

Got Rum?®

MARCH 2021

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



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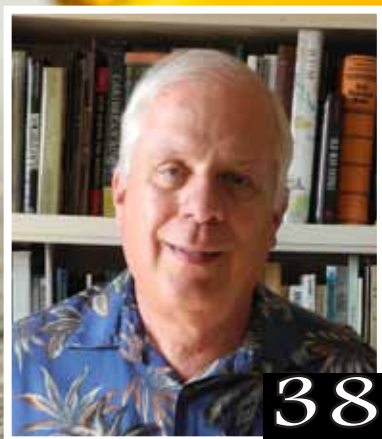
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FRONT COVER: Deep Rum Diving

INSIDE SPREAD: Rum Solitude

FROM THE EDITOR

Marching Into March

February proved to be a very difficult month for most of our fellow Texans: not only did we face one of the coldest winters of our lifetimes (by our standards), but most of us also had to confront it with no electricity or water, as our infrastructure catastrophically failed to support us.

But just like during the aftermath from a tropical storm or hurricane, survivors emerge and start to clean the debris and reconstruct their surroundings, happy to be alive and ready to regain a sense of normalcy.

Psychology recognizes the existence of the “Recency Effect,” which refers to the tendency to remember the most recently-presented information best.

There are a few explanations for why the recency effect occurs.

1. The most recent information is still present in *active memory*. When testing is conducted immediately after learning, any information that was learned last may still be actively held in short-term memory. This increases the accuracy of our recall.
2. Temporal cues may also help improve recall of the most recently learned information.

Perhaps you too recently conquered a difficult challenge or overcame an obstacle that life placed in front of you. If so, I invite you, while the lessons from that event are still in your active memory, to write down what you learned from it and what you’d



do differently next time the situation appears to be headed your way, so you can be better prepared.

March is upon us and life will move on from the hurdles behind us. We will inevitably face other challenges that will help fade the memories of our most recent ones, but the lessons learned now should be preserved for posterity, for our sake and the sake of those around us.

Cheers,

Luis Ayala, *Editor and Publisher*



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

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

THE ANGEL'S SHARE

by Paul Senft



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

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

Cheers!

Jung & Wulff No. 2 Guyana Rum

A couple of years ago while attending a sneak peek event of the Sazerac House in New Orleans, I noticed a display of three rums from a line that I was not familiar with. Jung and Wulff luxury line of rums with products from Trinidad, Guyana and Barbados. The history and inspiration of the brand and their namesakes detail two pioneers of the New Orleans cocktail scene with heavy ties to absinthe, bitters and other spirits.

As far as the rum, in each addition not much information is provided, it is my understanding they are sourced by Sazerac and then blended and bottled at the Buffalo Trace distillery in Kentucky at 43% ABV.

Appearance

The 750 ml bottle is a standard for its size with a colorful label and a white and green security strip with the number two on top of the cork cap. In the bottle the rum holds a dark amber color that lightens into a pleasant honey amber in the glass. Agitating the liquid creates a medium band that drops a wave of thick legs. The band slowly expands and reluctantly drops a second wave before evaporating.

Nose

The caramel sweetness and oak tannins balance nicely on the nose. I detected notes of cooked fruit, molasses and citrus, laden acidity.

Palate

Like the aroma, the first sip of the rum delivers a rush of caramel and oak with the alcohol of the rum stinging the palate

clearing the way for the rest of the flavor experience. Subsequent sips deliver notes of ginger, brown sugar, orange peel, dried apricots, raisins, plums, molasses, cinnamon and toffee. As the rum begins the fade there is a bit of char and mineral that linger in a long vanilla finish.

Review

As I evaluated the rum, I found it reminded me of other products from Guyana that are between four and six years old. The oak flavors tell the tale as they are nicely balanced with the fruity notes of the spirit. My experience with rums from Guyana is that the older and the longer the rums are aged the wood notes become more aggressive and acidic. It was the lack of acidity that led me to guess at the age of the product. Perhaps one of my biggest complaints about the product line is the lack of information about the three products. It is a good representation of rums from the country and an enjoyable sipper and quite functional in any cocktail that requires aged rum. Distribution has been slowly spreading across the United States and recently made headway into Europe.

If you find yourself in New Orleans, make sure to visit the Sazerac House for the cool tour and if so inclined, stop in the gift shop, you never know what products from the Sazerac portfolio you may find.



www.sazerachouse.com

THE ANGEL'S SHARE

by Paul Senft

Tiburon Rum White Tip

In 2015 we were introduced to the first release from the Shark Bait company known at that time as simply Tiburon Rum. It has since been relabeled Tiburon 8-year-old Rum. The rum is fermented from molasses at the Traveller's Distillery in Belize. Column stills are used to distill the liquid and during the blending process a small portion of the head cut is added to augment the flavor profile. The rum is blended to 46% ABV before bottling. A portion of every bottle sold goes to the Oceana Foundation in Belize, a non-profit organization that helps keep the ocean around Belize with its biodiversity and abundant marine resources.

Appearance

The 750 ml bottle is a tall, short necked bottle with a black security wrap holding a black capped plastic cork in the bottle. The labels on the bottle provide the basic information about Ocean Foundation and Tiburon Rum Company.

The liquid in the bottle and the glass is crystal clear. Agitating the liquid created a thin band that quickly dropped a few legs before beading up and evaporating, leaving behind a ring of pebbles around the glass.

Nose

The aroma leads with a lovely floral note that reminds me of a butterfly garden. Light fruit notes of melon, green apple, with a touch of lemon zest that is punctuated by a sweet vanilla

scent that lingers in the nose for a moment before fading.

Palate

The first sip of the rum provides a strong vanilla flavor along with the expected bite of the alcohol creating the foundation for the tasting experience. Additional sips reveal notes of sweet coconut, green apple, cantaloupe, rose water and tart orange zest that creates a light dryness on the tongue. As the flavors of the rum begin to fade, I discovered the sweet vanilla note returned to dominance, mingling with a light copper mineral note. These flavors merge and linger in a light metallic bitter finish.

Review

As I have experienced many of the rums produced by the Traveller's Distillery, I had hopes that White Tip would be a unique, flavorful offering as there is nothing else like it in their portfolio or private bottling. I have to say it surpassed any expectation or predisposition I may have had. There is a lot going on in the flavor profile and some of it is no doubt due to the infusion of some of the head cut into the blend. The higher proof provided a nice robust flavor without being overwhelming and killing the palate.

While I was aware that Tiburon was working on a new product for quite some time, I believe White Tip was well worth the wait.



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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

Dizzy Minestrone

Ingredients:

- 4 Large White Onions, finely chopped
- 3 Tbsp. Butter
- ½ C. Angel Hair Pasta, broken into small pieces
- 3 Tbsp. Tomato Paste
- 1 ½ Quarts Chicken Stock
- ¼ C. Dark Rum
- Ground Black Pepper, to taste
- Optional: Chopped Green Onion, for garnish

Directions:

In a saucepan, sauté onions with butter, until soft. Add the pasta and cook until lightly browned, stir often. Add the rest of the ingredients and bring to a boil. Reduce heat and simmer for about 10 minutes. Serve with grated Parmesan Cheese. Serves 6.



Photo credit: www.quericavida.com

Drunken Cod

Ingredients:

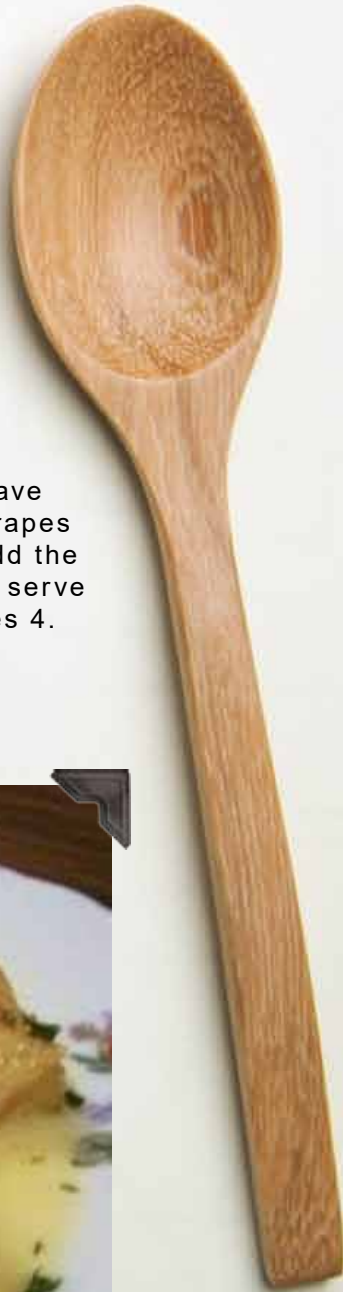
- ½ C. Flour
- 6 Tbsp. Butter
- 4 Medium Size Filets of Cod
- 1 C. Grapes, seedless
- 2 Tbsp. Dark Rum
- 4 Dashes Angostura Bitters
- Cilantro for garnish

Directions:

Lightly flour each filet of cod. In a saucepan, melt the butter and sauté fish until cooked. Remove fish from pan and place on a heated serving platter. Leave the remaining butter in the saucepan and add the grapes and cook for about 2 minutes over medium heat. Add the rum and bitters and heat. Pour sauce over fish and serve immediately. Garnish with chopped Cilantro. Serves 4.



