

# Got Rum?®

NOVEMBER 2019

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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





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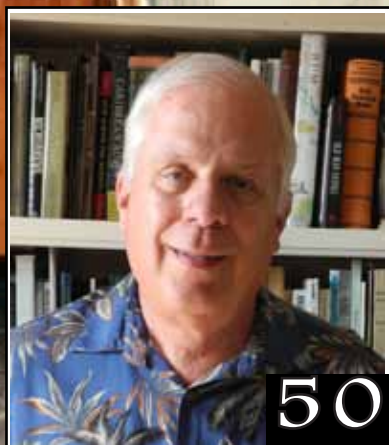




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# Got Rum?®

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FRONT COVER: Echoes from an Empty Barrel

INSIDE SPREAD: Liquid Gold Glassware



# FROM THE EDITOR

## November To Remember

Sugarcane harvest has started in the Southern USA and in many of the countries around the Equator. With the harvest also come the parades of trucks hauling the sweet grass from the fields to the mills. The year-end festivities are -like the trucks carrying the sugarcane- also starting to rev up their engines, filling the air with anticipation and the promise of holiday cheer and food.

Many of the aromas typically associated with winter drinks and desserts we love are, almost magically, being experienced on a daily basis by sugar mill workers and visitors, during the entire cane harvest or *zafra*. These aromas range in complexity from the simple sweet and grassy *guarapo* notes of the pressed cane juice to the *Maillard* reaction products of caramelization.

Every time I find these special aromas in a dish or in a drink, I am instantaneously transported to the sugar mills I've visited or where I've worked, so much so that I can almost hear the sound of the machines and the heat of the steam around me!

I imagine the same is true about any "ingredient" used in the culinary world, all of them able to mentally transport people to the places where they were harvested or processed. As long as the ingredients are collected in a manner that allows them to retain the essence of their nature, they will all carry with them a "piece of home." But the warmth and comfort of our homes is not reserved only for those who live in them, they are also the best gifts we can give to those who visit us from outside.



As famous author Gladys Taber once wrote:

*"Some of the days in November carry the whole memory of summer as a fire opal carries the color of moonrise."*

So find a rum that carries with it the memory of the mill and of the barrel and share it with your friends and loved ones!

Cheers,

Luis Ayala, *Editor and Publisher*



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

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

# THE ANGEL'S SHARE

by Paul Senft



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

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

Cheers!

## Issan Rum

Over the summer a dear friend gifted me two bottles from "That Boutique-Y Rum Company" one of them being Issan Rum from Thailand. The Rum hales from the North East region of Thailand and is produced by fermenting juice from a red sugarcane varietal that grows in the area. Using a small copper pot still they distill the Rum and blend it to 40% ABV before bottling. Each bottle is individually numbered and the one for this review is bottle 684 from batch 1.

### Appearance

The bottle's front label has a piece of artwork that quite accurately displays the still that they use at the Issan Distillery. Basic details about the product are on the front, with a great deal of information about "That Boutique-Y Rum Company" on back.

The Rum is crystal clear in the bottle and glass with no sign of distillate suspended in it. Spinning the glass created a thin band that spun off fast moving legs before evaporating.

### Nose

WOW, pouring the liquid in the glass released a heady organic perfume that one would expect when checking out a Rhum from Martinique or Guadeloupe. The pungent cane notes quickly fade and the aromas left behind were way more dynamic than I expected. The aroma delivered notes of vanilla, blackberries, crème brulee and sweet corn, punctuated by a lite green olive note.



### Palate

All of the flavors from the aroma are present in the flavor profile with the addition of a buttery toffee note forming in the midline. Incredibly well balanced overall the alcohol and mineral notes come in at the end and lead to a long earthy/herbaceous finish.

### Review

I had a Rum from Thailand many years ago and it was not that memorable. This one on the other hand was surprisingly good and I would recommend it for anyone who enjoys Rhum Agricoles. If you are lucky enough to acquire a bottle, stick to simple cocktails like Daiquiris and you will not be disappointed. For all that the flavor profile is quite robust, it can be easily buried or become combative with heavier ingredients and juices. "That Boutique-Y Rum Company" did an excellent job selecting and bottling this rum for their product line. Available across Europe, I am eager to see this company's products distributed in North America.

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

# THE ANGEL'S SHARE

by Paul Senft

## Jan Stephenson Pineapple-Flavored Rum

The origin stories and tales of inspiration about different spirits in the industry can be interesting to absolutely vexing. Dented Brick Distillery located in South Salt Lake, Utah in partnership with Australian golfing legend Jan Stephenson has created a series of flavored Rums that involve flavors that she personally enjoys and likes to experience when she is relaxing at the end of the day.

Dented Bricks Rums are created by fermenting a blend of Turbinado sugar and molasses, then distilled in a 500 gallon Copper Pot Still. The flavor agent is added and then blended to 40% ABV and bottled.

### Appearance

The Rum comes in a tall, long necked 750 mL bottle. The labels are simple, straight forward and communicate the basics about the product. I noticed on the shelf when all the rums are lined up they are easy to spot, but individually are easy to overlook.

Like the label, the liquid in the bottle is pretty straightforward as it looks way more like pineapple juice than it does Rum. Pouring it in the glass, it is easy to tell this is much thicker than juice, while maintaining the same strong yellow color that it has in the bottle. Agitating the liquid only created a razor thin line that slowly thickened and dropped a few syrupy legs before slowly pebbling up.

### Nose

The aroma is dominated by pineapple juice with alcohol nipping around the edges.

### Palate

Sipping the Rum I discovered a full body, spirit with a robust pineapple flavor with enough alcohol in play to make me think they did not do anything to subdue it with additives. Further sensory and tactile testing confirmed that at the very least that there was no sticky sugar residue left on the hands. The finish lingers a bit with fruity sweetness, then fades with a light organic/mineral note coating the tongue. This flavor did not go away until I cleared it with water.

### Review

I always review flavored Rums in the metric of "did the maker achieve their goal?" "Does it taste like the flavor they were targeting?" In this case the answer is a resounding yes. Dented Brick Distillery has presented a very no nonsense addition to the flavored Rum category and I sincerely hope it works for them. The Rum itself is perfectly useful in any cocktail calling for pineapple Rum, or simply mix it with lemon-lime soda for a refreshing highball. Overall, there is a beauty in the simplicity of the product and I consider it a job well done.







www.dentedbrick.com

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# COOKING WITH RUM

by Chef Susan Whitley



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

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

Sue@gotrum.com

## Rhum Duck with Black Cherries

### Ingredients:

- 1 4 lb. Duck, quartered
- Salt and Pepper to taste
- ½ C. Honey
- 3 Tbsp. Scallions, chopped
- ½ C. Mushrooms, sliced
- ¾ C. Black Cherry Juice, set aside 4 tablespoonfulls
- 2 Tbsp. Cornstarch
- 1 C. Canned Black Cherries
- ½ C. Rhum Vieux Agricole, divided in half amounts

### Directions:

Season duck with salt and pepper and then brush heavily with honey. Roast in a shallow baking pan on a rack and uncovered at 325°F. Roast for 2 hours. Once duck is tender, remove from roast pan and place each quarter, skin side up, in a broiling pan. Set aside while you make the sauce. Heat a large skillet and add 2 tablespoonfulls of the dripping from the roast pan. Add scallions to pan and fry lightly. Add mushrooms, cherry juice, canned black cherries and 1/4th of the Rhum Vieux Agricole. In a small bowl add the 4 tablespoonfulls of cherry juice along with the cornstarch and blend well. Now add it to the skillet. Mix all ingredients in the skillet on low heat until sauce has thickened. Place broiling pan in broiler and cook for about 10 minutes, or until skin becomes crispy.

Remove duck from broiler and place quarters on a serving platter and pour the sauce over. Warm the remaining Rhum Agricole in a small pot and then pour over the duck and ignite. Pour sauce over the duck quarters until flames die down. Serve immediately.



Photo credit: Fimg.taste.com.au



## Coffee and Rhum Sponge Cake

### Ingredients:

- ½ C. Cold Strong Coffee
- ¼ Rhum Blanc Agricole
- 3 Eggs, separated
- ¾ C. Light Brown Sugar
- ¾ C. Cake Flour
- 1 tsp. Baking Powder

Mix coffee and Rhum and add egg yolks and beat until light. Add sugar gradually while beating. Continue beating for about 4 minutes. Sift flour and baking powder together and add slowly to batter.

In a separate bowl, beat egg whites until stiff. Begin folding into batter. Bake in an ungreased 9-inch tube pan at 325°F for 45 minutes. Invert pan until cool before removing from pan. Frost with Rhum Agricole Butter Cream (see recipe below) on all three sides.

### Rhum Agricole Butter Cream

- ½ C. Soft Butter
- 3 C. Confectioner's Sugar
- 2 Tbsp. Heavy Cream
- 3 Tbsp. Rhum Blanc Agricole

Cream butter. Add rest of ingredients and continue creaming until fluffy.



Photo credit: [www.yankeemagazine.com](http://www.yankeemagazine.com)









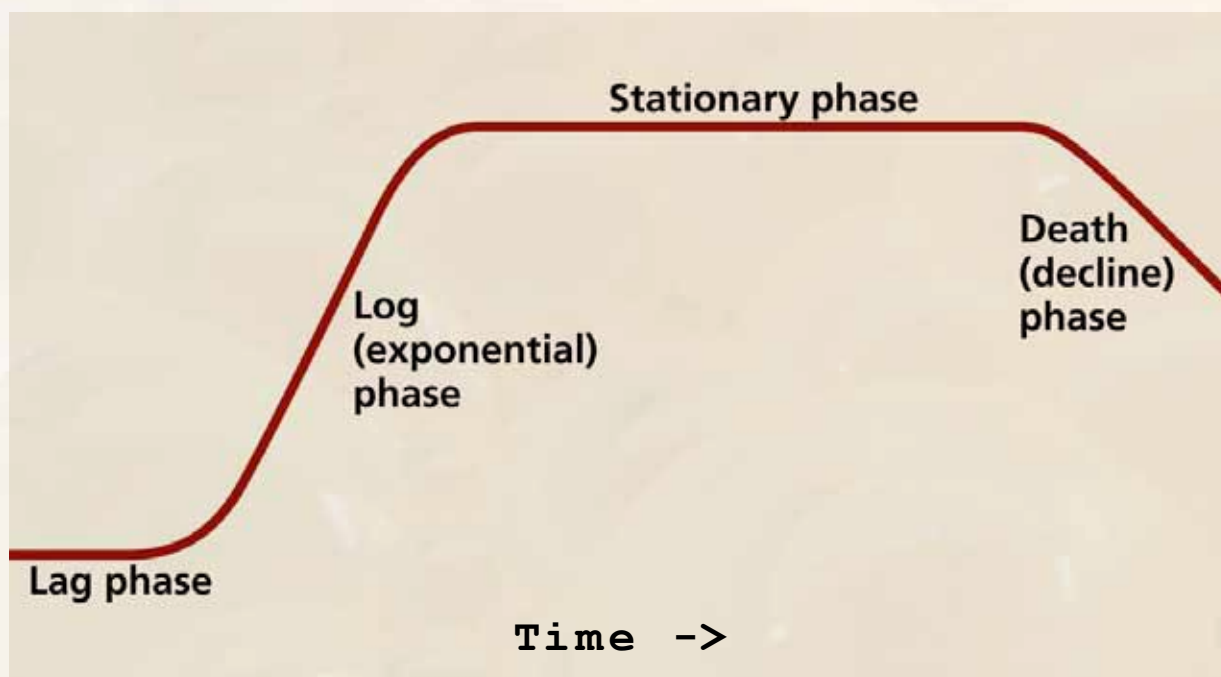
FROM  
SUGAR

Into  
Alcohol



## Fermentation Primer - Lesson XI

In last month's lesson we discussed *Torulaspora delbrueckii* and its potential to be an alternative to *Saccharomyces cerevisiae*. In this month's lesson we take a look at the different stages yeast go through during fermentation.



**Q: Does yeast start producing alcohol immediately upon introduction into the fermentation medium?**

In typical fermentations, yeast follow a predictable sequence of stages or phases. Not all of the yeast undergo the exact same transformations at the same time, but the majority do. These phases are: Lag Phase, Log (or Exponential) Phase, Stationary Phase and Death (or Decline) phase.

### Lag Phase

The lag phase is the time during which the yeast become acclimatized to the wort and prepare to reproduce and consume massive amounts of sugar. As with all phases in the yeast life cycle, nothing is clear-cut.

In this phase, oxygen is extremely important. Oxygen is used by yeast for synthesis of sterols and unsaturated fatty acids that are necessary growth factors. Without oxygen, these lipids can't be biosynthesized and growth will be very limited. The sterols and fatty acids produced are also very important in the structure of the cell membrane and the ability of the yeast to respond to external and internal stresses. Adequate oxygen in the wort when the yeast is pitched is essential to a successful fermentation and long-term health of the culture.



During the lag phase, yeast also take in amino acids, peptides, other proteins, and various nutrients. Internal cellular energy reserves (glycogen) fuel the initial yeast activity until the membrane becomes permeable to the wort sugars.

