

# Got Rum?®

MAY 2024

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**COOKING WITH RUM - ANGEL'S SHARE - CIGAR & RUM  
MOTHER'S DAY GIFTS - RUM HISTORIAN  
THE AMAZING WORLD OF ALCOHOL - RUM IN THE NEWS  
THE IMBIBER'S ALMANAC - RUM IN HISTORY  
EXCLUSIVE INTERVIEW**



6



10



20



28

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

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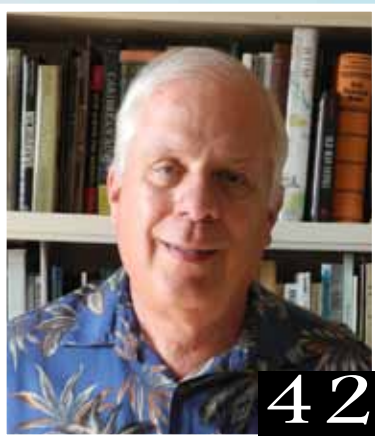
32



# CONTENTS

MAY 2024

- 5 FROM THE EDITOR
- 6-9 THE ANGEL'S SHARE - RUM REVIEWS
- 10-13 COOKING WITH RUM
- 14-19 THE IMBIBER'S ALMANAC
- 20-23 MOTHER'S DAY GIFTS
- 24-25 THE RUM UNIVERSITY® LIBRARY
- 28-31 THE RUM HISTORIAN
- 32-37 THE AMAZING WORLD OF ALCOHOL
- 38-41 RUM IN HISTORY
- 42-45 RUM IN THE NEWS
- 46-59 EXCLUSIVE INTERVIEW
- 60-63 CIGAR AND RUM PAIRING



42



Eric Olson (Left) and Kelly Moffitt (Right), Central Coast Distillery, Cal

46



60

# Got Rum?<sup>®</sup>

Printed in the U.S.A.  
A publication of Rum Runner Press, Inc.  
Taylor, Texas 76574 - U.S.A.

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## May 2024

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

If you would like to submit news or press releases, please forward them to:

**news@gotrum.com**

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FRONT COVER: Rum Cider for Two  
INSIDE SPREAD: Springing Into Summer

# FROM THE EDITOR

## *Leadership In Rum*

This month I am very thrilled to share a follow-up interview with a notable figure in the US craft spirits industry. I'm referring to Eric Olson, from Central Coast Distillery in California, who's already earned more medals and awards than most distillers do in an entire lifetime. What is most impressive about Eric, however, is the wholesomeness and generosity with which he approaches his business endeavors: always respecting nature, people and processes.

It is no surprise that this approach has earned Eric the respect of his peers and consumers, but what really fills me with joy, is the fact that he is willing and able to pass on his life experiences to others, "planting the seeds of success," so to speak, for future generations to harvest.

For an individual to be successful, he or she has only to achieve personal goals. For an industry to be successful, however, a great deal of experiences and information must be shared, to build a higher starting point, so that true greatness can be reached. What this means to me, is that true leadership should be measured by its ability to increase the number of future leaders, rather than by its ability to increase the number of its current followers. I invite you to turn to page 46 to read this inspiring article.

Are you an inspired person who is on the path of success? If so, have you also found a way to inspire those around you, so that they too can succeed and mentor others in the future?



American writer, William Arthur Ward, wrote that:

*"The mediocre teacher tells.  
The good teacher explains.  
The superior teacher demonstrates.  
The great teacher inspires."*

I believe, like Eric Olson, that wholesomeness and generosity are two human resources that actually become more abundant, the more they are used. Do you agree?

Cheers!

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

Luis Ayala, *Editor and Publisher*

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

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

# THE ANGEL'S SHARE

by Paul Senft



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

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

## R.L. Seale's Finest Barbados Rum 12 Years Old

The Seale family's history and that of Barbados rum have been intertwined for four generations since Reginald Leon Seale founded R.L. Seale & Co. in 1926. The company originally focused its business on procuring rum from the island's distilleries, blending it, and bottling it for sale to the public. In 1996, the Seale family purchased Foursquare Rum Distillery, and under the guidance of Richard Seale, the company has produced an interesting array of rums over the years, winning multiple awards and slowly building a following around the world.

This rum is an homage to the rum blends R.L. Seale & Co. created during the early days of the company. This particular blend is comprised of pot and column still rums that have been aged for a minimum of 12 years in used bourbon barrels and blended to 46% ABV.

### Appearance

The 750-ml crooked-neck black bottle is easy to spot on the shelves. The front and neck labels provide a small amount of information about the rum, while the back label covers the legal and point-of-sale requirements. The front label is wrapped around a small metal coin with the words "Finest Aged Barbados Rum" centered around the character from the Old Brigand rum label.

I swirled the golden amber liquid in the tasting glass and watched a thin band form. As the band thickened, it released a single wave of slow moving legs before evaporating, leaving beads around the glass.

### Nose

As the rum was poured into the glass, an aroma of caramel, tropical fruit, and wood spices filled the air. After the liquid settled, I discovered notes of vanilla and toasted coconut, punctuated by a cooked banana.

### Palate

The first sip of the rum delivered a rich caramel flavor in a swirl of alcohol. Subsequent sips revealed notes of honeyed banana chips, papaya, toasted coconut, dark chocolate, cinnamon, brown sugar, and oak char. The fruit flavors and spice notes merged to create a dry finish that had a fruity tartness, smoky oak tannins, graphite, and baking spice flavors before slowly fading away.

### Review

With any Foursquare product, I have a certain expectation of the quality of the rum, and this one certainly did not disappoint. A complex sipper and versatile ingredient in a range of cocktails. It is interesting to see where it shows up on menus and how the cocktail creators are using it in their drinks. As this rum is appearing on store shelves, I can see it becoming a favorite for anyone who enjoys Barbados rums or seeks out Foursquare products in particular. An interesting side note: while shopping for this rum, I found it at varying prices ranging from the mid-40's to the high 90's, depending on the store. Due to this, I recommend anyone interested in purchasing a bottle to shop around and find a price they are comfortable with.



www.facebook.com/risealeltd

# THE ANGEL'S SHARE

by Paul Senft

## Ology Single Barrel Golden Rum

Ology Brewing began producing craft beers in Tallahassee, Florida, in 2016. After the success of their beers, the company began producing a line of spirits. Their "Golden Rum" product is made with Guatemalan Grade A molasses that is fermented using Saison yeast and distilled with column and pot stills.

The rum for this review was aged for 22 months in a charred new American oak barrel and bottled at 58.5% ABV; however, it should be noted that the newest incarnation of this spirit is bottled at 55% ABV.

### Appearance

The bottle is a short-necked 750-ml bottle that is sealed with a synthetic cork. The label is loaded with information about the product and provides lots of details about this bottling.

The rum has a bright copper-amber color in the bottle and glass. Swirling the liquid creates a dense band that quickly beads up and releases a wave of fast-moving legs. The band then releases two more waves of slow-moving legs before finally evaporating.

### Nose

The first aroma to hit the nose reminds me of cherry Starburst candy. As the liquid rested, I found an interesting combination of spicy cinnamon, cloves, and fresh orange zest.

### Palate

The first sip reveals the heat and flavor of the alcohol in a swirl of caramel, a strong dose of cherry, and oak char. Subsequent sips revealed a strong dose of brown sugar, cloves, and cinnamon from the aroma, with a nip of allspice and cocoa rounding it out before the oak tannins take over in a long char and spice finish.

### Review

When I evaluate a North American craft rum from a company that I am not overly familiar with, I find that I am braced for better or worse for pretty much anything. Considering the rum has been aged in new oak barrels for less than two years, I was pleasantly surprised to find a simple but interesting flavor profile.

The strength of the caramel and cherry flavors on the palate with the first sip, along with the heat of the alcohol, created an intense flavor experience, and I was glad to find other flavors during the evaluation process. By design, this rum is engineered to be mixed in cocktails, and I can see where the citrus zest would hook into some cocktail profiles and the caramel and spice would work well with others. Ultimately, though, the cherry note was a bit much for me, and while I am happy to have experienced this rum, I would probably look for something else that is not dominated by the cherry note.