Photo credit: www.foodandwine.com



RUM Aging Science

American Oak: New vs. Used

Introduction

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

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

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

A Research
Collaboration Between

THE **Rum**
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&



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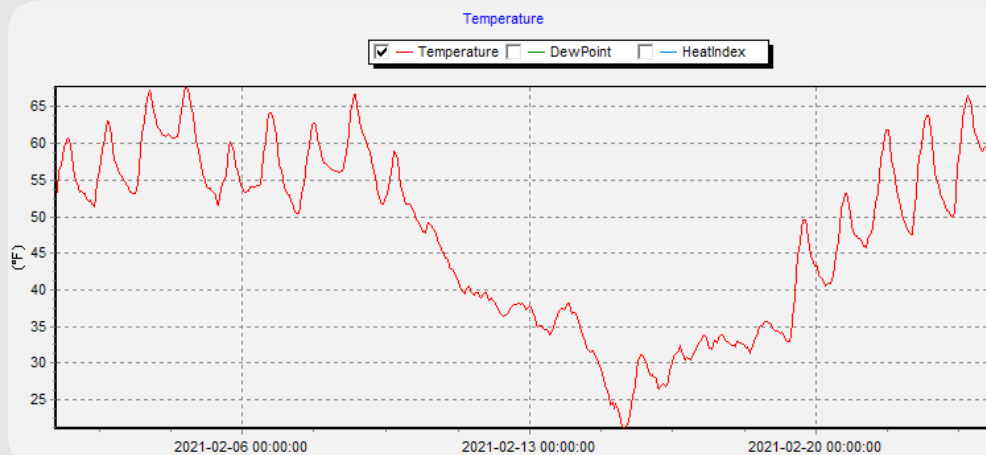


RUM Aging Science

American Oak: New vs. Used

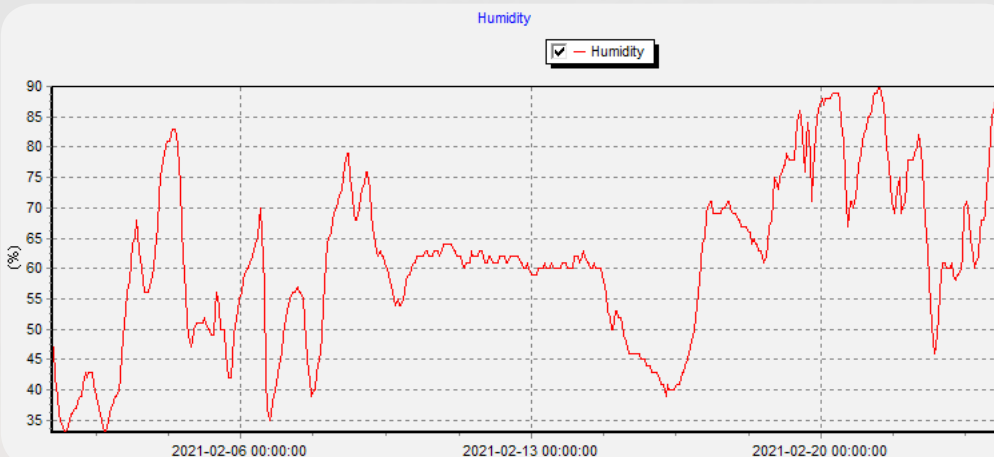
February's Weather

Texas experienced one of the coldest February's in recent memory, with millions of people suffering through it without electricity and water. A picture is worth a thousand words, and there is no easier way to explain how cold it was INSIDE the aging cellar, than through this simple chart:



As you can see, the temperature dropped significantly, as ice and snow accumulated on the roof and against the walls of the building.

As the snow and ice started to thaw, relative humidity inside the warehouse soared too, as recorded on the following chart:



RUM Aging Science

American Oak: New vs. Used

Fortunately, as we write these lines, the weather is returning to “normal” by Texas’ standards, so pretty soon we’ll be having barbeques and mojitos by the pool!

Low Temperature and Aging:

The solubility of many solids increases with temperature. The increase in kinetic energy that comes with higher temperatures allows the solvent molecules to more effectively break apart the solute molecules that are held together by intermolecular attractions. What this means in the world of rum aging, is that the hotter the rum inside the barrel, the higher the extraction rate from the barrel will be. On the other hand, the colder the rum, the less barrel extraction will take place.

Given the extreme low temperature experienced by the rum during February, we expect a reduced quantity of tannins and lignin extracted from the barrels, compared to what the quantity would have been in a warmer month.

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. Two months later, the color has rich golden and red hues.



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

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

Color: Even though a significant part of the month had temperatures near freezing, the darkening of the color indicates a noticeable increase in wood extractives.

Taste: Looks can be deceiving and, while the color is now suggesting deep, complex flavors, the reality is that the taste is very one-dimensional and astringent. The wood extractives need additional time, much of it, in order to oxidize and soften.

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

THE MUSE OF MIXOLOGY

by Cris Dehlavi



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

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

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

Shanghai Buck

I am always excited when I hear about a classic cocktail for the first time. I fancy myself not necessarily as an “expert” on classic cocktails, but I definitely read as much as I can about them, and have a pretty extensive cocktail book collection. I can honestly say that I had never even heard about this one, so when a good friend of mine posted a picture of it recently, I got right to work researching it.

The cocktail is called “Shanghai Buck”, but in reading up on it I went down a different rabbit hole as well, all about Charles H. Baker, Jr. He was a legend in cocktail history, and basically globetrotted around the globe in search of the world’s best cocktails.

In 1926, after the death of a relative, he inherited a large amount of money and booked himself a cruise around the world. Of course the United States was deep in Prohibition during this time and in 1930 he became a publicist for the Hamburg American Cruise Line. This allowed him the opportunity to fund his traveling, and subsequent cocktail research in every port.

He wrote two books, the first in 1939 called “The Gentleman’s Companion” and the second in 1951 called “The South American Gentleman’s Companion”. If you are a book nerd like me, you must get your hands on at least the first one. His books were unique because in addition to recipes, he also told stories about the cocktails and their origins. He is credited with writing about many of the now classic cocktails, and likely the most famous is “Remember the Maine”, a twist on a Manhattan made with Rye Whiskey,



Cherry Heering, Sweet Vermouth and Absinthe. (Try this one with a rich aged rum, you won't be disappointed.)

This article, though, is not about Mr. Baker, but about the Shanghai Buck. Apparently in 1910, a bar called the "British Shanghai Club" was famous for this drink and was the largest Bacardi account in the world at the time because of it. It was also the longest bar in the world, measuring over 100 feet long and almost 40 feet deep. According to Charles H. Baker, Jr., the cocktail was made with golden rum, ginger beer, fresh lime juice and a dash of grenadine. Essentially it is a Dark and Stormy! What I love about this cocktail is that it is a good base for creative bartenders to have a lot of fun. You can use any rum, and depending on which one you choose, the outcome will be vastly different. Homemade grenadine is traditionally made with pomegranate juice, but that too can be tweaked. I spent an afternoon making different versions and this one was by far my personal favorite..... We will call it a "modern classic". The fresh ginger was a nice addition and the two rums added rich flavors of baking spices, molasses and banana.

Cris's Shanghai Buck

- 1.5 oz. Angostura 7 Year Rum
- .5 oz. Smith and Cross Rum
- .5 oz. Fresh Lime Juice
- 1 oz. Ginger Grenadine* (recipe below)

Add above ingredients into a cocktail shaker with ice and shake well. Strain over fresh ice and top with club soda. Garnish with a lime twist and candied ginger.





Ginger Grenadine

In a saucepan add 2 cups of pomegranate juice, 1 tablespoon of chopped fresh ginger, 1 cup of demerara sugar and the peel of one orange. Heat on medium-high for 10 minutes, stirring while the sugar dissolves. Lower heat to medium-low and continue to reduce to a syrup for another 10 minutes. Remove from heat, strain out the orange and ginger, and refrigerate for up to one week.

