equipment than hiring it out.



Q: You are the first rum distillery in North Carolina, correct? What was the initial reaction of the market to your distillery and your rums?

Yes, we were the first rum. Craft spirits drinkers and rum enthusiasts were excited. They had someone local making a quality product, it wasn't just the big guys making spirits. Then some people didn't believe it at first...We got into ABC stores and would go to restaurants and managers would say "This isn't moonshine is it – I have to buy my alcohol from the ABC store." We said "Yes, we know, we are in the stores, it's legal, I promise." It took a while, but then they were seeking us out as local products.

Q: What was the process like, working with your state and local agencies to get your permit approved for the distillery and how long did it take?

When I applied for the TTB permit, everything was still being submitted on paper, not online. So I submitted a 78 page book. Once I got the federal permit, the state was pretty easy back then, but it is much harder now. The City of Belmont was great to work with and have been very supportive.

Q: What was the biggest challenge you faced during the process of opening your distillery? How did you overcome it?

We have no investors, which is very rare in this industry. It all came from my savings account to start up. We started off slow and steady and now our growth is invested back into the company. We have grown based on our sales. Cashflow was hard at first. Caroline and I ate a lot of ramen noodles and slept at the distillery because of running the still back to back and long hours.



Also North Carolina didn't allow bottle sales. We have had to change that to 1 bottle per person per year (yes, per YEAR- we had to take their name and drivers license # to sell them 1 bottle), then 5 bottles per year, then we finally got unlimited sales and the ability to make cocktails in distillery in Sept. 2019.

Our business model was only manufacturing when we started, but we have added the retail portion. NC distilleries are much more limited than breweries in what we can do. We also can only sell in the distillery and ABC liquor stores. No festivals or farmers markets, etc. We are a member of Distillers Association of North Carolina (DANC) and are currently working to change law to get us equality with breweries and wineries.

Q: What rums are you currently producing? (give names and descriptions)

We currently produce 6 rums:

- **Silver Carolina Rum 80 proof:** This is the fantastic base for all our rums.

It is smooth with a hint of molasses coming through. We don't add anything to it- no sugar, coloring, flavoring, or barrel aging. During the tastings, we have guests try this first because we want everyone to know how the product starts, and we are proud of it.

- **Spiced Carolina Rum 80 proof.** This is our best seller- it's quite different from your typical spiced. It's a blend of vanilla, cinnamon, and a hint of root beer.
- **Coconut Carolina Rum 70 proof.** Lightly sweetened with a hint of fresh coconut. We have so many guests come in the distillery that say they used to drink the "white bottle" coconut rum, but now are hooked on ours.
- **Basil Carolina Rum 70 proof.** We use fresh basil to make our own infusion. It is delicious in lemonade or a basil mojito. And a summer favorite: watermelon jello shots!
- **Queen Charlotte's Reserve Carolina Rum:** Our Silver rum aged in virgin American white oak #3 char barrels. Again, no coloring, flavoring, or sugar



added. Just a nice oaky, smooth sipping rum. This is what we had in mind when we made the distillery.

- **Queen Charlotte's Reserve 4 Year Single Barrel Carolina Rum:** This is our 4 Year aged version of Queen Charlotte's Reserve. We're working on 8 year, 12 year, 16 year, and hopefully make it to 20 years aged if there is anything left in the barrels. Maybe even 21 years for our 2 son's birthdays.

Q: Are there plans to add new rums to your portfolio in the future?

We plan to add a coffee rum to our portfolio for our 10 year anniversary (Nov 4th 2021). We also plan to do an overproof rum, and a cask strength rum.

Q: Where are your products currently available for purchase?

We are currently available in NC, SC, IL through SpiritHub.com <https://www.spirithub.com/brand/muddy-river-distillery/fb7dbcdc>,

CA through LibDib.com, and PA for bars/restaurants only through CBL Wine Distributors). We get many requests from Florida residents and would love to get into Florida next. Please send any distributor connections our way and ask for Muddy River Rums in your local store!

Q: When COVID-19 hit last year how did it affected your operation and how did you overcome those challenges?