### Log Phase

The log phase is a time of exponential growth of the yeast culture. The preparation the yeast made during the lag phase allows rapid multiplication of cells and consumption of sugar. Yeasts reproduce asexually by budding; the adult cell forms a daughter cell that is an exact genetic copy itself. Nitrogen, amino acids, nutrients and sugar are consumed while the cells are reproducing.

Many of the significant aromatic and flavor compounds are by-products of cell growth and are produced during the log phase. Many large alcohol plants try to limit the amount of yeast growth by pitching larger quantities of yeast and therefore minimize ester synthesis. Keeping fermentations cold also limits ester production by limiting the rate of growth.

### Stationary Phase

The stationary phase is the last active stage, where the yeast population reaches maximum density and the remaining sugars are consumed. Triggers that are not yet completely understood cause the yeast to begin increasing cellular energy reserves in the form of *glycogen* and *trehalose*. As the available sugar and nitrogen decreases, the yeasts begin to prepare for a period where there is a lack of food.

When the yeast have consumed all of the sugar, flocculation (the act of yeast aggregating into “clumps” and settling out) begins. During this time, many alcohol plants will allow the fermentation to “rest” (at different temperatures, depending on the alcohol being produced). The resting time allows the yeast to convert or reduce some less desirable compounds, especially diacetyl, to more acceptable or preferred ones.

### Death Phase

When all available food sources have been consumed or when the amount of ethanol (or temperature) surpasses the level tolerated by the yeast, the yeast dies, marking the end of the four-phase fermentation cycle.

Batch fermentations must go through all these phases in the order described above. Fermentation tanks are then emptied, cleaned and prepared for the next batch. Over the years, many scientists have wondered if it is possible to improve on this process...

Join us again next month as we wrap up our exploration of the fascinating world of fermentation!

Source: <https://weastlab.com/yeast-fundamentals>

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# THE MUSE OF MIXOLOGY

by Cris Dehlavi



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

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

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

## Holiday Cocktails

The Holidays are fast upon us which means big family dinners, parties, and celebrations both at work and at home. The weather is also quickly shifting to chilly days and cold nights and with that our taste buds start craving foods like stew, soup, and heartier dishes. This coincides with cocktails, in my opinion, so I wanted to share some cold weather recipes for you to make not only for yourself after a long day of work, but also for entertaining purposes. I have included a punch recipe, because I always encourage people to do this for a party as opposed to being stuck in your kitchen bartending all night! With all recipes I post, please know that these are based on MY palate, so feel free to adjust them according to yours.

### HOLIDAY RUM PUNCH (will yield 24 portions)

- 1 liter Mount Gay Black Barrel Rum
- 6 oz. Smith and Cross rum
- 1/2 gallon Apple Cider
- 12 oz. Cinnamon Simple Syrup
- 6 dashes Angostura Bitters

Mix all ingredients in a punch bowl or large serving vessel, and refrigerate. Serve over ice but do not add ice to the punch bowl, you don't want to water down your punch. Thinly slice green and red apples and allow them to float in the punch as a garnish.....you can also be creative and add cinnamon sticks or star anise as they will add flavor and a beautiful visual.


#### Cinnamon Simple Syrup:

- 12 oz. Water
- 12 oz. Sugar
- 3 Cinnamon Sticks









Add all ingredients to a sauce pan and heat on low, stirring until sugar is dissolved. Remove from heat and allow to cool completely before removing cinnamon sticks. Refrigerate for up to one week.

#### **JAMAICAN COFFEE (this is very easy to make for a group of people!)**

- 1.5 oz. Appleton Estates Rum
- 1 spoonful Sugar in the Raw
- 4 oz. Rich Dark Coffee

Add all ingredients to a coffee mug, stir well to dissolve the sugar. Top with one large dollop of freshly whipped vanilla cream (see recipe below). Garnish with fresh grated nutmeg.

Vanilla Whipped Cream:

- 2 C. Heavy Cream
- 1 C. Powdered Sugar
- 1 tsp. Vanilla Extract

Using a hand mixer, mix until whipped and fluffy.

#### **HOT BUTTERED RUM**

- 4 Sticks Softened Butter
- 1 C. Brown Sugar
- 2 tsp. Ground Cinnamon
- 1 tsp. Ground Nutmeg
- 1 tsp. Ground Allspice
- ½ tsp. Ground Clove
- Pinch of Salt

Mix very well by hand or with a hand mixer.

To Serve:

Add one tablespoon of room temperature butter mix to a coffee mug, and 1.5 ounce of your favorite Rum. I prefer a darker aged Rum, as you really want the flavors of that Rum to shine through. Fill with very hot water, stirring so the butter melts. Garnish this with a cinnamon stick, and an orange peel which will add a bit of bright citrus to this otherwise rich cocktail.

Cris









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

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



## Drink Me - Curious Cocktails From Wonderland

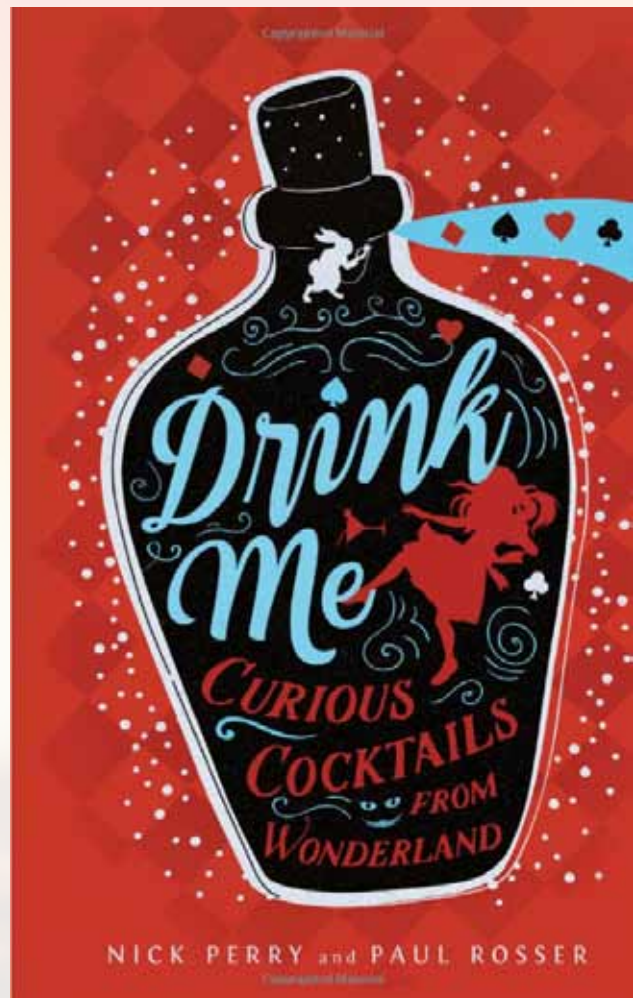
(Publisher's Review) Great adventures often start with a drink—including Alice's expedition down the rabbit hole, which began with a sip of a curiously labelled tippie. *Drink Me* invites you to do the same; learn how to mix 20 cocktails that will fill you with wonder and childish glee at the surreal flavor combinations, while amassing the perfect selection of drinks for your own spirit-soaked Mad Hatter's tea party.

We have delved into the depths of the Pool of Tears in search of the most magical ingredients and sumptuous flavors, and after some sage advice from a helpful caterpillar, have compiled a list of recipes that would be regularly enjoyed by the inhabitants of Wonderland.

*Drink Me* includes concoctions for every palate and occasion, no matter your drinking predilection. Perfect pre-dinner aperitifs are in abundance, including The Queen of Hearts, a sweet, refreshing drink with bitter undertones, and Painting The Roses Red, a bubbly highball of sharp raspberry and gin flavors, softened with a hint of rose water.

We explore the hallucinogenic properties of Absinthe in our ode to the unknown, The Mushroom, a strong mix of aniseed, rose, and complex herbal flavors, while we reminisce over the taste of our childhood with drinks such as Bread and Butterfly Pudding and the Unbirthday Cake Martini. The Duchesses Soup is a refined take on the punch bowl, while we make a refreshing palate cleanser in the form of The Caucus Chaser, a sticky plum and chestnut sharpener low enough in alcohol that you can greedily gulp it without even a hint of regret.

*Drink Me* includes everything you need to know for throwing your own Alice



in Wonderland-themed cocktail party, including cocktail party advice and techniques for mixing and decorating your drinks.

Put on your Cheshire grin and get ready to head down the rabbit hole with your copy of *Drink Me* in hand.

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ISBN-13: 978-1631065125







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

## Featured Biography: John Dalton

### Early Life and Career

British chemist John Dalton was born in Eaglesfield, England, on September 6, 1766, to a Quaker family. He had two surviving siblings. Both he and his brother were born color-blind. Dalton's father earned a modest income as a handloom weaver. As a child, Dalton longed for a formal education, but his family was very poor. It was clear that he would need to help out with the family finances from a young age.

After attending a Quaker school in his village in Cumberland, when Dalton was just 12 years old he started teaching there. When he was 14, he spent a year working as a farmhand, but decided to return to teaching—this time as an assistant at a Quaker boarding school in Kendal. Within four years, the shy young man was made principal of the school. He remained there until 1793, at which time he became a math and philosophy tutor at the New College in Manchester.

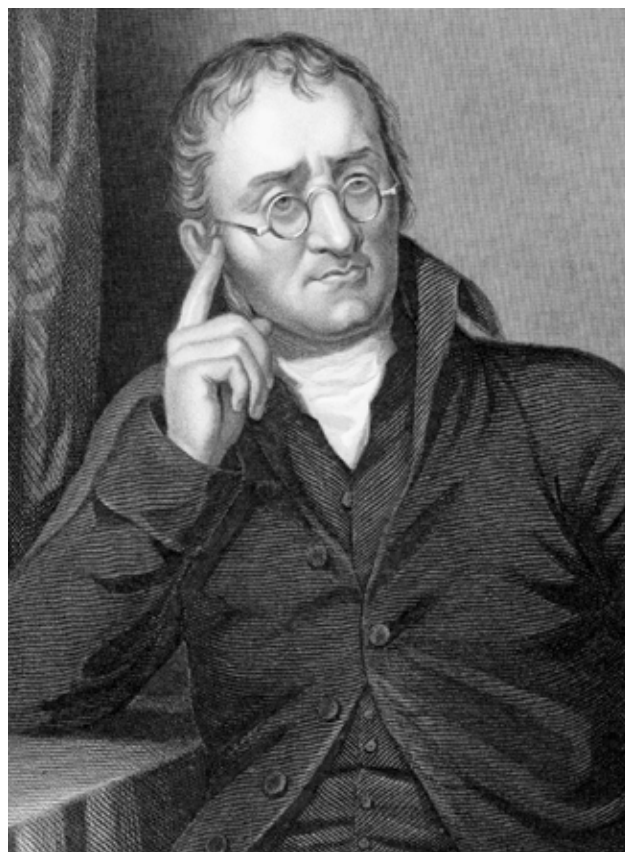
While at New College, Dalton joined the Manchester Literary and Philosophical Society. Membership granted Dalton access to laboratory facilities. For one of his first research projects, Dalton pursued his avid interest in meteorology. He started keeping daily logs of the weather, paying special attention to details such as wind velocity and barometric pressure—a habit Dalton would continue all of his life. His research findings on atmospheric pressure were published in his first book, *Meteorological Findings*, the year he arrived in Manchester.

During his early career as a scientist, Dalton also researched color blindness—a topic with which he was familiar through firsthand experience. Since the condition had affected both him and his brother since birth, Dalton theorized that it must be hereditary. He proved his theory to be true when genetic analysis of his own eye tissue revealed that he was missing the photoreceptor for perceiving the color green. As a result of his contributions to the understanding of red-green color blindness, the condition is still often referred to as “Daltonism.”

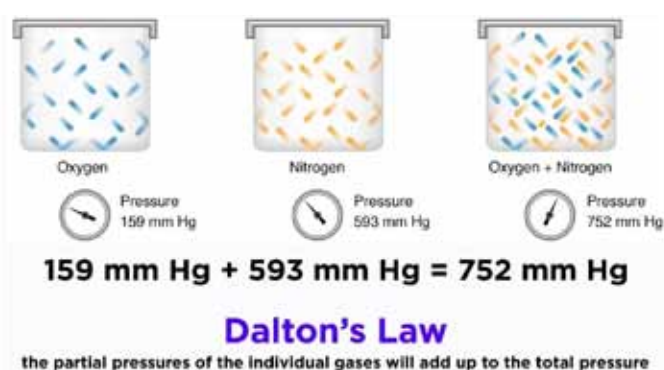
### Dalton's Law

Dalton's interest in atmospheric pressures eventually led him to a closer examination of gases. While studying the nature and chemical makeup of air in the early 1800s, Dalton learned that it was not a chemical solvent, as other scientists had believed. Instead it was a mechanical system composed of small individual particles that used pressure applied by each gas independently.

Dalton's experiments on gases led to his discovery that the total pressure of a mixture of gases amounted to the sum of the partial pressures that each individual gas exerted while occupying



the same space. In 1803 this scientific principle officially came to be known as Dalton's Law of Partial Pressures. Dalton's Law primarily applies to ideal gases rather than real gases, due to the elasticity and low particle volume of molecules in ideal gases. Chemist Humphry Davy was skeptical about Dalton's Law, until Dalton explained that the repelling forces previously believed to create pressure only acted between atoms of the same sort, and that the atoms within a mixture varied in weight and complexity.