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# COOKING WITH RUM

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

by Chef Susan Whitley





## Rum-Battered Fish with Sweet Potato Fries, Onion Rings & Coconut Curry Dipping Sauce

### Ingredients For the Fish:

- 4 ½ C. Vegetable Oil, for frying
- 2 ¼ tsp. Instant Yeast
- 1/16 tsp. Sugar
- 1 ¾ C. Club Soda, cold
- ½ C. All-Purpose Flour
- ½ C. Dark Rum
- ½ tsp. Cider Vinegar
- 1 tsp. Salt
- ½ tsp. Black Pepper
- 4 small Cod Fillets, about 2 pounds

### Ingredients For the Sweet Potato Fries:

- 2 Large Sweet Potatoes, cut into fries
- 2 Tbsp. Vegetable Oil
- Salt and Pepper
- 1 tsp. Mixed Herbs

### Ingredients For the Onion Rings:

- 1 Large Onion, cut into ¼ inch slices and separate rings
- 1 ¼ C. Self-Rising Flour
- 6 fl. oz. Sparkling Water
- 3 Tbsp. Dark Rum
- 1 Tbsp. Jerk Seasoning
- Salt and Pepper

### Ingredients For the Coconut Curry Dipping Sauce:

- 2 oz. Butter
- 1 Large Onion, finely chopped
- 1 Habanero, deseeded and finely chopped
- 1 tsp. All-Purpose Flour
- 2 Tbsp. Curry Powder
- 5 fl. oz. Coconut Milk
- 7 fl. oz. Chicken Broth
- 2 Tbsp. Dark Rum
- 4 Tbsp Fresh Coriander, finely chopped
- Juice of half a Lemon
- Garnish with Fresh Coriander

### Instructions:

1. Start by making the sweet potato fries first, since they will take the longest to cook. Follow by the fish, onion rings and last, but not least, the curry dipping sauce.
2. To make the sweet potato fries- Bring a large pan of water to a boil and boil the sweet potato fries for 5 minutes, drain and set aside. Preheat the oven to 400°F. Using a large baking sheet, pour a couple of tablespoons of oil on the pan and spread with a brush. Put pan inside oven and allow the oil to heat up.

While oil is heating up, mix the sweet potatoes with salt, black pepper and mixed herbs. When the oil is hot, place the sweet potato fries on the tray and cook for 30-40 minutes or until crispy and browned.

3. To make the fish- While the fries are cooking heat vegetable oil to 375°F in a large heavy based pan. For the fish, mix the yeast, sugar and sparkling water together in a large bowl. Add the flour, rum and vinegar with a sprinkle of salt and pepper. Set aside and allow it to start bubbling. Dip the cod fillets into the batter making sure to fully coat them. Then place fillets in the hot oil and fry for 3-4 minutes or until browned then remove with a metal slotted spoon and place on a plate lined with paper towels to drain. Sprinkle with salt.
4. To make the onion rings- Mix together the flour, sparkling water, rum and jerk seasoning. Coat the onion rings in the batter and fry in batches for a few minutes until browned. Place the cooked onion rings on a plate lined with paper towels and sprinkle with salt.

5. To make the coconut curry dipping sauce- While the fish and onion rings are frying make the curry sauce. Melt the butter in a saucepan over medium heat and add the onion and habanero. Stir through the flour and curry powder followed by the coconut milk, rum and chicken stock. Bring to a simmer and cook for 5-10 minutes. Finish by stirring through the coriander and lemon juice.

6. Assemble all on a platter and serve the curry sauce in a bowl. Garnish platter and sauce with fresh coriander.



Photo credit: [thecookreport.co.uk](http://thecookreport.co.uk)

# 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

MAY

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!

**MAY 7 National Cosmopolitan Day**

**MAY 7 National Homebrew Day**

**MAY 9 National Moscato Day**

**MAY 13 World Cocktail Day (the Oxford English  
Dictionary first defined the word "cocktail" on May  
13th, 1806)**

**MAY 14 American Craft Beer Week**

**MAY 20 World Whisky Day**

**MAY 25 National Wine Day**

**MAY 30 National Mint Julep Day**





# The IMBIBER'S Almanac

Featured Cocktail:  
Pineapple Rum Mint Julep  
(May 30th)

Mint julep is a mixed alcoholic drink, or cocktail, consisting primarily of bourbon, sugar, water, crushed or shaved ice, and fresh mint. As a bourbon-based cocktail, it is associated with the American South and the cuisine of the Southern United States in general, and the Kentucky Derby in particular. Rum can be used in place of -or in addition to- the bourbon, for an exciting twist on the original.

## Ingredients

- 1 oz. Pineapple-Flavored Rum
- 1/2 oz. Bourbon
- 1/2 oz. Blackstrap Rum
- 1/4 oz. Simple Syrup
- 6-8 Mint Leaves
- 1/2 tsp. Molasses

## Instructions

1. Press mint leaves and simple syrup in glass or Julep cup. Don't muddle leaves, just press on them.
2. Add in bourbon, rums and molasses.
3. Top with crushed ice and stir.
4. Top with more crushed ice.
5. Garnish with pineapple fronds or sprig of mint, if desired.



2024

HAPPY

Mother's  
Day

A bouquet of pink tulips is shown against a solid pink background. The tulips are in various stages of bloom, with some fully open and others as buds. The stems and green leaves are visible at the bottom left.

# 4 Ways to Pamper Mom On Her Day

by Margaret Ayala

## **Mother's Day Celebrations Throughout The World**

### **Countries that celebrate the second Sunday in May:**

Australia, Belgium, Canada,  
Denmark, Finland, Italy, Japan,  
Turkey and The United States.

**Countries that celebrate on  
May 10th:** Bahrain, Hong Kong,  
India, Malaysia, Mexico, Oman,  
Pakistan, Qatar, Saudi Arabia,  
Singapore and United Arab  
Emirates.

**Other countries that celebrate  
Mother's Day in May:** France  
and Sweden-last Sunday in May,  
South Africa-first Sunday in May.

**Rum-Scented Candle Inspired by  
Pirates of The Caribbean**



<https://www.amazon.com/Walter-Rosie-Candle-Co-Caribbean/dp/B09C7JPBX4/>

**Sterling Silver  
Jamaican Rum Bottle Pendant**



<https://www.amazon.com/Charm-Sterling-Jewelry-Pendant-Jamaican/dp/B07KFL9BTQ/>

**Rum Girl T-Shirt**



<https://www.amazon.com/Rum-Girl-Drinking-Gift-T-Shirt/dp/B0828NX7L4/>

**Spiced Rum Honey**



<https://www.amazon.com/Honey-Flavored-Alternative-Bourbon-Cooking/dp/B0BNC2FBWP>

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.

[www.RumUniversity.com](http://www.RumUniversity.com)



## Cocktails, Mocktails, and Garnishes from the Garden: Recipes for Beautiful Beverages with a Botanical Twist by Katie Stryjewski

(Publisher's Review) Step inside a bartender's apothecary, forage for garnishes, and craft some of the most popular cocktails, mocktails, and beverages. This beautifully photographed compendium of craft cocktails includes examples of garnishes and interesting ingredients to give any drink a botanical twist.

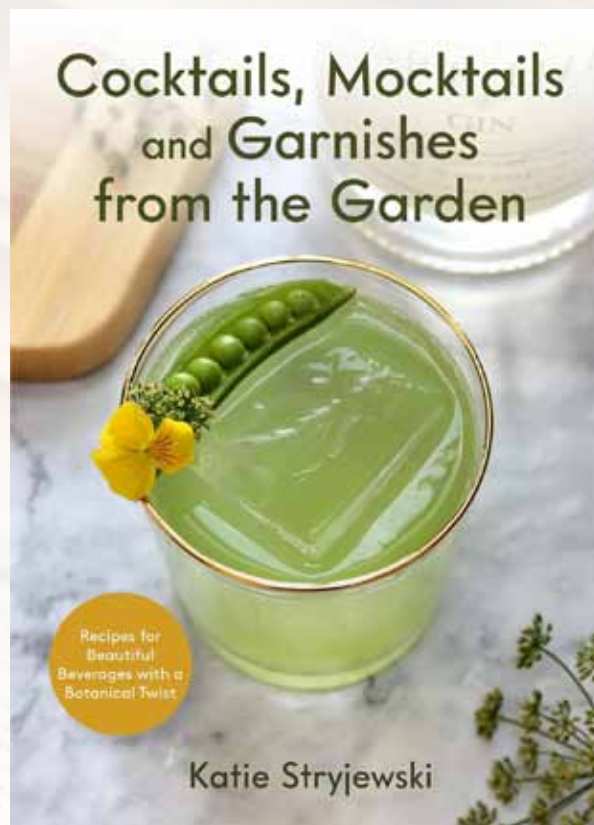
The go-to reference for classic and modern cocktail recipes. Whether it's adding a basil sprig or infusing gin with peaches; *Cocktails, Mocktails and Garnishes from the Garden* gives you the ability to make classic cocktails and the confidence to craft innovative concoctions. Alongside recipes of some of the most popular cocktails come new-fangled libations, non-alcoholic equivalents, and instructions to create gorgeous garnishes.

Creating your very own herb bar and garnish garden for craft cocktails. A cocktail recipe book from the wild; *Cocktails, Mocktails and Garnishes from the Garden* features examples of garnishes and general know-how. With a reference guide of herbal and floral flavors that complement different spirits, and details about what to plant and how to grow your very own herb bar, you can craft cocktail recipes alongside nature.

Inside, learn about herbs and their uses as well as:

- General instructions on creating a garnish garden
- The difference between a high ball and a coupe glass
- Which bar tools are "must haves" for a home cocktail set-up
- If you enjoyed books like *The Drunken Botanist*, *The Wildcrafting Brewer*, *Shrubs*, or *Beautiful Booze*, then you'll love *Cocktails, Mocktails and Garnishes from the Garden*.

About the Author: Katie Stryjewski is a writer, cocktail photographer, recipe developer, and Instagram influencer.