Cris



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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



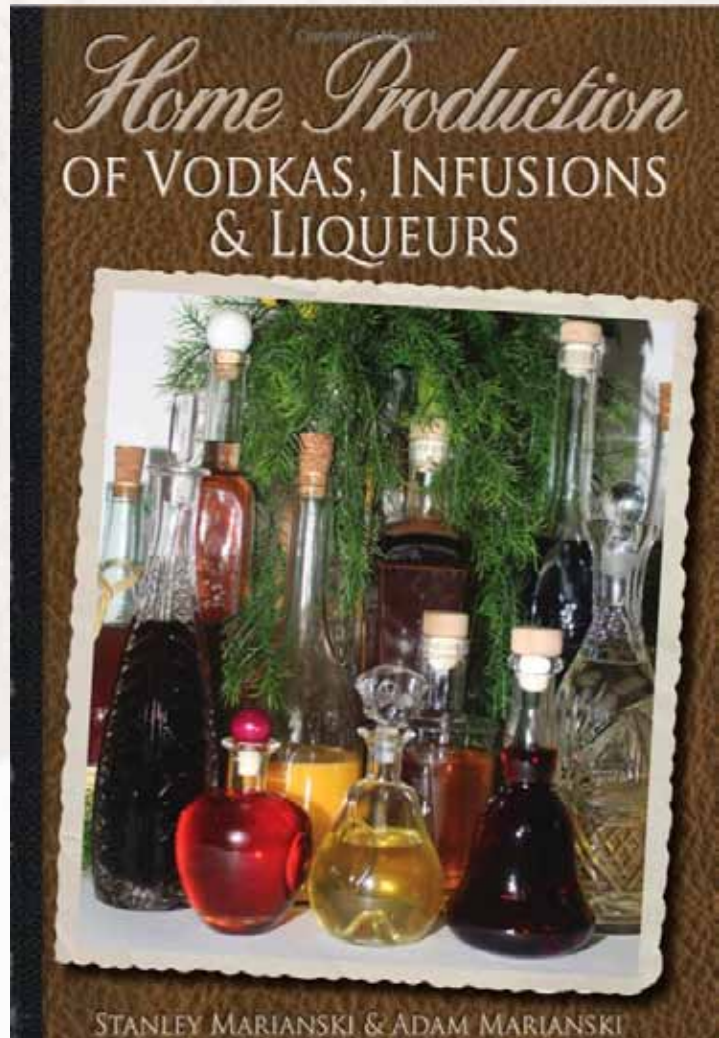
Home Production of Vodkas, Infusions & Liqueurs

(Publisher's Review)

Home Production of Vodkas, Infusion and Liqueurs is another first of its kind book from Stanley and Adam Marianski. This is not just a collection of recipes, but a set of rules that govern the process of making vodka and other alcoholic beverages.

A quote from the book: *"From the start, we decided not to write another recipe book. A collection of recipes does not make a person proficient in a new skill. You have to know the How and Why of making spirits; you have to know the rules that govern the process. First of all you have to realize that alcohol is just a tool, albeit a very important one. Once you understand how to manipulate the properties of alcohol, the rest will fall into place."* To get the reader started, a collection of 103 detailed recipes are included, which can be studied and used as a reference.

By carefully reading this book you will discover that producing new spirits is almost like cooking, one needs to first know the basics and then let the imagination run wild. Everything falls into place and making new drinks becomes routine. After practicing the technique of creating drinks a couple of times, the spirits will consistently be of high quality, become crystal clear and look beautiful. The process can become an art form.



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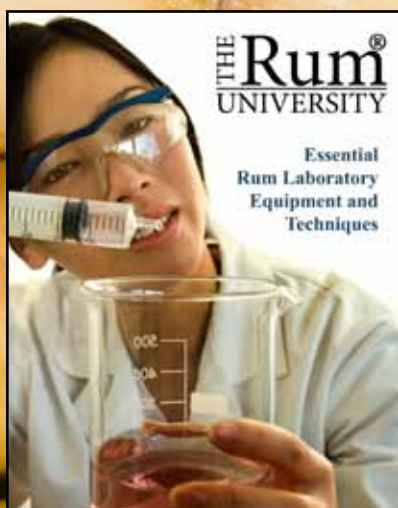
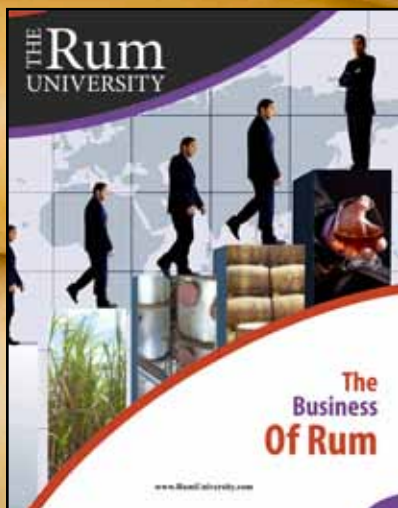


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THE RUM HISTORIAN

by Marco Pierini



My 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.com/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".

A TALE OF RUM

3. SAINT CHRISTOPHE

As I told in a previous series of articles - **AND IF IT WERE THE FRENCH CARIBBEAN THE FIRST CRADLE OF RUM?** - published in 2018, France began late its colonial expansion.

Only in 1626, on direct instigation by the State in the person of Cardinal Richelieu, was the Company of Saint-Christophe founded to promote the colonization of Saint-Christophe (present-day St. Kitts) and other Caribbean islands. The Company got from the Government a monopoly over trade, land ownership and various rights over the settlers. Like the contemporary English settlers, the French too were looking out for land to grow the tropical products so in demand all over Europe. At the beginning they grew tobacco and then they tried with other staples, among which was sugarcane.

The French settlers drank a lot and wine and brandy were among the most sought-after goods. The Company endeavored to get sufficient quantities through, but due to the lack of strong merchant navy it failed

and wine and brandy legally imported from France were both scarce and very expensive. The settlers resorted to contraband, buying from the omnipresent Dutch, but the prices stayed high. The French were expert distillers, they had been distilling wine to make brandy for centuries, and soon someone tried producing in loco something to drink which was strong, plentiful and cheap.

On 13 August 1639, a Jean Faguet requested the Company to grant him an exclusive license to make spirits on the islands of Martinique and Saint-Christophe for six years, both from wine and “any other fruit or legumes that he will be able to grow or find in the islands”. In return, he pledged to pay 20 pounds of tobacco for each cask of water of life produced, on condition that no-one were allowed to distill spirits on the islands. The Company accepted the request.

What kind of spirits did Faguet produce? Definitely, he used cheap local-growing plants, and not imported and expensive wine. It is possible and even almost certain that he made a spirit from sugar cane, but we cannot be completely sure. The natives made various fermented beverages, the most widespread ones were *Masbi*, made from sweet potatoes and *Oüicou*, made from cassava and the settlers drank them for want of anything better. Therefore, perhaps, Faguet distilled these beverages.

In a book written by Jacques Bouton and published in France in 1640, we find that the slaves “are fond of a strong spirit that they call stomach burner”. What was this spirit drunk by the slaves? We don’t know for sure, but definitely it must have been a cheap product, not at all as expensive as imported brandy.

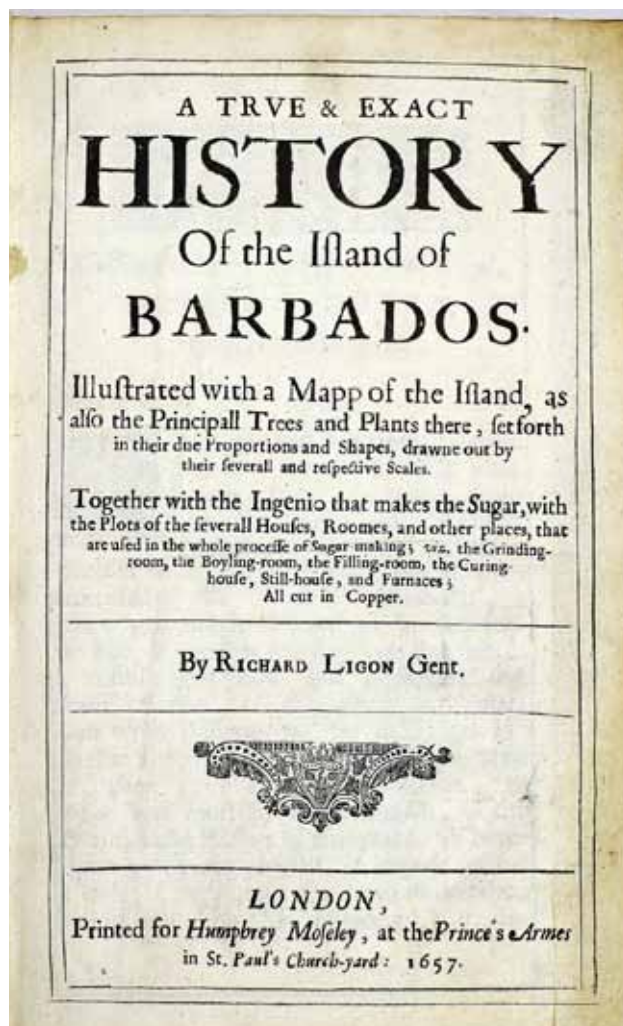
The Capuchin friar Hyacinthe de Caen came to Saint-Christophe in 1633 with a brother friar following Pierre d’Esnambuc, the founder of the colony, and participated in the early colonization of Martinique in 1635. He later met the Dominican missionary Raymond Breton, the great anthropologist and ethnologist, author of the first Caribbean-French dictionary. The Capucins clashed with the local authorities

in Saint-Christophe, and he was arrested and expelled from the island in 1646. He went ashore in Guadeloupe with another friar, and nothing further was heard of them. In 1641, de Caen wrote his “Relation of the islands of Saint-Christophe, Guadeloupe and Martinique ...” which was not published until the year 1932. In this work we read that sugar cane cultivation and sugar making was already widespread and also that the colonists distilled spirits.

