Got Rum?®

NOVEMBER 2020 FROM THE GRASS TO YOUR GLASS, SINCE 2001!

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

6

10

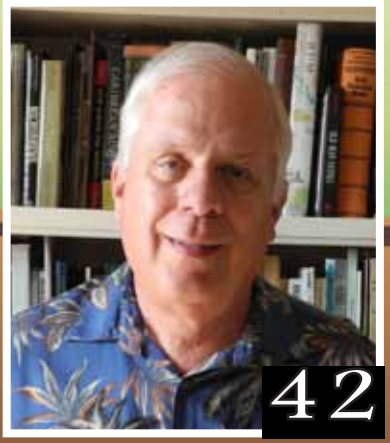
20

38

CONTENTS

NOVEMBER 2020

5 FROM THE EDITOR
6-9 THE ANGEL'S SHARE - RUM REVIEWS
10-13 COOKING WITH RUM
14-19 RUM AGING SCIENCE
20-23 THE MUSE OF MIXOLOGY
24-25 THE RUM UNIVERSITY LIBRARY
28-37 RHUM AGRICOLE
38-41 THE COCKTAIL SCIENTIST
42-45 RUM IN THE NEWS
46-47 RUM ASTROLOGY
52-59 EXCLUSIVE INTERVIEW
60-63 CIGAR AND RUM PAIRING



Got Rum?®

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

Tel/Fax +1 (855) RUM-TIPS
© 2020 by Rum Runner Press, Inc.
All rights reserved.

November 2020

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

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

news@gotrum.com

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

WWW.GOTRUM.COM

The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.

Find us on Facebook
facebook.com/GotRum

follow us on twitter
@Got_Rum

FRONT COVER: Sweet Nectar of the Gods

INSIDE SPREAD: Hard and Sweet Work

FROM THE EDITOR

A November to Remember

Despite the stresses suffered by us humans around the world (such as, pandemics, lockdowns, unemployment and disagreements), the weather constantly reminds us that change is inevitable and that "this too shall pass."

American writer and composer Clyde Watson captured this essence nicely:

"November comes
And November goes,
With the last red berries
And the first white snows.

With night coming early,
And dawn coming late,
And ice in the bucket
And frost by the gate.

The fires burn
And the kettles sing,
And earth sinks to rest
Until next spring."

It takes preparation, both mental and physical, to survive a normal winter. This year, however, has yet to show us that it can be normal, so we must prepare differently than before.

Regardless of our political, scientific or religious beliefs, when we moved into -or were raised in- our present societies, we agreed to live by their standards. These standards demand individual effort, group collaboration and community-wide compassion.

In many parts of the world, sugarcane harvest season will start soon. In cane agriculture terms, "*stubbling*" refers to the ability of a particular cane variety to regrow new stalks after the existing ones have been harvested.

Overcoming adversity for humans, just like for sugarcane, comes down to matching our own *stubbling* ability against our environmental conditions, in a battle of wits, determination and patience. But unlike with sugarcane, our social groups provide us with support, motivation and much more. Let's prepare for winter, so we can be ready for ourselves and for those around us. Together we can survive these challenging times and emerge stronger than before.

Cheers,

Luis Ayala, *Editor and Publisher*

LinkedIn http://www.linkedin.com/in/rumconsultant

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

THE ANGEL'S SHARE

by Paul Senft

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

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

Cheers!

Foursquare Sagacity

Barbados Foursquare Rum Distillery Exceptional Cask Series has taken and kept the spirit industry attention as each new incarnation provides a new flavor exploration for the consumers. Sagacity is the 11th release of the Exceptional Cask series and is a single blended rum comprised of both Coffey and Pot still rums that have been aged for twelve years using both used white oak Bourbon barrels and ex-Madeira wine casks. These rums were then blended to 48% ABV and bottled for global distribution. As with all Foursquare products, no sugar or other additives are used in the creation of this rum.

Appearance

The short necked 750 mL bottle design is in line with the rest of the Exceptional Cask series. The labels provide concise details that a consumer needs to make an educated decision about the product.

The dark golden amber liquid is consistent in the bottle and glass. Agitating the rum creates a medium band that slowly thickens and drops legs that condense along with the band while slowly evaporating.

Nose

The aroma of the rum nips the nose with caramelized vanilla, berry cobbler-specifically blackberry, strawberry and raspberry. I also discovered notes of ginger, cooked banana, dried coconut, cacao and stewed prune with jellied cranberries finishing the experience.

Palate

The rush of the rum delivers the proof of the alcohol in a flavor filled experience. There is a pleasant oiliness to the liquid

that provides all of the berry and fruit notes from the aroma. Dark chocolate, dried coconut chips and oak creates a baseline with ginger being the dominant spice along with white and black pepper intermingling as the oak and mineral notes linger mid-palate. Countering the ginger is a strong orange zest note that balances and blends the fruit and wood flavors into a unique flavor experience. As the rum begins to fade I found a subtle interplay of salt and graphite, mineral notes along with dried tobacco leaf before the vanilla notes linger on the tongue with a nice long finish.

Review

I have had several of the Exceptional Cask selections rums and the one thing that unifies all of them is how well balanced they all are. The flavor profiles found in Sagacity could easily be combative in the hands of an unskilled blender, but instead provides an elevated sipping experience. Of the Exceptional Cask line this one is one of my favorites and that is in part due to the Madeira cask influence which helped infuse the berry notes in the profile along with other notes that I consider traditional Foursquare flavors that can be found in most of their releases.