We transitioned pretty quickly to making hand sanitizer. It was very hard to get ingredients in the beginning. Everyone in the world, literally, wanted them. Luckily the community was so helpful and connected us with suppliers. We used our rum bottles to bottle the sanitizer and bought pump tops. Caroline borrowed her dad's van and picked up a van FULL of milk jugs to put sanitizer in because bottles were so hard to get as well. We ran the still 7 days a week every single day of April. Just me and Jake, one of our awesome employees. We donated hand sanitizer to the local hospital, fire, and



police officers throughout the surrounding counties, and many other non profits that were helping people through direct contact. We were just trying to pump out as much as we could as fast as we could.

Q: Do you offer tours at the distillery? If so, are reservations recommended or required?

We offer tours and tastings at the distillery every Saturday. No reservations are required at this time. Check our website for hours and details. You can also rent the space for events and we do private tours for company outings, birthdays, engagement parties, etc.

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

When guests arrive, they will receive a shot glass upon check in. The tour will begin in the distillation room with how we got started and a bit on distillation. Then you are guided through our cellar area (for fermentation), barrel aging, and bottling area- all while sampling our 6 rums.

Q: You also host videos online called "Mixology Monday". Can you tell us more about these videos?

We really got into these for fun. We make all types of drinks. Some fancy

cocktails, but mostly drinks that anyone can mix up at home without too many extra ingredients.

It is way more work than I expected though haha! I edit all the videos myself, so it has been neat to learn about that and add new things as we go along.

Sometimes it is Caroline and I making the drinks, sometimes it's me and one of the team members. Tom, our co-worker, is a fantastic chef. His Spiced Carolina Rum BACON is fantastic. We made that on Mixology Monday as well.

Jake and Jeff have made a bunch of drinks, too. Christine has been our friend for years. She now is a tour guide and has done drinks, too.

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

We are on Facebook, Instagram @muddyriverdistillery, and Twitter @1stCarolinaRum and www.MuddyRiverDistillery.com.

Or via email:
Caroline@MuddyRiverDistillery.com

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

We have been "Got Rum?" readers since we started! What an honor. Thank you for including Muddy River Distillery. We hope to grow and be available to all your readership. Readers asking for our rums at your local store will greatly help us do that. Thank you!

Margaret: Again Robbie (and Caroline), thank you so much for this opportunity and I wish you and your entire team all the best of luck.

Cheers!
Margaret Ayala, Publisher

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CIGAR & RUM PAIRING

by Philip Ili Barake



100



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



One Hundred

The time to celebrate finally arrived: the years flew by and we have now reached a century of pairing. I had been thinking what to do for this special occasion, who would I invite and which products would be involved? Some of the answers to these questions were clear: 13 years ago I reached out to a great friend and chef, Alan Kallens, to put together a complex dinner pairing, consisting of 3 courses, each accompanied by a different rum, paired with a cigar that would be smoked throughout the entire dinner. It was something unprecedented back then and it turned out to be an unforgettable experience for our guests.

I have also been fortunate enough to attend the dinner gala at the Habano Festival in Cuba, a luxurious and expensive dinner benefitting victims of cancer but, despite its cost and purpose, I feel the pairings could have been better: the dinner included lobster, steak and other delicacies, but those of us in the industry knew right away that it was planned to stand by itself, not to rely on the rums or cigars, which ended up being either provided by sponsors or purchased by the organizers. To sum up, it was not a true "pairing," as opposed to the one Chef Kallens and I organized 13 years ago, which opened up with smoked salmon and watercress, paired with rum mixed with carbonated water. The second dish was smoked ribs served with chickpea puree, paired with a rum on the rocks. The dessert consisted of two typical Chilean dishes: *Sopaipillas pasadas al Ron* and *Mote Con Huesillo al Ron*.

This dinner was paired with a Montecristo Sublime from 2004,



Photo credit: Danna Bordali

a special specimen that is hard to find nowadays. Back then, the laws still allowed for indoor smoking at restaurants!

As mentioned earlier, this pairing was carried out by Alan, renowned chef in Chile, he's also represented Chile in international events. Alan accepted my challenge, even though back then he was just getting started in the world of cigars. Now, 13 years later, Alan is a loyal smoker of hand-rolled cigars and, when I approached him about this 100th pairing for "Got Rum?", he did not hesitate at all.