In the early years of French colonization, the number of colonists and of African slaves was limited, while the indigenous population was numerous; probably the best way to get strong drinks quickly and cheaply would have been to distil *ouïcou* and other fermented beverages traditionally made by indigenous peoples. In the following years the number of French colonists, and especially the number of slaves, grew rapidly, while the indigenous population continued to drop as an effect of wars, diseases etc. The production of traditional fermented beverages had to decrease together with the indigenous population, just as the demand for strong drinks for the newcomers was growing. Maybe this change spurred the colonists to ferment and distil the abundant and cheap by-products of sugarcane.

Later, the Company decided to start making sugar in their own right in Guadeloupe, where a few settlers had already been growing sugar cane for years. On 7 January 1643, the Company granted a Captain Flament “to make water of life for a period of three years without prejudice to the public freedom to produce it as it is common, and to ship it from France to the islands.” The Company granted Captain Flament permission to produce spirits, but not exclusively. Other settlers could continue to produce spirits, as they had been making for some time.

Capucin Friar Maurile de Saint-Michel published in 1652 a report of his voyage to Saint Christiphe and other Caribbean Islands. Actually, our Friar had been very impressed by the quantity of alcoholic beverages consumed by the colonists in Saint Christophe. He lists them one by one, both the imported ones and the



locally produced ones, among which we find cane spirit: “everybody works hard to get spirits to the island, and that are the lifeblood of this country. Some send it there of *Rososso!* (rose oil?); others produce it from sugarcane wine, and I will soon tell you how it is produced; others from Oüicou; others from Masbi.” Here there can be no doubt whatsoever: Maurile de Saint Michel tells us clearly that on Saint-Christophe several types of spirits were regularly produced, among which one made from sugarcane: our RUM.

Last, but not least, Dominican Friar Jean Baptiste Du Tertre traveled to Guadeloupe in 1640 with two other missionaries during that island’s grueling war with the Indians and remained there until 1647. He is relatively well known among rum history’s enthusiasts, because it is commonly believed that we owe him the

first clear and exhaustive description of rum production in the French Caribbean, contained in his much quoted “General History of the French inhabited Antilles...” published in 1667. “Neither the crushed cane nor the scum that is removed from the second and third sugar boiling cauldrons is useless. The scum is reserved in a trough where it is kept to make *eau-de-vie*, or brandy. The slaves prepare an intoxicating drink from it, and it sells quite well on the islands; ... They [the slaves] are not given water of life to drink, except when they are obliged to do very hard work, or when they are planting tobacco under pouring rain. Water of life has been a bit more common on the islands since sugar started to be produced there, thanks to the secret which has been discovered of making it from the skimming taken from the cauldrons ...” (translated by Bernie Mandelblatt in her seminal essay “*Atlantic consumption of French Rum and Brandy ...*”)

Du Tertre clearly tells us that rum has become quite common in the islands since sugar production began and it was cheap enough to be given to slaves as a reward for some particularly hard or unpleasant work. Du Tertre travelled to the French Caribbean from 1640 to 1647 and he described sugar cane cultivation, sugar production and rum production as an ordinary part of the life and work of the French settlers, but he got back to the Caribbean again in 1656/57 and published this book only in 1667, ten years after his last voyage and more than twenty years after his first stay there. Therefore we can’t be sure that this description describes his first stay, we can’t use it as a sure, reliable, historic source proving the existence of rum production in the French Caribbean in the 1640s. Nevertheless, some years ago I discovered with amazement that Du Tertre had previously written a first, shorter, almost forgotten, report on his voyages immediately after his return to France in 1647. This first book circulated in manuscript form for some years among his circles of relations. Only in 1654 did he decide to publish it in print.

In this first book we find a large and detailed description of the technicalities of sugarcane cultivation and of sugar production. A complex, difficult, little known skill, Du Tertre writes, a veritable industrial secret the French settlers at the beginning found it hard to master; and we find rum too: "Another great bounty is obtained from this sugarcane; because from it excellent spirit is produced, which is sold at a high price in the country."

In the Rum World there is a strong belief, a sort of Barbados Consensus, that is the common, shared, widespread, conviction about the primacy of Barbados in the Origins of Rum. Books, articles, web sites and blogs tell the same old story: Ok, they say, maybe Barbados was not the very birthplace of rum, maybe they did not exactly "invent" it, but for sure it was the cradle of rum, the place where it grew up to adulthood. For only in Barbados did the English settlers start for the first time a real commercial production and massive consumption of rum. The source of this opinion relies mainly on the book of Richard Ligon *"A True and Exact History of the Island of Barbados"* published in 1657. It is a great book indeed, we will deal with it in the next article, but the French sources I have quoted above, were published before Ligon's book.

Thence, can we deny the Barbados Consensus and declare that the French were the first to commercially produce rum and that the English came in second? No, not exactly. There are other documents on Barbados, less clear, but older than Ligon's book, and they should be studied thoroughly before making such a statement. Furthermore, in Saint Christophe there were not only French colonists, but English colonists as well, and this also ought to be studied better. So who came first? I cannot tell precisely, but probably it is not so important: anyway, it would be merely a matter of few years. What I can declare loudly is that the starting of a commercial production of rum was both a French and an English enterprise.

To finish this article, allow me an historic digression not strictly linked with Rum. The history of the early English colonization of the Americas is by far better known than the simultaneous French colonization.

Many authors who have published important works on English colonization tend, whether consciously or not, to treat it as a unique phenomenon, something truly and only English. Yet the French and English colonial enterprises were very similar, as were the societies they created in the Caribbean. They even had similar tastes; both, for example, loved pineapple. The two people were both looking for the same thing: tropical products to send to Europe that would allow them to get rich quickly. Some of the colonists did get rich indeed, even very rich, but the majority of them did not, on the contrary, they had very hard lives. They had to deal with an alien and often hostile natural world; they suffered the devastation of hurricanes and earthquakes; and they suffered from horrible new diseases and an oppressive climate. What's more, they were living in a state of permanent war: the English and the French fought each other, and both fought the Spanish, the pirates and the Carib. Even during rare times of peace, the rich feared the mass of indentured servants, and all the whites feared a revolt of the increasingly numerous slaves. To escape from this hell on earth, both English and French settlers sought oblivion in alcohol.

In short, the French colonisation of the Americas was very much like the British one. With one important difference: in numbers. French migration was small. Historians estimate a figure of 60,000 to 100,000 French leaving for the Americas from 1500 to 1760. Very few if compared to 746,000 British subjects, 678,000 Spaniards, and even 523,000 from thinly populated Portugal. This low number of settlers has been the structural weakness in the French colonization of the Americas.

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 LUCKY BEACH CHARM

INTRODUCTION

The Lucky Beach Charm cocktail is a delicious craft rum cocktail that is easily recognizable by its brilliant bright green color. With its creative and fanciful name, the cocktail may very well be the lucky rabbit's foot, Irish Shamrock or the wishbone of the cocktail world. However, the name of the cocktail, The Lucky Beach Charm, was inspired by a sea cottage with a similar name and created by yours truly. And with more alcohol by volume than a Piña Colada, but less than a Hurricane, the Lucky Beach Charm may just have the consumer feeling great and lucky after just one cocktail.

MATERIALS & METHODS

Ingredients:

- Light Rum – 2 oz (60 mL)
- Midori Liqueur – 1 oz (30 mL)
- Peach Schnapps – 0.5 oz (15 mL)
- Cream of Coconut – 0.5 oz (15 mL)
- Pineapple Juice – 4.0 oz (120 mL)
- Garnish: Lime Wedge

Directions:

1. First, add all ingredients to a cocktail shaker filled with ice.
2. Next shake vigorously for 10 – 15 seconds.
3. After shaking the cocktail, double strain slowly into a cocktail glass of your choosing filled with crushed ice.
4. Finally, garnish with a lime wedge.
5. Enjoy and cheers to luck!

DISCUSSION

Historical Origin

Throughout history people have been engaged with superstition and luck. The concept of a lucky charm is the output from this type of thought and behavior, and the belief that an object, action or circumstance that is not logically related to a course of events influences its outcome (1). Whether lucky can be manipulated or harnessed is where the lucky charm really comes into play, but there are countless examples of good luck when a lucky charm was not involved. For example, when French chemist, Eduard Benedictus, dropped a glass flask coated with plastic cellulose nitrate around it, and it did not shatter, the safety glass windshield was born. Another example occurred when Sir Alexander Fleming who was working on influenza virus in 1928 accidentally left his cultures out while he went on a two-week vacation and they inherently became mold contaminated. When he came back, he noticed the bacteria in his cultures would not grow near the mold and thus penicillin was discovered.

Yet, while most scientists dismiss luck and superstition as irrelevant fiction and creations of irrational thought, many people do believe in the concept of a lucky

charm and attest their run of good luck to the charm that they keep close to them. Lucky charms are prevalent in most world cultures and have been for eons (2). Some unusual examples of individuals carrying lucky charms include Michael Jordan who wore an extra pair of shorts from his college, the University of North Carolina, under his Bulls uniform for good luck in every game and actor, Benicio del Toro, who wears a ring with a wooden core so he can always knock-on wood whenever needed (3).

