

# Got Rum?®

MARCH 2024

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**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM  
MUSE OF MIXOLOGY - RUM HISTORIAN  
THE AMAZING WORLD OF ALCOHOL - RUM IN THE NEWS  
THE IMBIBER'S ALMANAC - RUM IN HISTORY  
THE SWEET BUSINESS OF SUGAR**



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**WORLD**  
**of**  
**ALCOHOL**

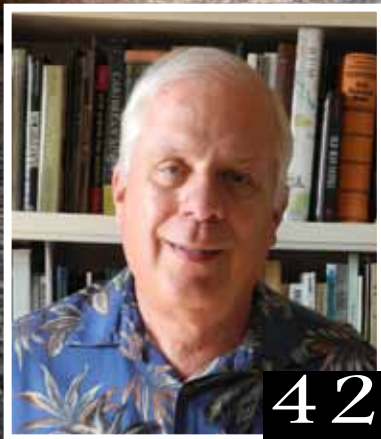
Join us as we explore the fascinating world of alcohols, their aldehydes, carboxylic acids, esters and much more.

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# Got Rum?®

Printed in the U.S.A.  
A publication of Rum Runner Press, Inc.  
Hutto, Texas 78634 - U.S.A.

Tel/Fax +1 (855) RUM-TIPS  
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## March 2024

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You can download the free electronic version (low-res) of this magazine, or purchase the high resolution printed version at:

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FRONT COVER: Distilled Symmetry  
INSIDE SPREAD: Sugar, Water and Wood

## FROM THE EDITOR

### *Sugar Mill Closures*

I've written many times about the challenges faced by sugar mills around the world, and the incredible pace at which they are being forced to close.

This time the impact is much closer to our Distilled Spirits Plant in Texas: the last remaining sugarcane operation in the state is closing after 51 years of operation.

Rio Grande Valley Sugar Growers Inc. (RGSVG) recently completed their last harvest and milling season, announcing that due to numerous water shortages in the area and to the lack of support from the U.S. State Department, they are being forced to close their doors after many decades of operation.

Over the past half-century, RGVSG Inc. employed over 500 full-time and seasonal workers at the mill annually. Additionally, the mill employed over 100 local growers, who serviced up to 40,000 acres of planted sugarcane.

RGVSG has ranked as one of the top 10 producers of raw sugar in the United States. It is a member-owned cooperative, comprised of over 126 growers in a three-county area. They processed more than 1.5 million tons of sugarcane annually, producing nearly 160,000 tons of raw sugar and 60,000 tons of molasses.

As you can see, sugar mills play an important role as employers and as suppliers of a commodity that is at the core of many other industries. The world cannot afford to keep losing mills at the current rate, but solutions are not easy to come by.



While it is true that well-funded craft distilleries can plant, harvest and mill their own sugarcane, their goal is usually to extract and utilize the fresh cane juice, instead of refining it into crystalized sugar and molasses, which are an essential ingredient for many other businesses.

We thank the hard workers at RGVSG and at every mill around the world, for doing their best to keep their mills in business.

Cheers!

A handwritten signature in black ink that reads "Luis".

Luis Ayala, *Editor and Publisher*



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

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

# THE ANGEL'S SHARE

by Paul Senft



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

The desire to share this information led me to create [www.RumJourney.com](http://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!

## Oxbow Estate Rum- Rhum Louisiane 2022

Oxbow Rum Distillery is in Pointe Coupée, on the banks of the Mississippi River, where they grow their sugarcane on fertile oxbow (hence the company's name). For their Rhum Louisiane product, every fall the distillery harvests their cane and, within hours of harvest, presses the cane and uses the cane juice to create this product. After fermentation, they distill the liquid in small batches using a pot still. The rum is then blended to 45% ABV and bottled without using any additives or sweeteners.

### Appearance

All the bottles in the Oxbow line are a standard tall-neck 750-ml design. They provide a good bit of information about their products on the front and back labels. The bottle is sealed with a wooden cap and a plastic cork with a logoed security wrap. The liquid in the bottle and glass is crystal clear. Swirling the liquid creates a medium band that slowly expands, releasing a wave of slow-moving legs before evaporating, leaving a ring of pebbles around the glass.

### Nose

When I poured the rum into the glass, there was an immediate aroma of freshly cut grass. As the liquid settled, I noticed notes of lemon zest, green grapes, and tangerines.

### Palate

The first sip of the rum delivers a good balance of vegetal cane, mineral notes,

and alcohol. Additional sips revealed notes of papaya and funky herbaceous botanical flavors, rounded out by the lemon zest note I found in the aroma. It is this zest note that dominates and lingers with the mineral notes, creating a long, tart finish.

### Review

I first encountered this rum at the 2023 Tales of the Cocktail, along with their barrel-aged product. Over the years, I have watched with curiosity as this company has evolved and gone through some ownership changes and rebranding. When I spotted it on one of the shelves of a store in Atlanta, I thought it was time to give this rum a proper evaluation and review it for “Got Rum?”. The Rhum Louisiane product is a vintage product with the year written on the front label. It will be interesting to see how it changes from year to year, knowing that their goal with this product was to create an agricole-style rum. My impression is that they did an impressively good job of honoring the rum products made in the French Caribbean and capturing that fresh cane flavor you find in the minimally aged rhums from that region. As far as cocktails are concerned, I enjoyed it in a classic Daiquiri and citrus-based punch and can see where some bartenders could have some fun creating something unique for their bar menus.

Currently, Oxbow Estate Rums is slowly rolling out in the U.S. and is available in a few states. If you enjoy minimally aged agricole rhums, when you see this rum on the shelves, it is worth picking up and experimenting with.



www.oxbowrumdillery.com

# THE ANGEL'S SHARE

by Paul Senft

## Equiano Light Rum

Several years ago, I reviewed the original Equiano expression for "Got Rum?" magazine. Recently, I found Equiano Light in a store in the Atlanta area and had to pick it up for a review. Equiano Light is a blend of an unaged sugarcane juice-based rum made at Gray's Distillery in Mauritius that is sent to the Foursquare Rum distillery in Barbados, where it is blended with minimally aged (three years) molasses-based rum produced at the distillery. It is brought down to 43% ABV and bottled on the island for distribution. Like the original, it is a unique blend of African and Caribbean rums created by International Rum Ambassador and brand owner Ian Burrell.

### Appearance

The bottle uses the same 750-ml bottle design as the original. The front and back of the bottle provide basic information about the rum. The wooden-capped synthetic cork is held to the bottle with a salmon-colored security strip.

The liquid has a pale straw color in the bottle and lightens slightly in the glass. Swirling the liquid creates a razor-thin band that slowly thickens and releases a single wave of legs before evaporating.

### Nose

The aroma leads with a pleasant note of caramelized vanilla, a bit of citrus zest, fresh cut green apple, sweet cooked pineapple, and light oak tannins, rounded out by an interesting herbaceous grass note.

### Palate

The first sip of the rum conditions the mouth in a swirl of toffee, sweet tropical fruit, oak tannins, and alcohol. Additional sips revealed the fruit notes as orange peel, green apples, and cooked pears. Sweet vanilla and the oak tannins merge and mingle, creating an interesting low-key pop of pepper and menthol as the wood spices form the lightly sweet finish.

### Review

I remembered really enjoying the original Equiano and the Equiano Light expression, which were very different in flavor profile and juxtaposed nicely with the aged profile of the other product. Where the original is a sipper, by design, the light release is for making cocktails. The blend of the two rums creates an interesting sipping product but works extremely well with citrus-based cocktails like a Mojito, Rum Sour, and, of course, a classic Daiquiri.

Considering how much I enjoyed the original, I had high hopes that this rum would meet the standards of that product. With its unique versatility and flavor profile, I believe it has in some ways exceeded expectations and rank it highly alongside other rum blends that are designed for cocktails.





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# COOKING WITH RUM

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

by Chef Susan Whitley





## Slow Cooker Beef Brisket with Apricot-Rum Glaze

### Ingredients for Brisket Rub:

- ¼ Cup Light Brown Sugar + 1 Tbsp.
- 1 ½ tsp. Sea Salt
- 1 tsp. Smoked Paprika
- 1 tsp. Ground Cumin
- 1 tsp. Onion Powder
- 1 tsp. Garlic Powder
- ½ tsp. Ground Black Pepper
- ¼ tsp. Cinnamon

### Ingredients for Brisket in Crock Pot:

- 1 4 lb. Brisket (fat cap trimmed to 1/3- 1/6 inches)
- 2 Garlic Cloves, minced
- 1 (12 oz.) Stout Beer
- ½ Cup Dark Rum
- 1 Tbsp. Worcestershire Sauce
- 2 ½ Tbsp. Soy Sauce
- 2 tsp. Onion Powder
- ½ tsp. Celery Salt
- ½ tsp. Dried Oregano

### Ingredients for Glaze:

- 1 ¼ C. Apricot Preserves
- ½ C. Dark Rum
- 1 Tbsp. Soy Sauce
- Salt & Pepper to taste

### Instructions:

1. Make the rub first by combining 1 tablespoon brown sugar with remaining rub ingredients in a small mixing bowl and set aside.
2. Now prepare the brisket by scoring the fat on top of the brisket with a paring knife. Massage the rub thoroughly onto ALL sides and slits of the brisket.
3. Set your slow cooker on low heat. Combine the remaining sugar, garlic, stout, rum, Worcestershire, soy sauce, onion powder, celery salt and oregano in a bowl and whisk to combine. Place the rubbed brisket inside the slow cooker,

fatty side facing up. Pour the mixture on the side walls of the slow cooker, not directly on top of brisket. Cover slow cooker with lid and cook on LOW until the brisket is very tender to touch but still holds its shape, about 9 ½ - 10 ½ hours.

4. When the brisket is close to finishing in the crock pot, start making the glaze. In a small sauce pot, whisk together the preserves, rum and soy sauce. Season with salt and pepper. Bring to a simmer over medium-high heat. Reduce heat to maintain simmer and cook, stir frequently (approximately for 10-15 minutes) until reduced to a glaze-like consistency. Remove from heat and adjust for seasoning with salt and pepper. Reserve about ¼ cup of the glaze, for serving. Set aside.
5. Preheat oven to 400 ° F. When brisket is done in slow cooker, remove and transfer it to a large baking dish. Brush the top of the brisket with the glaze and put in oven to bake for 10 minutes. Remove brisket from the oven, brush again with glaze and return it to the oven for an additional 10 minutes, or until caramelized on top.
6. Remove brisket from oven and transfer to a cutting board. Allow to brisket to rest on cutting board for 15 minutes. Slice the brisket to desired thickness and serve with the reserved glaze on the side.



Photo credit: foodnetwork.com

# The IMBIBER'S Almanac

A monthly guide for thirsty  
explorers looking for new reasons  
to raise their glasses!

The Imbiber's Almanac - The Rum University®

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

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# The IMBIBER'S Almanac

MARCH

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Are you looking for festive reasons  
to raise your glass this month?

Here are a few of them!

Write to us at [info@gotrum.com](mailto:info@gotrum.com)  
if we missed any!

- MAR 3** Irish Whiskey Day
- MAR 3** National Mulled Wine Day
- MAR 5** National Absinthe Day
- MAR 15** Espresso Martini Day
- MAR 17** St. Patrick's Day
- MAR 20** Bock Beer Day
- MAR 27** International Whiskey Day





# The IMBIBER'S Almanac

Featured Cocktail:  
Rum Espresso Martini  
(Celebrated on March 15)

Rum Espresso Martinis have been featured numerous times in this magazine. We invite you to review Philip's Cigar & Rum Pairings for a few examples.

Below is an excellent recipe from Cris Dehlavi, our Muse of Mixology. It was originally published last month and is an excellent cocktail to celebrate with on March 15th.

Beware though, you may crave it throughout the Spring and Summer!

## RUM ESPRESSO MARTINI

### Ingredients:

- 1.5 oz. Aged Jamaican Rum
- 1 oz. Coffee Liqueur
- 1.5 oz. Espresso
- Three dashes of Orange Bitters
- Three drops Saline

### Directions:

Shake well with ice, and strain into a Coupe (or Martini, if you don't have Coupe) glass. Zest an orange peel over the top and discard. Garnish with three chocolate-covered espresso beans.



# THE MUSE OF MIXOLOGY

by Cris Dehlavi



Hi, my name is Cris Dehlavi, and I have been writing for *Got Rum?* for almost 8 years. For nearly 20 years, I ran a bar program at the prestigious 4-Diamond Ohio restaurant “M at Miranova.” It was one of the first craft cocktail bars in Columbus and garnered dozens of awards. The restaurant closed in 2020, and it was then that I made a move from being behind the stick to working as Brand Educator for Diageo Hospitality Partnership.

I have been committed to mentorship my entire professional life and have been one of the leaders of the Cocktail Apprentice Program at Tales of the Cocktail since 2015. In 2013 I completed the BAR 5-Day program, and I am happy to announce that I passed my WSET Level 3 in Spirits this past fall.

One of my proudest moments was being inducted into the Dame Hall of Fame in 2016. I hope you enjoy my stories about cocktails and rum!

## PAULINE COCKTAIL

After many years of writing for *Got Rum?* Magazine, I am always hunting for lesser-known, rare rum cocktails. It doesn't mean they aren't good, either- it just means they didn't end up in mainstream cocktail recipes. I came across the Pauline Cocktail a few weeks ago and ran home to make it. As with most drinks, it could go onto a cocktail family tree where with just a few tweaks it ends up on a different branch. The Pauline is interesting because it is reminiscent of the classic *Daiquiri*: Rum- Lime- Sugar... but it has lemon instead of lime. (Yes they are different!) It can also be compared to a *Corpse Reviver*: Gin- Curaçao- Lemon- Absinthe... but there is no Curaçao. You could definitely call it a sour, which traditionally has a spirit, lemon, and simple syrup, and you could even consider it a punch.