She trained as an ornithologist and evolutionary biologist, receiving her PhD from Boston University and completing a postdoc at Harvard University before transitioning to her current career. She lives in Somerville, Massachusetts, with her husband and son. You can find her on Instagram @garnish\_girl and visit her blog <http://www.garnishblog.com/>

Publisher: Yellow Pear Press (March 16, 2021)

Language: English

Hardcover: 156 pages

ISBN-10: 1642504963

ISBN-13: 978-1642504965

Item Weight: 1.12 pounds

Dimensions: 5.5 x 0.75 x 8.5 inches





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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.

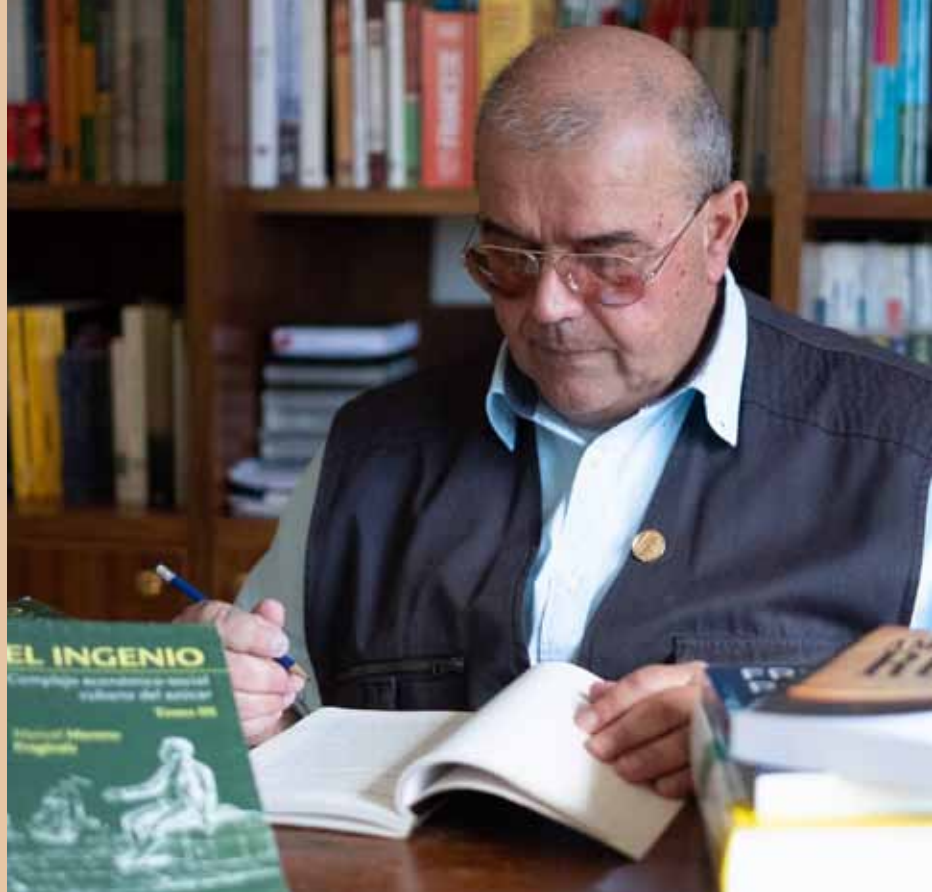
Soon, I discovered that rum has also a terrible and rich History, made of voyages and conquests, blood and sweat, imperial fleets and revolutions. I soon realized that this History deserved to be researched properly and I decided to devote myself to it with all my passion and with the help of the basic 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 18. OVERCOMING THE RUM INFERIORITY COMPLEX (ALMOST)

Between January 1899 and May 1902, Cuba was ruled by a US military administration. Then in June 1900 the first municipal elections took place and in December those for the Constituent Assembly. In spite of a very limited electorate, more or less 100.000 men, the victory went to the independence-minded parties.

During the proceedings of the Assembly, in 1901 the notorious Platt Amendment was inserted in the Constitution, which gave the USA the right to intervene in Cuba when they deemed it necessary. It was a painful open wound in Cuban national pride, but also a tool available to the various political factions. Since the presidential elections of 1902, Cuban politics was characterized by fierce clashes and mutual delegitimization between the parties in struggle. The first president Tomas Estrada Palma himself was elected without opposition, because his rival withdrew denouncing fraud and irregularities. As a matter of fact, from the very beginning,

the Cuban Republic was characterised by violence and disorder, in a sort of a permanent low intensity civil war, with widespread electoral fraud, dramatic political corruption, gangsterism and repeated American military interventions.

Yet, and it is not easy to understand how that was possible, violence and disorder coexisted with a spectacular demographic and economic growth. Not only did many Spaniards remain in Cuba after independence, but over the next 30 years one million Spanish immigrants arrived. Some returned to Spain or emigrated again, but many remained, leaving a deep mark on Cuban society. Many other immigrants arrived from all over Europe and to a lesser extent also from Asia. The economy grew, dynamic, modern, and prosperity spread to an important part of the society.

The success of some rum producers stands out in this context. They were companies with Cuban capital and management that grew and consolidated, conquered the local market, exported and, in the case of Bacardí, became real multinationals. A rare case in all of Latin America, one more sign of the strength of the Cuban economy.

From the very beginning, and then throughout its entire history, the promotion of the Brand and of the overall image of the Company has been the heart of the Bacardí marketing strategies. I am not an expert, but it is my understanding that the Company combined the most modern marketing techniques with attention to maintaining an image consistent with the origins, the real characteristics, the identity of the Company, starting from the creation of a myth of the origins and an exaltation of the figure of the founder, Don Facundo Bacardí Massó, and his son and successor, Don Emilio Bacardí Moreau. Myth of the origins from which the co-founder, the French distiller José León Bouteiller disappeared immediately and forever. Moreover, Bacardí was fortunate enough to have gifted business managers

within the family and to continue to be chaired by Emilio Bacardí, one of the founder's sons.

Anyway, at the beginning of the 1900s "Emilio was the public face of the firm, at a time when its image and reputation were still being established. In the postwar era, with the memories of struggle still fresh and the dream of a free Cuba not yet realized, national pride was still a powerful sentiment, and with Emilio at its head, Bacardi & Compañía could be represented as the most genuinely *Cuban* of the island's rum companies. Cubans were regularly reminded that Bacardi rum was served in the bars and nightclubs of Madrid, París, and New York. It was '*El Que a Cuba Ha Hecho Famosa*' (The One That Has Made Cuba Famous), and no one could represent the rum more prestigiously than Emilio Bacardi, the esteemed patri-ot." (T. Gjelten "*Bacardi and the long fight for Cuba*" 2008)

First in Santiago and later all over Cuba, Rum Bacardí was from the beginning associated with civic involvement, political progressivism, and modernity. For instance, the pilot of the first airplane to arrive in Santiago, in 1911, was treated to a "complimentary bottle of Bacardi Elixir, a raisin-flavoured rum drink the company had just introduced. In the nineteenth century, civic involvement for a Cuban company like Bacardi meant supporting the independence movement. In the twentieth century, it could mean promoting air shows or sponsoring professional baseball teams, as Bacardi also did." (Gjelten). And as early as 1910, Bacardí opens its first factory abroad, in Barcelona.

"By 1919, with rum production and sales growing from month-to-month, the Bacardi partners decided it was time to reorganize their firm as a stock corporation, to be known as the Compañía Ron Bacardi, SA (Bacardi Rum Company, Inc.). They declared it to be worth an astounding \$3.7 million, about two thirds of which (\$2.43 million) was their estimate of the value of the Bacardi name and all their trademarks

... and indication of how vigorously they intended to defend them.” (Gjelten)

Investments in building and machinery, needed for the growth of the Company, were always attentive to promoting its mythology. Indeed in 1922, the sixtieth anniversary of the Company's founding, a new, larger and more modern distillery was inaugurated, but built taking care not to damage the coconut palm that – they say - the fourteen-year-old Facundo Bacardi Jr. had planted in front of the distillery in 1862.

Meanwhile, the importance of Bacardi's biggest competitor, Arechabala, also grew. In 1862, at the age of 15, José Arechabala y Aldama arrived in Havana. He was born in 1847 in the province of Vizcaya, in the Basque Country. He too, like Facundo Bacardi and like many young Spaniards before and after him, sought his fortune in Cuba. He was energetic and ambitious and in 1878, in the lively coastal town of Cardenas, he founded his own Company which, perhaps with a little nostalgia, he called La Vizcaya. The Company dedicated itself to distilling rum with a small still. Business went well, very well, so much so that not even the great destruction caused by a terrible cyclone in 1888 stopped the growth of the enterprise. In 1921 the Company, by then one of the largest in Cuba, became a joint-stock Company with the name of “José Arechabala, S.A.” of which Don José became the first president. The Company grew into one of the most important companies on the island. The Havana Club brand itself was introduced in 1935 by the Arechabala family. A diarchy in the world of Cuban rum soon arose, a commercial and even political competition between Bacardi who continued to care for his progressive image and Arechabala who instead sided with the conservative side. Numerous other companies were born in Havana and elsewhere in the island, first of all Ron Matusalem, but none of them reached the importance of the two major contenders.