The principle of Dalton's Law can be demonstrated using a simple experiment involving a glass bottle and large bowl of water. When the bottle is submerged under water, the water it contains is displaced, but the bottle isn't empty; it's filled with the invisible gas hydrogen instead. The amount of pressure exerted by the hydrogen can be identified using a chart that lists the pressure of water vapors at different temperatures, also thanks to Dalton's discoveries. This knowledge has many useful practical applications today. For instance, scuba divers use Dalton's principles to gauge how pressure levels at different depths of the ocean will affect the air and nitrogen in their tanks.

During the early 1800s, Dalton also postulated a law of thermal expansion that illustrated the heating and cooling reaction of gases to expansion and compression. He garnered international fame for his additional study using a crudely fashioned dew point hygrometer to determine how temperature impacts the level of atmospheric water vapor.

### Atomic Theory

Dalton's fascination with gases gradually led him to formally assert that every form of matter (whether solid, liquid or gas) was also made up of small individual particles. He referred to the Greek philosopher Democritus of Abdera's more abstract theory of matter, which had centuries ago fallen out of fashion, and borrowed the term "atomos" or "atoms" to label the particles. In an article he wrote for the Manchester Literary and Philosophical Society in 1803, Dalton created the first chart of atomic weights.

Seeking to expand on his theory, he readdressed the subject of atomic weight in his book *A New System of Chemical Philosophy*, published 1808. In *A New System of Chemical Philosophy*, Dalton introduced his belief that atoms of different elements could be universally distinguished based on their varying atomic weights. In so doing, he became the first scientist to explain the behavior of atoms in terms of the measurement of weight. He also uncovered the fact that atoms couldn't be created or destroyed.

Dalton's theory additionally examined the compositions of compounds, explaining that the tiny particles (atoms) in a compound were compound atoms. Twenty years later, chemist Amedeo Avogadro would further detail the difference between atoms and compound atoms.

In *A New System of Chemical Philosophy*, Dalton also wrote about his experiments proving that atoms consistently combine in simple ratios. What that meant was that the molecules of an element are always made up of the same proportions, with the exception of water molecules.

In 1810 Dalton published an appendix to *A New System of Chemical Philosophy*. In it he elaborated on some of the practical details of his theory: that the atoms within a given element are all exactly the same size and weight, while the atoms of different elements look—and are—different from one other. Dalton eventually composed a table listing the atomic weights of all known elements.

His atomic theories were quickly adopted by the scientific community at large with few objections. "Dalton made atoms scientifically useful," asserted Rajkumari Williamson Jones, a science historian at the University of Manchester Institute of Science and Technology. Nobel Laureate Professor Sir Harry Kroto, noted for co-discovering spherical carbon fullerenes, identified the revolutionary impact of Dalton's discoveries on the field of chemistry: "The crucial step was to write down elements in terms of their atoms...I don't know how they could do chemistry beforehand, it didn't make any sense."



## Later Life

From 1817 to the day he died, Dalton served as president of the Manchester Literary and Philosophical society, the organization that first granted him access to a laboratory. A practitioner of Quaker modesty, he resisted public recognition; in 1822 he turned down elected membership to the Royal Society. In 1832 he did, however, begrudgingly accept an honorary Doctorate of Science degree from the prestigious Oxford University. Ironically, his graduation gown was red, a color he could not see. Fortunately for him, his color blindness was a convenient excuse for him to override the Quaker rule forbidding its subscribers to wear red.

In 1833 the government granted him a pension, which was doubled in 1836. Dalton was offered another degree, this time a Doctorate of Laws, by Edinburgh University in 1834. As if those honors were insufficient tribute to the revolutionary chemist, in London, a statue was erected in Dalton's honor--also in 1834. "Dalton was very much an icon for Manchester," said Rajkumari Williams Jones. "He is probably the only scientist who got a statue in his lifetime."

In his later life, Dalton continued to teach and lecture at universities throughout the United Kingdom, although it is said that the scientist was an awkward lecturer with a gruff and jarring voice. Throughout his lifetime, Dalton managed to maintain his nearly impeccable reputation as a devout Quaker. He lived a humble, uncomplicated life focusing on his fascination with science, and never married. In 1837 Dalton had a stroke. He had trouble with his speech for the next year.

## Death and Legacy

After suffering a second stroke, Dalton died quietly on the evening of July 26, 1844, at his home in Manchester, England. He was provided a civic funeral and granted full honors. A reported 40,000 people attended the procession, honoring his contributions to science, manufacturing and the nation's commerce.

By finding a way to "weigh atoms," John Dalton's research not only changed the face of chemistry but also initiated its progression into a modern science. The splitting of the atom in the 20th century could most likely not have been accomplished without Dalton laying the foundation of knowledge about the atomic makeup of simple and complex molecules. Dalton's discoveries also allowed for the cost-efficient manufacturing of chemical compounds, since they essentially give manufacturers a recipe for determining the correct chemical proportions in a given compound.

The majority of conclusions that made up Dalton's atomic theory still stand today.

"Now with nanotechnology, atoms are the centerpiece," said Nottingham University Professor of Chemistry David Garner. "Atoms are manipulated directly to make new medicines, semiconductors and plastics." He went on to further explain, "He gave us the first understanding of the nature of materials. Now we can design molecules with a pretty good idea of their properties."

Did you know that...

- Mixtures obey Dalton's law of partial pressures which states that vapor pressure above a mixture is equal to the sum of the vapor pressures of the individual components. For example, for a two component mixture:

$$P_{total} = P_A + P_B$$

where  $P_A$  and  $P_B$  are the partial pressures of components A and B respectively. The difference in the behavior of the two types of mixtures on distillation arises from the differences in partial pressures.

- Dalton's law is essential in the design and operation of distillation apparatus. Efficient distillation would not be possible without the ground-breaking framework provided by Dalton and other scientists, such as François-Marie Raoult (Raoult's Law) and William Henry (Henry's Law).

References: [www.biography.com](http://www.biography.com)

# THE RUM HISTORIAN

by Marco Pierini



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

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

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

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

I have published a book on Amazon:

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

**Got Rum? November 2019 - 30**

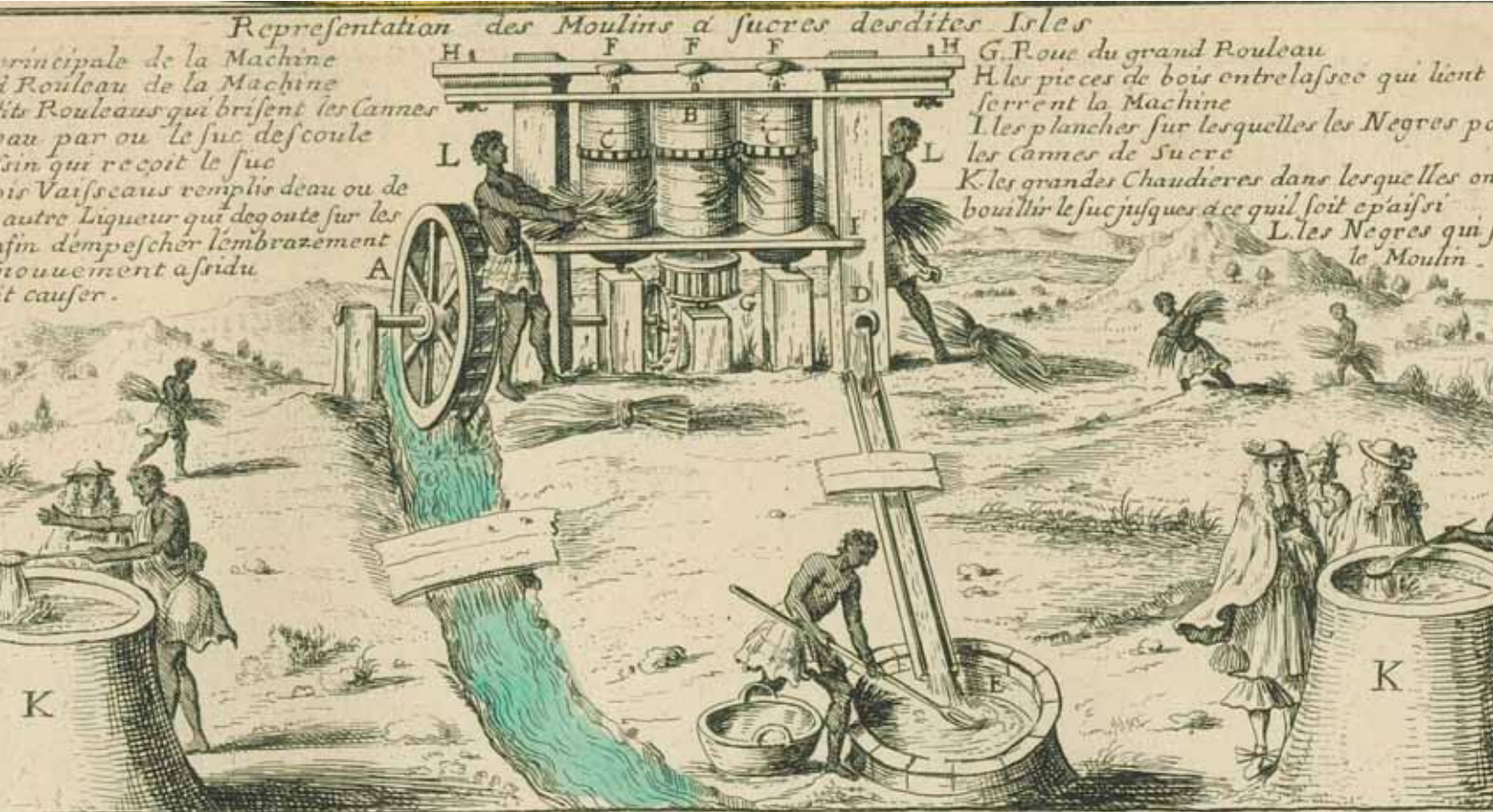
## A HISTORY OF FRENCH RUM

### 6. THE DAWN OF AGRICULTURAL RUM

As we have seen in the previous article, the success of beet sugar forced French Sugar Planters to specialize and concentrate their production. In this way they were able to survive as sugar producers and to produce plenty of rum too. Not only did they survive, they developed advanced production methods. If up to the beginning of 1800s British producers made the best rum, in the second half of the century French producers, followed by Cuban ones and then others, developed and adopted the most advanced techniques and the quality of their rum improved greatly. On the contrary, British Planters lagged behind, as has often happened in economic history when backward countries and producers were quicker to adopt new techniques than more advanced ones.

In those same years French Planters had to face a new challenge, the end of slavery, on which the sugar industry





Sketch of a sugar mill with slaves at work and directors of the West India Company in 1667.

had always been based. Significantly, the Dominican Historian Frank Moya-Pons titles a whole chapter of his book (*History of the Caribbean*) "Sugar without Slaves in the British and French Antilles". Revolutionary France had abolished slavery as early as 1794, but Napoleon re-introduced it and it took another Revolution to end slavery for good in April 1848.

Just like in the British islands, the ex-slaves escaped from the sugar plantations, and relied on subsistence farming and short periods of paid employment. All over the Caribbean, the Planters resorted to the importation of Indentured Workers from Europe, Africa and Asia, mainly from Portugal, Sierra Leone and India. By contracting foreign laborers, mechanizing their sugar mills, fertilizing their lands with guano, the Caribbean Planters managed to save their sugar industry despite the economic crisis caused by emancipation. Some of these workers went back home at the end of their contract, but many stayed on and their descendants even now are

part of the demographic mosaic of the Caribbean.