So, what exactly is the Pauline and where did it come from? The 1930 book *The Savoy*, written by the legend *Harry Craddock*, listed the Pauline as a large “group serve”. Here is the original recipe:

- 3 glasses Rum
- 3 glasses of Sweetened lemon juice
- 1 dash Absinthe bitters
- A little nutmeg, grated
- Shake well and strain into a cocktail glass.





This cocktail is so obscure and hard to recreate. There is no mention of what type of rum (this all depends on what you want your end product to taste like). Three “glasses” don’t tell me much about the size of the glass....but what this recipe does do is suggest that the rum and the sweetened lemon juice are equal parts. This can work. I also love the addition of nutmeg which transforms this light and crisp spring cocktail into something with a little more depth and would also make it very seasonal, from warm weather to cold. Aside from knowing it came from The Savoy, I can find NOTHING about this drink’s history. Use your imagination, I suppose. Here is my personal favorite recipe, having made it a few different ways. Enjoy!!

### PAULINE

- 2 oz. Unaged Rum (your choice of where the rum is coming from as that will certainly make a difference. I used Jamaican in one and Puerto Rican in another and I loved them both. The main thing is you want the rum to shine through but you also don’t want it to overpower the Absinthe)
- .75 oz. Lemon Juice
- .75 oz. Simple Syrup
- ⅛ oz. Absinthe

Shake well with ice, and strain into a coupe glass. Grate fresh nutmeg over the top. Garnish with a lemon twist.

**Pro Tip:** Get creative with this one. Add lavender or herbs. Try using honey syrup instead of sugar syrup. There are a lot of ways to make this recipe unique to you.

A glass of amber-colored rum sits on a stack of old, worn books. The background is filled with the spines and pages of these books, creating a library-like atmosphere. The lighting is warm and focused on the glass.

# THE Rum<sup>®</sup> UNIVERSITY LIBRARY

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

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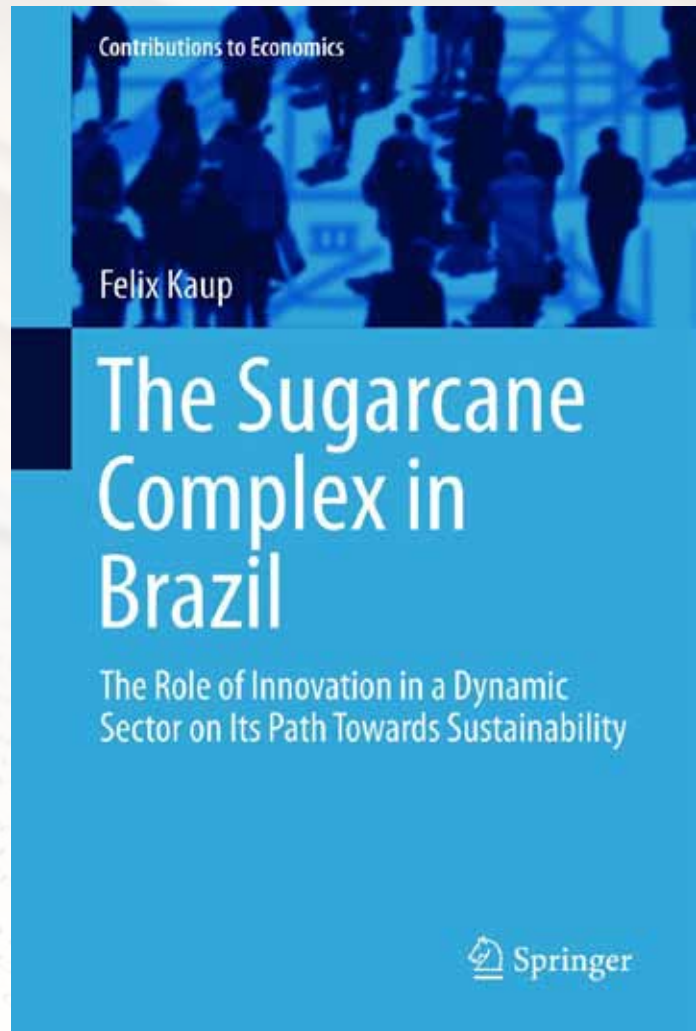


## The Sugarcane Complex in Brazil: The Role of Innovation in a Dynamic Sector on Its Path Towards Sustainability (Contributions to Economics) 2015th Edition

(Publisher's Review) This book offers an in-depth analysis of the Brazilian sugarcane complex with a special focus on technological advances that promote sustainable development. It first examines the question why sugarcane-based ethanol from Brazil is considered a superior alternative to fossil fuel compared to other biofuels produced on an industrial scale and subsequently analyzes the most dynamic areas within the sugarcane sector with regard to relevant actors, technologies and markets in order to determine if the sector can be considered an innovation system. The empirical research presented here is based on multiple research methods and derives its data from interviews with Brazilian experts of the sugarcane sector and by a thorough literature review. The book will be of special interest to researchers and practitioners interested in understanding the key mechanisms in successful innovation systems that promote a transition towards sustainable development and mobility.

### About the Author

After finishing his Diploma in Business Administration, Felix Kaup worked more than four years for several associations and as an international project manager within bioenergy projects in Latin America and South Africa. During his employment with the Potsdam Institute for Climate Impact Research he worked as a researcher on biofuels and wrote his doctoral thesis. For more than eight years Felix Kaup has been working in interdisciplinary and intercultural teams.



Publisher: Springer; 2015th edition  
(April 8, 2015)  
Language: English  
Hardcover: 302 pages  
ISBN-10: 3319165828  
ISBN-13: 978-3319165820  
Item Weight: 12.78 pounds  
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# THE RUM HISTORIAN

by Marco Pierini

I was born in 1954 in a little town in Tuscany (Italy) where I still live. In my youth, I got a degree in Philosophy in Florence and I studied Political Science in Madrid, but my real passion has always been History and through History I have always tried to understand the world, and men. Life brought me to work in tourism, event organization and vocational training, then, already in my fifties I discovered rum and I fell in love with it.

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

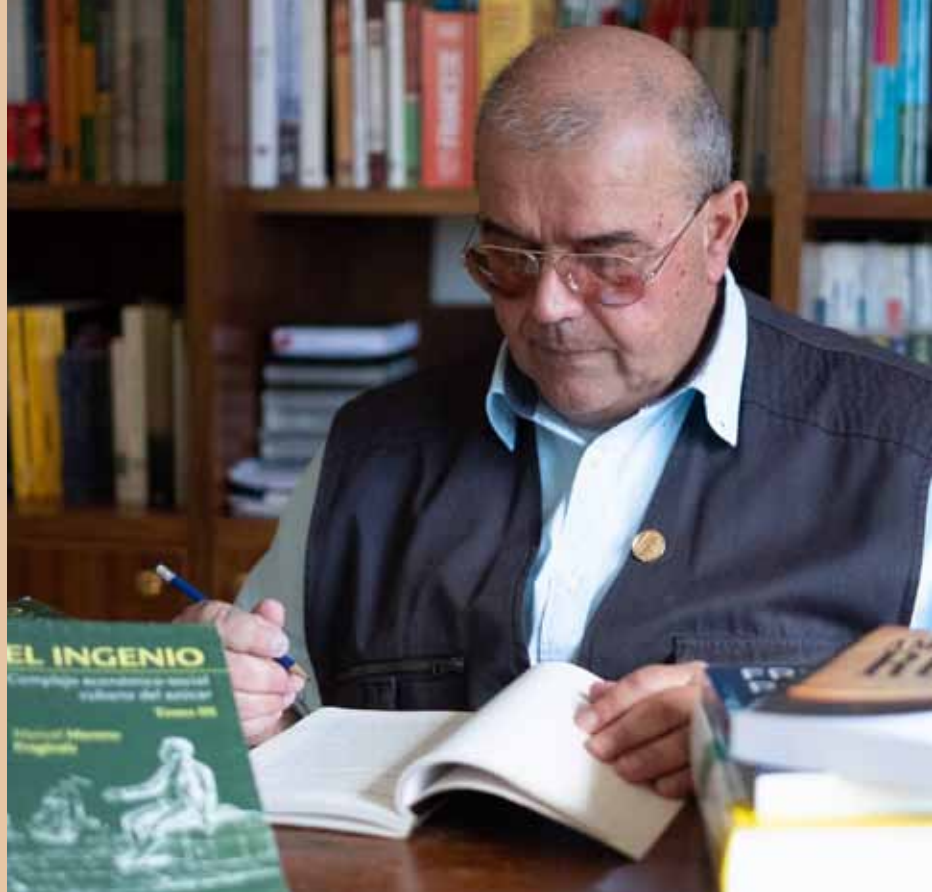
Soon, I discovered that rum has also a terrible and rich History, made of voyages and conquests, blood and sweat, imperial fleets and revolutions. I soon realized that this History deserved to be researched properly and I decided to devote myself to it with all my passion and with the help of the basic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

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

In 2019 I began to run a Blog: [www.therumhistorian.com](http://www.therumhistorian.com)

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.



## HISTORY OF CUBAN RUM 17. ICE IN A HOT COUNTRY

"Many years later, in front of the firing squad, Colonel Aureliano Buendía would remember that remote afternoon when his father had taken him to know the ice. ... So much had he insisted that José Arcadio Buendía had paid the thirty *reales* and led them to the center of the tent where there was a giant with a hairy torso and shaved head, with a copper ring on the nose and a heavy iron chain around the ankle, guarding a pirate chest. When uncovered by the giant, the chest let out a glacial breath. Inside there was only a huge transparent block with infinite internal needles which were shattered into colored stars the clarity of twilight. Bewildered, knowing that the children expected an immediate explanation, José Arcadio Buendía dared to murmur:

-It is the largest diamond in the world.

-No -corrected the gypsy- It is Ice"

This is the wonderful incipit of the novel

“*One Hundred Years of Solitude*” by Gabriel García Márquez, and it gives the idea of the wonder felt by an inhabitant of warm climates, in this case a village in Colombia, the first time he meets ice.

Today we are so used to having ice available at all times, in abundance and at a small cost, that it is difficult to understand what a luxury it was to have ice in the past. For centuries the pleasure of drinking a cool drink in a warm climate was reserved for the rich and powerful few because ice came from afar, had to be transported carefully and laboriously, and then had to be stored carefully so that it did not melt immediately. Younger readers will be amazed, but the presence of a refrigerator in every home is a recent fact. In my country, Italy, and I think all over Europe, more or less since the 1960s. And I am old enough to remember when, as a child, my uncle used to take me to buy an ice sheet, which we then put into the “icebox” of the house and which served the whole family for days. Anyway, the history of using ice to cool drinks is ancient and complex. It deserves a serious study that goes beyond my strength and also beyond my current research. So, I’ll just try to sort out the information I have found on Wikipedia and other general web sites.

Before mechanical refrigeration systems were introduced, ancient peoples, including the Greeks and Romans, cooled their food with ice transported from the mountains. Wealthy families made use of snow cellars, pits that were dug into the ground and insulated with wood and straw, to store the ice. In this manner, packed snow and ice could be preserved for months. Stored ice was the principal means of refrigeration until the beginning of the 20th century, and it is still used in some areas.

According to Wikipedia, in modern times

commercial export of natural ice began in 1805, from Boston to the south of the US, the Caribbean and Cuba. Later, with the arrival of steamships, ice could be transported even further. But the date offered by Wikipedia does not convince me because in the course of my studies on Cuba I found an interesting source dating a few years earlier. Here it is.

Francisco de Arango y Parreño, the great intellectual and leader of the Cuban Sugar Barons, in the year 1801 wrote for the *Real Consulado* (more or less, Royal Council) an “*Informe sobre la introducción del hielo*” (Report on the introduction of ice). In this short work, Arango y Parreño wrote: “If it is true, as very reliable people say, that the town of Charleston receives from New York most of the ice it consumes, it is clear that there is no problem from the same place or closer ones to transport to Havana the ice we need, and it is only necessary in such a case that, as is done everywhere, some wells are built here where the ice can be properly kept and preserved.”

On 15 October 1801, the Governor replied “having been informed by the *Tribunal del Protomedicato* (the Medical Authority) that cold drinks cannot harm public health if used with moderation and at proportionate hours, as well as being useful for medicinal use for diseases originating from rarefaction and blood collimation [I have no idea what those are], which are so common in hot climates - it was agreed that the Royal Council would make just one test of this experiment, driving the ice from the most immediate place where it existed, whether national or neutral, so that, according to its result, the most suitable providence could henceforth be taken.”

The decision in Cuba in 1801 was therefore an experiment of which I do not know the sequel, while a Frederic Tudor was maybe the first to capitalize on this new commodity by harvesting ice in New

England and shipping it to the southern states as well as the Caribbean islands. At the beginning, Tudor lost thousands of dollars, but eventually turned a profit as he constructed icehouses in Charleston, Virginia and in the Cuban port town of Havana. These icehouses, as well as bet-ter insulated ships, helped to reduce ice wastage and Tudor expanded his ice market to other towns with icehouses, such as New Orleans and Savannah. Tu-dor's success inspired others to get involved in the ice trade and the ice industry grew. So, by the early 1830s, in the US ice became a mass-market, cheap, com-mo-dity. In New York City, ice consumption increased from 12,000 tons in 1843 to 100,000 tons in 1856. But remember that it was still natural ice, collected in winter and then stored and transported.