I would now like to dwell a little on what I think I can call the Rum Inferiority Complex. Actually, our beloved spirit has suffered for a long time, and in part still suffers, from a real complex of inferiority towards the traditional and more “noble” European distillates, Scotch Whisky and Cognac in the first place. Born as a humble spirit for humble people, it has taken rum a long time to become proud and confident and to present itself to consumers as a quality, sipping, spirit drink. In Cuba this process was faster, but it took time and for many years Bacardi also suffered from this inferiority complex. Indeed, in the Bacardi entry of the 1918 *Diario de la Marina* special issue (See the article THE RON LIGERO CUBANO in the February 2024 issue), we read that Bacardi:

“is a very pure cane brandy, poorly named rum because with this name are called all the spirit drinks made from sugar cane, that are so different from ours. The drink known as ‘rum’ everywhere has a certain taste and smell of leather sole or maceration, as we have said before, something that is peculiar to it due to a defective, old style distillation. With its product, the house ‘Bacardi and Co.’ has created a new class of rum and a true National Industry, since this Industry was born and developed in the Island of Cuba. Bacardi is a unique product in its class, as good and as fine as are the best grape spirits made in Cognac. This is thanks to a special filtration technique, exclusively ours, that has returned to the cane spirit its true flavor and the natural delicacy of its aroma, making it the favorite drink of Cuba.” That is, it may seem strange to us today, but in that year 1918 Bacardi openly affirmed that rum was generally bad and poorly distilled while Bacardi was excellent because it was not really a rum, but something unique, different, a real cane brandy, as good as the traditional, prestigious, grape brandy.

It was only later that the bull was taken by the horns and it was finally declared that Bacardi rum was a real rum, even though superior to all the others, thanks also

to the environmental characteristics of Cuba. And, as often in the history of rum, science was called upon to confirm this.

A Doctor Guillermo García Cita López, member of the Havana University and former chief of the Department of Bromatology of the Ministry of Health of the Cuban Republic, in a work that [according to Gjelten, in 1934] he submitted to a Medical-Pharmaceutical Competition about the products of the *Compañía Ron Bacardí, S.A.*, wrote:

“Some foreign industrialists have tried to transport molasses for the purpose of making rum. A very curious fact showed them that rum, with its physical-chemical characteristics, could not be obtained in that way in Europe, because they only obtained an unpleasant ethyl alcohol. Reliably, weather conditions play a role in the manufacture of rum. In the cane producing countries, high temperatures exert their action on fermentation. Attempts to ferment in Europe, even in places with high temperatures, have also failed. Some have come to think that, in addition to the character of molasses and ambient temperature, other causes could have an effect on the preparation of rum, and so have spoken of possible ferments diffused in the atmosphere of warm countries. ... Molasses has a natural yeast that adheres like a grey or whitish powder to the surface of the cane, next to the knots, which is what acts as a ferment. This leads to the same kind of fermentation as wine, already known, that is without the intervention of artificial ferments, as in the case of whisky” (H. Alonso Sánchez “*El Arte del cantinero*”1948)

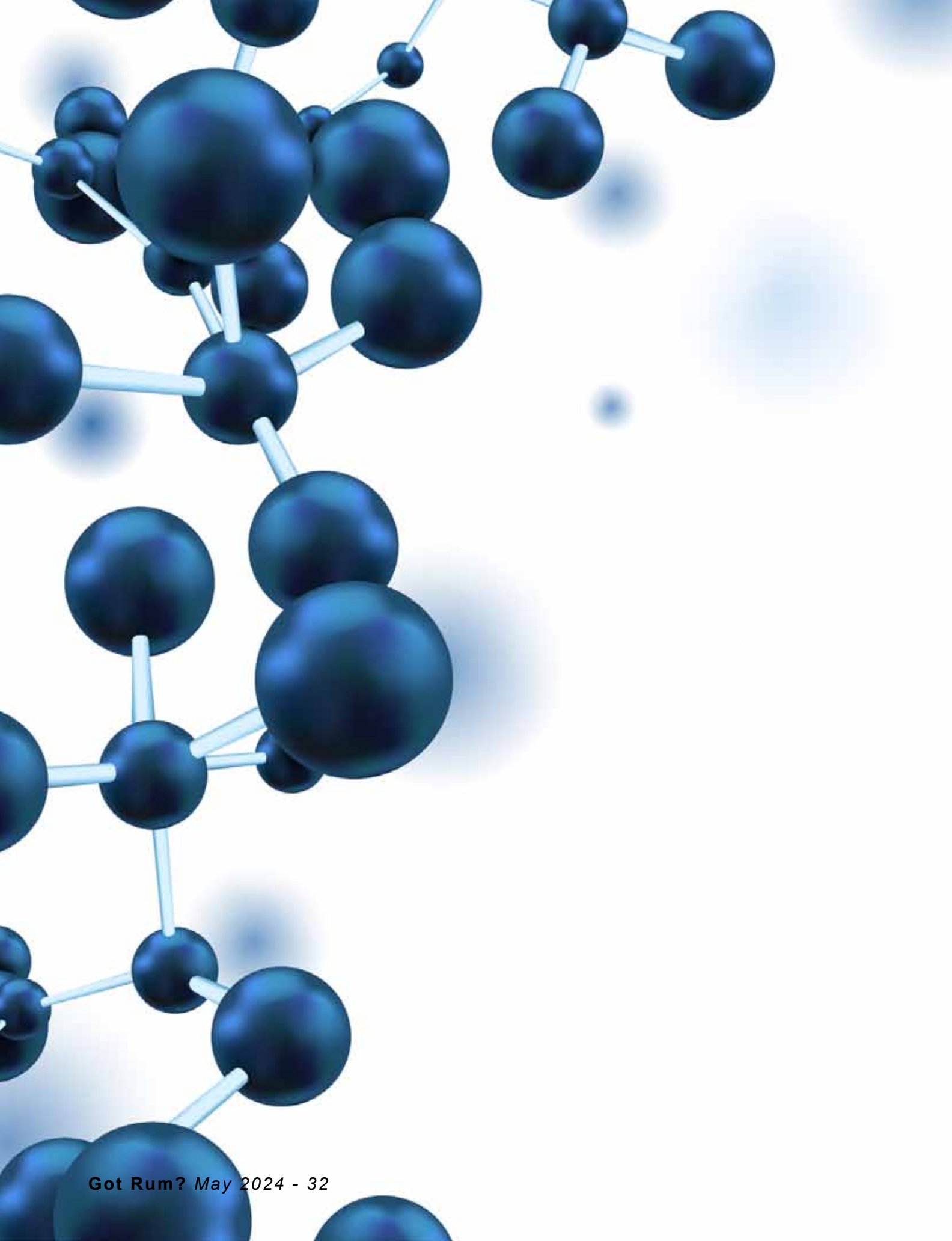
The prestige that imported foreign distillates enjoy among their national public is a problem that even today many South American countries have not been able to solve completely. In 1981 Gabriel García Márquez, Nobel Prize for Literature in 1982, published the short novel “*Chronicle of a Death Foretold*” (in my humble opinion the most important of his novels) that tells the story of the

killing of a San-tiago Nazar in a village in Colombia. The novel devotes ample space to the big, long, very expensive, wedding party offered by the rich groom, which the whole village attends together with his relatives and friends: “He said that forty turkeys and eleven pigs had been sacrificed for the guests, and four calves that the groom put to roast for the people in the public square. He said 205 boxes of smuggled spirits and nearly 2,000 bottles of cane rum were consumed and distributed to the crowd.” So, rum is for the crowd, those of lower rank, like the two reluctant young murderers who in the short, dramatic hours preceding the murder, try to make themselves strong by drinking bottles of rum.

And, if you'll allow me a somewhat nostalgic personal note, I still remember some interesting conversations a few years ago with some Venezuelan producers, during the never-enough-regretted International Rum Congress in Madrid. Speaking freely, perhaps after a good dinner at the end of a busy day, they told me that even today, in their homeland, rum consumers who were able to move up the social ladder, of-ten replaced the excellent Venezuelan rums with expensive, but prestigious, imported spirits.

And the Rum Inferiority Complex continues to exist not only in South America. It's just my opinion and I don't want to convince anyone, but it seems to me that even in the European and North American obsession with ageing rum for a disproportionate number of years, there is at the root a desire to make it similar, at least in im-age, to whisky and brandy. Forgetting, or not knowing, or not wanting to know, that well fermented and well distilled rum does not really need it. (See my THE WHITE RUM RENAISSANCE in the January 1917 issue)

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.