Flavor Profile

Rum

An 80 proof (40 % alcohol by volume) low congener rum, a light rum, is used in the architecture of The Lucky Beach Charm because it allows the other ingredients that are added to the cocktail to express their phenotypic properties. Light rums of this type lack a suite of esters that would have impacted flavor, thus allowing the other ingredients to contribute to the flavor of the cocktail. Another advantage of the use of light rum is that it is already clear after it has been distilled and filtered to remove impurities. The transparent nature of light rum also allows the additional ingredients to contribute and impact the overall color of the cocktail. The additional ingredients which are added to the cocktail contain complex molecules, most having several multiple bonds that are conjugated, which appear as being colored (4).

Additional Ingredients

Midori Liqueur

Midori, which is the Japanese word for green, is a sweet, bright green-colored, melon-flavored liqueur made by Suntory. Shinjiro Torii, founder of Suntory, had a lifetime dream to create a colorful Western liqueur and Midori was developed. First released in 1964 under the name “Hermes Melon Liqueur”, but known today simply as “Midori”, the liqueur was exclusively made only in Japan until 1987 (5). It is the presence of Midori in The Lucky Beach Charm which contributes the most to the cocktail's color and sweetness.

Peach Schnapps

The term Schnapps is German and originated as a waggish term for any strong drink in the country. However, in America, the term schnapps is meant to indicate a cordial. Peach Schnapps owes its legacy to Earl LaRoe, a flavor scientist for National Distillers, who was inspired by the peach flavor after cutting his peach trees one day in Florida. The company went to make the clear, naturally flavored peach cordial we know today (6).

Cream of Coconut

The addition of Cream of Coconut to The Lucky Beach Charm is intentional but not only for its flavorful coconut aromatic property. Cream of Coconut is a blended cream from the hearts of coconuts with the perfect proportion of cane sugar added. The result is a processed coconut milk that is thick and heavily sweetened. Cream of Coconut provides a frothing texture to the cocktail after it is shaken in the cocktail shaker which makes the cocktail even more enjoyable.

Pineapple Juice

The use of a large volume of pineapple juice which constitutes 50% of the cocktail enhances the sharpness of the cocktail. Pineapple Juice is moderately sweet with natural sugars. More importantly though, pineapple juice has an acidity level ranging from pH 3-4. The more acidic the juice the more presence of hydrogen ions. The more hydrogen ions that are available, the greater the impact on the sour taste receptors in our mouths.

NUTRITION

The Lucky Beach Charm cocktail is a charming cocktail as its name suggests both in taste and appearance. Similar in calories to the Hurricane cocktail and sugar content of the Planters Punch cocktail, its flavor profile is more analogous to a melon flavored pina colada. With a total of 368 calories in the total 8 oz cocktail it may be more appreciated on a hot summer day or after an hour-long outdoor activity. The cocktail ABV of 15.5 per Fl oz is rather strong for a cocktail as well, being just slightly below

the Hurricane cocktail which is known for its strength and registers at 18.8 per Fl oz.

NUTRITION FACTS

(Amount Per 1 Fl oz in an 8.0 Fl oz Cocktail)

Calories:	46.0
Total Fat:	0.6 g
Cholesterol:	0 mg
Sodium:	1.1 mg
Total Carbohydrates:	5.3 g
Dietary Fiber:	0.3 g
Sugar:	5.1 g
ABV:	15.5

CONCLUSION

Luck and superstition have been present over the course of recorded history, and so has the reliance on lucky charms. Wearing a lucky charm has been linked to beliefs ranging from adding protection, blocking failure, and increasing performance. Most scientists today believe that the thought of a lucky charm is irrational. However, if having a lucky charm does help one feel better, then drinking one called The Lucky Beach Charm will make one really feel better. I can attest to this. It's a four-leaf clover, rabbit's foot, horseshoe, ladybug and rainbow all in one glass.

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RUM IN THE NEWS

by Mike Kunetka



FLOR DE CAÑA

Flor de Caña has been honored with the prestigious "Sustainability Award", the highest distinction given during the 2020 Green Awards organized by The Drinks Business, in recognition of the brand's leadership within the industry and historic commitment to sustainable practices. Today, Flor de Caña is the only global spirit to hold the world's two top sustainability certifications: Carbon Neutral and Fair Trade. While this achievement impressed the judges, it was the additional efforts of this family-owned brand that secured its position as recipient of the award, in particular the use of 100% renewable energy to distill its rum, planting 50,000 trees annually since 2005 and its programs to support the local community. The Carbon Neutral certification, issued by Carbon Trust, assures consumers that Flor de Caña offsets all carbon emissions during the entire lifecycle of the rum, from field to market. Meanwhile, the Fair Trade certification, issued by Fair Trade USA, verifies that the rum is sustainably produced in compliance with over 300 rigorous labor, social and environmental standards. The Flor de Caña story began in 1890 when a young Italian adventurer decided to establish a distillery at the base of Nicaragua's tallest and most active volcano, the San



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.

Cristóbal. 130 years and five family generations later, the entire production process of Flor de Caña continues under the supervision of the same family, mastering the art of sustainable rum making. Flor de Caña is a sustainably produced premium rum that's Carbon Neutral & Fair Trade certified. From an 1890 family estate, it's distilled with 100% renewable energy and naturally aged without sugar. It was awarded "Best Rum Producer of the Year" by the International Wine and Spirit Competition in 2017. www.flordecana.com

WIRSPA

Caribbean rum producers are joining forces with French group CIRT-DOM, to get the best deal for their exports into major markets, particularly the European Union. Rum producers of the Caribbean Forum, members of the West Indies Rum & Spirits Producers Association (WIRSPA), recently signed a MOU with their French counterparts CIRT-DOM – the traditional rum producers of Martinique, Guadeloupe, French Guiana and Reunion, which are all Departments of France.

The two groupings, each representing a tradition of rum production that stretches back hundreds of years, have with this sixth accord, renewed their commitment to working together in the interest of building the rum category based on authentic provenance, common rules and promoting a level playing field against increasing competition from products which benefit from production subsidies. According to Chairman of WIRSPA, Komal Samaroo, "We have a long history of collaboration with our French counterparts, almost 25 years since the signing of our first agreement in 1997. Together we face a sharp rise in non-traditional imports of rum into our traditional markets, especially the European Union and the UK. Many of these competing brands do not always follow the rules, and many benefit from extensive production and marketing subsidies which place us at a competitive disadvantage. These developments, coupled with the impact of Brexit and the new trade deals being pursued by the UK, underline the need for joint action." Alain Chatel, President of the French grouping CIRT-DOM said, "We have worked with WIRSPA over several decades to promote rum rules that respect origin, and to urge compliance with the regulations which do not permit flavoring of rum, and labelling regulations that are truthful. Both our groupings are traditional producers of authentic rum based on true provenance, and we have together worked to build the reputation of rum as a quality premium spirit, alongside the best of the best. We share a common philosophy." The "Conseil Interprofessionnel du Rhum Traditionnel" (the Interprofessional Council for Traditional Rum) comprises the rum producers of Martinique, Guadeloupe, French Guiana and Reunion. West Indies Rum & Spirits Producers Association (WIRSPA) is one of the oldest private sector trade associations in the Caribbean. It represents rum producers in Antigua & Barbuda, Barbados, Belize, Haiti, Dominica, Dominican Republic, Grenada,

Guyana, Jamaica, St. Vincent & the Grenadines, St. Lucia, Suriname and Trinidad & Tobago. <https://www.wirspa.com/>, cirt.dom@wanadoo.fr

KOLOA RUM

Hawaii's award-winning Koloa Rum Company announces international distribution expansion as the brand's premium Hawaiian rums debut at retail in Australia. The result of a new relationship with Australia's largest online drinks retailer, Endeavor Marketplace, Koloa Rum products can now be purchased online through Dan Murphy's. "Our retail expansion in Australia is an important step toward our goal of increasing distribution and availability of Koloa Rum products internationally," said Bob Gunter, President & CEO of Koloa Rum Company. "Dan Murphy's has a long-established reputation for being the largest liquor retailer in Australia, and their focus on craft and imported spirits makes them a perfect platform for our premium Hawaiian rums." Koloa Rum products including its premium Kaua'i Coconut and Coffee rums are now available through Dan Murphy's online ordering platform, which is available across Australia's six states.

Koloa Rum Company was founded to create superior Hawaiian rum and ready-to-drink cocktails using locally sourced ingredients. In doing so, Koloa Rum provides quality employment opportunities for the community of Kaua'i and meaningful support to the local agricultural industry by increasing cultivated acreage and preserving open space. <https://www.koloarum.com>, www.danmurphys.com.au.