The history of artificially produced ice began sometime later. According to the web search results, the first known artificial refrigeration was demonstrated by a William Cullen at the University of Glasgow in 1748. Cullen let ethyl ether boil into a partial vacuum; he did not, however, use the result to any practical purpose. It seems that the first machines for making ice commercially appeared in the mid-1800s and in the second half of the century spread to all major cities. Some also appeared in bars. On this we have a reliable testimony. Samuel Hazard made his trip to Cuba in the middle of the 1860s and in his fascinating "*Cuba with pen and pencil*", published in 1870, which I have repeatedly quoted, wrote:

"Life, it would be supposed, would be almost insupportable in a climate like that of Cuba without plenty of ice; and fortunately, in Havana and the principal towns of the island there is no lack of it, costing from two to three cents per pound according to the supply; but it was only in 1806 that ice was introduced into the island. At the Louvre

café they have a most ingenious way of making it, which must be much more economical than buying it and wasting, as is done with us. The decanters are filled with water, which by some process is then frozen in the bottle, forming a solid lozenge-shaped lump of ice, the which, when you ask for ice-water, is brought to you partially melted. You use what is wanted, and it is then taken away, refilled, and refrozen."

As we know (See the article SUGAR, RACE AND GROWTH In the December 2022 issue) Cuban economy and society in the 1800s were extremely advanced, but this small bar machine described by Hazard was a rarity. In fact, to make ice you needed big and expensive equipment, so for decades, Cuban bars bought ice from companies specialized in its production.

As I have already said several times, often the best historical sources are those that are such unwittingly. Here's another famous example: "You know how it is there early in the morning in Havana with the bums still asleep against the walls of the buildings; before even the ice wagon comes by with ice for the bars?"

No, sadly I don't know, I never knew and I'll never know, because that Havana doesn't exist anymore. But beyond the nostalgia for a disappeared world, this wonderful incipit with which Ernest Hemingway begins his "*To have and have not*", published in 1937, (which, truth be told, after this beginning, I did not like very much) tells us that still in the 1930s, the bars in Havana did not have ice machines, but they bought the ice they consumed from specialized firms.

The arrival of ice had a huge impact on rum consumption, especially of Cuban rum. It was lighter, with few congeners, more drinkable and versatile, and

perfect for cocktails. This new kind of rum, which was born and flourished alongside the large-scale spread of ice, mixed well with almost everything.

I am not an expert in cocktails, but between 1800 and 1900, between the War of Independence and the American military occupation, the great, classic Cuban cocktails were born: Daiquiri, Mojito and Cuba Libre. There are many stories about the origin of these famous, long-lasting Cuban cocktails, and all, it seems to me, have to do with the presence of American technicians and soldiers on the island in the years around 1900, between the beginning of the Second War of Independence and the first years of the new republic. This is not surprising, because Americans' passion for cocktails is ancient, dating back to the colonial era (see my article BEFORE JERRY THOMAS in the April 2016 issue). Then came Jerry Thomas. For his pioneering work in the popularization of cocktails he is considered the father of the art of mixing American cocktails; in addition to writing the first recipe book on cocktails in 1862, the creativity and spectacularity of his work defined the image of the barman as a creative professional. With him, mixology became fashionable, and it has remained so until today.

At this point I have to make a confession: I don't like cocktails very much. From time to time, I like to drink a good Daiquiri, especially in the warm summer days of my country, on the beach, preferably after (and not before) a good seafood meal. And, more rarely, a T- Punch as an aperitif. But nothing more than that.

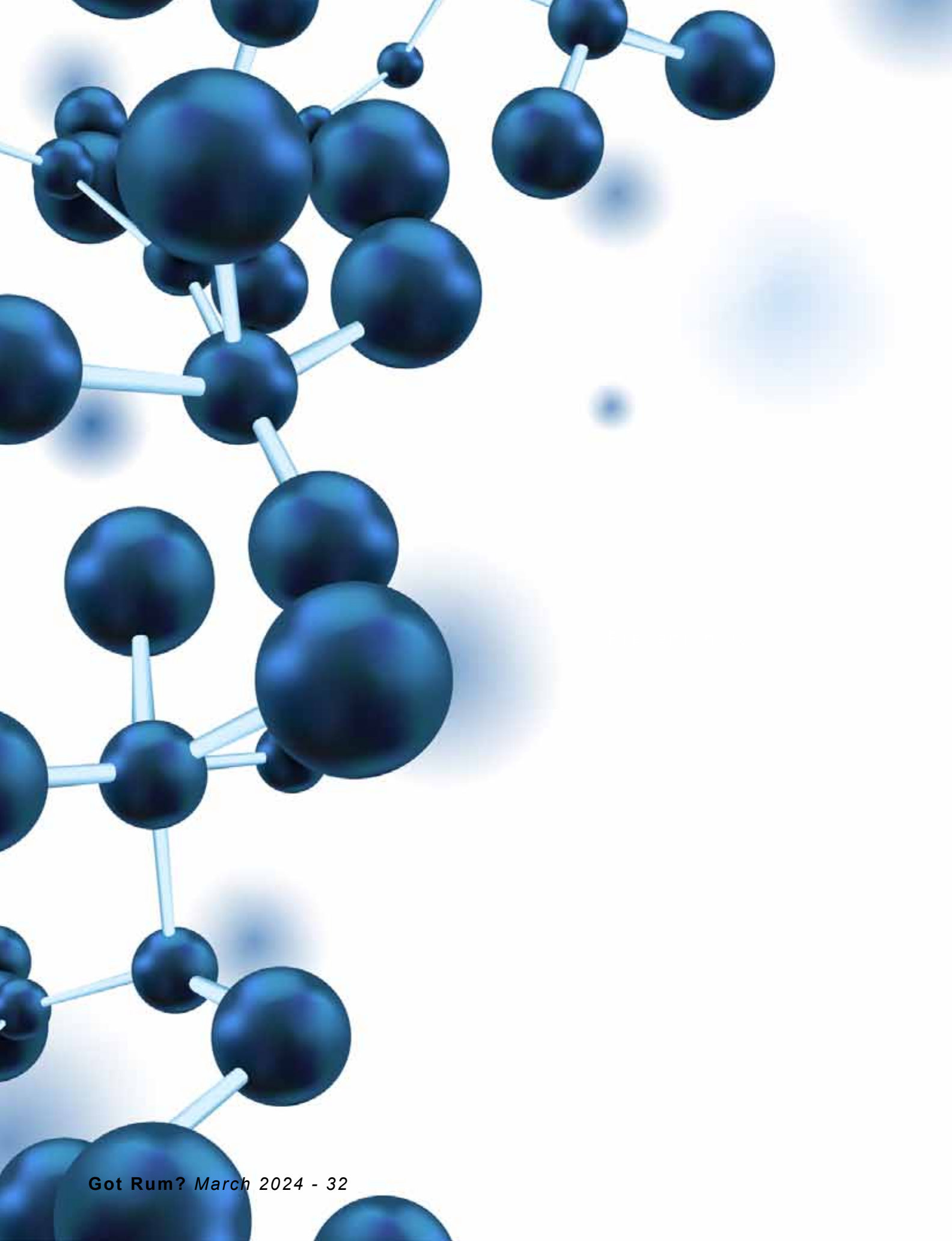
Not only do I not drink cocktails, I do not feel their charm, neither of the product itself, nor of the many stories around them. Moreover, in so much modern mixology I see an excess of

research, with cocktails that seem to me to be meant to amaze, rather than to please; to be seen, rather than drunk. As if the bartender should be appreciated for his art in itself, for his imagination, creativity etc. rather than for the quality of the cocktail produced. And often, I'm sorry, but I have to say it, I've seen famous bartenders make very complicated (and, of course, very expensive) cocktails, using low quality, cheap, rum as alcoholic base. In short, the cocktail world is not my cup of tea. And since I like to do research and write about what interests me, I won't write much about cocktails in my articles. But never fear, the world is full of good books dedicated to cocktails. Among the many, specifically referring to Cuba, I would recommend the book by Jared Brown and Anastasia Miller "*Spirit of the Cane. The Story of Cuban Rum*" 2017, and "*And a Bottle of Rum: A History of the New World in Ten Cocktails*" by Wayne Curtis of which I have read the 2006 edition.

In conclusion, Cuban rum owes an important part of its success to ice. Later, with the help of Prohibition in the US and tourism, *Ron Lígero* and cocktails were among the fundamental components in the construction of the myth of Havana and of all Cuba, seen by many Americans (and not only) as a true Pleasure Island. We will get back to that.

In addition, Cuban light rum also represented a model and similar rums began to be produced in many other Spanish-speaking countries of Latin America (but not in Brazil), creating what many call Spanish Style Rum, which today includes some of the most successful premium rums in the world.

Marco Pierini





**The Amazing**

**WORLD  
of  
ALCOHOL**

Join us as we explore  
the fascinating world of  
alcohols, their aldehydes,  
carboxylic acids, esters and  
much more.

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# The Amazing WORLD of ALCOHOL

## Definition

The term *Alcohol*, refers to any of a class of organic compounds characterized by one or more *hydroxyl* ( $\text{—OH}$ ) groups attached to a carbon atom of an *alkyl* group (hydrocarbon chain).

Alcohols may be considered as organic derivatives of water ( $\text{H}_2\text{O}$ ) in which one of the hydrogen atoms has been replaced by an alkyl group, typically represented by R in organic structures. For example, in ethanol (or ethyl alcohol) the alkyl group is the ethyl group,  $\text{—CH}_2\text{CH}_3$ .

Alcohols are among the most common organic compounds. They are used as sweeteners and in making perfumes, are valuable intermediates in the synthesis of other compounds, and are among the most abundantly produced organic chemicals in industry. Perhaps the two best-known alcohols are ethanol and methanol (or methyl alcohol). Ethanol is used in toiletries, pharmaceuticals, and fuels, and it is used to sterilize hospital instruments. It is, moreover, the alcohol in alcoholic beverages. The anesthetic ether is also made from ethanol. Methanol is used as a solvent, as a raw material for the manufacture of formaldehyde and special resins, in special fuels, in antifreeze, and for cleaning metals.

## Classifications

Alcohols may be classified as primary, secondary, or tertiary, according to which carbon of the alkyl group is bonded to the hydroxyl group. Most alcohols are

colorless liquids or solids at room temperature. Alcohols of low molecular weight are highly soluble in water; with increasing molecular weight, they become less soluble in water, and their boiling points, vapour pressures, densities, and viscosities increase.

Another way of classifying alcohols is based on which carbon atom is bonded to the hydroxyl group. If this carbon is primary ( $1^\circ$ , bonded to only one other carbon atom), the compound is a primary alcohol. A secondary alcohol has the hydroxyl group on a secondary ( $2^\circ$ ) carbon atom, which is bonded to two other carbon atoms. Similarly, a tertiary alcohol has the hydroxyl group on a tertiary ( $3^\circ$ ) carbon atom, which is bonded to three other carbons. Alcohols are referred to as allylic or benzylic if the hydroxyl group is bonded to an allylic carbon atom (adjacent to a  $\text{C}=\text{C}$  double bond) or a benzylic carbon atom (next to a benzene ring), respectively.

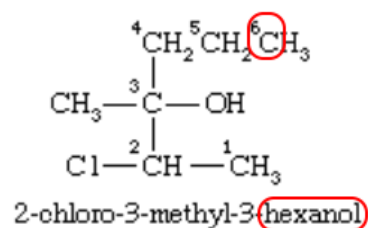
## Nomenclature

As with other types of organic compounds, alcohols are named by both formal and common systems. The most generally applicable system was adopted at a meeting of the International Union of Pure and Applied Chemistry (IUPAC) in Paris in 1957. Using the IUPAC system, the name for an alcohol uses the  $\text{-ol}$  suffix with the name of the parent alkane, together with a number to give the location of the hydroxyl group. The rules are summarized in a three-step procedure:

1. Name the longest carbon chain that contains the carbon atom bearing the  $\text{—OH}$  group. Drop the final  $\text{-e}$  from the alkane name, and add the suffix  $\text{-ol}$ .
2. Number the longest carbon chain starting at the end nearest the  $\text{—OH}$  group, and use the appropriate number, if necessary, to indicate the position of the  $\text{—OH}$  group.

3. Name the substituents, and give their numbers as for an alkane or alkene.

The example on the right has a longest chain of six carbon atoms, so the root name is hexanol. The —OH group is on the third carbon atom, which is indicated by the name 3-hexanol. There is a methyl group on carbon 3 and a chlorine atom on carbon 2. The complete IUPAC name is *2-chloro-3-methyl-3-hexanol*. The prefix *cyclo-* is used for alcohols with cyclic alkyl groups. The hydroxyl group is assumed to be on carbon 1, and the ring is numbered in the direction to give the lowest possible numbers to the other substituents, as in, for example, 2,2-dimethylcyclopentanol.



### Common Names

The common name of an alcohol combines the name of the alkyl group with the word alcohol. If the alkyl group is complex, the common name becomes awkward and the IUPAC name should be used. Common names often incorporate obsolete terms in the naming of the alkyl group; for example, *amyl* is frequently used instead of *pentyl* for a five-carbon chain.

### Physical Properties

Most of the common alcohols are colorless liquids at room temperature. Methyl alcohol, ethyl alcohol, and isopropyl alcohol are free-flowing liquids with fruity aromas. The higher alcohols—those containing 4 to 10 carbon atoms—are somewhat viscous, or oily, and they have heavier fruity odors. Some of the highly branched alcohols and many alcohols containing more than 12 carbon atoms are solids at room temperature.