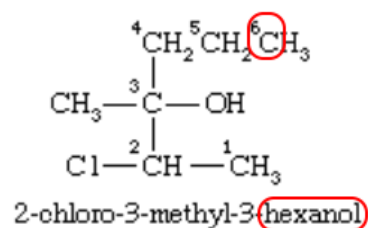
## Nomenclature

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:

**Pentanol (aka Amyl Alcohol)**

### Aldehyde formed:

Pentanal / Valeraldehyde

### Carboxylic acid formed:

Pentanoic Acid / Valeric Acid

### Ester formed when reacting with itself:

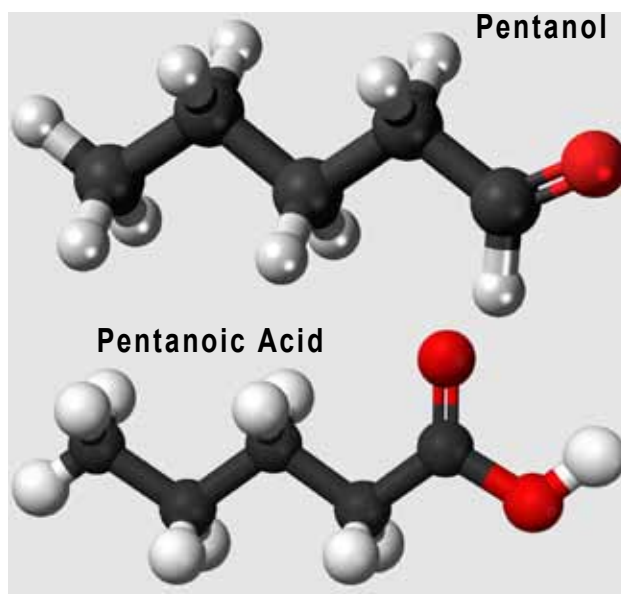
Pentyl Pentanoate / Amyl Valerate  
Pentanoic Acid Pentyl Ester

1-Pentanol, (or n-pentanol, pentan-1-ol), is an organic compound with the formula  $\text{CH}_3\text{CH}_2\text{CH}_2\text{CH}_2\text{CH}_2\text{OH}$  ( $\text{C}_5\text{H}_{11}\text{OH}$ ) and is classified as a primary alcohol. It is a colorless liquid with a distinctive aroma. It is one of 8 isomeric alcohols with the same formula.

1-Pentanol is commonly used as a solvent, a biological drying agent and in the synthesis of some fragrance compounds. It is also a common component of **fusel alcohols** (fusel oils or "tails"), which is the term given to a group of congeners/byproducts of alcoholic fermentation.

Pentan-1-ol is a short-chain primary fatty alcohol that is pentane in which a hydrogen of one of the methyl groups is substituted by a hydroxy group. It has been isolated from *Melicope ptelefolia*. It has a role as a plant metabolite and a human metabolite. It is a pentanol and a short-chain primary fatty alcohol.





1-Pentanol is a natural product found in *Camellia sinensis*, *Angelica gigas*, and other organisms. It is also a metabolite found in or produced by *Saccharomyces cerevisiae*, a yeast typically used for the fermentation of beverage and industrial grade ethanol.

#### **Toxicity**

- Inhalation of amyl alcohol vapors by man caused vertigo, dyspnea and cough, double vision, deafness, delirium, and occasionally fatal poisoning (Patty, F. (ed.). *Industrial Hygiene and Toxicology: Volume II*)
- Repeated or prolonged contact with skin may cause dermatitis (IPCS, CEC; International Chemical Safety Card on 1-Pentanol, April 1997)

#### **Aroma**

- Pentanol is often described as having a “Balsamic, Fruit, Green, Pungent, Yeast” aroma.
- Pentanal is often described as having a “fermented, bready, fruity, nutty, berry” aroma.
- Pentanoic Acid Pentyl Ester is often described as having a “fruity, slightly oily-fatty; apple & banana-like” aroma.



**RUM IN**

**HISTORY**

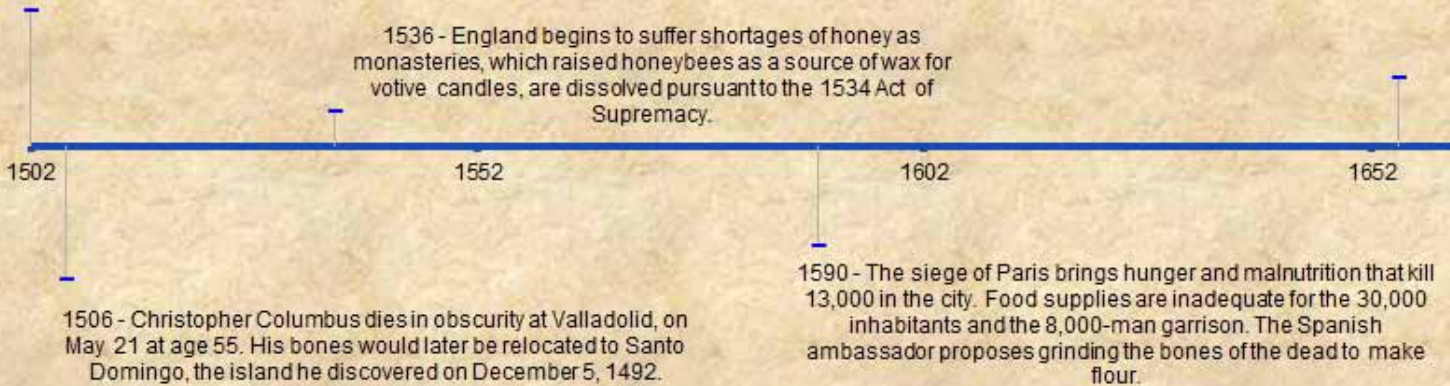
**MAY**

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1502 - On May 11, Christopher Columbus embarks on a fourth voyage to the New World, the journey took eight months, forcing the crews to eat wormy biscuit, shark meat and ships' rats in order to survive. Columbus introduces sugarcane to Puerto Rico.

## May Through The Years







1655 - English forces under the command of Vice Admiral William Penn, take Jamaica ("San Iago") from the Spanish, precipitating a 3-year war. The British Royal Navy introduces Rum from Jamaica to replace beer, because beer does not keep well at sea.

1832 - Aeneas Coffey perfects his Still, which allows for the first time to distill alcohol continuously, leading to higher production volumes and greater purity. The principles behind the Coffey Still are the foundation of modern column distillation.

1702

1752

1802

1690 - Start of the Pirate Round, the second of three outbursts that comprise the Golden Age of Piracy, which lasts until 1726. During this period, pirates target primarily the ships from the East India Company, due to the value of their cargo.



# RUM IN THE NEWS

by Mike Kunetka



## HAMPDEN ESTATE

The Italian eCommerce website Spirit Academy shows that the second 8 Marks Collection from Hampden is now available. This collection has the same eight marks as the first but they have been aged for one year. From the Spirit Academy website: THE 8 MARKS COLLECTION Aged 1 Year in Ex-Bourbon Casks set is the latest release from Hampden Estate. While the first version of this box set focused on the ester content of the various unaged marks, this new edition reveals the impact of one year's aging in ex-Bourbon casks on the distillery's 8 marks. Made in the distillery's official cellars, the maturation thus takes place in Jamaica's tropical climate, which accelerates the process. Like the previous set, The 8 Marks Collection includes a brochure, which tells the story of the distillery and provides an overview of Hampden's cellars. The text explains the many variables and phenomena that shape the profile of each of the rums in the pack during the maturation process, with a comprehensiveness that will satisfy the most curious rum lovers and enthusiasts. Also contained in the box is a tasting mat on which diagrams illustrate the aromatic components resulting from aging in wood for each of the 8 marks, and their

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).

connection to olfactory and taste perception.  
<https://hampdenestaterum.com/>  
<https://www.spiritacademy.it/en/>

### **Kō HANA DISTILLERS**

Kō Hana has teamed up with a local artist from CocoKealohi to offer a workshop to make your own Floral Lau Niu Wreath. Teal Kealohi, owner and Head Weaver at CocoKealohi, will teach you how to make a 30" wreath made from lau niu. Ulana lau niu (coconut frond weaving) is an ancient Hawaiian practice that dates back hundreds of years. When Teal founded CocoKealohi, her dream was to perpetuate the art of Ulana Lau Niu, an old native Hawaiian practice. Although the coconut tree is not actually native to Hawai'i, since it was brought to the islands by Polynesian voyagers, the Hawaiian people utilized every part of the tree. Specifically, the fronds were used and woven into many different useful items, such as, hats, bags, mats, bowls, panels for roofing and more! Spend a Saturday expanding your knowledge and exploring the art of ulana lau niu. Workshops will be held at the Kō Hana Distillery on Saturday, May 11th and Saturday, June 15th.  
<https://www.kohanarum.com/>  
<https://cocokealohi.com/>