Something new happened in rum production. Until then, rum had been a by-product of sugar making, and sugar was the commodity which producers were most interested in. Now, as Guy Josa writes in "*Les industries du sucre et du rhum à la Martinique 1639-1931*" (1931), an independent rum industry came into being. After 1892, due to the drop in the price of sugar, the last traditional plantations closed down and rum was no more an annexed activity, but it replaced and complemented sugar production. "In St-Pierre, a proper rum industry continues with the so-called Industrial Rum Distilleries that independently from sugar cane cultivation, devote themselves to transforming the molasses from the factories lacking a distilling apparatus or the molasses imported from Guadeloupe and the English islands of St-Kitts and from Demerary. ... "

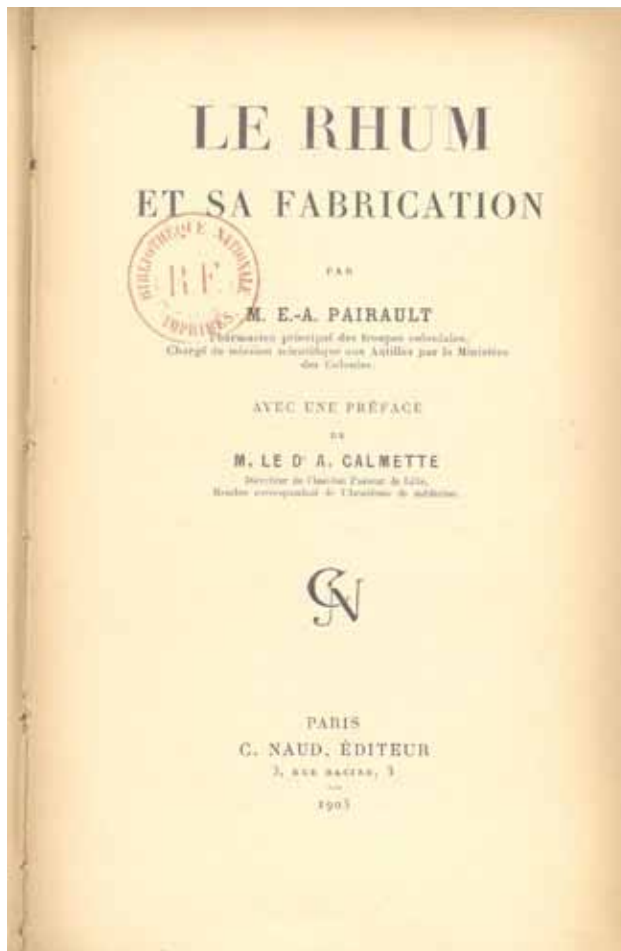
Here is the data on several countries' exportation of sugar from 1890 to 1900

Martinique	17.160.000 litri a 55°
Demerary	15.990.000
Jamaïque	10.591.000
Maurice	3.240.000
Trinidad	540.000
Guadeloupe	2.887.000
Sainte-Lucie	258.000
Réunion	1.651.000
Paramaibo (Guy. Hol.)	528.000
Sainte-Croix	365.000

According to P.B. Alibert, “*La fabuleuse aventure du Rhum*” 2005, “In that period, the Ministry of Merchant Marine of France sent the chemist- pharmacist Pairault in order to study, for the first time, different kinds of rum and their fermentation. Within his remit, Pairault visited the rum distilleries of the Caribbean and sojourned in Saint Pierre for a long period. He had the extraordinary good fortune that his mission ended in April, which allowed



him to leave Martinique one month before the eruption.” The terrible eruption of Mont-Pelée, in fact, happened on 8 May 1902; it destroyed Saint-Pierre completely and killed about 30.000 people. Back in France, Pairault published in 1903 “*Le rhum et sa fabrication*” (“Rum and its production”) from which I have taken the following excerpts. As always, I apologize for the translation.



“But at the time of the founding of big central sugar manufacturing factories in Martinique and Guadeloupe, many small proprietors found it more convenient and advantageous to turn their cane juice into rum rather than make it into sugar themselves (obviously inferior) or sell their canes to the central factories. From then on, a number of small agricultural distilleries were formed. The produce was obtained directly from the *vesou* (cane juice) and is called *rhum d’habitant* (farmer’s rum). This rum is certainly better than any other, but it’s reserved for local consumption. On the other hand, the consumption of rum is increasing in France and factories producing sugar do



not have distilleries large enough to be sufficient. Significant distilleries called *rhummeries industrielles* (industrial rum distilleries) were established in Saint-Pierre (Martinique). They only use cane molasses purchased from sugar producers as a raw material. As a result, the city of Saint-Pierre (Martinique) became the most important center of the rum industry, not only for the French West Indies, but for the whole world.”

In a specific note, Pairault explains the meaning of some words, which evidently was not clear for the public at large in France. Here it is: “In the Antilles, they call *habitant* the farmers who farm their own lands ... All the fields and buildings on the property are called *habitation*.”

And here we have the first accurate description of this “new” rum. “Cane juice rum, recent or preserved in glass, has a quite specific sweet aroma, reminiscent of the smell that we breathe near a cane mill in activity. For a connoisseur, this rum is certainly superior to any others. However, it sells for less and its production is much less significant than that of molasses rum (export rum). Farmer’s rum, especially that of raw cane juice, is entirely consumed locally... The Creole with infinite reason prefer local rum to industrial rum. The Agricultural rum distilleries therefore only work for local consumption. This is because the big importers of rum in France do not want local rum because they say the public would not want it. It is clear that these fine rums are not much like the frightful mixtures that are sold daily to the public in France under the name of rum with amazing brands and labels. ... However, it is no less true that the public, having never had any other rum than what is sold in France, think that this is good rum and do not ask for any other. But for years, I have been able to convince myself that almost all the Europeans who had had the opportunity to taste cane juice rum from the French West Indies found it to be superior to that of the trade”

We can see that Pairault does not call it agricultural rum yet. He calls it *rhum de vesou* (cane juice rum) and he calls *rhummeries industrielles* (agricultural rum distilleries) the distilleries that produced it. He goes on to say that the great merchants who import rum to France from the islands do not want this cane juice rum. They prefer the ordinary industrial rum.

“The most serious and probably the only reason for the importers’ ostracism against cane juice rums is, I think I can say, that these rums do not so easily support sophistication. They are too fine; their scent is not violent enough to support cutting with grains or beets alcohols on a large scale. On the contrary, by using export rums with strong aromas produced by the rum industry in Martinique, *at the request of the importers* (who never find aroma rather strong). A single barrel of rum and alcohol from the North which doesn’t need to be very fine, can produce 4 to 5 barrels (or *even more*) of alcohol sold as Martinique rum.”

If I may introduce a personal note, I love agricultural rum, above all the many wonderful white, unaged rums that do not need ageing. A good white rum (both from molasses and cane juice) is not easy to produce: without the contribution of the barrel, it is all about careful fermentation and then skillful distillation, (see my article “White Rum Renaissance” published in the January 2017 issue). And agricultural rum was born precisely with these characteristics. Let’s not forget that Pairault published his book in 1903, when it was virtually unknown. Reading this book today, when agricultural rum is finally taking its rightful role among connoisseurs all over the world, I can’t help being touched: this book tells us the dawn of agricultural rum and at the same time begins to create its myth.

Before bidding farewell to Pairault,

here is a passage which does not concern agricultural rum directly, but which at the time caused a backlash and which I think is very interesting today for all lovers of rum and its history. Given the sensitivities surrounding this issue, I prefer to quote first the original text in French and then its English translation.

“La Jamaïque produit une quantité considérable de rhum exporté presque en entier aux Etats-Unis et en Angleterre où une bonne partie est transformée en whisky. Elle produit une sorte de rhum extrêmement odorant que les Anglais appellent ‘German rum’ rhum allemand ou ‘stynking rum’ rhum puant. Ces rhums sont Presque exclusivement exportés à Hamburg; et, sur place, à la Jamaïque même, ils se paient 3 à 4 fois le prix du bon rhum ordinaire. Ces rhums son en effet si odorants qu’ils permettent un coupage pour ainsi dire illimité avec des alcool neutres. A la Jamaïque les marchands de rhum dissent sérieusement que c’est au terroir et à la façon de distiller que ces rhums doivent leur parfum si intense. J’ai aujourd’hui assez d’expérience en rhumerie pour ne pas craindre de me tromper en affirmant que ces arômes si intenses sont dus à des sauces dans lesquelles entrent la peau un peu échauffée ou ayant subi un court séjour dans les fosses de tannerie et, ainsi que je l’ai su, une très petite quantité d’infusion alcoolique de tabac à chiquer américain en tablettes, marque J. H. Maclin’S Virginia. On y ajoute parfois aussi des traces d’iris. Il en est de même pour les vieux rhums; il suffit d’examiner, ainsi que je l’ai fait, le rhum blanc sortant de l’alambic pour s’assurer que ce rhum n’est ni meilleur ni plus mauvais que celui que l’on obtenait dans les bonnes rhumeries de Saint-Pierre, et que ce rhum, en vieillissant naturellement, ne peut donner ni le *stynking rum*, ni la plupart des rhums vendus fort cher comme très vieux.”

“Jamaica produces a considerable amount of rum almost exclusively exported to the United States and

England, where much of it is turned into whisky. It produces an extremely fragrant rum that the English call “German rum” or “stinking rum”. These rums are almost exclusively exported to Hamburg and locally, in Jamaica, they pay 3 or 4 times the price of good rum. These rums are indeed so fragrant that they can be cut unlimited, so to speak, with neutral spirits. In Jamaica the rum dealers seriously say that it is the land and the method of distilling which makes the fragrance of the rums so intense. Now I have enough experience in rum making to not be afraid of being mistaken by saying that these strong aromas are due to some sauces in which enter the hide slightly heated or by having a short stay in a tannery pit and, as I knew, a very small quantity of alcoholic infusion in American chewing tobacco tablets, brand J.H. Maclin’S Virginia. Sometimes traces of iris are added. It is the same for old rums; it is enough to examine, as I did, the white rum coming out of the still to make sure that this rum is neither better nor worse than the one obtained from the good rum distilleries in Saint-Pierre, and that this rum, by ageing naturally, can give neither the *stynking rum*, nor most of the rums sold for a high price as very old.”

But let’s get back to the dawn of agricultural rum. In 1946 D. Kervégant published his monumental “*Rhum et eaux-de-vie de canne*”. A colossal work, which I have read only partially. As far as I know, in all specialist literature on rum, perhaps only Rafael Arroyo’s work is on a par with it. It would deserve to be better known by scholars and enthusiasts alike. What follows are just a few extracts about the period which is of interest to us in this article.

“However, in 1859, a columnist could write, on the occasion of an agricultural exhibition held in Fort-de-France: ‘The art of working with metals has been perfected among us, at the same time as popularization and knowledge of distillation... The *tafia*, thanks to these precious changes, is no longer what it





once was. It no longer inspires delicate palates with a legitimate horror; it is no longer considered, unless it is abused, as a dangerous poison. Some 30 years ago, all our spirits were included under the same name, we do not make rum, this legitimate brother of *tafia* was banished from the paternal roof, and the drink which the wealthy people consumed under this name was provided by the English islands, including Jamaica and Grenada. At this time, we are nearer to yielding the delicious liquor to these colonies than to ask them ... and the rum that comes out of the stills of some of our great owners or vinegar makers is equal to that of the Grenada. ' From 1880, the continuous column stills were gradually replacing the old pot stills in the important rum distilleries in Martinique and Guadeloupe, while the English continued to remain faithful to the them."

"Since the beginning of the nineteenth century, profound changes have affected the structure of the rum industry and manufacturing techniques. Until about 1865, when the central factories began to replace the old sugar houses, the rum distillery was an annex to the sugar refinery. ...Rum having a limited outlet, many of the most important houses did not possess distilleries; they sold their molasses for export, or, more rarely, in the colonies, even to distillers established in the cities. This organization has continued until today in Jamaica ... Meanwhile, in some colonies, notably in French West Indies and French Guiana, agricultural distilleries are established, carrying out the direct alcoholisation of the cane. ... These spirits acquired a rather large importance from 1883, when the low price of sugar made it less profitable to manufacture it, but especially from the First World War. At present, *rhums agricoles* represent about 50% of total production in Martinique, 35% in Guadeloupe and nearly 100% in French Guiana "

And this is the first time that I have met the very words *rhums agricoles*, agricultural rums.

With this article I end this series A HISTORY OF FRENCH RUM. I think I have succeeded in showing how French rum deserves a very important place in the history of rum and I hope that other researchers will continue to study and delve more deeply into this theme.

#### Post Scriptum

After writing this article, I found that the Boston Apothecary Blog ([www.bostonapothecary.com](http://www.bostonapothecary.com)), which for years has been carrying out important research and disseminating the culture of rum, is now translating Kervégant's book into English. Very well done!

Marco Pierini

# THE COCKTAIL SCIENTIST

By Joel Lackovich



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

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

Joel Lackovich (joel@gotrum.com)







Photo by Joel Lackovich

## **HOT BUTTERED RUM**

### **INTRODUCTION**

As the holiday season quickly approaches, attention is focused on fashioning a cocktail that not only warms the body but also the spirit. If there was a rum cocktail that could ever be considered a comfort food it would most certainly be the Hot Buttered Rum cocktail, also known as the Hot Rum Toddy. Hot Buttered Rum has been comforting rum aficionados, as well as those seeking an escape from the cold, since the Colonial era. Made from Dark Rum, butter, sugar, and multiple spices, the traditional Hot Buttered Rum drink is famous within the cocktail industry, yet very much unknown to the casual cocktail drinker. With multitudes of spirited cocktail options available today to keep one warm on a cold night, it's no wonder that Hot Buttered Rum has become lost in the shuffle this past century. But thanks to some interesting variations on the original recipe, Hot Buttered Rum is slowly making a quiet comeback.

## MATERIALS & METHODS

### *Traditional Hot Buttered Rum Recipe (1)*

Dark Rum– 2.0 oz (60 mL)  
Butter, Unsalted – 1 TBSP  
Light Brown Sugar – 1 TSP  
Allspice – 1/8 TSP  
Ground Cloves – 1/8 TSP  
Ground Cinnamon – 1/8 TSP  
Ground Nutmeg – 1/8 TSP  
Boiling Water

1. Place the butter, light brown sugar, and all the spices in a glass mug
2. Muddle all ingredients together inside the glass mug
3. Add rum to the mixture
4. Fill glass mug with boiling water
5. Serve immediately

## DISCUSSION

### Historical Origin

Hot Buttered Rum is traditionally popular in winter months and during the Holiday season. Dating back to the Colonial era it should be no surprise that colonists and sailors grabbed whatever ingredients that they had available to make cocktails. It was during this era that the Hot Buttered Rum cocktail was born. It is likely the cocktail dates to 1655, when rum replaced brandy in the British Royal Navy's ration after the British empire captured Jamaica and they drank beverages like Hot Buttered Rum to stay warm (2). However, Jerry Thomas, a mid-19th century mixologist, was the first to memorialize the cocktail in written word when he published *The Bartender's Guide* in 1887.