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## The Amazing

# WORLD of ALCOHOL

### Featured Alcohol:

Propanol (1-Propanol/2-Propanol)

### Aldehyde formed:

Propionaldehyde

### Carboxylic acid formed:

Propionic Acid

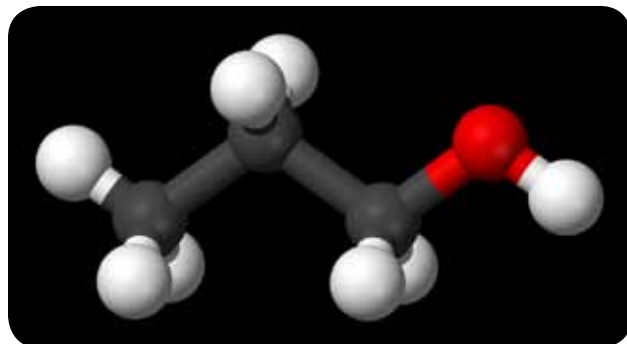
### Ester formed when reacting with itself:

Propyl Propionate, aka  
Propionic Acid Propyl Ester

**1-Propanol** (also known as *propan-1-ol*, *propanol*, *n-propyl alcohol*) is a primary alcohol with the formula  $\text{CH}_3\text{CH}_2\text{CH}_2\text{OH}$  and sometimes represented as  $\text{PrOH}$  or  $n\text{-PrOH}$ . It is a colourless liquid and an isomer of 2-propanol. It is formed naturally in small amounts during many fermentation processes and used as a solvent in the pharmaceutical industry, mainly for resins and cellulose esters, and, sometimes, as a disinfecting agent.

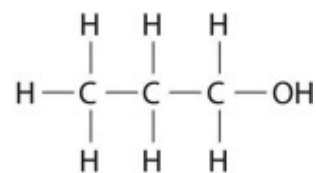
**2-Propanol** (also known as *isopropyl alcohol*, *propan-2-ol* and *isopropanol*) is a colorless, flammable organic compound with a pungent alcoholic odor. It is a secondary alcohol with the same formula as 1-Propanol. It is used in the manufacture of a wide variety of industrial and household chemicals and is a common ingredient in products such as antiseptics, disinfectants, hand sanitizer and detergents. More than a million tonnes are produced worldwide annually.



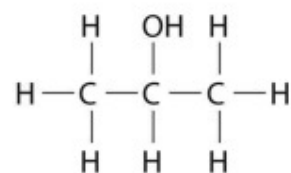


### Toxicity

1-Propanol is thought to be similar to ethanol in its effects on the human body, but 2–4 times more potent according to a study conducted on rabbits. Many toxicology studies find oral acute LD50 ranging from 1.9 g/kg to 6.5 g/kg (compared to 7.06 g/kg for ethanol). It is metabolized into propionic acid. Effects include alcoholic intoxication and high anion gap metabolic acidosis. As of 2011, one case of lethal poisoning was reported following oral ingestion of 500mL of 1-propanol. Due to lack of long term data, the carcinogenicity of 1-propanol in human beings is unknown.



1-Propanol (*n*-propanol)



2-Propanol (isopropanol)

### Aroma

- Propionaldehyde is often described as having an overwhelming or suffocating “fruity” smell.
- The scent of propyl propionate is described as a chemically-tinged pineapple or pear.

### Limit in Beverages

As a normally-occurring congener formed during fermentation, the FDA allows the presence of propanol, especially its esters, in food and beverage products, in limited quantities.



**RUM IN**

**HISTORY**

**MARCH**

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## March Through The Years

1484 - Columbus asks João II of Portugal to back him in a westward voyage to the Indies, but João rejects the request..

1484

1534

1584

1634

1684

1675 - Grain crop failure in England leads to a shortage of grain, limiting gin production. As a consequence, rum gains popularity in the English market.



1733 - The Molasses Act is passed by Parliament to tax British colonists, imposing heavy duties on molasses, sugar and rum imported from non-British West-Indian islands. At this time, the average American consumes 3.75 gallons of rum per year.

1856 - Cessation of letters of marque at the Convention of Paris is the first step to the abolition of privateering.

1852 - Prohibition laws are adopted by Massachusetts, Vermont, and Louisiana.

1807 - Slave trade is outlawed by Britain.

1802 - The world's first beet sugar factory goes into production but soon runs deep in debt.

1814 - French beet sugar production declines sharply as imports of cane sugar resume and undercut Prices.

1917 - United States purchases the Virgin Islands from Denmark.

1734

1784

1834

1884



# RUM IN THE NEWS

by Mike Kunetka



## PIN DROP RUM

Pin Drop Rum announced the launch of its ultra-premium rum, setting the stage for a new sipping experience in the United States. Hailing from Harbour Island in the Bahamas (known as a “pin drop” of a place by locals and visitors given its small size and position in the Lucayan archipelago), Pin Drop Rum is a sophisticated, character-rich spirit with a captivating tropical palate. The small batch rum, which is blended and bottled by hand, will instantly transport one to the island’s easy-going atmosphere, picturesque pink sandy beaches and sun-drenched shores. Founded in 2018, Pin Drop Rum was created by a collective of creators and friends: Ithalia Johnson, Toby Tyler and Joe Elison, who infused the heart of their idyllic home and the rich history of the Bahamas into a unique spirit. The idea for Pin Drop Rum was born around Ithalia’s kitchen table. Her vision was a spirit that reflected her roots and paid homage to her tight-knit community. Ithalia enlisted Toby’s experience as a master blender and Joe’s island connections to produce a new style of rum. The result was an instant hit, and amassed a passionate following amongst locals. Pin Drop Rum is a blend of 10 and 12-year-old Caribbean rums, pot-and-column stillled and aged in

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](mailto:Mike@gotrum.com).

bourbon white oak barrels. Pin Drop's exceptional beauty and quality captured the attention of the Bronfman family, leading to their decision to partner with the team to introduce it to the U.S. With Aaron Bronfman at the helm, and with his father Edgar Bronfman Jr.'s (the former CEO of The Seagram Company Ltd.) guidance from the wings, the family's unparalleled industry tenure and legacy will surely position Pin Drop Rum as a rum that stands the test of time. "The spirits industry is entering a new era of exploration, which is leading to heightened interest in the rum category and its versatility. With the arrival of the Rum Renaissance and fans embracing the spirit like never before, Pin Drop Rum offers a unique style to experience ultra-premium rum from an unlikely place," said Aaron Bronfman, CEO of Pin Drop Rum. "Pin Drop Rum was created as an ode to Harbour Island and its culture, which continue to inspire us on this journey," Co-Founder, Ithalia Johnson, added. [www.pindroprum.com](http://www.pindroprum.com).

### TEN TO ONE

Last Month, Ten To One introduced its new Five Origin Select, the latest addition to its portfolio of award-winning pan-Caribbean rums. The Five Origin Select is an exceptional blend of rums aged up to 15 Years, highlighted by the inclusion of a truly remarkable, 11- to 15-year-old Guyanese rum distilled on the famed 250-year-old Port Mourant Double Wooden Pot Still, the only one of its kind still in operation. Brought together masterfully alongside signature rums from Trinidad, Barbados, Dominican Republic, and Jamaica, and bottled at 92 proof, this expression produces a bold and memorable sipping. <https://www.tentooneurum.com/>

### ROLLING STONES CROSSFIRE HURRICANE RUM

Crossfire Hurricane Rum, the signature rum by The Rolling Stones, announced today that it has signed a national distribution agreement with Southern Glazer's Wine & Spirits. Born from a pioneering partnership with Universal Music Group and Socio Ventures, Crossfire Hurricane Rum will first enter the Florida and California markets with Southern Glazer's later this month, followed by a nationwide rollout. Crossfire Hurricane's proprietary blend of Caribbean rums from Jamaica, Barbados, and the Dominican Republic is a fusion of three distinct rum-making traditions, creating a harmonious blend that seamlessly integrates time-honored distillation methods with contemporary flair. This blend, a convergence of history, culture, and innovation, represents a distilled essence of the Caribbean's finest rum-making legacies. Following Crossfire Hurricane's debut in November 2023, which coincided with the legendary band's "Hackney Diamonds" album launch and 2024 tour announcement, the rum has delivered record-setting sales online. Overseeing the company, John Fincher, Partner at Socio Ventures and Co-Founder of Crossfire Hurricane, has assembled a powerhouse leadership team built

of top professionals from the spirits and beverage industry, including Kyle Rivera and Ryan Stender are leading sales and marketing, respectively. "Our mission is to deliver a premium rum brand that is world-class. Through our relationship with Southern Glazer's, we will now make Crossfire Hurricane available across the country, ensuring that aficionados and rock & roll fans everywhere can savor the experience and enjoy the band's legacy for future lifetimes" said John Fincher, Socio Ventures Partner and Co-founder of Crossfire Hurricane. Mark Chaplin, Senior Vice President, Sales & Marketing for Southern Glazer's Wine & Spirits, added "Growing demand for premium rums makes it an exciting time to enter the category. We're thrilled to bring Crossfire Hurricane by the Rolling Stones into our portfolio and to introduce the brand to our national network of trade and retail partners." <https://www.crossfirehurricane.com/>, [www.southernglazers.com](http://www.southernglazers.com)

### DROP WORKS DISTILLERY

Drop Works is one of the largest rum distilleries in the United Kingdom and one of the most innovative. Master Distiller Shaun Smith has developed his own Wild Trinity Yeast, a blend of three yeast strains living together symbiotically. This is used in all of their rums to create the unique, funky flavors that is becoming the Drop Works signature. His latest offering is Spice Drop, a spiced rum created without any added spices. Shaun wanted to prove that you can get all of the flavor you need naturally, without adding 'spices' or flavorings. It is a molasses-based rum, fermented for 5 to 7 days, distilled on a column still and flash aged with charred heavily French and American oak chips. Other products include Clear Drop, Dark Drop and Funk Drop. Funk Drop is made from sugar cane honey with the addition of molasses-based "dunder", fermented for seven days and distilled on their Double Retort still. If you want more funk, you can visit their distillery in Welbeck, Nottinghamshire, in the heart of Britain, and buy a bottle of their limited release, Super Funk, which is fermented for an entire month. A longer maturation period pushes the ester count to the highest seen in any of their Drops, coming it at 930 esters. Drop Works offers two standard tours, a 60-minute Basic Distillery Tour and a more technical, 90-minute Meet the Distiller Tour. <https://dropworks.co.uk/>

### BUSHWACKER RUM CREAM

Bushwacker Spirits' Bushwacker Rum Cream is honored to be recognized by the WSWA Tasting Competition two years in a row, following up last year's Gold Medal with a 2024 Silver Medal in the Cream/Dairy Liqueur Category. Co-founders of Bushwacker Spirits, Carter Echols and Michael Smith explain, "As an emerging brand to be consistently recognized by organizations like WSWA, speaks volumes about the quality of our product, and each award is a real testament to our team at Bushwacker Spirits." Echols and Smith

started bottling Bushwackers back in 2020, but the history of the famous cocktail dates back to 1975. In the Spring of that year, Tom Brokamp was working as the manager of the Ship's Store in Sapphire Village on St. Thomas in the Virgin Islands and Angie Conigliaro was the bartender. Tom Brokamp recalls

"The concoction was originally thrown together by Angie at my suggestion as a tropical variation on the White Russian. Had it not been for Angie's single-handed efforts, the drink would have soon been forgotten in a blurry hangover. Not yet earning a name, Angie pushed it on anyone and everyone for weeks as a creamy, kick-butt sort of Pina Colada drink.

After she finalized the recipe a few weeks later and during a particularly slow evening, two gentlemen wandered into the bar with their large dog. They were very proud of their pet which I believe was an Afghan Hound. These two fellows immediately fell in love with Angie's concoction, and the few people in Sapphire Village at the time fell in love with the dog. The dog's name was Bushwack, and Angie suggested that the new drink share his name." By the end of 1975, the Bushwack had spread throughout the islands and had also made its way to Florida via visiting bartenders who fell in love with it. Over the next 45 years, the drink exploded in popularity throughout the Southeastern United States (and particularly in the panhandle of Florida) with many bars coming up with new recipes of their own. When asked what he thought of the different recipes, Tom replied "I know the drink has been tweaked continually over the years and that is just fine. How you enjoy it is what is most important." <https://www.bushwackersspirits.com/>

### **DON THE BEACHCOMBER**

The long-awaited opening of the first new Don the Beachcomber restaurant has happened. Polynesian/Tiki aficionados can now visit the new location at 15015 Madeira Way, Suite 100, Madeira Beach, Florida, a small city on the Gulf of Mexico in Pinellas County, between St. Petersburg and Clearwater. Tiki website, The Atomic Grog, reported that architect Jack Bodziak, a longtime Southwest Florida residential and commercial expert over saw the project. Southern California artist Daniel "Tiki Diablo" Gallardo was the stylistic visionary for this restaurant and all of the upcoming Don the Beachcomber locations. The menu includes a collection of Polynesian starters, handheld items (tacos, sandwiches and burgers), salads, entrees and, some twenty-plus famous Don the Beachcomber drinks. Beer, wine and mocktails are also available. <https://donbeachcomber.com/>

### **RENEGADE RUM DISTILLERY**

Nestled on the north eastern coast of the island of Grenada, enveloped by cane fields on all sides,

is the modern Renegade Rum Distillery. Now you can experience everything they do from farm to bottle: from harvest to milling, to fermentation, distillation and finally maturation. This is a proper, all-access tour, nothing hidden, nothing off-limits, and all tricky questions not only welcomed but actively encouraged. All topped off by a proper tasting of natural cane rum.