RON ABUELO

Ron Abuelo XII Two Oaks, Selección Especial is now available in the US market. It is the new rum from the Panamanian company Varela Hermanos SA. It is imported to the U.S. by Total Beverage Solution, SC. It is the new member of the Abuelo family: Ron Abuelo Añejo, Ron Abuelo 7 Años, Ron Abuelo 12 Años, Ron Abuelo Two Oaks, Finish Collection (Oloroso, Napoleón & Tawny) and Ron Abuelo Centuria. This special edition rum is a blend of rums aged between 8 and 40+ years, with an average of a little more than 11 years old. This drink begins its double maturation in white oak bourbon barrels and completes its aging in American oak barrels for about 9 months. Luis J. Varela, Jr., third generation of the Varela family and current head of the company, focused on creating a rounder, silkier product about the range of flavors that exist in Abuelo's showcase. He wanted to create a smoother, more exceptional rum, relying on new techniques. The Ron Abuelo XII Two Oaks is matured twice since it spends its last nine months before bottling in 200-liter virgin American oak barrels that have been strategically cut inside to ensure maximum extraction from the surface. Inside the barrel, the rum undergoes slow carbonization at different temperatures ranging from 25° to 32°C, transforming the sugars in the wood into delicious caramel notes. In the end, the barrel is blended with rum from just over 11 years old for its final nine-month aging and

finishing phase. The result is a dark mahogany rum with a bouquet of light smoke and toasted oak supported by vanilla and nuts. Slightly smoky and velvety in the mouth, Two Oaks has an intense flavor of spices, caramel, and roasted coffee beans with hints of coconut that lead to a long, lingering finish. <http://www.ronabuelopanama.com/>

BACARDI

Bacardi, the world's largest family-owned spirits company, announces the launch of Mix Lab an innovative app that gives cocktail lovers the experience of a well-crafted cocktail at-home and the ability to create personalized cocktail recipes based on the ingredients they have on hand. The platform also offers opportunities for bartenders to showcase their expertise, while building their name and reputation.

Born out of people's lack of inspiration and confidence in making a cocktail from home, Mix Lab is perfect for cocktail enthusiasts of all levels who, due to the pandemic, have been inspired to become "at-home bartenders." This has been made evident by the spike in internet searches for "easy cocktail recipes" throughout 2020, resulting in 40% of U.S. consumers being interested in make-at-home cocktail kits (Nielsen CGA 2020 survey). Furthermore, the latest 2021 Cocktail Trends Report from Bacardi highlights that one in four people in the U.S. say they are now making cocktails at home, and one in five people in the U.K. are hosting virtual gatherings from their homes, indicating that the trend of at-home drinking and cocktail-making kits is set to continue into 2021 and beyond.

Mix Lab serves as a one-stop-shop for this expanding community of cocktail lovers, with ultra-personalized recipe recommendations, easy-to-follow video tutorials from expert bartenders and in-app product purchase (currently only available in the U.S.) all in one place. The tools needed for a delicious and simple, yet customized cocktail, are right at the user's fingertips, and made possible by the following features:

- **My Bar Tool:** Provides recipe recommendations based on the ingredients users already have on hand, enabling them to create a personalized cocktail at-home. Simply add in your ingredients and watch the recipes appear.
- **Vast Library of Recipes:** Users have access to over 300 cocktail recipes (and growing!) by their favorite bartenders so they can browse and try a cocktail that matches their preferences. Cocktails range from classics like a French 75 and a Moscow Mule to more unique concoctions like a Chai Old Fashioned.
- **Ultra-Personalized Recommendations:** Utilizes an AI-driven recommendations engine that suggests cocktail recipes based on the user preferences selected when creating their profile, curating personalized options based on what they like, while removing any suggestions they don't.
- **In-App Purchases + Online Delivery (via Thirstie):**

Gives users in the U.S. an easy way to stock up on ingredients for at-home cocktail creations.

- **Gifting Shop:** In the U.K., Mix Lab hosts a gifting site where consumers can shop for their favorite spirits and alcohol gift sets.

Developed by Bacardi with both the consumer and the bartender in mind, the app allows users to master and experiment with mixology from the comfort of their homes. Mix Lab is now available to download for free on iOS and Android platforms. www.mixlabcocktails.com

PHENOMENAL SPIRITS

Just two years after officially opening its doors for business in December of 2018, Phenomenal Spirits has secured formal distribution agreements for its spirits brands in France, Denmark, Poland and the UK. In February of 2020, the company formally launched Ron Izalco 10 Year Rum in the US and soon followed with the launch of Ron Izalco 15 Year Cask Strength Rum and RY3 Whiskey Finished in Rum Cask. Distribution of Phenomenal Spirits three ultra-premium brands in the US has since expanded to include California, Connecticut, Maryland, Delaware, Washington DC, Alabama and Mississippi with aggressive plans for continued expansion in 2021. Phenomenal Spirits was founded by visionary spirits entrepreneur Karthik Sudhir with the mission of invoking phenomenal moments for phenomenal people through handcrafted, authentic and exceptionally high-quality spirits that fill unmet gaps in the spirits category. To accomplish his mission, Sudhir assembled a team of dedicated professionals including Master Blender, Matt Witzig, Co-founder and Master Distiller of Joseph Magnus Distillery. Sudhir commented, "High-end spirits and rum connoisseurs are eager for new expressions that are complex yet beautifully balanced and fill an untapped need in their drinks repertoire. Ron Izalco 10 Year is a 43% ABV full-bodied rum that is less sweet than competitive offerings. It is straight-aged 10 years in ex-bourbon barrels utilizing Solera ageing and perfectly suited for sipping or enjoying in high-end craft cocktails. Ron Izalco 15 Year Cask Strength is an unrivaled blend of Spanish-style rums straight-aged for a minimum of 15 Years & crafted with no sugars or additives. It was created to provide connoisseurs with a pure and authentic rum drinking experience. Since its inception, Phenomenal Spirits have received numerous awards giving testimony to the superior quality and craftsmanship of the extraordinary liquid in the bottle. In 2018, Ron Izalco 10 Year won a coveted Gold Medal at the San Francisco World Spirits Competition followed by numerous awards in 2019 including: Double Gold & Rum Trophy at the International Spirits Challenge and Master of Rum in the Ultra-Premium category from Spirits Masters. Sudhir added, "I am confident that we have established a solid framework that will allow for continued growth and expansion in 2021 both in the US and abroad. In addition to successfully launching three spirits in 2020, we invested in building our own fully functional blending facility that allows us to control quality and

consistency while achieving scale and operational efficiency. Our aggressive plans for 2021 include continued innovations that meet untapped consumer demand, distribution growth throughout the US, and global expansion to Asia and additional European markets. We are passionately committed to bringing our amazing portfolio of spirits brands and drinking experiences to new consumers around the world.”
<http://www.phenomenalspirits.com>

RHUM SAINT JAMES

Rhum Saint James is launching a range of three premium rhums, a VO, a VSOP and a XO. This new range marks a real turning point in the history of Saint James. Rhum enthusiasts will now be able to travel through the range and better appreciate their craftsmanship and philosophy. To show their deep respect for the island on Martinique, the distillery incorporates sustainable development into every step of the production of its rhums, with the aim of achieving a neutral carbon footprint. With this in mind, the new glass bottles are made with a percentage of recycled glass. The labels, cases and gift boxes are also now certified by the Forest Stewardship Council. The first release will be the flagship VSOP, bottled at 43% ABV. This was released last month in 700 ml bottles in France and will appear this month internationally. Marc Sassier, master blender at Saint James, calls it “the quintessence of the Saint James style, powerful and charming at the same time”. Saint James Distillery has been making rum using pure sugarcane juice from its own plantations since 1765. The VSOP has been aged for more than four years in American ex-Bourbon oak barrels and new American oak barrels. <https://rhumsaintjames.com>

INTERNATIONAL SUGARCANE SPIRITS AWARDS

The International Sugarcane Spirits Awards aims to become the major sugarcane spirits competition in the world, spanning the expertise of both the Paris and the London Rum Festivals. Their goal is to bring together the skills of the world's top experts to create the most legitimate and prestigious international awards, showcasing both the dynamics and the diversity of sugarcane spirits industry. The competition aims to bring together producers, brands and independent bottlers from all over the world in order to unearth and highlight excellence, to promote the growth of sugarcane spirits around the world and to celebrate it internationally through major media coverage. Ian Burrell, ISS Awards vice president, judge and global Rum Ambassador said, “The International Sugarcane Spirit Awards is the most comprehensive Rum and Sugarcane spirit tasting awards ever created. With expert judges sampling rhums and cane spirits from all over the world from the comfort of their own homes - and with 30 days to sample - each spirit has been thoroughly analyzed and critiqued in a way that no other spirit tasting competition has done before.” More than 280 sugarcane spirits from 43 countries were entered into the following categories: white, aged and vintage variations of fresh pure cane juice rum, molasses

and mixed rhums, and Cachaça, as well as sweetened rum, craft rum and more. The ‘Canne d’Or’ is the highest prize awarded at the International Rum Awards, the most prestigious award in the Rum Industry. It is granted to the best rum of the year chosen from among the best Finalists. This year’s Canne d’Or winner was Emotion 1969 from the New Grove Distillery in Mauritius. Gold Medals were awarded to Longueeau Rhum Blanc Agricole from Guadeloupe; HSE Very Old Rhum Agricole VSOP and HSE Rhum Agricole Extra Vieux Whiskey Kilchoman Cask Finish from Martinique; Monymusk White Overproof Rum from Jamaica; Mount Gay XO from Barbados; Savanna Single Cask Grand Arôme Chai Humide 12 years from Reunion; Embargo Añejo Blanco, a blend from Guatemala, Cuba, Martinique and Trinidad & Tobago; Bocatheva Barbados & Jamaica - 3 Year; Plantation Rum Vintage Fiji 2005; Arborea Cachaça Brancafrom; Cachaça Seleta Umburana; Reserva 51 Cachaça Extra Premium Singular; Mhoba Rum French Cask Rum from South Africa; Papillon Freespirit from Guadeloupe; Chairman’s Reserve Spiced from St. Lucia and La Fabrique de l’Arrangé Ananas Fruit de la Passion from France. <https://www.iss-awards.com/>