### Evolution and Comeback

While quite popular in early maritime history, Hot Buttered Rum's popularity slowly faded into smaller circles with the rise of other spirits such as whiskey, vodka, and tequila. Ultimately, it was global trade policies that effected the rum industry and it became less appealing to have the cocktail with so many other options from which to choose.

Today, thanks to modern mixology and experimentation, the Hot Buttered Rum cocktail is making a comeback. Victor

Bergeron (Trader Vic's) included a Tiki version of the cocktail in his 1946 publication, *Book of Food and Drink*. Over the years others have added ice cream to reinvigorate the cocktail's attractiveness.

### Flavor Profile

The traditional Hot Buttered Rum recipe utilizes eight key ingredients. To create savory success, the cocktail is more than just the sum of its eight individual parts however. The quality of the preparation and the muddling of the initial ingredients are equally important. If not thoroughly combined, the cocktail will be nothing more than butter in a mug filled with rum.

### Rum

While the traditional Hot Buttered Rum recipe does call for a heavy-bodied (dark) rum, a light (white) rum may also be used if the goal is to allow the multiple spices to be present more in the cocktail. However, the addition of a heavy (dark) rum, which possesses significantly more esters, produces a blend that is rich in flavor and enhances the aromatic properties of the cocktail.

### Additional Ingredients

The use of butter, sugar and multiple spices to enhance the flavor of the Hot Buttered Rum cocktail was intentional. Colonial era rum was often tough to stomach, and additional ingredients were needed to make rum cocktails palatable.

- Butter is a dairy product made by churning milk, a process separating the solid fats from the liquid, known as buttermilk (3). Because butter is high in fat content, and it is known that flavor dissolves in fat, butter is an excellent flavor delivery agent for spices which are present in the Hot Buttered Rum cocktail.
- Light Brown Sugar is refined sucrose sugar product, a well-known cocktail sweetener, and has the noticeable addition of molasses. Light brown sugar is used to manufacture the Hot Buttered Rum because it has roughly three percent less molasses than dark brown sugar and is subsequently lighter in color and milder in flavor.
- Allspice is a bit of a misnomer. The name might suggest it is a blend, but allspice is



a single spice made from dried berries of a plant known as *Pimenta dioica*, which is a member of the myrtle family and looks like peppercorns. The allspice plant is native to Jamaica, and it is also known as the Jamaican pepper. It was discovered by Christopher Columbus during his second voyage to the New World, and named by Dr. Diego Chanca. The spice contains a fragrant aromatic profile that has a somewhat peppery note which is sensed in the drink (4).

- Ground Cloves (*Syzygium aromaticum*) comes from the aromatic flower buds of a tree in the family *Myrtaceae* (5). The spice, while known to be intense and pungent, is easily detectable and enjoyable at the same time when used in moderation in the Hot Buttered Rum cocktail.
- Ground Cinnamon comes from dried bark from trees in the *Cinnamomun* family. The spice's flavor profile has been described as woody, sweet, and spicy, and is an excellent known flavoring agent for hot beverages.
- Ground Nutmeg comes from the fragrant, spicy seeds of nutmeg (*Myristica fragrans*) (6). Nutmeg is a spice with a sweet and nutty profile and combined with the other spices in the Hot Buttered Rum cocktail, enhances the overall aromatic properties of the cocktail.

### NUTRITION

When compared to a 12 ounce can of Coca-Cola, which has 140 calories, it is easy to see why the traditional Hot Buttered Rum cocktail is a comfort cocktail, as it possesses almost twice as many calories. Although high in calories, the cocktail which contains butter is not necessarily as unhealthy as it may sound. Recent studies have shown High-fat dairy products like butter have been linked to a reduced risk of obesity, diabetes and heart problems (3). It is an indulgence to be enjoyed without guilt.

Additionally, although the Hot Buttered Rum cocktail calls for two ounces of heavy (dark) rum, which is forty percent ABV (eighty proof), the cocktail itself is not high in alcohol content. The addition of approximately five ounces of boiling water after the rum is added to the muddled

mixture dilutes the calorie rich mixture and the alcohol content down to nearly ten percent ABV (twenty proof).

### NUTRITION FACTS

(Amount Per 8 Fl oz cocktail)

Calories:	271.53
Total Fat:	13.3 g
Cholesterol:	31 mg
Sodium:	100.23 mg
Total Carbohydrates:	8.9 g
Dietary Fiber:	3 g
Sugar:	3.2 g

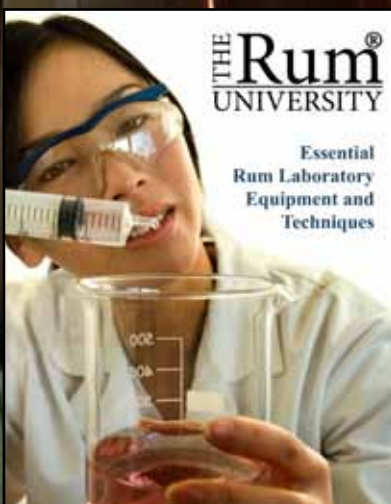
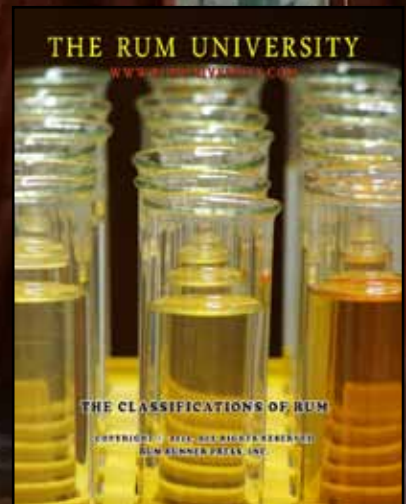
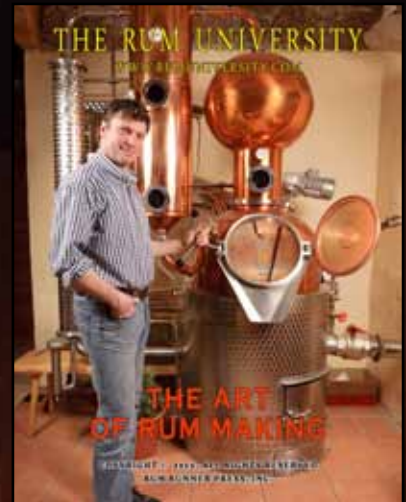
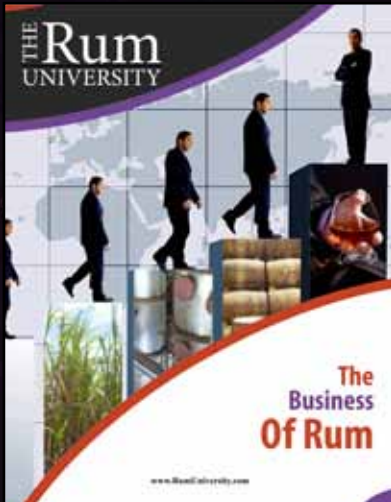
### CONCLUSION

Hot Buttered Rum is a delectable rum cocktail that has been enjoyed throughout the world and over many centuries. Until recently, the drink's stardom was only celebrated by rum loyalists. Today, thanks to modern mixology practices and experimentation, the cocktail's popularity is reemerging. While not likely to make it on a restaurant cocktail menu due to the length of time it takes to prepare, when executed and prepared properly at home, the cocktail is sure to help make any chilly winter more bearable and any holiday season more festive!

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A photograph of a stone wall with driftwood and a view of the ocean. The wall is made of dark, rough-hewn stones. To the left, there is an arched opening showing a glimpse of the blue ocean with white foam. In the foreground, there is a pile of driftwood, including several long, straight logs and many smaller, tangled branches. Some of the driftwood is wrapped in thin, dark, curly vines. The sky is a clear, bright blue with a few wispy white clouds. The overall scene is rustic and coastal.

AGRICOLE RUM

IN MADEIRA



# MADEIRA, THE HIDDEN PEARL

By Paulo Mendes

Paulo Mendes is a co-founder and shareholder of Vinha Alta craft distillery. He was born in Madeira in 1961 and grew up to become an international consultant. In the late 1990's Paulo and his wife decided to change their lives and moved back to Madeira to be able to raise their children in a safer and slower-moving environment. In the early 2010's he founded a boutique winery and fell in love with the beverages industry and decided he wanted to be involved in the industry forever. At the same time, Madeira rum was experiencing a revolution -new products, new players, increase in quality- and he decided to learn as much as possible about it and its history. Paulo is very passionate about agricultural rum and he is now a consultant to the craft beverages industry. He is also a shareholder in several craft drink business in Portugal and abroad.

## Historic Introduction

Known as “The Pearl of the Atlantic”, Madeira is a renowned tourism destination. It is famous for its mild subtropical climate, unspoiled natural landscape, breathtaking cliffs and mountains and clear blue seawaters. You may also have heard about Madeira fortified wine.

Discovered by Portuguese sailors in 1419 – exactly 600 years ago – Madeira is a small island in the middle of the Atlantic Ocean. It is 600 miles away from Lisbon, the Portuguese capital, and at 425 miles from the African coast. The first records of sugar production on the island are from 1433. Madeira reigned alone, in the profitable sugar business, until early 16th century. The high production costs, due to the island sloping orography, and the arrival of cheaper sugar from Brazil ended Madeira's prominence. However, sugar production continued until, almost, the end of the 20th century.

Humans are known for their inventiveness and when sugar-containing products are grown someone will produce an alcoholic beverage out of it.

It was not different in Madeira. The first records of “aguardente” (aqua vitae) being exported from Madeira to Brazil date from the 16th century.

The number of sugar mills and distilleries grew to peak 57 in 1907, with a few producing both sugar and rum though most produced only rum(1). Political changes, in 1911, led to a sugar production monopoly. Surviving





mills were limited to rum production. In 1954, the distilleries still in operation were forced to merge and became reduced to three: "Sociedade Engenhos da Calheta", "Companhia dos Engenhos de Machico" and "Companhia dos Engenhos do Norte". Additionally, the sugar producing monopolistic company - "William Hinton & Sons" - continued producing sugar and rum at its "Fábrica do Torreão" in Funchal, the island's capital.

From the 1950's, the production of sugar cane stabilized at around 50.000 US tons per year but in the 1970's it started decreasing. In 1985 the biggest mill and distillery - "William Hinton & Sons" - closes(1). From this date only two distilleries(2) continue in operation: "Sociedade Engenhos da Calheta" and "Companhia dos Engenhos do Norte". Production of sugar cane stumbled to bottom at less than 3.000 tons in 2002. While cane growers adjusted to the decreasing demand, a cottage industry on the "moonshining" tradition seems to erupt for a while. In the 1980's a few family based distilleries emerged. The surviving ventures never bottled it until much later... some never bottled it at all. More on this later!

Enough about sugar cane history...lets talk about the good stuff!

Rum made from fermented fresh cane juice is produced in Madeira since the 16th century. Known locally as "Aguardente de cana" (sugar cane brandy or sugar cane spirit) it is part of the local tradition. The art and science of sugar cane juice distillation has been passed from generation to generation. In the 16th century, people from Madeira took the sugar cane technology - and surely also the rum production knowledge - from the island to Brazil (a Portuguese colony at the time) and other parts of the Atlantic. In the 19th century, following an economic crisis in Madeira, tens of thousand Madeirans emigrated to Demerara (British Guiana) and to the Caribbean islands and started distilling business there. The d'Aguiar's in Guiana and the Fernandes' in Barbados are just two examples.

Until the end of the 20th century almost all rum produced on the island was consumed locally. All distilleries marketed a not so dissimilar spirit - unaged 100 proof agricultural rum - distilled in column stills. Only a very small percentage of the production was put aside for aging in oak casks. The white spirit was used as a remedy for stomach ailments, sore throat or a simple cold. A local cocktail called "Poncha"(3) was developed out of these "medicinal" applications and is still "prescribed" as a remedy for the common cold.

Consumer preferences and market trends dictated a decrease in sales. At the beginning of the 21st century, the two distilleries still in operation - "Sociedade Engenhos da Calheta" and "Engenhos do Norte" - struggle to make a healthy profit and..."suddenly"...all started to change. The old common cold remedy - "Poncha" - took off and gained statute of a respectable cocktail. It attracted new customers among locals and tourists now visiting Madeira in greater numbers. "Poncha" dedicated bars popped up almost like mushrooms and demand for Madeira agricultural rum "exploded". Farmers resumed planting sugar cane, as production was not enough to satisfy demand. A new distillery - "ENM-Engenho Novo da Calheta" - opened in 2006(4).