Arriving at the site, you'll be welcomed by a sea of sugarcane, and at its heart, you will find one of the rum industry's most innovative and technologically advanced distillery. You will commence your exploration of the extraordinary set up that facilitates the creation of our terroir-driven, pure cane juice rum by walking through the entirety of the production process from cane to cask. Upon completion of the tour, you'll have no doubt worked up a thirst, so to finish your visit you will get to taste the fruits of their labor and experience Renegade Rum for yourself! <https://renegaderum.com/>

### **EL DORADO**

In a recent, very brief Facebook post, El Dorado posted: "Introducing the new El Dorado High Ester Blend - a combination of our exclusive, never-before-released High Ester Rum distilled on our John Dore Double Retort Copper Pot Still and the La Bonne Intention (LBI) marque from the French Savalle Still. Available in select US States and Guyana." Unfortunately, the El Dorado website did not offer any additional information, as the latest 'news' was from 2019. Luckily, I found 88 Bamboo, a website that calls itself "Asia's Freshest Drinks Companion". From that website I learned that this is the first of nine planned expressions that will showcase the vast range of rum styles that the distillery can produce on the its fourteen heirloom stills. As the Facebook teaser indicated, this offering is a blend of two marques distilled in 2012 on two different stills. The high-ester marque was distilled on the John Dore Double Retort Pot Still that has been in use since the 1950s. For this new marque, DHE (Diamond High Ester), El Dorado says that fermentation took place over months and distillation was done at a slow rate with high reflux, thereby producing ester levels in excess of 1,500 g/hL. The second marque, LBI (La Bonne Intention), was produced using the French Savalle Multi-Column Still, which was first created in the 18th Century and named after the La Bonne Intention Estate at the East Coast of Demerara. Thanks to the folks at 88 Bamboo for filling in the details. <https://theeldoradorum.com/>, <https://88bamboo.co/>

### **HAMILTON RUMS**

The latest Ed Hamilton blend was crafted and bottled specifically for Spike's Breezeway Cocktail Hour, a highly regarded YouTube show with a passionate audience of tiki and home bartender enthusiasts. Building on his successful career

as a commercial photographer, designer and musician with an interest in tiki culture, Spike began his Breezeway Cocktail Hour on YouTube during the pandemic to put his video production talents to work exploring the world of tiki culture while offering some entertainment relief at a time when many people were trying to perfect their own home bartending skills. With more than a hundred and fifty shows online, Spike has built a loyal following for the Breezeway Cocktail Hour, highlighting better rum cocktails and establishing himself as a trusted voice in the industry. After several appearances on the show, Ed agreed to work with Spike and his audience to blend a rum that would add another dimension to daiquiris, long drinks and the home bar. Blending his Jamaican Pot Still Blonde and White Stache, at 42.5% ABV, the Breezeway Blend has a slight straw color and notes of ripe banana and tropical fruit on the palate leading to a clean smooth finish, the signature of Hamilton rums. <https://www.caribbean-spirits.com/>, <https://www.youtube.com/@BreezewayCocktailHour>

### **CAPTAIN MORGAN**

Just in time for the warmer months ahead, Captain Morgan is officially introducing its newest ready-to-drink lineup, Captain Morgan Sliced. Captain Morgan Sliced is a line of cocktail-inspired malt beverages with an exciting range that goes all-in on flavor and adventure. Yes, you read that right: cocktail-inspired malt beverages! “We didn’t just want to introduce another new canned drink. We wanted to slice through the ordinary with an offering that compliments the adventurous spirit of our consumers,” said Laura Merritt, CMO, Diageo Beer Company. “Captain Morgan has always been known and loved for its bold flavor, and we’re excited to shake up the category and introduce Captain Morgan Sliced to the world.” Captain Morgan Sliced offers four delicious malt-based flavors inspired by classic cocktails that will take your taste buds on an adventure: Pineapple Daiquiri Style Beverage, Strawberry Margarita Style Beverage, Passionfruit Hurricane Style Beverage and Mango Mai Tai Style Beverage. [www.CaptainMorgan.com](http://www.CaptainMorgan.com)

### **KLYR RUM**

KLYR Rum, a super-premium 100% American-made crystal rum, is poised to become a breakout brand as it builds its presence throughout the mid-Atlantic region and amps up its investment in sales and marketing. Launched in 2021, KLYR Rum has experienced strong growth and increased demand in its home state of Pennsylvania and select states up and down the eastern seaboard and now sets its sights on further expansion. “This is an exciting time for KLYR as we continue to roll out to additional markets and cultivate a passionate following for the brand,” said Keith Krem, COO of KLYR Rum. “What began as an idea of producing a highly versatile, crystal rum 100%

handcrafted in the U.S. that possesses the purity of a vodka, yet retains its character as a rum has led to the creation of an exceptional smooth spirit that uniquely meets the needs of today’s consumers. When canvassing the marketplace along with studying consumer trends, we saw a void where we believed we could introduce a cleaner, more refined, sugar-free rum that would offer a refreshing alternative from all of the other more-sugary rums out there,” Krem said. “The taste of KLYR is clean and crisp, featuring a blend of the purest brown sugar mixed with clean sugar cane to keep the sophisticated, traditional rum character flavors in and the harsh flavors out. KLYR Rum can be enjoyed neat, with a simple mixer like tonic and lime slice or as a classic American cocktail. Our portfolio also features ready-to-serve KLYR canned cocktails featuring a variety of flavors with a single serve calorie count ranging from 99 to 190 calories,” he added. KLYR Rum is distilled 12 times and filtered 18 times and sources crystal clear water from some of the best quality, natural aquifers in central Pennsylvania, achieving higher levels of clarity and purity through reverse osmosis. After what seemed like an infinite number of test batches from Lexi Close, the Gen Z head distiller for KLYR Rum, she and her team fine-tuned the perfect ratio of refined sugar, pristine water along with a bespoke yeast with purity as their guide and smoothness as the desired outcome <https://klyrrum.com/>

### **RHUM BARBANCOURT**

Caribbean National Weekly reported that the tranquility surrounding the iconic Rhum Barbancourt distillery has been shattered by the tumultuous grip of gang warfare. In a recent escalation of violence, at least 19 acres of sugarcane fields were engulfed in flames, casualties of a fierce territorial dispute among rival gangs. The blaze, a stark reminder of the perils haunting Haiti’s economic landscape, threatens to cast a shadow over one of the nation’s most cherished exports, its renowned rum. The scorched fields, a sprawling expanse equivalent to more than four soccer fields, bore the brunt of the conflict. However, officials from Barbancourt assured the public that the conflagration, while devastating, would not impede the company’s production capabilities. The company’s foundation, however, said it would temporarily stop distributing free potable water, providing medical care, and offering the use of football fields and basketball courts to protect the safety of its employees. As Haiti grapples with the specter of gang violence, the nation is further destabilized by political upheaval. Recent demonstrations, characterized by fervent calls for the resignation of Prime Minister Ariel Henry, have erupted into violent confrontations. <https://barbancourt.com/>



# The Sweet Business of Sugar



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# Brazil

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

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



**Required Report:** Required - Public Distribution

**Date:** April 21, 2023

**Report Number:** BR2023-0009

## **Report Name:** Sugar Annual

**Country:** Brazil

**Post:** Sao Paulo ATO

**Report Category:** Sugar

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### **Report Highlights:**

Brazil's Marketing Year (MY) 2023/24 sugarcane crop is forecast to reach 661.4 million metric tons (MMT), which is 6.5 percent larger than MY 2022/23, because of favorable weather conditions and high sugar prices. The increase in sugar prices should also result in a higher sugar portion of the sugar-ethanol production mix. Post forecasts Brazilian sugar exports to increase 15 percent in MY 2023/24 to 32.4 MMT, raw value, because of the larger surplus of exportable sugar compared to the previous season. Brazil remains the second-largest recipient of the U.S. sugar tariff-rate quota, currently receiving an allocation for FY 2023 TRQ of 196,440 metric tons, raw value.



## **Sugarcane Production**

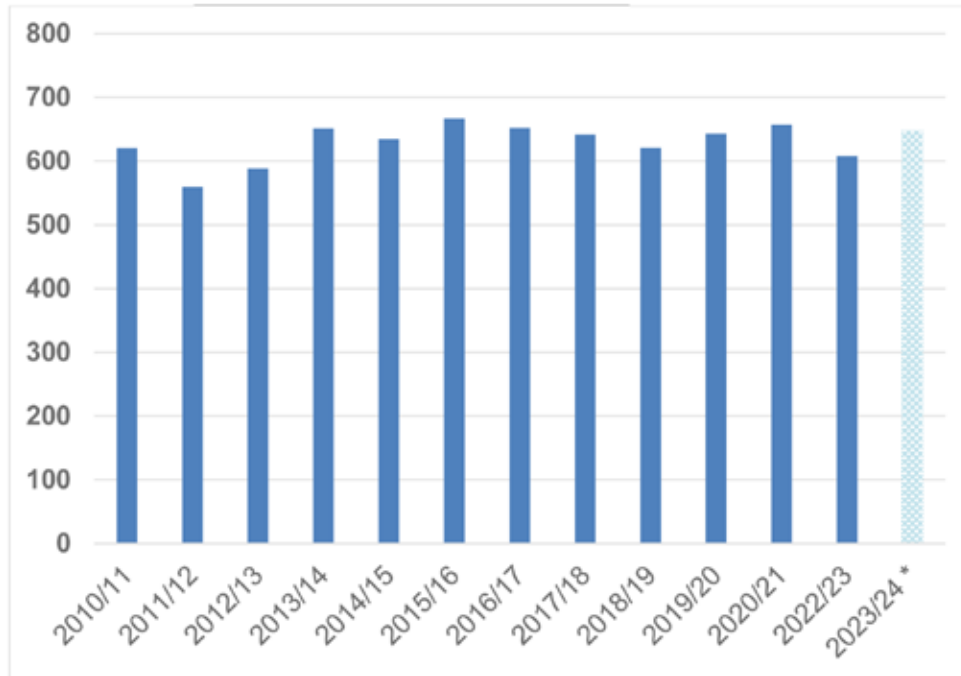
Post forecasts the Brazilian sugarcane crop for the marketing year (MY April-March) 2023/24 at 661.4 million metric tons (MMT), an increase of 6.5 percent compared to the final estimate for MY 2022/23 (621 MMT). The Center-South (CS) region should harvest 590 MMT of sugarcane, up 46.1 MMT vis-a-vis the revised figure for the last crop (543.9 MMT).

The CS region sugarcane harvest performed well in 2022/23 because of favorable weather conditions. The high sugar prices also ensured that farmers maintained their marginal areas for sugarcane plantations. The El Nino effect should cause heavier rainfall during the second half of 2023 that may have a favorable effect on the sugarcane harvests.

The conflict in Ukraine had only a slight impact on the current sugarcane crop because Brazil managed to find alternative sources of fertilizers since the onset of the war, thanks in part to the 'Fertilizer Diplomacy' undertaken by the Brazilian Ministry of Agriculture. Although in 2022 Brazil's total imports fell 10 percent in volume, the impact on agricultural production/productivity was minor because farmers used more efficient application methods of the input. However, the rise in fertilizer prices caused a proportional increase in production costs of agricultural crops, including sugarcane production. Considering that the conflict in Eastern Europe began 13 months ago, traders and fertilizer producers have had time to adapt themselves to the new situation. Fertilizer prices have fallen over recent months, so it is unlikely that the conflict will cause any drop in fertilizer availability to Brazilian farmers in the next planting season.

North-Northeastern (NNE) production for MY 2023/24 is forecast at 58 MMT, an increase of 2 MMT from the revised figure for MY 2022/23 (56 MMT), assuming normal weather conditions prevail until the beginning of the crop in the second semester of the year. The graph below shows the evolution of Brazilian sugarcane production since 2010/11.

**Brazilian Sugarcane Production**  
(million metric tons)



Source: USDA/FAS-Brasília. \* Forecast.

The following tables show monthly sugarcane crush data for the state of Sao Paulo and the CS region for MY 2019/20 through MY 2022/23 (April through mid-March), as reported by the Brazilian Sugarcane Industry Association (UNICA). According to updated data released by UNICA, the total sugarcane crushed during MY 2022/23 amounted 543.9 MMT, an increase of 4.2 percent vis-à-vis the previous MY. Sao Paulo represents approximately 57 percent of the CS production.

<b>Sugarcane Crushed in the State of Sao Paulo (1,000 metric tons)</b>				
<b>Month</b>	<b>19/20</b>	<b>20/21</b>	<b>21/22</b>	<b>22/23</b>
<b>April</b>	25,180	37,970	23,508	14,682
<b>May</b>	50,390	52,642	50,824	45,260
<b>June</b>	52,524	50,182	48,555	47,363
<b>July</b>	52,662	57,731	53,786	55,575
<b>August</b>	53,390	52,776	51,358	48,197
<b>September</b>	43,676	49,759	43,095	36,585
<b>October</b>	42,907	37,895	19,282	36,744
<b>November</b>	17,106	15,230	7,028	24,674
<b>December</b>	1,261	617	191	3,024
<b>January</b>	20	10	0	0
<b>February</b>	0	17	0	18
<b>March *1</b>	4,635	1,679	0	225
<b>Cumulative</b>	<b>343,750</b>	<b>356,508</b>	<b>297,628</b>	<b>312,347</b>

Source: Brazilian Sugarcane Industry Association (UNICA). \*1 April 2022 up to March 1. Note: Numbers may not add due to rounding.