### **RAMPUR DISTILLERY**

Rampur Distillery announced the launch of The Kohinoor Reserve Indian Dark Rum at IAADFS Summit of the Americas at the Palm Beach County Convention Centre in West Palm Beach, Florida. Rampur Distillery is operated by Radico Khaitan Limited (RADICO.NS), which was established in 1943 and is one of India's leading alcohol beverage companies. Renowned for its extensive portfolio, including award-winning Rampur Indian Single Malt Whiskies and Jaisalmer Indian Craft Gins, the distillery has also been producing rum since its inception. The Kohinoor Reserve Indian Dark Rum will be rolling out in coming months across global markets including the USA, UK, EU, Asia as well as GTR. The Kohinoor Reserve Indian Dark Rum is crafted through small-batch distillation, using only fresh cane juice during the North Indian Winter season. The Rum is then matured in American Oak Barrels previously used for maturing Indian Single Malt, followed by further maturation in Cognac XO and Vermouth casks. "We are thrilled to announce the grand unveiling of The Kohinoor Reserve Indian Dark Rum, a true jewel in the crown of the spirits world, at the IAADFS Summit," said Sanjeev Banga, President of International Business at Radico Khaitan. "Crafted with meticulous care and inspired by centuries of tradition, The Kohinoor Reserve Indian Dark Rum embodies the essence of luxury and refinement akin to world renowned Kohinoor Diamond." Vice President of International Business at Radico Khaitan, Kunal Madan added, "As we unveil The Kohinoor Reserve Indian Dark Rum at the IAADFS Summit, we invite you to join us in celebrating the artistry and ingenuity behind

this extraordinary creation. Experience the epitome of Indian luxury with The Kohinoor Reserve Indian Dark Rum." The golden essence of The Kohinoor Reserve Indian Dark Rum traces its heritage to ancient India, where the roots of alcohol distillation were planted during the era of the Indus Valley civilization, spanning from 3000 BC to 2000 BC. Rum is arguably one of the earliest known spirits due to its simple production process. Its main ingredient, sugarcane, was first known to be fermented in India. The earliest records of crystalline sugar production also originated in India. The Kohinoor Reserve Indian Dark Rum is presented in an exquisite glass bottle, mirroring the magnificence of the Kohinoor Diamond. When viewed from above, it resembles the brilliant oval cut of the diamond. Kohinoor, meaning Mountain of Light, represents the rarest of the rare. The bottle's design cascades gracefully, evoking the image of a noble emperor, standing resolutely with a sturdy foundation. Its understated and refined branding, accented with muted gold, enhances its opulence. [www.kohinoorindianrum.co](http://www.kohinoorindianrum.co)

### **LOST SPIRITS**

Early last month, Bryan Davis, Co-Founder and Chief Wizard of Lost Spirits, announced the closing of their distillery/circus show in Las Vegas. Davis became famous in the spirits world ten years ago when he invented his "rapid-aging spirits reactor", a device that used intense light and heat to mature spirits in days, not decades. US patent applications 14/594,944 and 14/795,841 were issued notices of allowance by United States Patent and Trademark Office. They describe processes for maturing distilled spirits involving heat driven esterification and photocatalytic polymer degradation of oak barrel staves. Lost Spirits showed that its patented process creates chemical reactions in distilled spirits similar to those that take place in oak barrels over the course of decades. Davis, the inventor named on both patents, published data demonstrating that the new technology can nearly identically match the chemical signature of a 20-year-old rum, but do so in under a week's time. Lost Spirits' first technologically aged product, Colonial Inspired Rum, came out in 2014, winning recognition and gold medals at various spirits competitions. In 2016, Davis moved from his fantastical distillery in Monterrey (stills were handcrafted to look like dragons) to the Arts District in Los Angeles, where he created a distillery tour that was described as 'Disneyland for Adults'. During COVID he moved the operation again, this time to Las Vegas, where he combined the distillery with an immersive, Vegas-style Cirque show. He even offered a 16-course, fine dining experience. In a letter to investors, Davis wrote "After 14 years in business, Lost Spirits Distillery will close its doors for good when it plays its final performance on April 29, 2024. While we were able to sustain the operational cost of the business last quarter, there is just no way to claw our way out of the immense debt accumulated in recent years. The debt burden accumulated from

both COVID and the slow reopening after COVID has forced this decision to close.” When it closed at the end of last month, the show played over 1,000 performances in its Las Vegas incarnation alone, serving over 250,000 audience members and garnering rave reviews. <https://www.lostspirits.net/>

### **WRAY & NEPHEW**

Wray & Nephew has conducted research that showed that one in five UK Black business owners have struggled to raise funds for their companies. As a result, Campari-owned Jamaican rum brand Wray & Nephew has announced a pledge to support UK Black founders and businesses. They created the Wray Forward program, which is now in its third year and has launched a partnership with Foundervine to build opportunities in underserved communities that help tomorrow’s leaders shape the future. By connecting today’s leaders with mission-led organizations, they aim to transform society by making innovation open to anyone, anywhere. Izzy Obeng, co-founder of Foundervine, said of the initiative: “Black founders face numerous limitations, including restricted access to capital, networks and opportunities. In 2024, we’re aiming to help more Black founders and entrepreneurs by breaking down these barriers and providing tailored support and resources. We’re delighted to be working with Wray & Nephew to equip Black founders with the tools and knowledge needed to navigate the entrepreneurial landscape successfully.” In addition to free-to-access expert-led workshops, the program has added new offerings for Black business owners, including: Networking Events- Gatherings where entrepreneurs can come together to connect, showcase their businesses and network with industry professionals. Pitch Nights: Within four different sessions, six founders will be selected and have the opportunity to pitch their ideas and growing businesses. Selected winners will have the chance to secure a prize of £3,000, £1,500 and £500. The 2024 Wray Forward program began on April 3rd, but will continue with workshop-led sessions until November. <https://wrayandnephew.ca/>  
<https://www.foundervine.com/wray-forward>

### **FORTIN RUM and UNION COMMERCIALE des VINS de FRANCE**

Paraguayan rum distiller Fortin has signed an exclusive distribution contract with Union Commerciale des Vins de France (UCVF) to service the French market. The history of Fortin “little fort” is intimately linked to the heroic past of Paraguay, a country marked by its resilience and fortitude. Located in Piribebuy, site of historic battles during the War of the Triple Alliance, Fortin pays tribute to the bravery of its people through its name and its spirits. As a result of this newly founded partnership, Fortin is bringing its trilogy collection, Heróica, Epopeya and Guarani, to the European

market. Heróica is a blend of five- to six-year-old rums aged in American oak casks that boasts ‘exotic fruit aromas and a creamy finish’. Fortin Epopeya is a five-year-old rum aged in American oak barrels and finished in orange liqueur casks, resulting in sweet notes of Paraguayan oranges and hints of vanilla on the palate. Guarani celebrates the marriage of indigenous and colonial influences and is finished in maté liqueur casks to create herbal notes with eucalyptus on the finish. All three expressions are offered at 40% ABV in 700ml bottles. Fortin will join other rums in UCVF’s portfolio: Authentico Nativo from Panama, Kong from Panama, Ron Piet from Panama, Neptune Rum from Barbados and Labourdonnais from Mauritius. <https://www.ucvf.fr/marques/fortin-123>

### **RUM CONDE de CUBA**

Cuba News reported that an extra-aged artisanal rum from Conde de Cuba, Medialuna, was presented last month to honor the 205th anniversary of the founding of the former Fernandina de Jagua colony, now the central city of Cienfuegos. Among the attributes of this Special Edition Rum is that it was handcrafted and aged for more than a decade in barrels, which provide that well-defined touch of wood and nutty flavor. The bottle that contains it is inspired by the porron of water introduced by the Spaniards to the island of Cuba in 1492, and its elegance lies in the handmade elaboration, in addition to a label that reflects the entrance to the bay of Cienfuegos and the image of the Fortress of Our Lady of the Angels of Jagua. This rum is distilled, aged and bottled in the Sevilla factory, annexed to the Conde de Cuba winery, in the town of Amancio Rodriguez, in the western province of Las Tunas. On this occasion, the name of the rum dedicated to Cienfuegos refers to the title of Conde de Cuba, granted by King Ferdinand VII of Spain to Francisco de Vives y Planes, a Spanish military officer, governor, and captain general of Cuba between 1823 and 1832, who developed the sugar industry on the island. Medialuna, a reserve rum which has been aged for 15 years, is presented as an exclusive bottle in the form of a “C”, as in Cuba, Conde de Cuba and a half moon. <http://www.condedecuba.com/en/conde-cuba-rum/>

### **BACARDI**

BACARDÍ rum announces pop superstar Camila Cabello as the new face of the brand, kicking off a multi-year partnership under the BACARDÍ global “Do What Moves You” platform. In her first-ever spirits collaboration, the multi-hyphenate artist stars in a sensational campaign spot set to her new song “I LUV IT,” now available on all major streaming platforms. This is the first single off her highly anticipated fourth album arriving this summer, C, XOXO. “I’m beyond excited to be partnering with BACARDÍ. I’ve always thought of BACARDÍ as the quintessential rum brand,” said Camila Cabello. “To me, BACARDÍ is synonymous with the spirit

of the Caribbean and, of course, good cocktails and a great party. The campaign we worked on is unlike any project I've done before. I can't wait for fans to experience it." The BACARDÍ campaign is a celebration of the vibrant spirit of Cabello's new music and the brand's longstanding passion for bringing together community through movement and self-expression. The creative was captured by director Nicolás Méndez, Co-Founder of CANADA and a go-to director for international hitmakers including Rosalía, Travis Scott, and Tame Impala. His cinematic and irreverent vision, developed in partnership with BBDO New York, features the popstar moving to the beat of her infectious new track. Soundwaves from the song begin to pulsate from the radio onto the street, and eventually culminate in a joyous, communal block party complete with BACARDÍ cocktails. The choreography was brought to life by Marine Brutti, Jonathan Debrouwer, and Arthur Hare of (LA)HORDE, while Cabello's bold new looks were created in collaboration with celebrity stylist Jared Ellner, makeup artist Ash K Holm, hairstylist Dimitris Giannetos, and nail artist Tom Bachik. The campaign celebrates Cabello's fresh-new sound and style, unlike anything fans have seen before. Beyond the new creative, BACARDÍ will continue to support the star through the release of her new album with a series of upcoming events and performances across the world, all featuring the LUV IT Punch. Co-created by Cabello herself, the drink is a delicious twist on a classic rum punch, pairing BACARDÍ Superior with some of her favorite ingredients, including passion fruit, lime, coconut water and St. Germain. "The BACARDÍ team is thrilled to partner with one of the biggest stars of today for our newest campaign," said Roberto Ramirez Laverde, Global SVP of BACARDÍ Rum. "Our shared Caribbean heritage and love of music are the driving forces behind this multifaceted global collaboration. Camila Cabello's electrifying energy matches perfectly with our brand DNA, which has always championed individuality and doing what moves you. This campaign is only the start—we can't wait for the world to see just how she embodies the spirit of BACARDÍ." [www.BACARDI.com](http://www.BACARDI.com).