Production and sales of Madeira agricultural rum has been growing ever since. Distilleries responded by expanding their portfolio of rums. Besides the traditional 100 proof white rum, most distilleries now offer special releases including over proof, aged and dated rums. Sale of aged rum has more than tripled and continues to increase.

The local control board - IVBAM - has been working with the producers in increasing quality, consistency and promotion of the product. Madeira agricultural rum is a product with Protected Geographical Indication (PGI) under European Union legal framework(5). It can genuinely be called "agricultural rum" as the rums from the French Overseas Departments like Martinique or Guadalupe.

To ensure the highest standards of production and its typicality, in 2011(6), the local government issued strict production rules that producers must comply to in order to name it “Rum Agrícola da Madeira” (Madeira agricultural rum). Additionally, all rums must go through a panel of professional tasters before being released in the market.

### **Current Situation and Producers**

Future growth is limited by the scarcity of sugar cane. The islands lack of flat land makes any agricultural production extremely difficult and very expensive. The product, until recently, almost exclusively available in the local market is now sought after by international markets and is gaining recognition. An increase in the offer of aged rum is attracting attention from rum lovers around the World. So, distillers are setting apart a much bigger percentage of their production for aging.

The three main distilleries operating and bottling rum today are dispersed throughout the island. Despite their differences in origin and equipment they process similar amounts of sugar cane every year.

### **“Sociedade Engenhos da Calheta”**

The distillery is, at sea level, in Calheta on the South side of the island. Established formally in 1954, following the compulsory mergers, the company has its roots in 1886. Their three copper column stills date from the early 1900's and originated from one of the merged companies.



The mill processes slightly less than 3.000 US tons of sugar cane each harvest. The

company has a diversified portfolio of rums but focuses on the local market by supplying the traditional 100 proof white rum. This product is the backbone of their portfolio.

Since the 1990's, the company has been aging a small percentage of its rums. Exports are not yet relevant in their sales. They plan to grow their exports without diverting attention from their core market. (4)

### **“Engenhos do Norte”**

This distillery is situated, by the sea, in Porto da Cruz on the North shore of Madeira. The early “Companhia dos Engenhos do Norte” was funded in 1927. Its crusher has been powered by a steam engine for almost 100 years. It is the only European steam powered mill still in operation. Their three, different diameter, copper columns stills are the same from its' inception.



The company processes slightly more than 3.000 US tons of sugar cane each harvest. Engenhos do Norte has an extensive portfolio and already exports around a quarter of its production.

Engenhos do Norte has established an aging program, as early as the 1970's, but with very limited quantities. Currently it is pursuing an aggressive aging program and exports growing strategy(4).



### **“ENM- Engenho Novo da Madeira”**

The distillery is established in Calheta, like “Sociedade Engenhos da Calheta”, but at around 2000 feet of altitude. Despite being founded in 2006, their roots date back to the old “William Hinton & Sons”. In fact, their column still was “salvaged” from the “Hinton” mill. To honor this heritage they market their premium rums under the “William Hinton” brand.



In 2019, the company processed close to 3.000 US tons of sugar cane. It has a large portfolio of rums and already exports around a quarter of the production.

Being a young company, their aging program is recent but is very aggressive. It is allocating a considerable percentage of the production to aging. They plan to increase the weight of the exports on their sales volume.(4)

### **“Florentino Izildo de Gouveia Ferreira”**

Mr. Ferreira bought and installed a small 100 US gallons Portuguese built pot still with a short rectifying column in 1982. The facilities are based in Santa Cruz, on the East side of the island. His first rum was released in 2014 under the brand “O Reizinho”. Later he released a small batch of aged rum that sold out very quickly.

Currently, he processes around 175 US tons each season. His portfolio is limited



but is growing rapidly with increasing interest from international specialized retailers. Exports already account for more than a quarter of total sales. Mr. Ferreira is focusing more and more on exports and on increasing his aging program.(4)

### **“Abel Fernandes”**

Mr. Fernandes started producing rum in 1984 at his facilities in Porto da Cruz. He learned the ropes of the art as an employee at “Companhia dos Engenhos do Norte”. He built his pots stills (130 and 200 US gallons) with salvages from the distilleries forced to close.

He slowly built up a respectable stock of rum. He never bottled any so all his stocks have been aging since distilled. Two years ago, having surpassed 80 years of age, Mr. Fernandes decided to stop producing rum and is planning to pass his legacy to his two sons. So the future of the company will be led by the new Fernandes generation.



They have not yet a definitive plan for the company and its stock, but they may decide to bottle it and resume production. Lets stay tuned for future developments.(4)

### **The Future of Madeira's Agricultural Rum**

With slight differences on how to address the traditional home market, all the producers, big or small, believe in the growth of Madeira rum. With a limited local market they focus increasingly on international markets and on aged rums. Bigger producers believe that Madeira rums main challenge is the lack of sugar cane. Difficulties created by steep orography and high production costs being its main reason. Currently, the industry is "booming" with all companies enlarging their portfolios and launching new products. Unaged, aged, over proof, single casks editions and dated rums are being released.

Due to their unique locations, sugar cane selection and distilling equipment each producer stamps a distinctive mark on their rums. No two products are the same and the distiller "signature" is clear. Mr. Fernandes and "O Reizinho" rums, being batch distilled in just one run, have a more intense flavor profile. All producers are exploring innovations within the tradition. "William Hinton" started operating a Portuguese type batch still and "Engenhos do Norte" have just restored an old Charentais that was not in operation. "O Reizinho" is planning to add a bigger alembic and the Fernandes are considering resuming production and starting to bottle their rums. Additionally, a new craft distillery based in Canhas, Ponta do Sol – the main sugar cane production village - is partnering with other producers to launch unique rum selections. Its distiller hunts local cellars for special, unorthodox, often forgotten batches and is launching them under the brand "Shortridge Lawton"(7).

Madeira agricultural rum may not (yet!) be widely known but it certainly deserves attention from all rum lovers. A few aficionados have already discovered it and are travelling to the island year-after-year to enjoy the innovations, within tradition,



going on. Do not miss the next Madeira Rum Festival taking place in April 25-28 (click **here** for more info).

Paulo Mendes  
paulo.mendes@me.com

### **Notes and References:**

"Engenho"-Portuguese word meaning "sugar cane mill" (either producing molasses, sugar or rum)

1. Vieira, Alberto; "Canaviais, Açúcar e Aguardente na Madeira – Séculos XV a XX"; Centro de Estudos de História do Atlântico, 2004.
2. "Fábrica de Mel-de-cana do Ribeiro Seco" is a mill, founded in 1883, still in operation. It produces full juice sugar cane molasses for the confectionary industry.
3. Cocktail prepared with 100 proof Madeira Agricultural Rum, lemon juice and honey (sometimes also orange juice).
4. Information provided by interview with the companies.
5. Regulation (EC) No. 110/2008 from January the 18th and latter regulations.
6. DLR No. 5/2011/M from March the 15th.
7. Shortridge Lawton was a Madeira wine producer, established in 1757, known for its craftsmanship. It was the last company to send their wines to age in the hold of ships travelling to the Equator and back.



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# RUM IN THE NEWS

by Mike Kunetka



These are the most recent and noteworthy headlines in the rum industry. If you want us to share your news with our readers, please send me an email to: [Mike@gotrum.com](mailto:Mike@gotrum.com).

## CARIBBEAN JOURNAL CARIBBEAN RUM AWARDS

Caribbean Journal's Caribbean Rum Awards, the region's leading celebration of premium rums, is moving to St Barth this month. The second edition of the event will be highlighted by a panel of spirits experts judging some of the most exclusive rums on the planet. Caribbean Journal is partnering on the event with the Rhum Room, the largest Caribbean rum bar in the world, and its adjacent Quarter Kitchen and Cocktail Lab. It's a new kind of festival for St Barth, long the gastronomic capital of the wider Caribbean. "We are so excited to bring the Caribbean's leading celebration of rum to an island that is the Caribbean capital of cool," said Caribbean Journal Editor and Publisher Alexander Britell. "For years, Caribbean Journal's Rum Journal has striven to place rum on its rightly-deserved pedestal. The field will be unlike any other rum festival out there, from some of the most exclusive molasses rums in the world to an unmatched slate of agricole rums." The four-day event will include an opening cocktail party on



Nov. 5, followed by a full day of rum judging in Gustavia on Nov. 6. The following day will see a distiller expo featuring a range of boutique Caribbean rum distilleries and Nov. 8 will feature a Ti' Punch hour. The Caribbean Rum Awards will conclude on the evening of Nov. 9 with a rum-and-food pairing dinner helmed by Andrew Zarzosa of the renowned Yuzu Miami restaurant. The Awards will be unique in the Caribbean, with a field of eight categories of molasses and agricole rums, highlighted by an "ultimate" rum category that will, for the first time in a rum competition, pit the Caribbean's most rarefied rums against one another, from Ron del Barrilito Five-Star to Havana Club Maximo. The field will also include six categories of rum agricole, including Blanc, Blanc 50-degrees plus, VSOP, XO, Cask Finish and Hors d'age, including expressions from both Martinique and Guadeloupe. There will also be a People's Choice Panel that will include local rum experts and enthusiasts choosing their favorites from the field of rums in competition. "We are so excited to be the new home of the Caribbean Rum Awards at the Saint Barth Rum Festival. Our format may not be typical of Rum competitions, but we think it is a great way to go," said Christopher Davis, proprietor of the Rhum Room and Quarter Kitchen and Cocktail Lab. "First, having an UBER Ultimate Rum category with the most prized Caribbean Rums is exciting; let's see how these Big Boys play out in a heads up competition, huge bragging rights are at stake, Second, we are honored to have some great guests of Rhum Room flying in to be part of our People's Choice Panel, rum/rhum/ron aficionados, tasting across all categories and choosing their overall favorite rum of the Festival. From my point of view, it doesn't get any better than this!" Judges include a diverse range of rum and spirits experts, including Alexander Britell, Guy Britton, Peter Berntsen, Christopher Davis, Guy Ferdinand, Steven Shaw and Simons Chase. "The panel of judges is comprised of outstanding rum and spirits experts, with the aim of creating an objective array of palates and tastes to give these rums the respect they deserve," said Guy Britton, managing editor of Caribbean Journal. <https://www.caribbeanrumawards.com/>

### **CAPTAIN MORGAN**

The St. John Source reported that Cynthia Arnold has been promoted to vice president, operations, Diageo USVI, and that she will lead the 70-person team at the company's Captain Morgan rum distillery on St. Croix. "We are thrilled to have Cynthia lead our operations on St. Croix," said Erik Snyder, chairman of the board, Diageo USVI. "Cynthia is a trusted and respected team member and manager. We are confident that under her leadership, our USVI colleagues will continue their progress as a

high-performing team, further our business as a world-class supply organization and continue making Diageo USVI a great place to work and a valued member of the Virgin Islands community." She was born and raised on St. Croix, where she graduated from Good Hope School. She still proudly calls "West" her home, where she resides with her husband Kirk and their son Kaya. She holds a Bachelor of Science in Accounting from the University of North Carolina Greensboro and a Master's in Business Administration concentrating in finance from Emory University. Arnold began her career with the company as finance manager in December 2011. Her work in finance was essential in establishing systems and processes to secure contractual payments driven by rum production, including engaging high-level government stakeholders and external consultants. Since moving into operations in 2017, Arnold has played a key role in driving improved performance. She has been a leading force in the team, delivering goals while achieving an outstanding safety and quality track record, including ISO certifications, company awards, positive audit ratings and increased production volume and revenues. She was a steady force during the immediate and extended recovery periods after Hurricane Maria, playing an enormous role in resolving operational issues to help bring production back online. "I've known Ms. Arnold for many years, and I am pleased that Diageo is recognizing her talents as a dynamic professional and leader," said United States Virgin Islands Governor Albert Bryan Jr. "It is extremely gratifying to see a local Virgin Islander granted the opportunity to ascend the leadership ranks of a multinational corporation. I look forward to continuing to work with Diageo and engaging with Cynthia in her new role as we further optimize the territory's public-private partnership with the company." <https://www.diageo.com>

### **WRIGHT & BROWN DISTILLING**

Dan Wright and Earl Brown started their distillery in Oakland in 2016. Their goal was to return to traditional methods to create exciting new California spirits that would stand the test of time. At the heart of their process is a classical American made artisan copper pot still which they use to handcraft each small batch. They have had success with their Bourbon and their Rye and are now releasing two rums, an Aged Rum and a Single-Barrel "Hogo Style" Rum. The Aged Rum is made from rich, flavorful and natural (non-GMO) Georgia blackstrap molasses. After a long fermentation, it is double distilled on their all copper pot still and then matured in a mix of new charred American oak barrels, used bourbon barrels and toasted oak barrels for two years. It is non-chill filtered with no coloring or flavoring

added. The Single-Barrel "Hogo Style" Rum uses natural (non-GMO) Georgia blackstrap molasses and an extra-long fermentation. Using a slow, careful, single-run pass through the still, it is distilled to proof and barrel aged with no added water. It is non-chill filtered, with no coloring or flavoring added. This unique, high ester rum brings the funk! Currently you can try it at Pagan Idol and Rum & Sugar Bar in San Francisco or you can get a bottle at Bitters + Bottles in South San Francisco. <http://www.wbdistilling.com/>