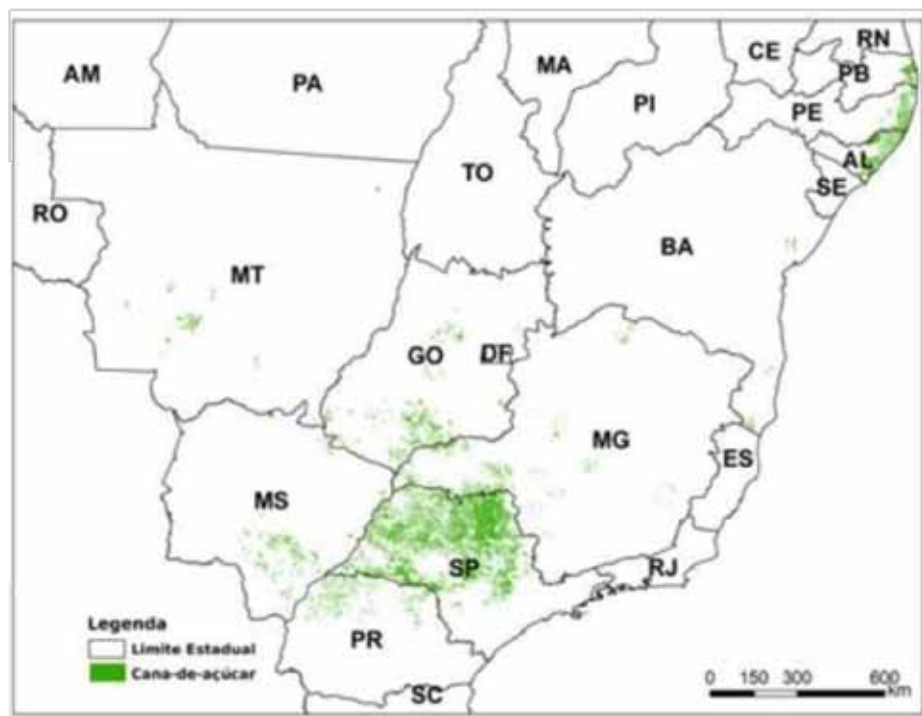
<b>Sugarcane Crushed in Center-Southern Brazil (1,000 metric tons)</b>				
<b>Month</b>	<b>19/20</b>	<b>20/21</b>	<b>21/22</b>	<b>22/23</b>
<b>April</b>	45,628	60,702	43,326	29,302
<b>May</b>	83,347	84,764	87,053	78,082
<b>June</b>	89,079	84,928	81,917	80,755
<b>July</b>	90,906	97,596	92,966	95,543
<b>August</b>	90,831	88,829	87,955	83,008
<b>September</b>	74,813	85,056	74,450	64,941
<b>October</b>	70,403	63,919	36,723	59,830
<b>November</b>	30,772	29,101	16,457	42,680
<b>December</b>	3,309	2,482	777	8,251
<b>January</b>	214	257	0	747
<b>February</b>	629	1,156	159	145
<b>March *1</b>	10,431	6,672	142	608
<b>Cumulative</b>	<b>590,361</b>	<b>605,462</b>	<b>521,926</b>	<b>543,892</b>

Source: Brazilian Sugarcane Industry Association (UNICA). \*1 April 2022 up to March 1. Note: Numbers may not add due to rounding.

### Area Planted with Sugarcane

Total MY 2023/24 area planted with sugarcane is forecast at 9.8 million hectares (ha), 1.5 percent larger than the previous crop. Favorable sugar prices encouraged farmers to use their land for growing sugarcane, instead of grains. The map below illustrates sugarcane-planted areas in Brazil. The center-southern states (SP, PR, MG, MS, MT, and GO) represent over 90 percent of total sugarcane output

and the crop season extends from April through March. In contrast, the north-northeastern states (AL, PE, PB, RN, and BA) account for less than ten percent of the total volume and crushing occurs during the September-August crop season.



Source: MAPA/CONAB (Ministério da Agricultura, Pecuária e Abastecimento/Companhia Nacional de Abastecimento, May 2021)

Post forecasts total sugarcane area for crushing for MY 2023/24 at 9.33 million ha, a 1.45 percent increase compared to MY 2022/23 (9.2 million ha). The table below shows the sugarcane harvested area from 2015 through 2022, according to the Ministry of Agriculture, Livestock and Supply's (MAPA), National Supply Company (CONAB), and the Agricultural Economics Institute (IEA) of the State of Sao Paulo Secretariat of Agriculture.

Area Harvested to Sugarcane (1,000 ha)								
	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23*
<b>Brazil</b>	8,646.6	8,963.1	8,711.4	8,614.6	8,565.0	8,749.2	8,586.7	8,543.8
<b>Sao Paulo</b>	4,299.2	4,684.6	4,538.4	4,453.0	4,402.1	4,588.4	4,491.2	4,428.3

Sources: CONAB, IEA.

### *Genetically Modified Sugarcane Varieties*

The Sugarcane Technological Center (CTC - Centro de Tecnologia Canavieira) remains the world leader in producing genetically modified (GM) sugarcane varieties. CTC currently supplies four different sugarcane GM varieties (CTC9003BT, CTC9001BT, CTC7515BT and CTC20 BT), which contain genes from a soil bacterium called *Bacillus Thuringiensis* (or BT), allowing the plant to produce proteins that are toxic to cane borer and act as an insecticide. The varieties can be used to produce sugar

and ethanol. Industry contacts report that area planted to GM varieties are estimated at 70,000 ha for MY 2022/23. Experts believe that in the coming years more Brazilian farmers will adopt GM varieties, especially those that have already applied such varieties and seen the benefits.

### **Agricultural and Industrial Yields**

The MY 2023/24 Brazilian sugarcane agricultural yield is projected at 75.4 metric tons (MT)/hectare (ha), an eight percent growth vis-a-vis the previous crushing season (69.75 mt/ha), due to better weather conditions favoring stock development. Sugarcane agricultural yield was 67.22 tons per Ha in MY 2021/22, which is 11 percent lower than the previous harvest’s yield. It worth noting that the average yield in the Center-South is around 30 percent higher than that of the North-Northeast, mainly due to higher use of machinery and advanced inputs.

Sugarcane production in the Northeast of the country experienced a higher productivity level in the current harvest because of greater investments in technology. Productivity grew 6.7 percent to 62.72 mt/ha, which is the second highest level for the region.

A recent survey found that sugar mills are planning to invest less in technologies for the next harvest (the survey includes 55 mills that produce a quarter of the country’s sugarcane). The lower prices of sugarcane is making these mills avoid any large investments. Nonetheless, half the companies interviewed plan to invest in irrigation equipment.

The MY 2023/24 industrial yield is projected at 141.2 kg of TRS (total reducing sugars)/MT, a 0.8 percent increase vis-à-vis the previous season (140.13 mt/ha), assuming normal weather conditions prevail during the crushing period. The following table shows historic Brazilian yields measured in TRS per metric ton of sugarcane.

<b>Sugarcane Industrial Yields (kg TRS/metric ton)</b>						
	<b>MY 2018/19</b>	<b>MY 2019/20</b>	<b>MY 2020/21</b>	<b>MY 2021/22</b>	<b>MY 2022/23</b>	<b>MY 2023/24 *1</b>
<b>TRS/ton</b>	137.64	138.38	143.24	141.42	140.13	141.20
Source: USDA/FAS/ATO/São Paulo. *1 Estimate						

### **Sugar and Ethanol Production Mix**

Brazilian sugar-ethanol mills have the unique ability to adjust the ratio of their ethanol and sugar production. The graph below shows the sugar #11 prices reported by the Intercontinental Exchange (ICE), indicating that sugar prices have remained elevated 2021. Therefore, sugarcane mills have preferred increasing sugar production during the 2022/23 season due to the favorable prices and the foreign demand.

Ethanol consumption has increased since the pandemic crisis and is expected to have a five percent increase in 2023/24. Although gasoline prices are expected to rise slightly until the 2023/24 period, which would encourage more ethanol demand, the recent changes in fuel tax legislation caused uncertainty in the sector. Therefore, most mills preferred to increase the sugar portion of the sugar-ethanol production mix. As a result, Post projects the sugarcane directed towards sugar and ethanol

production for MY 2023/24 at 47.8 and 52.2 percent, respectively, compared to the 45.2 and 54.8 percent mix of MY 2022/23.

### Sugar Prices #11

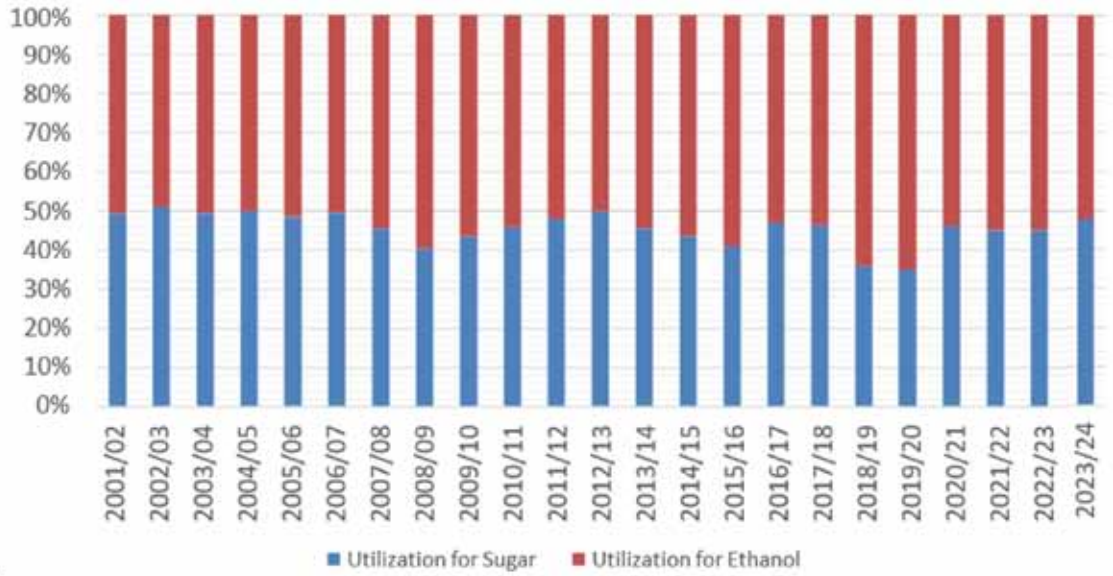


Source: Intercontinental Exchange (ICE).

The graph below shows the historical sugar/ethanol production mix breakdown. Note the shift towards more sugar production for MY 2020/21 and 2021/22 compared to the previous two crops, when higher ethanol demand combined with less attractive sugar prices favored more ethanol production. In 2022/23 the proportion for sugar continues to be around 45 percent, and Post forecast expects this proportion to increase to almost 48 percent in MY 2023/24.

## Sugarcane Breakdown: Sugar/Ethanol

### Production Mix



Source: USDA/FAS-Brasilia.

Brazil is the top world sugar producer with approximately 22 percent of the total production. Post forecasts sugar production for MY 2023/24 at 42 MMT, raw value, an increase of 10.4 percent compared to MY 2022/23 (38 MMT), due to the expected higher volume of sugarcane for crushing. The center-southern states should account for 38 MMT, raw value, up 13 percent relative to last year (33.6 MMT). The NNE sugar production should also increase, by around 6 percent, to 3.45 MMT of sugar, raw value, compared to 3.25 MMT of the previous season. The graph below shows the evolution of sugar production since MY 2008/09.

## Brazilian Sugar Production

(million metric tons)



Source: USDA/FAS-Brasilia.

According to updated data released by UNICA, total sugar production in the CS region for MY 2022/23 is 33.6 MMT, an increase of 4.8 percent compared to the same period in the previous MY. The following tables show monthly sugar production data for the state of Sao Paulo and the CS region for MY 2019/20 through MY 2022/23 (April through mid-March), as reported by UNICA.



<b>Sugar Production in the State of Sao Paulo (Metric Tons, tel quel)</b>				
<b>Month</b>	<b>19/20</b>	<b>20/21</b>	<b>21/22</b>	<b>22/23</b>
<b>April</b>	896,261	2,077,035	1,247,979	621,659
<b>May</b>	2,460,600	3,540,325	3,402,747	2,702,399
<b>June</b>	2,832,346	3,654,178	3,530,241	3,183,379
<b>July</b>	3,035,918	4,438,414	4,083,612	4,236,375
<b>August</b>	3,223,921	4,277,177	4,080,058	3,899,347
<b>September</b>	2,646,859	4,139,938	3,342,597	3,041,304
<b>October</b>	2,458,387	2,984,984	1,311,277	2,809,016
<b>November</b>	775,289	1,116,555	470,779	1,818,730
<b>December</b>	27,963	46,235	11,078	219,614
<b>January</b>	0	0	0	0
<b>February</b>	0	0	0	0
<b>March *1</b>	157,589	49,306	0	6,263
<b>Cumulative</b>	<b>18,515,133</b>	<b>26,324,147</b>	<b>21,480,368</b>	<b>22.538.086</b>

Source: Brazilian Sugarcane Industry Association (UNICA). \*1 March 2022 up to March 15.

<b>Sugar Production in Center-Southern Brazil (Metric tons, tel quel)</b>				
<b>Month</b>	<b>19/20</b>	<b>20/21</b>	<b>21/22</b>	<b>22/23</b>
<b>April</b>	1,382,273	3,004,807	2,156,915	1,196,968
<b>May</b>	3,475,214	5,042,277	5,033,945	3,866,290
<b>June</b>	4,082,023	5,298,051	5,149,836	4,653,080
<b>July</b>	4,423,054	6,469,897	6,024,308	6,284,434
<b>August</b>	4,651,032	6,170,137	5,962,038	5,781,583
<b>September</b>	3,835,497	6,069,945	4,890,336	4,570,283
<b>October</b>	3,432,103	4,356,601	2,009,965	3,990,226
<b>November</b>	1,139,066	1,674,592	797,446	2,708,703
<b>December</b>	63,113	105,222	23,974	476,613
<b>January</b>	7,922	9,559	0	36,057
<b>February</b>	2,508	40,023	0	2,706
<b>March *1</b>	267,549	223,828	0	15,565
<b>Cumulative</b>	<b>26,761,354</b>	<b>38,464,939</b>	<b>32,048,763</b>	<b>33,582,508</b>

Source: Brazilian Sugarcane Industry Association (UNICA). \*1 March 2022 up to March 15.