The general idea was to have a parrillada (grilled meats and vegetables), it did not have to be ostentatious nor did

it have to include outrageous ingredients. What was clear was that we wanted a true celebration where each moment and each ingredient were new experiences for us.

The week before the pairing, Alan asked for several of the ingredients we were going to use: two types of meat cuts and other items for grilling. As a true professional, he then weighed everything, to calculate the yields and to prepare the slow cooking of the meats for 21 hours at 61C (141.8F). The meat was prepared and cooked on the days leading up to the pairing.

On the day of the 100th pairing, I started the fire early, since we would need a



Photo credit: Danna Bordali



Photo credit: Danna Bordali

lot of embers for the grilling. As the fire burned, I also started preparing the ingredients and rums that would be used later on.

Once Alan arrived, I went through the plan with him again, including timing and inspiration behind each step. He then took over the grill and I took over the rum and cigars. Alan started putting squashes and onions on the grill, sometimes directly on the embers and the result was already looking marvelously. Alan had cooked the meats in vacuum bags, one marinated with pesto and the other with sea salt, it was fantastic.

We started by drinking a cocktail similar to a Dark n' Stormy, made with Zacapa 23. For this drink we used limes from my very own backyard. The recipe is as follows:

- 2 oz. Zacapa 23 Rum
- 6 oz. Ginger Beer
- 1 oz. Lime Juice
- ½ oz. Brown Sugar Simple Syrup

I made the drinks directly in the serving glasses, pouring the ingredients in layers. The rum made the cocktails easy to drink and sweet. The idea was for it to work as an aperitif, awakening us and our thirst, since we were excited like young kids, looking at everything in front of us.

Once all ingredients were on the grill, about half way through their cooking times, it was time to bring out the cigars I selected for this special pairing: it was a sealed box of Montecristo Double Edmundo (50 x 155), a Vitola de Galera Dobles, a format that was released in 2013. I've had this box since 2015, some of the leaves in the cigars were



Photo credit: Danna Bordali



harvested in 2010, the year I became the winner of the Habano Sommelier competition (in Cuba). This was a box I had been saving for a special moment and nothing better than celebrating the 100 pairings for “Got Rum?”!

As we finished the first cocktail and started smoking the first third of the cigar, we switched to a rum on the rocks. I selected a 10 year old Clément, from Martinique, a classic rum producer in the *Agricole* category. The 10 years spent inside barrels were a perfect combination for the smoke emanating from the grill. From that point on, we started sampling different items from the grill: the taste of the grilled onions was impressive, also the bell peppers with their special caramelized sweetness and the squash all combined to produce an exquisite aroma, everything was moving along as planned.

The time came to assemble the dishes: the squash was so tender that it could have been cut with a spoon, the carved interior provided a perfect holding vessel for the meats and all their juices. The experience was sublime; we could not stop eating, drinking and smoking. It is well known that when we gather with friends, surrounded by great food, drinks and tobaccos, that the topics of conversation and the memories are unique. These activities also create new memories and are the source of countless future anecdotes, a true celebration!

Once the second third of the cigars was done, and having enjoyed all the grilled dishes, it was time to bring out the truffle cake, specially made to celebrate the 100 pairings, accompanied by one of my favorite rums, El Dorado 15 year old. The rum’s complexity and the moment

Photo credit: Danna Bordali





Photo credit: Danna Bordali



Photo credit: Danna Bordali

were special. The cigars exhibited excellent draw all along, with a medium body, thanks for all the years they spent resting in my humidor.

This pairing was priceless for us, surely many consumers would have been happy to pay to enjoy the experience, but we made it just for us, to enjoy and remember everything we've been through surrounded by cigars and rum. We hope we will not have to wait another 13 years to repeat this activity, I certainly hope we do not. I also hope that you and your friends, particularly those you haven't seen in a while, can gather and attempt to have your own similar pairing, with each person contributing to make it happen and make it special.

Cheers!
Philip Ili Barake
#GRCigarPairing

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