#### **KOLOA RUM COMPANY**

September 2019 marked a significant milestone for Hawai'i's award-winning Koloa Rum Company, as the brand celebrates a decade in business on the island of Kaua'i. Having achieved year-over-year double digit sales and revenue increases since year one, the Koloa Rum Company expansion will allow for increased production and distribution to accommodate the brand's growth. "We are so proud of our brand's journey over these past 10 years and know we wouldn't be here without the support of our community here on Kaua'i and our fans around the world," said Bob Gunter, CEO of Koloa Rum Company. "This expansion is a dream come to life, and we look forward with anticipation and excitement for the future that lies ahead." Plans will more than double the size of the current operation to a 45,000 square-foot distillery and warehouse at the company headquarters, which will also include a tasting room, company store, and free-standing café. The company broke ground for the new distillery on September 18 with a traditional Hawaiian blessing and community celebration. To recognize and honor the agricultural heritage of the town of Koloa, where commercial sugar production operations were first introduced in 1835, expansion plans also include the planting and cultivation of 10-12 acres of sugar cane fields on site. Additionally, Koloa Rum will refurbish old plantation camp structures into workforce housing and a museum that will tell the story of the rich history of sugarcane production in the area. "Cultivating and using our own sugarcane is a big part of our history on Kaua'i, and that's very important to us," adds Gunter. "We will be growing and processing cane on site to make our rum, and we are actively partnering with local farmers to increase sources of cane sugar on the island with the goal of one day being able to use only Kaua'i-grown cane in our products." Koloa Rum Company was founded to create superior Hawaiian rums and ready-to-drink cocktails using locally sourced ingredients. In doing so, Koloa Rum provides quality employment opportunities for the community of Kaua'i and provides meaningful support to the local agricultural industry by increasing cultivated acreage and

preserving open space. The new headquarters for Koloa Rum Company will be located in the town of Koloa, along Maluhia Road across from Anne Knudsen Park. Completion of the project is currently projected for September 2020. [www.koloarum.com](http://www.koloarum.com).

#### **HAVANA CLUB**

In October of 2018, Havana Club introduced a range of Cuban rums developed exclusively for bartenders with the aim to inspire new flavor profiles. The first rum in the series, Havana Club Professional Edition A, was born from a collaboration with the Cuban Bartender Association as part of Havana Club's celebrations of the 200th anniversary of the legendary Havana bar, El Floridita. A blend of three aged rum bases and a pure aguardiente, Havana Club Professional Edition A has been matured in large, ancient oak barrels for up to four years. The result is described as a "full-bodied" and "intense" Carta Blanca with the mixability of a white rum and the flavor complexity of a dark rum. Havana Club Professional Edition B was the result of curiosity and a commitment to innovation within the category from the Masters of Cuban rum. When a delivery of heavily-peated Islay whisky barrels arrived in Cuba by mistake, Havana Club partnered with legendary bartender and consultant, Nick Strangeway, to experiment with adding a smoky note by finishing a rich dark rum in those casks. The technical complexity was in trying to balance the rum notes with the dry smoky notes, avoiding one flavor dominating the other. Eventually, this was achieved by blending the Islay finished rum with three other Havana Club 7 Year Old rum bases. This October, at Bar Convent Berlin, Havana Club introduced two new Professional Editions to its rum portfolio. Edition C and Edition D are limited-edition rums that have been developed in collaboration with bartenders Carina Soto Velasquez and Alex Kratena and will be exclusively available to bartenders around the world. These new expressions have been designed to "push rum boundaries" and inspire bartenders to create iconic and inventive cocktails using Havana Club rum. Havana Club Professional Edition C is born from Carina Soto Velasquez and Alex Kratena in collaboration with Havana Club rum master, Asbel Morales. Blended from young aguardiente with older rum bases aged in San José Distillery's ageing warehouses, Edition C has been matured for up to 12 years in large white oak barrels that are up to 40 years old. The second variant, Havana Club Professional Edition D, is a "fresh aromatic white rum" that explores the raw expression of Cuban sugarcane and aguardiente. Created by Cuban rum masters Juan Carlos González and Salome Alemán and Carina Soto Velasquez and



Alex Kratena, it is made from a blend of fresh destilado de caña with full-bodied and aromatic extra aged aguardientes. The flavors and aromas found in Edition D are said to evoke the sensorial profile of Cuban sugarcane. The rum is “highly aromatic”, with “notes of fresh cane juice, mint and hay in combination with minerals and saline profiles”. Nick Blacknell, Global Marketing Director at Havana Club International, said: “This year, we wanted to go one step further to give bartenders a whole new opportunity to experiment with the flavors and rum bases in our distillery warehouse, and the result has been astonishing. <https://havana-club.com/en-ww/>

### **PLANTATION RUMS - THE SINGLE CASK COLLECTION**

Plantation Single Cask rums are limited releases of double-aged Haute Couture rums. All Plantation rums mature in a two-stage ageing process, beginning in the tropics where they age in bourbon casks, and then at the Château de Bonbonnet in France to mature in Ferrand barrels. Plantation Single Cask rums then benefit from further maturation in carefully selected beer, wine or spirit casks, each selected to enhance the rum's unique characteristics. Every Single Cask rum takes its own ageing path to greatness, and each bottle is personalized and numbered. Only a few barrels of these unique reserve rums are bottled annually, making them a prize for collectors. Plantation Cellar Master Alexandre Gabriel identifies each rum-producing country by the specific traditions and production techniques of its terroir – the unique environmental characteristics that give each rum its distinctive character. He chooses the best casks from each distillery, celebrating the qualities that make each terroir special. All bottles clearly show Volatile Substance numbers, Esters numbers and Dosage amounts (if used). The 2019 Collection includes twelve rums:

- The Barbados 7 Years is a product of pot and twin column stills at the West Indies Rum Distillery in Barbados. It was aged in Bourbon barrels for several years, Ferrand casks for a year and in Partizian Brewing casks for a year. 48.2% ABV
- The Barbados XO is also a product of pot and twin column stills at the West Indies Rum Distillery in Barbados. It was aged in Bourbon casks for several years, Ferrand casks for a year and in Amburana casks for a year. 48% ABV
- The Belize 2009 was produced on twin column stills at the Travellers Liquors Distillery in Belize. It was aged for 5 years in Bourbon casks, 4.5 years in Ferrand casks

and 6 months in Wild Cherry casks. 44.1% ABV

- The Guatemala XO was produced on a column still by Destiladora de Alcoholes y Ronces in Guatemala. It was aged in Bourbon casks for several years, Ferrand casks for a year and in Amburana casks for 6 months. 50% ABV
- The Guyana 2008 was produced on a pot still by Demerara Distillers Ltd in Guyana. It was aged for 9.5 years in Bourbon casks, 1 year in Ferrand casks and 6 months in Zebra (chestnut & acacia) casks. 47.1% ABV
- The Jamaica 1999, Clarendon MMW was produced on a double retort pot still at the Clarendon Distillery in Jamaica. It was aged for 17 years in Bourbon casks, 2 years in Ferrand casks and a month in Arran Whisky casks. 46.7% ABV
- The Jamaica 2009, Long Pond CRV was produced on a Blair column still at the famous Long pond Distillery in Jamaica. It was aged for 7.5 years in Bourbon casks, 1 year in Ferrand casks and 1.5 years in Tokaj Wine casks. 42.6% ABV
- The Panama 27 YO was produced on a four column still at the Alcoholes del Istmo distillery in Panama. It was aged 25 years in Bourbon casks, 1.5 years in Ferrand casks and 6 months in Teeling Whiskey casks. 51.1% ABV
- The Panama 2006 was also produced on a four column still at the Alcoholes del Istmo distillery in Panama. It was aged 10 years in Bourbon casks, 2 years in Ferrand casks and one year in Muscat casks. 41.9% ABV
- The Peru 2010 was produced on pot and column stills at the Destilerías Unidas S.A. de Peru Distillery in Peru. It was aged 7 years in Bourbon casks, a year in Ferrand casks and one year in Pineau des Charentes casks. 43.6% AABV
- The Saint Lucia 2010 was produced on the John Dore pot still at the Saint Lucia Distillers on Saint Lucia. It was aged for 7.5 years in Bourbon casks, a year in Ferrand casks and 6 months in Renegade Barrel N°2 (Chestnut) casks. 53.6% ABV
- The Trinidad 1997 was produced on a John Dore pot Still at Trinidad Distillers Limited in Trinidad. It was aged for 15.5 years in Bourbon casks, 6 years in Ferrand Casks and 4 months in Kilchoman Peated Whisky casks. 42.5% ABV

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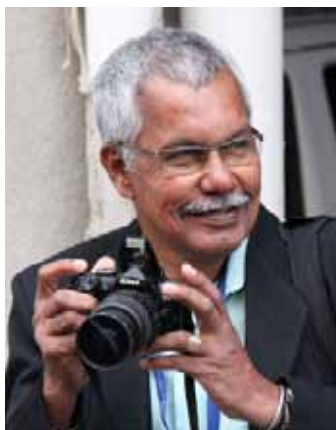
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# AROUND THE RUM WORLD

by Carl Kanto

**F**amous for its white / blue jars inspired by those from the Tang Dynasty and famous for Fenjui, a baijiu known for its superior flavor, Fenyang burst into the international spirit scene by hosting the 20th edition of the Spirits Selection competition by Concours Mondial de Bruxelles.



From August 23rd to 25th, 2019, 1,770 spirits from 59 countries competed for silver, gold and grand gold medals and these were judged by 102 professional tasters from 28 countries.

After three days of intense competition 614 medals were awarded - 48 grand gold medals, 292 gold medals and 274 silver medals. 83 medals were awarded to rum – 8 grand gold medals, 43 gold medals and 44 silver medals. Agricultural rums were awarded 6 of these grand gold medals and the rum category took 15.4% of the total medals awarded.

As is now customary “Spirits Selection Revelation” trophies are awarded for



innovated products. Of the nine products selected Martinique agricultural rum Extra Vieux HSE Single Malt Finish Highland 44% 2005 kept the rum flag flying. The Organic Revelation trophy was awarded to the Brazilian Cachaca Pai Vovo Ouro 2017.

The next Spirits Selection by Concours Mondial de Bruxelles will take place from 18th to 21st August 2020 in the city of Barranquilla on the Caribbean coast of Colombia. At this event the focus will be on rums especially those from Latin America. Here is an opportunity for Caribbean and North American rums to return to the world spot light and re-establish their presence as the best producers of rum.





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# EXCLUSIVE INTERVIEW

by Margaret Ayala



(L to R) Crystal Pomerleau, Sam Pierce, Dave McConnell and Graham Hamblett

It gives me great pleasure to share this interview with all our readers. Luis and I have had the pleasure of knowing Dave for quite some time. I always remember his enthusiasm and dedication to learning everything related to rum and am thrilled to see the results of that commitment and hard work. I wish the best to him and to his team. Cheers!

Margaret Ayala, Publisher



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

Dave McConnell, Co-Founder  
Sam Pierce, Co-Founder  
Graham Hamblett, Master Distiller  
Three of Strong Spirits  
35B Diamond Street  
Portland, Maine 04101

**Q: What inspired you and your business partner to get into the spirits industry and why rum?**

Dave: I have been a lawyer for the past twenty-five years and many of my clients have been craft breweries and others connected with food and beverage businesses, so I knew something about the regulatory framework going in and I also really like the people working in this space.





But the simple answer is just that I really love rum. When my youngest daughter went to college, it seemed like the right time to take the leap and I couldn't think of a better person to jump into this than with my good friend, Sam, who shares my passion for rum. Sam's family was actually making rum in Massachusetts in the 18th century and importing rum, through the S.S. Pierce Company, beginning in 1831.

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

Dave: Sam and I both have experience behind the bar, although that was a very long time ago. And as our wives pointed out to us early on, we know how to drink rum but we don't know how to make rum. So some of the most important work that

we did was to find and hire an outstanding distiller and bar manager. We also talked with many, many people in the industry who were very generous with their time. Last, but certainly not least, we did a lot of reading and I was lucky enough to experience Rum University – a fantastic week in Louisville that you and Luis run in connection with Moonshine U.

**Q: Your company has a very catchy name with an interesting story. What inspired you to call it “Three of Strong”?**

Dave: The name is derived from a colonial-era rum punch recipe – “One of sour, two of sweet, three of strong and four of weak.” We wanted to call out to Maine's long history of rum-making and to the spirit of gathering people around the punchbowl.



Plus, that recipe makes a really good cocktail and we always have a daily punch on offer in the tasting room!

**Q: Every distillery has its challenges, from sourcing goods, building/designing the distillery to the development of the tasting room. What has been your biggest challenge so far?**

Sam: Even though it took fifteen months to go from concept to execution, we generally feel that the time of time spent researching and designing our concepts was well spent and not excessive. But you are absolutely right that there are challenges along the way. Most of ours originally came from the limited industry knowledge base that Dave and I had at the start. We were asked a number of questions during the buildout that we struggled to answer and that influenced our timeline in the beginning stages. However, those initial challenges were fixed almost immediately when we hired Graham to help consult with the

buildout of the space, in advance of him starting full time in April. Even though Dave and I acknowledged that we had a lot to learn, there is a big difference between knowing that and finding the right answers.