According to the Ministry of Agriculture, Livestock and Supply (MAPA), cumulative sugar production for the 2022/23 crop (from April 1, 2022 to March 16, 2023) was 36.3 MMT, tel quel, whereas ethanol production was 30.4 billion liters (12.44 billion liters of anhydrous and 17.93 billion liters of hydrous ethanol). The table below shows updated estimates for sugarcane, sugar, and ethanol production by state

for 2022/23, as reported by MAPA.

<b>Cane, Sugar &amp; Ethanol Production: 2022/23 Crop (MT and 1000 Liters)</b>					
<b>State/Region</b>	<b>Cane</b>	<b>Sugar</b>	<b>Ethanol</b>		
			<b>Anhydrous</b>	<b>Hydrous</b>	<b>Total</b>
Espirito Santo	2,700,439	133,363	87,013	40,201	127,214
Goiás	70,056,242	2,154,447	1,030,474	4,004,971	5,035,445
Minas Gerais	67,119,481	4,520,963	1,220,544	1,645,062	2,865,606
Mato Grosso Sul	43,190,700	1,447,987	1,252,975	1,980,120	3,233,095
Mato Grosso	15,876,611	501,642	1,578,942	2,452,717	4,031,659
Parana	30,746,358	2,212,105	590,110	493,556	1,083,666
Rio de Janeiro	1,002,687	28,701	0	63,648	63,648
Rio Grande Sul	0	0	1	3	4
Sao Paulo	310,799,225	22,434,057	5,552,387	6,306,764	11,859,151
<b>Center South</b>	<b>541,491,743</b>	<b>33,433,265</b>	<b>11,312,446</b>	<b>16,987,042</b>	<b>28,299,488</b>
Acre	0	0	0	0	0
Amazonas	217,656	12,051	0	4,586	4,586
Ceara	0	0	0	0	0
Maranhao	2,158,856	34,678	146,096	12,854	158,950
Para	1,168,831	60,254	40,300	12,672	52,972
Piaui	1,429,697	101,112	27,913	17,113	45,026
Rondonia	0	0	0	0	0
Tocantins	2,378,611	0	93,173	111,961	205,134
<b>North</b>	<b>7,353,651</b>	<b>208,095</b>	<b>307,482</b>	<b>159,186</b>	<b>466,668</b>
Alagoas	15,995,470	1,254,042	194,351	157,289	351,640
Bahia	4,657,677	87,522	132,348	192,318	324,666
Paraiba	6,755,670	154,122	268,850	156,098	424,948
Pernambuco	12,573,505	871,460	165,803	136,210	302,013
Rio Grande Norte	3,469,078	198,981	42,646	77,035	119,681
Sergipe	1,963,201	97,718	15,015	60,679	75,694
<b>Northeast</b>	<b>45,414,601</b>	<b>2,663,845</b>	<b>819,013</b>	<b>779,629</b>	<b>1,598,642</b>
<b>TOTAL</b>	<b>594,259,995</b>	<b>36,305,205</b>	<b>12,438,941</b>	<b>17,925,857</b>	<b>30,364,798</b>

Source: Ministry of Agriculture, Livestock and Supply-Sugar, Alcohol Dept, 03/16/2023

### Sugarcane and Sugar Prices in the Domestic Market

Sugarcane prices received by third-party suppliers for the major producing states are based on a formula that takes into account prices for sugar and ethanol in both the domestic and international markets. The

State of São Paulo Sugarcane, Sugar and Ethanol Growers Council (CONSECANA) was the first to develop this formula, and it is used for the state of Sao Paulo, which comprises approximately 60 percent of center-south production.

CONSECANA reports that the average sugarcane price (cumulative through February 2023) for the state of São Paulo for the 2022/23 crop was R\$ 1.168 per kilogram of TRS, or approximately R\$ 143.83 per ton of sugarcane, which is 2.2 lower than for MY 2021/22, after the high increases of sugar prices during the pandemic.

In February 2021, the Program for Continued Education in Economics and Business Management (PECEGE) of the ESALQ University (*Escola Superior de Agricultura "Luiz de Queiroz"*), reported that the price of total reducing sugar (TRS)/metric ton of sugarcane received by sugarcane growers in the State of Sao Paulo for MY 2023/24 is forecast at R\$ 1.1786 per kilogram, an eight percent decrease compared to the previous MY.

The table below shows the Crystal Sugar Price Index released by ESALQ. The Index tracks crystal sugar prices received by producers in the domestic spot market. Sugar prices fell 13 percent during 2022, from R\$ 151 per 50-kg bag in January to R\$ 132 per 50-kg bag in December (see the sugar #11 future price series graph as reported by ICE in the Sugar and Ethanol Production Mix section).

<b>Crystal Sugar Price Index - Domestic Market (Real, 50kg/bag, Including Tax)</b>					
<b>Period</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>January</b>	68.81	74.33	106.31	151.45	133,98
<b>February</b>	68.32	78.35	107.70	144.78	132,09
<b>March *1</b>	67.91	78.45	107.58	137.60	131,55
<b>April</b>	68.45	77.38	108.34	142.47	--
<b>May</b>	69.09	74.84	115.08	140,68	--
<b>June</b>	62.55	76.24	116.36	131,88	--
<b>July</b>	59.70	77.36	116.40	127,87	--
<b>August</b>	60.06	81.44	128.43	128,86	--
<b>September</b>	61.68	86.53	141.73	128,87	--
<b>October</b>	65.33	93.75	147.27	124,44	--
<b>November</b>	66.13	106.20	153.67	126,99	--
<b>December</b>	70.26	108.78	155.06	131,83	--
Source: USP/ESALQ/CEPEA. *1 refers to March 12.					

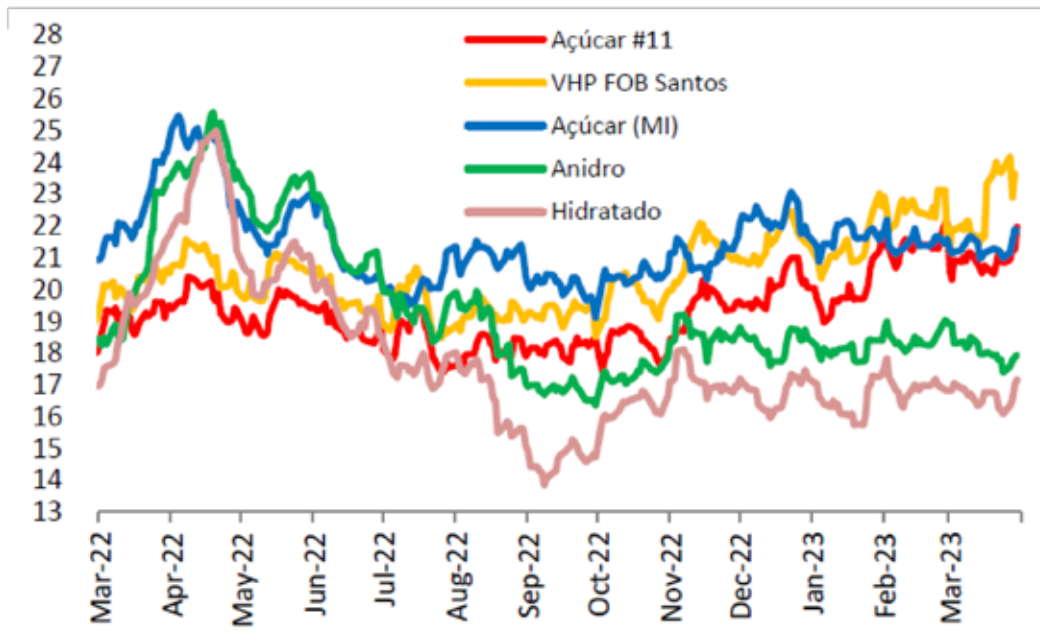
The sugar-ethanol price equivalency graph for the State of Sao Paulo, as reported by Datagro, is shown below. The March 2023 statistics shows that sugar contract #11 at ICE in New York was negotiated at 22.04 U.S. cents/lb. In contrast, very high polarity (VHP) sugar exported FOB from the Port of Santos and sugar sold on the domestic market were traded at approximately 23.1 and 22.0 U.S. cents/lb (FOB Santos), respectively. The ethanol price equivalence on the domestic market ranges between 17 and 18 cents/lb.

Market sources indicate that there is a sugar surplus of around 3 MMT in the global market in MY

2022/23, and that in MY 2023/24 there will be a deficit of 2 MMT. The global stock volume is expected to decrease in MY 2023/24, thereby exerting pressure on sugar prices to remain at elevated levels.

### Price Equivalency

Center-South – US\$ c/lb FOB Santos



Source: Datagro

### Exchange Rate

Exchange Rate (R\$/US\$1.00 - official rate, last day of period)							
Month	2017	2018	2019	2020	2021	2022	2023
January	3.13	3.16	3.65	4.25	5.48	5.36	5.10
February	3.10	3.24	3.74	4.50	5.53	5.14	5.21
March	3.17	3.32	3.90	5.20	5.70	4.74	5.12
April *1	3.20	3.48	3.94	5.43	5.40	4.92	
May	3.26	3.74	3.94	5.43	5.23	4.73	
June	3.30	3.86	3.83	5.48	5.00	5.24	
July	3.13	3.75	3.76	5.20	5.12	5.19	
August	3.15	4.14	4.14	5.47	5.14	5.06	
September	3.17	4.00	4.16	5.64	5.44	5.41	
October	3.27	3.72	4.00	5.77	5.64	5.26	
November	3.26	3.86	4.22	5.33	5.62	5.29	
December	3.31	3.87	4.03	5.20	5.58	5.22	

Source: Brazilian Central Bank (BACEN).

## **Consumption**

There is no official source for the domestic consumption of sugar in Brazil. Post forecasts Brazilian sugar consumption for MY 2023/24 at 9.54 MMT, raw value, which is only 0.4 percent higher than the MY 2022/23 volume. According to Datagro, the amount in tel quel sugar would be around 8.8 MMT in MY 2023/24. Post contacts estimate that 45 percent of the total domestic consumption is for direct use, e.g, consumers purchasing sugar at the grocery store, whereas 55 percent is for indirect use, e.g., for industrial use. According to the Brazilian Institute of Geography and Statistics (IBGE), retail refined sugar prices in the domestic market increased only around 2 percent in 2022, after a large jump of almost 40 percent in 2021.

Sugar consumption is correlated to some extent to the country's economic activity. Indeed, in 2020-22, sugar consumption in Brazil fell nine percent due to the economic impact of the Covid-19 pandemic crisis. According to IBGE, the Brazilian Gross Domestic Product (GDP) in 2022 grew 2.9 percent. The Brazilian GDP for 2023 is forecast at a modest 1.6 percent, and sugar consumption is expected to experience a slight increase in MY 2023/24.

## **Exports**

Brazil remains the largest sugar exporter worldwide with 47 percent of the world's total exports. Brazil is followed by India, Thailand, Guatemala and Mexico. Post forecasts Brazil's sugar exports for MY 2023/24 at 32.4 MMT, raw value, an increase of 4.2 MMT, raw value, from MY 2022/23 (28.2 MMT), due to the larger surplus of exportable sugar compared to the previous season. Raw sugar exports will likely account for 26 MMT during MY2023/24, raw value, whereas the remainder represents exports of refined sugar.

Since mid-2020, the Brazilian currency has remained relatively devalued against the U.S. dollar (see Exchange Rate section), which maintains the Brazilian product's high competitiveness in export markets. In addition, the world sugar market supply is likely to reach a deficit in MY 23/24, meaning there ought to be demand for Brazilian sugar. The graph below illustrates Brazilian sugar exports growth since 2008/09, despite the fluctuations.

Brazil Sugar Exports (million metric tons)



Source: USDA/FAS-Brasilia.

The Brazilian sugarcane sector is concerned with a logistical issue that may occur, namely that exporters will compete with grain exporters for logistic vessels. Considering the current high transportation costs and prospects for record agricultural production in Brazil in the 2023-24 harvest, there will be pressure to compete for the transportation to export products. This risk is even higher if sugar production is delayed from the normal harvesting period, as it may coincide with the transportation of grains to the main ports of the country.

The following tables show Brazilian sugar exports by destination for MY 2021/22 and 2022/23 (April-February) as reported by the Trade Data Monitor (TDM). According to TDM, cumulative exports from April 2022 to February 2023 are 24.67 MMT, tel quel.