HOLMES CAY

When Eric Kaye started Holmes Cay, his goal was to seek out the world’s best rhums and release them unadulterated and at cask strength. Since he is located in New York, rum lovers in the United States will have a better chance to purchase these ultra-premium selections. The first releases for 2021 will be Guyana 2003 Uitvlugt and Jamaica 2011 Wedderburn. The Guyana 2003 Uitvlugt was distilled at Guyana’s Diamond Distillery on the historic Uitvlugt French Savalle four-column still, a unique part of Guyana’s long rum-producing heritage. Formerly located at the now-closed Uitvlugt Distillery, it was relocated to Diamond Distillery in 2000. A molasses-based antique column still distillation, the Uitvlugt 2003 edition is a lovely combination of familiar tropical notes and lighter flavors in a subtle combination. It was aged for 2 years in Guyana and for 16 years in ex-bourbon casks in the UK before being bottled in New York State in 2021. At 18 years, it is the oldest Holmes Cay rum released to date. It was bottled at full barrel proof of 51% alcohol by volume. Four casks were selected for a total of 858 bottles. The Jamaica 2011 Wedderburn rum is from the Clarendon Distillery in Jamaica. It’s a classic example of an aged medium-ester pot-still Jamaican rum, created through lengthy open tank fermentation of molasses with natural yeasts. This 100% pot still rum was distilled in 2011 and bottled in 2021. It was tropically aged for 3 years in Jamaica in ex-bourbon casks, with 7 years further aging in the UK before being bottled in New York State. No sugar, color, flavor nor adulterations were added in the making of the Jamaica Wedderburn 2011, which was bottled at cask strength, or 59% alcohol by volume. Only 4 casks, 1050 bottles, of the edition are available. <https://www.holmes cay.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.

Pisces the Fish

February 19 - March 20

Pisces, an appropriate water sign, keep an extremely low profile compared to others in the zodiac and are sensitive, quiet, imaginative, and trustworthy. They can be overcautious and sometimes gullible which can cause the Pisces to be taken advantage of, which is unfortunate as this sign is quite gentle.

My initial thought for a cocktail was the **Dark and Stormy**, a simple, yet very complex cocktail with many imaginative variations. Created in Bermuda just after World War I, the Dark and Stormy was originally made with Gosling's Black Seal Rum.

- 2 oz. Dark Rum
- 3 oz. Ginger Beer (do not substitute with ginger ale)
- Squeeze of a Lime Wedge

Build these ingredients in a rocks glass over ice.





EXCLUSIVE INTERVIEW

by Margaret Ayala



James Warren, Master Distiller. Wild Horse Distillery, Inc. Kingsville, Texas, USA.

I love interviewing entrepreneurs: I find their stories inspiring, motivating and refreshing! Small businesses are at the core of any country's economy and I am always happy to share their stories with our readers. Wild Horse Distillery is an example of uncompromising passion for the craft. Their rums are fantastic and I can't wait to see what else they release in the future!

Margaret Ayala, Publisher



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

James Warren, Master Distiller. Wild Horse Distillery, Inc. Kingsville, Texas, USA.

Q: I understand you, your sister and brother-in-law founded the distillery. What inspired you all to get into the spirits industry and why rum?

Wild Horse Distillery is a family owned and managed distillery. Jacob & Lisa Bynum (husband and wife) along with Lisa's brother, James Warren, began preparing for this opportunity over a decade ago while also in the midst of stellar growth of Rifles Only—a world class long range firearms training facility that was started as a grass roots effort at the turn of the



century. After hearing stories of combat troops distilling their own spirits while on tour, their interest was piqued. The addition of a distillery to their business portfolio seemed as natural as sharing a drink with their friends after a hard day of training on the Rifles Only range.

While Lisa and Jacob naturally understood the consumer product industry through their other business endeavors, James, our master distiller, developed a passion for distillation and a keen sense for consumer taste preferences that are the hallmark of Wild Horse Distillery spirits. While it is important to us to use Texas-sourced ingredients and provide an ingredient-to-glass Texas product experience to our consumers, extensive experimentation and exquisite taste profiles set Wild Horse Spirits apart.

In an effort to bolster the resources required to launch and manage a world class brand, the crew brought on a lifelong friend to work closely with them on business management and all things Wild Horse. Troy Cox came with a track record of success launching and managing some of the globe's top consumer brands, however, most importantly, he was Jacob's childhood friend. Troy grew up a couple of miles from what is now Wild Horse Distillery while also forging a lifelong friendship with James (and Lisa) during their time as high school basketball teammates.

It is through our family's diverse skill sets and collective passion for the spirits business that we set out to create a new generation of Texas spirits at Wild Horse Distillery.

It is an uncommon opportunity to pursue an endeavor with those closest to you. We honor that opportunity through our diligent craftsmanship of each bottle of Wild Horse Distillery spirits—from our family to yours.

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

The background that inspired the creation of Wild Horse Distillery cannot be told without mentioning Rifles Only which is located adjacent to our distillery and founded by three of our current distillery partners.

Rifles Only was started as a grass roots effort and has become one of the world's top 5 class-5 firearms training organizations over the last two decades. This business was built from a grass roots effort which afforded the founders deep connections within this community—serving all branches of the US military, scores of agencies around the world and million+ shooting enthusiasts. It was through these deep relationships that the seed for Wild Horse Distillery was planted, cultivated and has now come to fruition.

Clients of Rifles Only come from every corner of the world and are often members of nation's most elite and lethal combat forces. Training sessions are often multiple days or weeks. During an extended training session 10 years ago, an Australian special forces soldier showed us how he distilled his own spirits in the mountains of Kandahar. It was from here that our initial interest was piqued and led us to take steps to refine our processes, localize our ingredients and create what is now Wild Horse Distillery.

Q: Wild Horses and Texas are not typically associated with rum. What has been the reaction of the market to your distillery and your rums?

Our distillery is located in the northern most part of what was once known as The Wild Horse Desert. This designation is fairly well known by current inhabitants of the area. This is a key part of our product

and brand story—we source ingredients from this area and the culture / work ethic is engrained in everything we do at Wild Horse Distillery. Below is a brief history of the area and how it translates into what we do and how we do it:

In the early 1800s, this area located in the heart of Texas Tropical Trail Region was known as “The Wild Horse Desert.” where large herds of mustangs ran wild. These herds are said to have drifted over the northern border of Mexico and others were left behind from 17th century Spanish expeditions. The number of horses in these herds was so great that early explorers wrote of having to hire guards to watch their horses and pack mules to keep them from running away with the herds.

The early cowboys and ranch hands perfected their skills in capturing and taming the mustangs by building makeshift corrals. The mustangs were eventually sold to ranchers, cowboys and soldiers including Ulysses S. Grant, future General and President, while he was camped on Corpus Christi Beach with Zachary Taylor's Army.

By the end of the 1850s, the area between the Rio Grande and the Nueces River became disputed territory known as the Wild Horse Desert, where neither the Republic of Texas nor the Mexican government had clear control. Ownership was in dispute until the Mexican-American War. The area became filled with lawless characters that deterred settlers in the area.

An agreement signed between Mexico and the United States in the 1930s put the liability of payments to the descendants of the original land grants on Mexico. Eventually, nine Mexicans and Spaniards—two were women—gained ownership of the disputed land.

Cattle still reign supreme in Texas, thanks in part to Captain Richard King and his partner Mifflin Kenedy, two of our greatest ranching heritage icons. Both self-made men, King and Kenedy created a ranching dynasty that continues to thrive today.



Kingsville is the birthplace of American ranching. It's also where the stretch of coastal grasslands once known as the Wild Horse Desert begins.

Like those that roamed the Wild Horse Desert in 19th and 20th centuries we see a rich, abundant land that has provided for not only the families of South Texas, but the nation and world for generations. The history of this land is characterized by the vision and resourcefulness of its inhabitants that shaped it throughout its history. A land with an abundance of mustangs before there were automobiles, the birthplace of the American cattle industry and an area world renowned for its oil and gas production.

At Wild Horse Distillery, we aim to honor the vision of our forefathers as our own by utilizing the unique resources available to create a truly unique and world class product. We have perfected the use of distinctive local ingredients & flavorings and crafted our product in single batch stills. Utilizing the same tenacity and

vision as our forefathers, we have tamed the Wild Horse Desert once again to bring you honest, hand-crafted spirits. Born in the Wild Horse Desert. Fueled by the Goliad Sands Aquifer. Inspired by Freedom.