**Q: As we all know, water is extremely important in the spirits industry from fermentation to proofing down alcohol. Where are you sourcing your water and why did you choose this particular location?**

Graham: We knew from the beginning that we're lucky enough to have an excellent source for the water supply in our city, coming from the beautiful Sebago Lake. We did have a plan in place to install a Reverse Osmosis (RO) water treatment system, but we were able to determine that was un-necessary. There was the concern of removing the added Chlorine since it is a municipal water supply, so to mitigate that we ended up installing a carbon filtration unit and that was enough to make





the perfect water for our spirits.

**Q: What rums are you currently producing?**

Sam: Our three starting spirits are **Brightwater**, **Stone Pier** and **Parchando 12**.


- **Brightwater** is our silver rum, which we released for the first time in August 2019. It is distilled using organic evaporated cane juice and organic fancy grade molasses. We are very pleased with this product being the first one that was exclusively distilled on Diamond Street in Portland.
- **Stone Pier** is a 50/50 blend of our Brightwater Rum and a five year aged rum from Casa Santana in Baranquilla, Colombia.
- **Parchando 12** is the Colombian rum cousin of the Three of Strong family as it is a 12 year aged rum that was

aged in ex-Bourbon barrels at Casa Santana and imported in bulk by Three of Strong.

Both Stone Pier and Parchando are products that use at least some rum that we sourced from Casa Santana in Barranquilla, Colombia which we imported as a result of our getting our tasting room license to operate the same day as our production license. We were thrilled with their offerings when we went down to visit them, but we also even more enthralled with their commitment to producing rum with “nothing between the cane and the glass.”

**Q: Your rum, Parchando 12, has a very interesting name. Can you tell us more about it?**

Dave: On the Caribbean coast of Colombia, “parchando” is a slang term that means hanging out with family and close friends. Since that is exactly how we like



to enjoy this rum, we thought it was the perfect name for this beautiful rum.

**Q: You use molasses and evaporated cane syrup to ferment your rum. Why did you decide to combine the two?**

Graham: For our Silver Rum (brightwater), we collectively all wanted to create a Rhum Agricole style spirit, so to start we focused on using just Evaporated Cane Juice (ECJ), but after many small batch trials we found the addition of molasses not only made for a more dynamic rum, it also made for a healthier fermentation by adding micronutrients and stabilizing the pH. We wanted to create a spirit that showcased the base material and yeast selection... a sort of rum eau de vie. The blend of the two ingredients allowed us to build a rum that has the earthy, grassy notes of cane juice but also sweet, dark fruitiness of the molasses. I also prefer to avoid using carbon to finish spirit since it removes the desirable nuances along with the not-so-desirable, so to depend on aging in oak to then remove color (and flavor) by carbon treatment was out of the question. For our aged rum we opted for 100% Fancy Molasses as the base to create a spirit robust enough to balance with the oak.

**Q: Where are your products currently available for purchase?**

Sam: We are currently only offering our products in Maine, as we wanted to establish a strong home base for our products before going afield. That said, we are currently exploring distribution opportunities beyond our home state.

**Q: Do you have plans to produce additional rums?**

Sam: We do indeed! In the next two weeks, we will be offering our Merrymeeting Spiced Rum, which we expect will be a great product to offer when the weather turns cold here in Maine. Following that, we expect to fill out our rum portfolio with a few other spirits, while also experimenting with some exciting current R&D projects. We will eventually go beyond rum, but it will always be our core product.



**Q: Do you offer tours and tastings at your distillery? Are reservations recommended/required?**

Dave: Yes, we do. Anyone interested in a tour can shoot us an email – [info@threeofstrongspirits.com](mailto:info@threeofstrongspirits.com) – to set up a time for a visit. We can also arrange private events. In fact, we have a purpose-built function room for just that purpose.

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

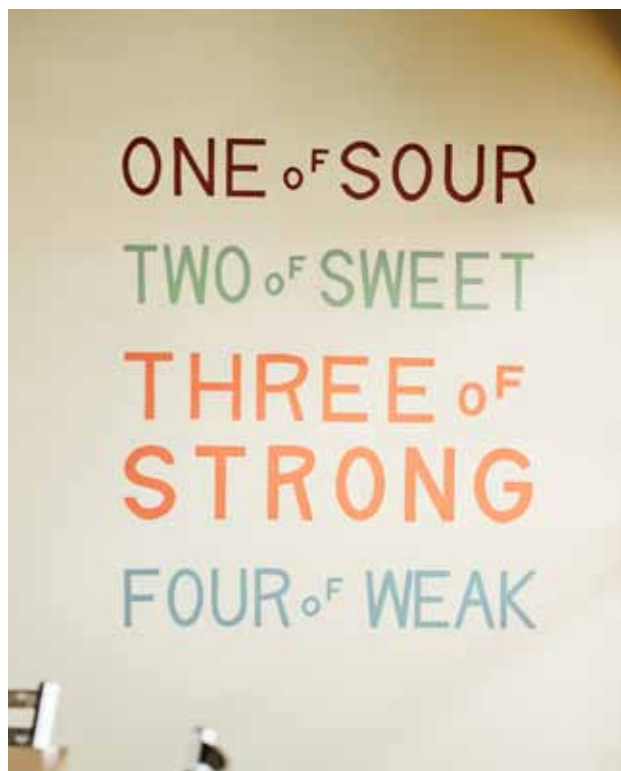
Dave: We have a really relaxed vibe at Three of Strong Spirits. People (and dogs) are often hanging out on our deck and it's an outside/inside feeling with our glass overhead doors – most often in the open position when the weather is nice. We try to greet everyone personally and help them feel at home – whether they are already a rum fan or simply rum curious – and we also have a small kitchen cranking out upscale comfort food to complement our cocktail program.

**Q: What are some of your most popular drinks you serve at the bar? And which one would you say is your favorite and why?**

Dave: First-time visitors often start with a “known quantity” - the Old Fashioned or a classic Daiquiri, for example – before branching out into some of our other offerings. While it's hard for me to pick a favorite, right now I am loving a sour that our Beverage Director, Crystal Pomerleau, created to showcase our Stone Pier blended rum. The silky texture of the egg white is such a fabulous counterpoint to the clean and bracing flavor profile of this cocktail!

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

Dave: Email is the best way to reach us – [info@threeofstrongspirits.com](mailto:info@threeofstrongspirits.com) – but people should feel free to drop by anytime we are open. We love talking rum!



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

Dave: Anyone reading “Got Rum?” already likes rum, so I don't have to make that argument. However, I would urge everyone to go beyond what you already know that you enjoy to try something new. If you love funky pot-stilled rum, try some clean, column-stilled rums. If you like your rums with some sugar added after distillation, try some drier rums without any dosage. Check out some aged rums with unique barrel profiles. The thing that I love most about rum is the wide range of expressions. There is always something new to discover!

**Margaret: Again Dave, thank you so much for this interview and I wish you and your team much success.**

Dave: Thank you, Margaret. It has been a real pleasure. If your travels ever take you to Maine, I hope that you and Luis will stop by for a drink and a chat!

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



## Special Rum Negroni

I have lost count of how many times I've used a Rum Negroni for my cigar pairings but, to be honest, I'm always amazed by it. I prefer it over the Boulevardier (Bourbon Negroni) and the Classic Negroni (made with Gin) and, most important, there are as many different versions of Rum Negronis as there are types of rum!

The recipe is very easy to put together (yet another reason why I often recur to it): equal parts of Campari, Vermouth Rosso and Rum, but I confess to always adding a bit more rum in order to highlight its presence and style.

For this pairing I selected Plantation 1998 Jamaica, finished in Marsala barrels and bottled by C. Ferrand for Rum Depot in Berlin. The Vermouth I selected comes from Miró Reserva (Spain), aged for 6 months. This Vermouth may be hard for most people to get, but a friend of mine was going to travel to Spain and he made the mistake of asking me if I wanted anything from there, so of course I asked him to bring me a bottle. So, if you have any relatives or friends going to Spain (Barcelona area), you know what to do!

Something I did for this Negroni was to use a stirrer made from French Oak, made by Nadalie Cooperage, finished with a high-toast. I was using it to experiment with macerations and aromas and, while I think there is very little extraction from the wood in the cocktail, just having it as a decoration can help our minds perceive or focus more on the oak notes.



Photo credit: @Cigarili





Photo credit: @Cigarili

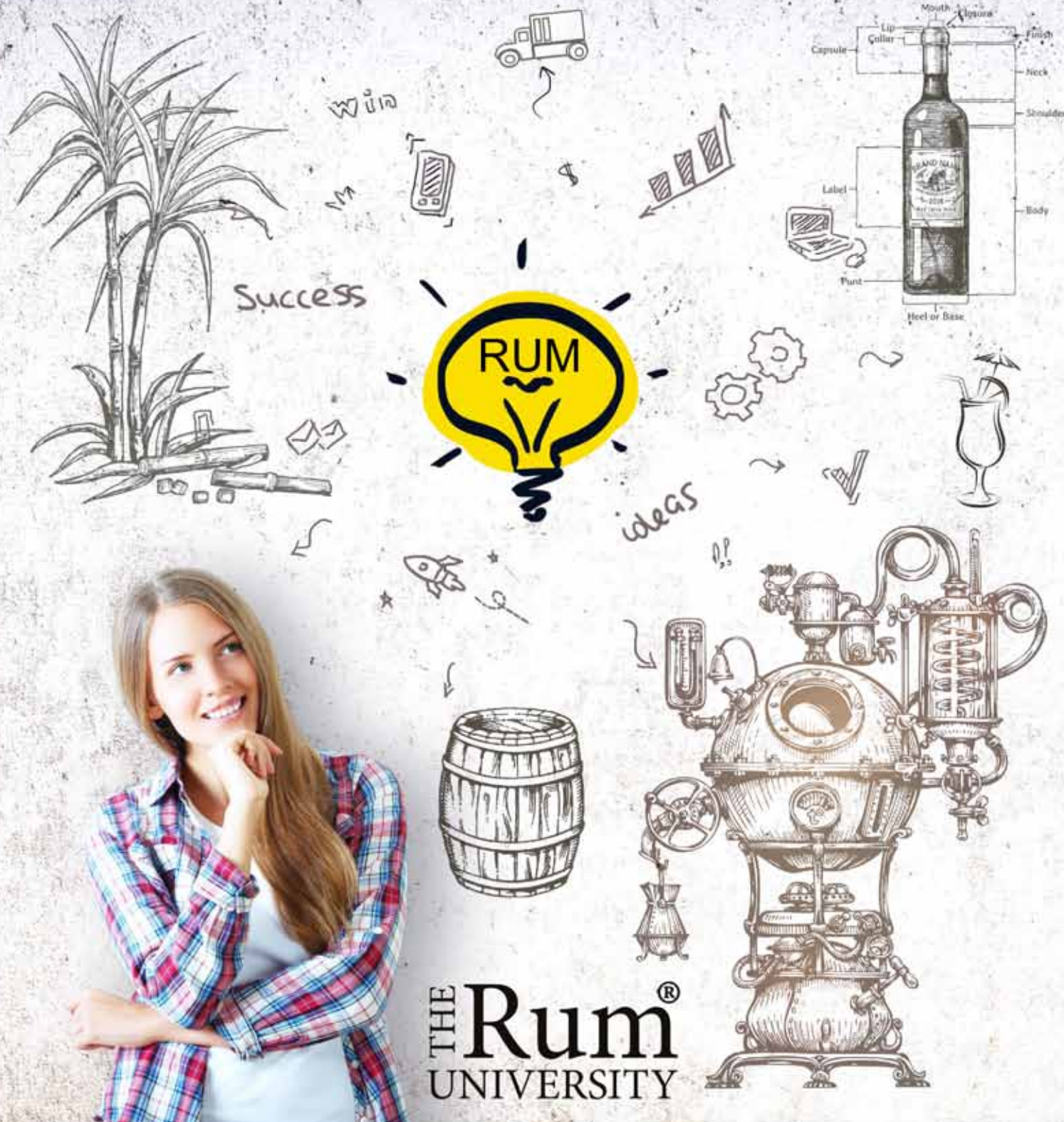
For the cigar I selected a Partagas Serie P N°2, somewhat intense tobacco, but I have total faith in this pairing. Keep in mind that this cigar format will last about 2 hours, so be ready to prepare and enjoy at least two cocktails!

As I mentioned at the beginning, unlike with the classic (original) recipe, I use a little bit more rum in order to tilt the balance in its favor, making sure the Campari is not as dominant. I don't dislike Campari, but I want to make sure the cocktail is rum-centric. Don't forget to squeeze a piece of orange peel in the inside of the serving glass, to collect its aromatic oils, which add a wonderful touch to the cocktail.

I hope you can recreate this pairing at home, using the closest ingredients you have at hand. I could have used my home-made, macerated Vermouth, for example, but in this case I wanted something with a bit more aging. And, if you don't have this particular cigar, feel free to substitute it for a heavy-bodied one, to match the flavor intensity of the cocktail.

Philip Ili Barake  
#GRCigarPairing





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