### ON THE ROCKS PREMIUM COCKTAILS

On The Rocks Premium Cocktails, the bartender-developed, ready-to-serve cocktail brand, unveiled its latest addition, the Blue Hawaiian, a vibrant tropical cocktail. The Blue Hawaiian is available nationwide, just in time for summer for a limited time. Crafted to satisfy consumers' desires for escapist flavors, this cocktail blends premium Cruzan® Rum and zesty orange notes of Blue Curacao with the flavors of toasted coconut, juicy pineapple, and a hint of paradise for a harmoniously balanced cocktail. Ideal for the approaching warmer months, simply pour over ice and enjoy, garnish with a slice of pineapple or a speared cherry for an extra tropical touch. "We know that summer is about

getting out and creating those vacation vibes, and our new limited edition Blue Hawaiian cocktail is a great fit," said Krista Kiisk, Marketing Director of On The Rocks at Beam Suntory. "With every On The Rocks cocktail, expertly created by a bartender, you can bring a delicious, perfectly balanced tropical taste that's not too sweet, anywhere you go!" [www.ontherockscocktails.com](http://www.ontherockscocktails.com)

### TANDUAY

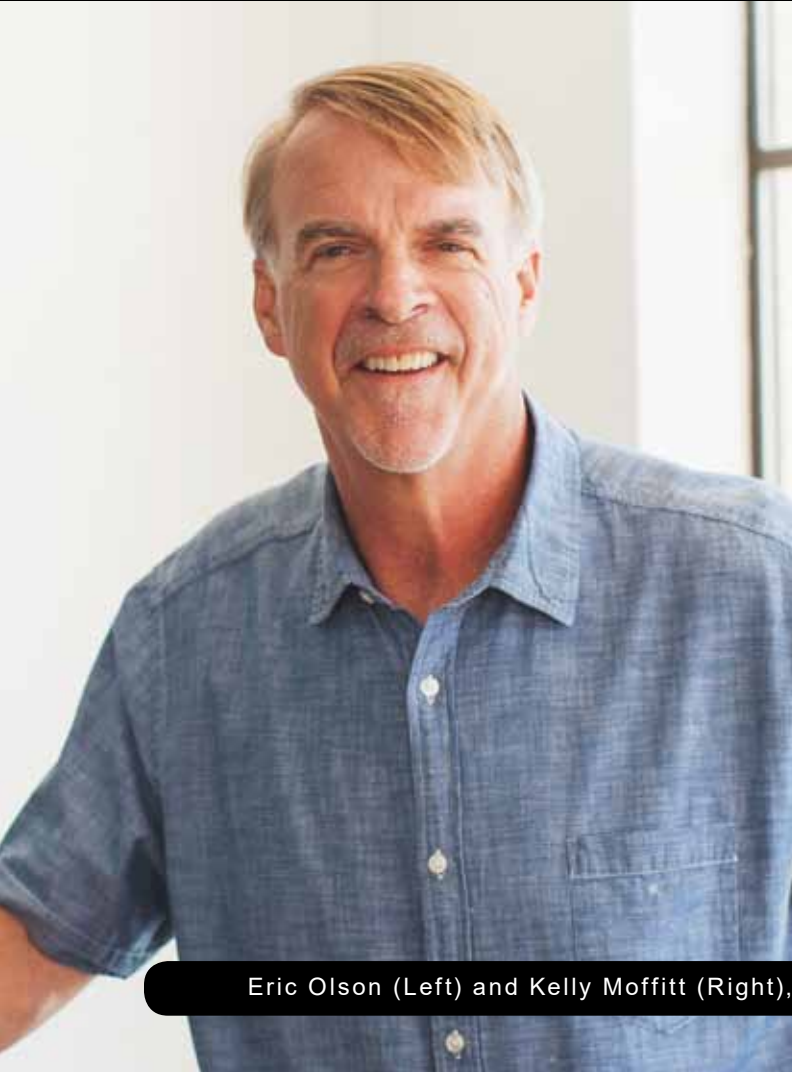
Tanduay commemorates 170 years of mastery at rum-making with the launch of the Tanduay Heritage, a blend of rums matured through inter-island tropical aging. "Tanduay Heritage pays homage to our Spanish roots in rum-making, back to our founding in 1854, during the Spanish period in our history. It also represents the brand's strive for excellence throughout the years as it is blended from Tanduay's finest reserves from different parts of the country," said Roy Sumang, Tanduay International Business Development Manager. While Tanduay Heritage is a Spanish-style rum, it is 100% crafted by Filipinos and was made in the country's different islands. It is made from the reserved rums of Tanduay's aging warehouses in Quiapo, Cabuyao, and Negros, and were column-distilled in Batangas and Negros. The molasses used in making Tanduay Heritage also came from Negros, and the reserved rums that went into it were aged up to 19 years in oak barrels that were once used for bourbon. For its packaging, Tanduay Heritage comes in an accordion-type gift box in black with streaks of gold, symbolizing a treasure that is being unveiled. Its bottle is also black and has a natural cork. Only 10,000 bottles of the Tanduay Heritage were made in a one-time production. It is available only until supplies last. <https://www.tanduay.com/>

### SAINT JAMES

Spirits Business reported that Saint James has issued an 18-year-old limited release. The new expression was distilled in 2004 before spending time in ex-bourbon barrels under the oversight of cellar master Marc Sassier. Saint James describes it as the "jewel" of its Old Rhum collection, which also includes 3-year, 12-year and 15-year statements. "This very old rum is the fruit of an exceptional aromatic concentration without topping-up, after eighteen years of ageing in our cellars in the tropical climate of Sainte-Marie," Sassier said, according to The Spirits Business. Unlike other picks in the Old Rhum catalog, Saint James 18 Year has been limited to just 2,000 bottles. Bottled at 43% ABV, the expression is said to balance "structured and full-bodied notes with fruity and finely spiced flavors." Saint James traces its roots back to 1765, when Father Lefebure made the jump from sugar cane brandy to rum on the island of Martinique in the Eastern Caribbean. <https://rhum-saintjames.com/en/>

# EXCLUSIVE INTERVIEW

by Margaret Ayala



Eric Olson (Left) and Kelly Moffitt (Right), Central Coast Distillery, California, USA.

I have been interviewing rum industry leaders for "Got Rum?" for longer than I can remember, but I still get chills when I can publish the stories of passionate veterans such as Eric Olson, who is sharing his passion and vision with the next generation of craft distillers. I am very proud of Kelly too: his achievements in the brief time he's been in this industry give us a preview of what is in store for the rum industry in the coming years!



Margaret Ayala, Publisher

**Q-Eric: Welcome Back! You are no stranger to our long-term readers, since we interviewed you for our May 2019 magazine. Are you still doing foraging for your gourmet dining experiences? What about the wall of herbs for your bar, are you still maintaining that?**

**Eric:** Margaret, thank you so much and it's wonderful to be back. We are definitely going forward with our foraging practices and the unique ingredients we incorporate into our spirits and cooking. We are thrilled to say that we have been featured in the LA Times and local papers for our foraging endeavors.

Foraging is a true passion of ours, and we love exploring the wild to find ingredients like mugwort, bay leaf, elder flower, pink



peppercorns, nettles, acorns, milk thistle, and more. These ingredients not only enhance the flavors of our spirits such as our gins and Amaro, but also add a touch of nature's wonders to our culinary creations.

"If it doesn't have a no trespassing sign on the fence we're going in".....Foraging!

**Q-Kelly: While our readers may not recognize you, you are familiar to us, since you graduated from The Rum University® 5-Day Rum Course. Can you tell us what you did after the rum course and how your path led to Eric Olson and his Central Coast Distillery?**

**Kelly:** Thank you for the opportunity to share our story! After the 5-Day Rum Course I contacted Luis Ayala to get some

advice about different ways to start my rum business. He suggested that, as a first step, I should contact Eric Olson, since he too was a Rum University graduate and a successful distillery owner in my area.

After our initial conversation, Eric agreed to instruct me on distillery operations and distillation methods in a hands-on setting over the course of several weeks. After that we set out to create a recipe for the rum that would eventually become Clever Fox Rum.

I started fermenting various combinations of sugar cane, cane syrup, and molasses with many different yeast strains and at varying temperatures in my house over the course of about 6 months. I knew that I wanted a flavor profile that would be approachable for the average U.S.

consumer and versatile so that people could easily craft a cocktail at home. Once I found the right combination of cane and yeast, Eric and I got to work fermenting and distilling the first batch of Clever Fox Rum about a year after our initial meeting.