Q: What was the process like, working with your local government, to get your permit approved for the distillery? How long did it take?

We were fortunate enough to acquire legal assistance in this area from seasoned attorneys that managed the approximately 10 month process for us. Our local government of Kingsville supported us tremendously at launch and we've built a great on-going partnership with them.

Q: What was your biggest challenge and how did you overcome it?

Finding a distribution partner that aligned with our launch needs and long-term vision. We changed distributors after our 1st year. It is a testament to the



professionalism and operational excellence of our current distribution partner, Favorite Brands, that the transition was smooth and our business grew substantially through that time.

Q: As with many other craft distilleries, each person wears more than just one hat. Aside from being head distiller, what other job functions do you have?

Although I participate, review and evaluate the accounting side of the business, this is about the only thing I don't do. Outside of my duties as a distiller, my biggest impact is on the sales and marketing functions.

Q: What rums are you currently producing?

- White. This hand crafted rum is distilled in small batches solely from ingredients found in the Lone Star state. The taste profile is smooth and creamy with pleasing sugarcane aromas accented by hints of vanilla and

molasses. It offers a distinct, creamy finish to traditional rum cocktails and tiki drinks!

- Gold. A naturally sweet rum with beautiful, bold American Whiskey notes blended with a creamy honey and a balanced mesquite body, finishing with complimentary notes of caramel and Texas spice. Great as a sipper, mixed in your tiki drinks or with more traditional rum cocktails like mojitos, dark n stormy's and rum based mules.
- Texas. Finished in char 3 American oak barrels, this rum has the overall taste profile of an aged whiskey in addition to a subtle, sweet nose of vanilla and caramel. The body highlights distinct notes of butterscotch, charred oak & mesquite with an exceptionally long finish. Great as a sipper or as a savory addition to your traditional whiskey drinks.

Q: What type of still do you use to distill your rums?

We started with a 150 gallon copper pot still which we outgrew and now operate a 500 gallon copper pot still.

Q: Can you describe your fermentation, is it the same for all rums?

Fermentation is the same for all of our current rums. We use a 475 gallon closed-air, fermentation tank in a climate-controlled environment. As most distillers agree, a slow fermentation is key to a rich flavor profile. Our fermentation takes approximately 6 weeks.

Q: I understand there is an aquifer near your distillery where you draw water for your productions. Can you tell us more about it?

The Goliad Sands Aquifer is one of the most mineral rich aquifers in Texas and it runs directly beneath our distillery. This water provides a distinct texture and taste profile to our products while also maintaining the integrity of our Texas ingredient-to-glass process.

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

Yes, we are always developing new products and are currently working on two new ones to bring to market later this year.

Q: Where are your products currently available for purchase?

We are currently only in Texas at various independent liquor stores as well as at all Total Wine stores, however we are always open to exploring distribution partnerships in other states so if interested, please contact me.

Additional information can be found on our website www.wildhosedistillery.com.

Q: We have all been through quite a change in our lives due to the COVID-19 pandemic, how has it affected your operation and how did you overcome the challenges?

Given our bedrock belief in the quality,



distinctiveness and value proposition of our product, we developed a strong onsite sampling campaign over the 1st two years of our launch. While this strategy was effective, it was cut off and remains limited due to COVID-19 prohibition & limitations on sampling onsite. Our momentum after our 2nd year placed us in the top 10% of sales volume for craft distilleries open for at least two years. While this onsite sampling is a go forward strategy for us, we are easing back into on-premise sales initiatives as bars and restaurants open back up. We've found there is a unique on-premise opportunity for a Texas made, best quality small batch rum.

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

We offer tours and require reservations.

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

We enjoy our tours probably more than our patrons. It is our opportunity to tell

our brand story, show our ingredient-to-glass process and we always have great interactions / questions from visitors.

We are about 45 minutes from Corpus Christi, 20 minutes from outstanding saltwater fishing in Baffin Bay, and we sit right in the middle of the best whitetail deer, bird and nilgai hunting in the world—the only thing separating our facilities from the King Ranch is their fence.

Finally, we are about 20 minutes from the world renowned Kings Inn seafood restaurant that is frequently visited by prominent Texans from US Presidents like George Bush to the Country Music legends like George Strait.

We often tell people to remember us when they visit Corpus Christi, the beach in Port Aransas or traveling through to the Rio Grande Valley. Adding an afternoon to visit us and enjoy some of the other activities we outlined above makes for a great addition to a vacation.

Q: You also have a tasting room, do you only offer tasting of your rums or do you also serve cocktails made with other products?

We offer tastings of our rums. One unique aspect of visiting our distillery, is you'll generally have a few different rums we are working on, but have not released to restaurants, bars and liquor stores. You'll have the opportunity to speak with one of the founders of the distillery on your tour.

Q: Do you have a particular cocktail on your menu that is your favorite and if so, why?

We do not serve cocktails at our distillery, however, our bartenders and consumers consistently highlight the following:

- Texas Rum – Old Fashioned
- Gold Rum – Texas Tea, our Gold rum with a splash of tea (peach tea optional) over ice
- White Rum – mixed with any traditional rum drink to provide a full-bodied



texture to your drink with a creamy, smooth finish. While this will be one of the smoothest 80 proof spirits you try, the creamy finish has been the most prominent characteristics that our consumers say they like the most about this spirit when mixed in their favorite rum based cocktails.

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

james@wildhorsedistillery.com
Ph: (361) 522-1222
Facebook Page: @Wild Horse Distillery

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

Our Ingredient-to-glass Process:

- The southern area of the Wild Horse Desert, Texas' Rio Grande Valley, grows and processes more than 1.5 million tons of sugar cane annually.
- The Wild Horse Desert is rich with agriculture production allowing us to source most all of our ingredients within a 100 mile radius of our Distillery. In all cases, all of our ingredients are Texas grown.
- The Goliad Sands Aquifer has been the lifeblood of the farm and ranch industry in our region, it also contains a unique



mineral profile that offers distinct flavor characteristics to our products.

- Our Master Distiller, James Warren, has experimented with hundreds of recipes and various techniques to develop our spirits products, all the while, keeping a keen eye towards our mission of fermentation-to-bottling production and locally sourced ingredients.
- All of our products are produced as single batch, single still production. From fermentation to bottling, each step is performed in our distillery.
- Within our distillation process we offer a generous and quality "Texas Cut," allowing our heads to run a bit longer and our tails to be cut early with a mission to produce the highest quality product available.
- Our rum products are triple filtered prior to bottling.
- A special finishing process is required to produce our halo rum product,

Texas Rum. We finish this in charred American Oak barrels together with mesquite wood staves until we reach the taste profile that has given this product its unofficial moniker as "a whiskey drinker's rum."

- All of our products are bottled and labeled in our facility. Each bottle is labeled with batch number, year of production, and bottle number.
- We complement our ingredient-to-glass process with meticulous still production monitoring and hand-crafted finishing of our more complex spirits to bring you the best, distinct spirits the state of Texas has to offer.

Margaret: Again James, thank you so much for this opportunity and I wish you and your entire team all the best!

Cheers!

Margaret Ayala, publisher of "Got Rum?"

CIGAR & RUM PAIRING

by Philip Ili Barake





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

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

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

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

Philip
#GRCigarPairing



Warm Chances

I am aware of the bitter cold being experienced by many of our readers, some without electricity or water and I don't want to imagine smokers who have to step outside and face the weather, so I'm struggling to put together a pairing for this month. At the end I opted for a warm pairing, easy to prepare and enjoy.

First of all, find a large coffee or tea cup, the rest of the ingredients are:

- 2 oz. Bacardi 8 Year Old
- 2 oz. Bacardi Oakheart Spiced Rum
- 2 Espressos
- 1 oz. Frothed Milk or Whipped Cream for garnish

You may be asking yourselves why I selected two different Bacardi rums for this pairing. I did so because I'm thinking of what is more readily available to readers who reside in the USA: I imagine these rums can be easily obtained and many people may already have them at home.

The preparation is very simple: add two ounces of each rum to the cup, and then add the two espressos. Add enough cream to give the coffee the appearance of a "cortado". It will have an excellent finish and will be just warm enough to enjoy outside on a cold day.

I normally would have chosen a shorter cigar for a cold-weather pairing, but I opted instead to maximize the smoking session outside and prepare as many cups of the above recipe as needed, to finish the cigar while also staying warm.





Photo credit: @Cigarilli

The cigar I selected was a Bolivar "Campanas" (52 x 140 mm), called Belicosos Finos. It is a cigar with an aggressive body and intense flavors that hold their ground against the bold coffee, especially the cream.

I feel the pairing is far from becoming a classic, but given the cold weather affecting many readers it can be a wonderful experience. The spiced flavors mix very well with the intensity of the 8 year old.

I envy those who can enjoy this in the cold, I'm actually doing this pairing indoors because it is 90 degrees Fahrenheit outside!

I hope the weather lets you carry out this pairing from beginning to end, enjoying the whole cigar with a few cups of special rum coffee!

Cheers!
Philip Ili Barake
#GRCigarPairing



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