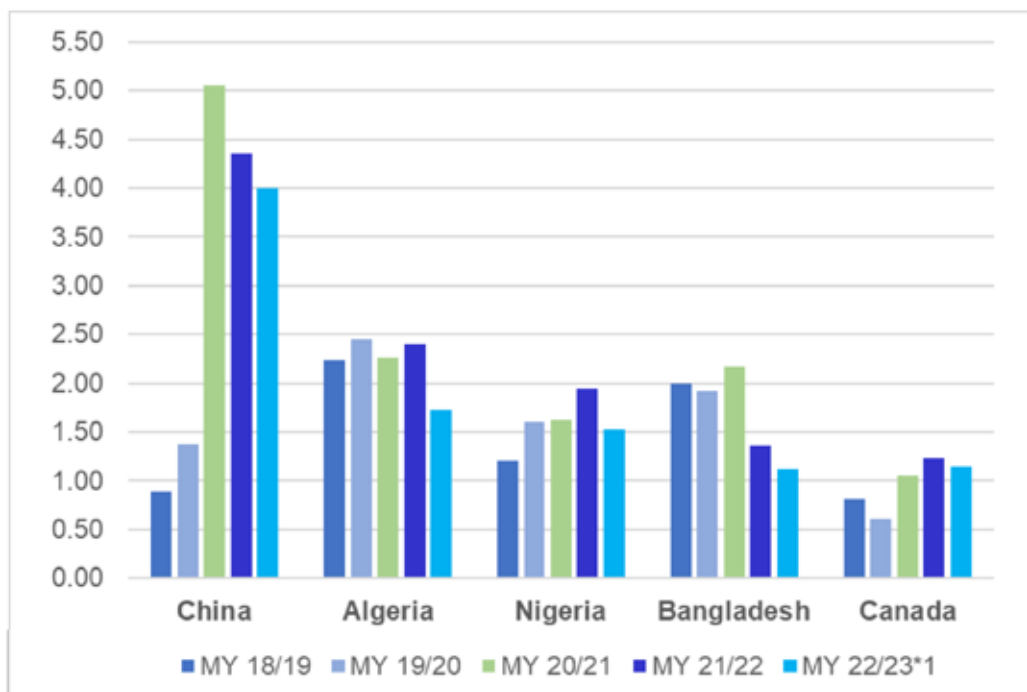
<b>Brazilian Sugar Exports</b> (NCMs 1701.11, 1701.13 & 1701.14, MT, tel quel, US\$ 000FOB)				
	<b>MY 2021/22</b>		<b>MY 2022/23 *1</b>	
<b>Country</b>	<b>Value</b>	<b>Quantity</b>	<b>Value</b>	<b>Quantity</b>
China	1,478,267	4,357,225	1,576,066	4,004,325
Algeria	831,731	2,398,145	689,566	1,727,249
Nigeria	658,218	1,945,933	589,684	1,520,366
Bangladesh	458,359	1,361,057	433,309	1,119,090
Canada	444,697	1,233,787	468,240	1,141,204
Morocco	419,085	1,230,485	660,974	1,637,655
Malaysia	409,541	1,220,775	355,646	868,352
Saudi Arabia	374,591	1,127,737	413,550	1,036,119
Egypt	335,668	959,947	454,058	1,128,636
UAE	309,212	916,017	411,671	1,051,126
Others	3,384,227	9,439,130	4,581,325	9,434,229
<b>Total</b>	<b>9,103,597</b>	<b>26,190,238</b>	<b>10,634,090</b>	<b>24,668,351</b>
Source: Trade Data Monitor (TDM) based on the Brazilian Foreign Trade Secretariat (SECEX) Note: Numbers may not add due to rounding. *1 April - February				

<b>Brazilian Sugar Exports</b> (NCMs 1701.99.00, MT, tel quel, US\$ 000 FOB)				
	<b>MY 2021/22</b>		<b>MY 2022/23 *1</b>	
<b>Country</b>	<b>Value</b>	<b>Quantity</b>	<b>Value</b>	<b>Quantity</b>
Ghana	118,003	338,882	92,110	198,684
Togo	116,459	311,133	87,879	191,913
Gambia	71,403	178,390	44,971	96,724
Angola	73,434	184,462	74,009	160,773
Benin	65,523	189,802	34,410	74,811
Cote d'Ivoire	62,282	175,886	69,228	159,916
Mauritania	70,794	176,320	127,290	266,181
Venezuela	102,706	166,766	101,785	153,324
Yemen	47,881	144,390	77,827	168,088
Guinea	58,302	159,353	76,711	163,144
Others	383,969	957,123	672,206	1,224,602
<b>Total</b>	<b>1,170,756</b>	<b>2,982,507</b>	<b>1,458,426</b>	<b>2,858,160</b>
Source: Trade Data Monitor (TDM) based on the Brazilian Foreign Trade Secretariat (SECEX) Note: Numbers may not add due to rounding. *1 April - February				

Major Brazilian sugar destinations include China, Algeria, Nigeria, Bangladesh, Morocco and Canada. The graph below illustrates Brazilian sugar exports by major destination for calendar years 2018 through 2022, as reported by the Trade Data Monitor (TDM).

### Brazilian Sugar Exports - Major Destinations

(million metric tons)



Source: TDM - Trade Data Monitor. \*1 until February 2023.

### Stocks

Post forecasts total sugar ending stocks for MY 2023/24 at 760,000 MT, an increase of 70,000 MT from the revised estimate for MY 2022/23 (690,000 MT). There is no official source for carry-over stocks of sugar in Brazil.

The stock level is expected to only increase slightly due to the elevated foreign demand for sugar, together with a slight increase in domestic demand.

### Policy

#### *U.S. Sugar Tariff-Rate Quotas (TRQ)*

Imports of sugar into the United States are governed by tariff-rate quotas (TRQ), which allow a certain quantity of sugar to enter the country under a low tariff. TRQs apply to imported raw cane sugar, refined sugar, sugar syrups, specialty sugars, and sugar-containing products. The sugar import program meets the U.S. commitments under the Uruguay Round Agreement on Agriculture.



USDA establishes the annual quota volumes for each federal fiscal year (beginning October 1), and the U.S. Trade Representative (USTR) allocates the TRQs among countries. Sugar and related products paying a higher, over-quota tariff may enter the country in unlimited quantities. About 40 countries worldwide receive TRQs allocations based on historical trade to the United States. The top three quotaholding countries are the Dominican Republic, Brazil, and the Philippines.

The most recent quota distribution occurred on July 2022, when the U.S. government established the in-quota quantity for raw cane sugar for Fiscal Year (FY) 2023. As the second-largest recipient of the U.S. sugar tariff quota, Brazil obtained a raw value allocation of 155,993 metric tons. A volume was reallocated in March 2023, whereby Brazil received a volume of 42,765 MMT, which is 19 percent of the additional total. The table below shows the Brazilian U.S. sugar TRQ allocations (original and additional) for the past years. Over the past 12 years, Brazil received on average additional quotas of 37,433 MTRV per year, which is equivalent to 20 percent of the total volume of additional quotas. It is worth noting that Brazil also receives a favorable portion of the reallocated quota volumes, namely an average of 20,772 MTRV per year, i.e. around 18 percent of the total reallocated volume.

<b>US Raw Sugar Tariff-Rate Quota (TRQ) for Brazil (Metric Tons)</b>			
<b>Fiscal Year -FY</b>	<b>Original TRQ Allocation</b>	<b>Additional TRQ Allocation</b>	<b>Total</b>
2013	152,691	16,107	168,798
2014	152,691	15,251	167,942
2015	152,691	37,978	190,669
2016	152,691	33,865	186,556
2017	152,691	30,001	182,692
2018	152,691	30,000	182,691
2019	152,691	52,464	205,155
2020	152,691	158,203	310,894
2021	152,691	29,083	181,774
2022	152,691	16,320	169,011
2023*	155,993	40,447	196,440

Source: USTR. \* Until April 2023.

## Sugarcane and Sugar PSD Tables

Sugar Cane for Centrifugal Market Year Begins Brazil	2021/2022		2022/2023		2023/2024	
	Apr 2021		Apr 2022		Apr 2023	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted (1000 HA)	9800	9800	9650	9650	0	9800
Area Harvested (1000 HA)	9350	9350	9200	9200	0	9330
Production (1000 MT)	576000	576000	621000	621000	0	661360
Total Supply (1000 MT)	576000	576000	621000	621000	0	661360
Utilization for Sugar (1000 MT)	259200	259200	280692	280692	0	316130
Utilizatn for Alcohol (1000 MT)	316800	316800	340308	340308	0	345230
Total Utilization (1000 MT)	576000	576000	621000	621000	0	661360

Sugar, Centrifugal Market Year Begins Brazil	2021/2022		2022/2023		2023/2024	
	Apr 2021		Apr 2022		Apr 2023	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Beginning Stocks (1000 MT)	340	340	340	340	0	690
Beet Sugar Production (1000 MT)	0		0	0	0	
Cane Sugar Production (1000 MT)	35450	35450	38050	38050	0	42010
Total Sugar Production (1000 MT)	35450	35450	38050	38050	0	42010
Raw Imports (1000 MT)	0	0	0	0	0	0
Refined Imp. (Raw Val) (1000 MT)	0	0	0	0	0	0
Total Imports (1000 MT)	0	0	0	0	0	0
Total Supply (1000 MT)	35790	35790	38390	38390	0	42700
Raw Exports (1000 MT)	20760	20760	22560	22560	0	25948
Refined Exp. (Raw Val) (1000 MT)	5190	5190	5640	5640	0	6450
Total Exports (1000 MT)	25950	25950	28200	28200	0	32398
Human Dom. Consumption (1000 MT)	9500	9500	9500	9500	0	9542
Other Disappearance (1000 MT)	0	0	0	0	0	0
Total Use (1000 MT)	9500	9500	9500	9500	0	9542
Ending Stocks (1000 MT)	340	340	690	690	0	760
Total Distribution (1000 MT)	35790	35790	38390	38390	0	42700

### Attachments:

No Attachments



Success

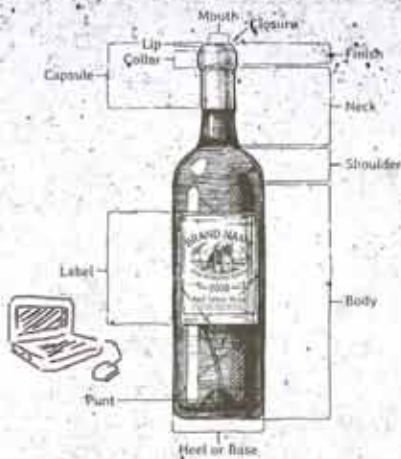


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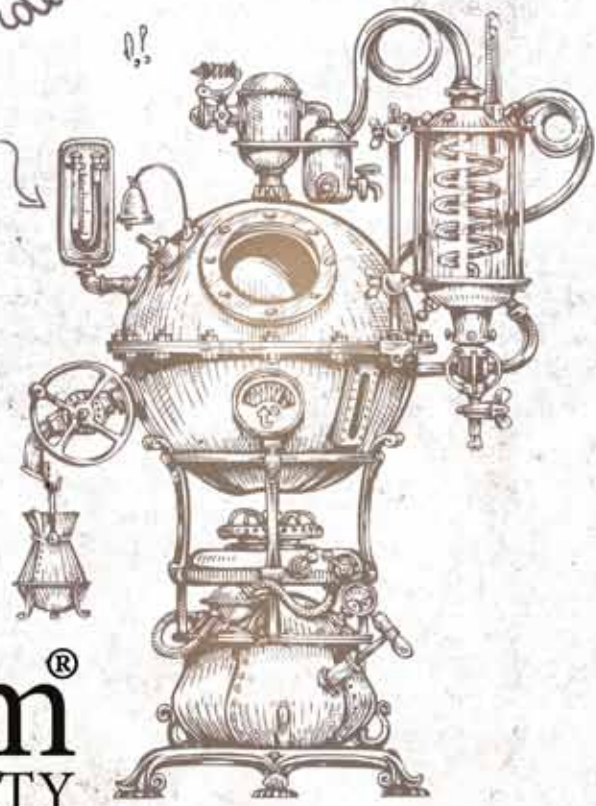


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# CIGAR & RUM PAIRING

by Philip Ili Barake





**M**y 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



## Tea Rum

As you may remember, in the past I've created classic cocktail recipes using tea, so this is nothing new. This time, however, the ingredients are very easy to replace, so that you can experiment with what you have at home, possibly surpassing the results of my pairing, which I describe below.

I started by selecting a black tea, a classic Ceylon one, something that can easily be found at home. I prepared a standard cup of tea, nothing special, just try not to boil the water. Rest the tea in the water for no more than 5 minutes and then place the cup in the refrigerator until it is very cold.

Once the tea is chilled, we are ready to select the rum. Since we know that the tea will impart a distinctive bitterness, I took a gamble and opted for a sweetened rum, such as Diplomático or Zacapa 23, both of which would balance this cocktail perfectly.

Finally, to complete the ingredients, I needed a Vermouth Rosso, a basic one will work fine, so I grabbed the one we use at the bar, a Martini Rosso, but you can easily substitute it with any other Vermouth of similar quality and/or price.

For the cocktail we'll use a Martini glass, a classic presentation for cocktails where the leading alcohol dominates the profile. In this glass we'll attempt to balance the rum with the rest of the ingredients.



Photo credit: @Cigarili



Photo credit: @Cigarili

- 3 oz. Zacapa 23
- 3 oz. Ceylon Tea
- 1 oz. Vermouth Rosso

Combine all ingredients in a cocktail shaker or in a mixing glass if you don't have a cocktail shaker. It is important to keep all ingredients cold, including the Martini glass.

For my cocktail I used an orange peel, since the oils from the orange mix extremely well with the rum. It is now time to taste the cocktail and the flavor is amazing, a perfect balance between sweetness and bitterness, that makes the cocktail exceedingly drinkable from the first sips.

Now we are ready to pair the cocktail with a cigar and I selected a present from a friend of mine who loves all good things in life. He worked for me during many years but now he is working as a sommelier for many famous stores and restaurants in Santiago.

The cigar was an Arturo Fuente Churchill Gran Reserva (48 x 7 ¼) with natural wrapper and a medium body, which offered us the perfect intensity

for the pairing, without overpowering the flavors. The cigar I selected is a bit long, but I have no problem at all preparing a second cocktail!

It is possible that by changing some of the ingredients in the cocktail recipe you'll change the outcome a bit, but as long as the rum is reasonably sweet (avoiding rum liqueurs), you should be able to maintain a good balance. If the rums you have at hand are not sweet enough, you can sweeten the tea instead, to respect the spirit or the cocktail.

It takes time to enjoy a good cigar and you'll cherish every minute of it if you are able to pair it with a well-balanced cocktail that is tailor-made to your own preferences.

I hope that you enjoy this pairing, if it is very cold where you are, please consider substituting the cigar with a much shorter one.

Cheers!  
Philip Ili Barake  
#GRCigarPairing



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