**Q-Eric: Many of us who have been in the spirits industry for a long time have been approached by those seeking knowledge and hands-on experience. What was it about Kelly that made you think he was someone you'd enjoy mentoring and working with?**

**Eric:** As you mentioned earlier, I crossed paths with Kelly right after he attended the 5-Day Rum Class in Kentucky, taught by you and Luis at Moonshine University. I have taken professional distilling classes in five states, and I can confidently say that the Rum Course Kelly attended is one of the best offered anywhere in the States.

Kelly's background in the US Navy and his work at the local nuclear plant have instilled in him a strong sense of discipline, work ethic, and teamwork. Through conversations with Kelly, I discovered his vast knowledge of rum brands and their unique flavor profiles. It was evident that he possessed the passion and expertise needed to become a successful wholesale spirit dealer and master distiller that he is today.

**Q-Kelly: How about you Kelly, what is it about Eric that convinced you to work with him?**

**Kelly:** As someone who has played the role of instructor/mentor to new workers, I could tell that Eric had the right temperament to teach his craft. Eric's background as an executive chef, coupled with his US Army service, told me that he is a very creative person who can also get things done! That was exactly the kind of person I was looking for.

**Q-Eric and Kelly: This is fantastic and very inspiring! Can you tell us more about the results of your collaboration?**

**Eric:** Kelly has indeed developed several styles of rum, each with its own distinct character. One of my personal favorites is the dark rum aged in a rye barrel. This mahogany-colored rum boasts notes of spice, toffee, molasses, and hints of caramel. With a medium sweetness, full body, and rich texture, it closely resembles the flavors you would find in a Central American rum, reminiscent of Guatemala or Nicaragua. Additionally, Kelly crafts a rum Blanco, which serves as an excellent base for various cocktails. This rum exhibits the flavors you would expect from rums in Barbados, Cuba, or Puerto Rico. I'll let Kelly further detail about the rums he makes and their characteristics.

**Kelly:** The original rum recipe that I developed, with the guidance of Eric, serves as the base recipe for Clever Fox Silver Rum (Blanco). I have since made some tweaks (fermentation temperature and yeast pitch rate) to coax out more flavor and aromatics. This rum is made from just three ingredients, Louisiana sugar cane syrup, yeast from San Francisco, and filtered water. This rum is extremely versatile. It has a flowery nose with hints of jasmine. Flavor is lightly fruity and vegetal with a clean smooth finish.

For the Reposado Rum I take the silver rum and rest it in brand new heavily charred American oak for about 5 months. The short time in the barrel ensures that the rum hasn't mellowed too much. The result is a rum that is still bright and lively but with pepper notes, dried orange peel, vanilla and, of course, a bit of oak.

Finally, there is the Añejo Rum. I released approximately 160 bottles of this expression a year ago and it sold out on-line within 30 days. It will be available again in 2025. It is a fantastic sipping rum. I age this rum in new American oak for 18-24 months. Oak, spice and vanilla on the nose. Flavor is slightly sweet, with toffee, caramel, and a touch of baking spices.

**Q: Can you tell us what was it about your selected yeast that you liked so much? What about the cane juice/ syrup?**





**CLEVER  
FOX**

*Small Batch Craft Rum*

**CLEVER  
FOX**

*Small Batch Craft Rum*

**Eric:** During Kelly's time with us, I assigned him a fascinating fermentation project. He worked with 20 different yeast strains, each in separate batches with varying temperature ranges, pH levels, and nutrient structures. Through this experimentation, he discovered his favorite yeast strain. To further enhance the complexity of his rums, Kelly also sourced cane syrup from Louisiana. The laid-back folks at the plantation always made ordering from there a delightful experience.

Speaking of Louisiana, it is an ideal location for cane cultivation. The region's correct rainfall, humidity, sunlight, and temperature, along with irrigation from mineral-rich aquifers, contribute to the distinctive flavor profiles found in Louisiana cane.

**Q: How much of the cane syrup's terroir is maintained throughout the fermentation and distillation of your rum?**

**Kelly:** I'm glad that you asked this question. It was on my mind while formulating the recipe for this rum. Most people that I knew at the time had never tasted actual sugar cane from the stalk. I wanted this rum to highlight the flavors of the sugar cane itself. To achieve this, I decided to distill the rum wash only once through a hybrid pot/column still. The result is a rum that retains the delicate botanical fragrance and silky sweet flavors of raw sugar cane without being as grassy as Agricole.

**Q: Where are your rums available for sale?**

**Kelly:** The Silver rum and Reposado rum are available at approximately 30 retail stores in Southern California including Total Wine and More, Baron's Market, and Seaside Market. The full list can be found at [cleverfoxrum.com](http://cleverfoxrum.com) store locator. Our retailers also ship nationwide if ordered from our website.

**Q: Have you created any culinary or mixology offerings using the rums?**

**Eric:** In terms of mixology offerings, we have created some exciting concoctions using Kelly's rum Blanco. One of our unique creations is the 'Dirty Colada,' a spin on the classic piña colada. We layer the glass with a touch of molasses simple syrup, rum blanco and topped it with a unsweetened colada mixture. To add an extra touch, we rim the glass with toasted coconut flakes using cane syrup as an adhesive. Another favorite is our rum passion sours, garnished with apricot and pineapple skewers, yes "we use raw egg whites Double shake and strain into a nice cold glass.

**Kelly:** My favorite mixology offering was one that we served at the San Diego International Film Festival last year. It's a tantalizing mix of Clever Fox silver rum, fresh watermelon juice, a squeeze of lemon, a dash of basil syrup and a fresh basil leaf on top. We named that one *The Marvelous Mrs. Basil*. The way that I prefer to drink the silver rum at home is just poured over a couple coconut water ice cubes.





**Q: What is next on your journey?**

**Eric:** Looking ahead, we see our journey with Kelly leading to the creation of limited editions of his rum and experimentation with different barrels for double barrel aging. I also envision expanding into experiential offerings, such as a speakeasy entrance, distillery dinners, and pop-up bars throughout our restaurant and lounge. is cigar lounge outside around the fire pits and patio Collaborations with Kelly and the West Coast Rum brand will allow us to tap into new customer segments. Additionally, we plan to invest in further training at Moonshine University and participate in our favorite“ passion competitions.

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

**Eric:** If you have any questions or would like to learn more about our offerings, please feel free to visit our website at [centralcoastdistillery.net](http://centralcoastdistillery.net). We strive to respond to all inquiries within 24 hours. We have a passion for high-quality spirits, providing distillery training, and assisting with the construction of distilleries.

**Margaret: Thank you for the opportunity to interview you. I wish both and your team much success.**

Cheers!  
Margaret Ayala, Publisher

# 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



## Good Ending

Tomorrow we celebrate labor day and it almost feels like it will be my birthday! I'm overwhelmed by my feelings and am convinced that I deserve a long break, or at least a day-long one.

Sales at the bar have not taken off as we expected, perhaps due to some factors we failed to identify or simply because we are already too worn out. Life as an entrepreneur in the hospitality industry has always been tough, but these recent years have presented a lot more obstacles and many businesses have failed to survive. I don't judge them anymore, I remember how easy it was to issue judgement when I was not a member of the industry.

In our case, we had spent months, actually longer than a year, not bringing enough income for the bar to survive. We kept thinking about when it would be our turn to shut down, we kept hoping for a qualified buyer and finally we were notified that one appeared. After almost eight years full of learning and great experiences, it was time to leave. There was a temporary shut down that allowed us to recharge our batteries prior to returning to wrap up.

For this reason, the date arrived when the pairing for "Got Rum?" was due and I hadn't had time for a more elaborate pairing, but just because it is not elaborate it doesn't mean that it is simple. Some things often turn out to be better when they are improvised, and I feel this was the case with this pairing.

I went to the warehouse where I kept special rums for tastings and



Photo credit: @Cigarilli



Photo credit: @Cigarili

pairing with good friends and I grabbed the bottle of Brugal Siglo de Oro. This is a bottle that was rarely served at the bar, perhaps because most people in this part of the world didn't even know that it existed. I always thought that I would end up drinking the last of it, and I was right!

I arrived at the bar early to work on tasks related to the sale. I sat down on the terrace (which was still closed to the public). As people and cars passed by, some of them glanced at the solitary person who was drinking and smoking (with a very opulent-looking and very unusual bottle and cigar).

I took out of the humidor a Casa Magna Colorado (52 X 5 ½) with a wrapper that wasn't maduro, but still much darker than the traditional Connecticut-share one. The strength was medium, with hints of coffee and sweetness that are classic signatures from Nicaraguan tobaccos.

Regarding the rum, this Siglo de Oro ("Golden Century" in English) celebrates the distillery's 100 years. It is aged twice: the first 8 years in White American Oak, ex-bourbon barrels and an additional 8 years in new White American Oak barrels. It has sweet and very elegant vanilla notes that are subdued a bit when served on the rocks, which is an excellent way to consume it in a cigar pairing.

Pairings like this one are difficult to make. In one hand is a bottle like this one, saved for a special occasion and, in the other hand we have the actual reason behind the occasion. In this case, it was all about a good ending.

Cheers!  
Philip Ili Barake  
#GRCigarPairing



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