At the time of this review there have been a couple of releases after Sagacity and a few more have been announced. It will be interesting to see how other brands raise the bar and release products that are on par with this portfolio. For now, if you see Sagacity on the shelves, you probably want to pick it up, before it sells out.

@foursquare.rumdistillery

THE ANGEL'S SHARE

by Paul Senft

Rum Haven Coconut Rum Liqueur

We were in one of our local shops checking out the shelves for new products and I came across this product. Rum Haven is produced by Grande Antilles Cane Spirits Company, the same company that produces Shellback Rum, which is made at the West Indies Rum Distillery in Barbados. This liqueur is made with real coconut water, cane sugar and rum and blended to 21% ABV.

Appearance

The bottle is a tall, short necked 750 mL vessel with a metal screw top. The labels do not provide much in the way of information, but enough that I could research the basic details about the company behind the product.

The liquid is crystal clear in the bottle and glass. Agitating the liquid created a thick band that spun off legs as soon as I stopped swirling the liquid. The fast moving legs dropped and quickly evaporated while the band in equal time was reduced to a ring of residue on the glass.

Nose

There were no surprises with the liqueur, as I poured it into the tasting glass a strong aroma of sugar and coconut filled the air. After it settled, I revisited the glass and rediscovered the sugary coconut with a strong dose of ethanol and acetate rounding out the liquid.

Palate

Sipping the liqueur provided an oily, slick mouth feel that delivered the flavors from the aroma in a quick flavor burst that leaves a sugary sweetness coating the teeth and tongue. This sweetness lingered in a long aftertaste that it took water to clear out.

Review

A good toasted coconut is one of my favorite flavors, especially in desserts. I was hoping that this would be a coconut liqueur I could work with, but the overwhelming sweetness of the product is a bit much. (SWEET, why does it always have to be so sweet?) The company recommends trying it with fruit juices so I mixed it with orange juice. The tartness of the juice seemed to cut some of the sweetness and balance the coconut flavor, however the sugar lingered after the drink was finished. We tried it with club soda and that muted the sweetness and turned out to be a decent drink. If you decide to give this product a try, I recommend looking at recipes that use coconut liqueurs and account for the extra sweetness of the liquid. Overall, it was just a bit too sugary for me.

www.RumHaven.com

Would you like to see your rum reviewed here?

We don't charge fees to review rums. You don't even have to advertise.

So...
what are you waiting for???

For more information, please send an email to:

margaret@gotrum.com

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

Caribbean Rhum Ginger Turkey

Ingredients:

- 2 lb. Turkey breast, skinned
- ¼ C. Soy Sauce
- ½ C. Rhum Agricole
- 2 Tbsp. Apricot Jam
- ½ tsp. Ginger
- ½ C. Water
- ¼ C. Brown Sugar
- 2 tbs. Olive Oil
- 2 tsp. Lemon Juice
- 1 Clove Garlic, chopped

Directions:

Carefully bone turkey breast. Remove fillet from underside of breast by detaching the feather-shaped piece of boneless meat beside the breast bone. Cut remaining breast meat into 3 equal portions. In a plastic bag, combine all ingredients except the turkey meat, mix well to dissolve sugar. Place the bag in a bowl. Add the pieces of turkey inside the bag, submerge in marinade. Marinade 4 to 6 hours or overnight. Remove meat from marinade, reserving marinade. Broil or barbecue turkey 12 to 15 minutes, turning and brushing meat with marinade. Serve with rice and garnish with sliced fruit.

Photo credit: www.myrecipes.com

Rhum Rasgullas

Ingredients:

- 6 C. Whole Milk
- 3 Tbsp. Lime Juice
- 2 ½ C. White Sugar
- 6 C. Water
- 1 tsp. Ground Cardamom
- 2 Tbsp. Rhum Agricole
- ¼ C. Pistachio, chopped

Directions:

Bring the milk to a boil in a heavy-bottomed pan till it starts foaming; immediately add the lime juice and stir. It will curdle right away. You should see the milk solids separate from the whey. Pour into a colander lined with a cheesecloth. Rinse the curdled milk with cold water to get rid of the lime juice. Allow the water to drain completely.
Gather the ends of the cheesecloth and express as much water as possible. What you now have is soft paneer. Turn the paneer onto a rolling mat or other smooth surface. Knead the paneer well to make a smooth paste. Roll into a ball and divide into 20 equal portions. Roll each portion into a smooth ball between your palms, making sure there are no cracks.
Bring the water to a boil in a pressure cooker; stir the sugar into the boiling water until dissolved.
Gently drop each ball into the hot syrup. Secure the lid onto the pressure cooker and bring to pressure. Reduce heat to medium-low and pressure cook for 6 minutes.
Release the pressure from the cooker while running under water; remove the lid. The rasgullas should be floating on the syrup and have expanded 2 or 3 times in size. Pour the rasgullas and syrup into a bowl. Gently stir the cardamom and rhum agricole into the mixture. Sprinkle the pistachios over the rasgullas. Refrigerate to chill completely before serving cold.

Photo credit: www.mykitchen.co.za

RUM Aging Science

A Research Collaboration Between

RUM CENTRAL

And

THE Rum UNIVERSITY

Introduction

Aging is the most value-added transformation that a rum can undergo while at a distillery or aging cellar. But aging all spirits involves so many variables, that distillers/cellar masters often leave some decisions to chance. In this new series, **The Rum University** and **Rum Central** will monitor and share monthly data from a single barrel, so that readers can better understand the transformations that rum undergoes while aging.

Different climate conditions around the world affect these transformations in different ways. While the effects are universal, the results presented in this new series will be those from Rum Central's Florence warehouse, located in Central Texas, USA.

RUM Aging Science

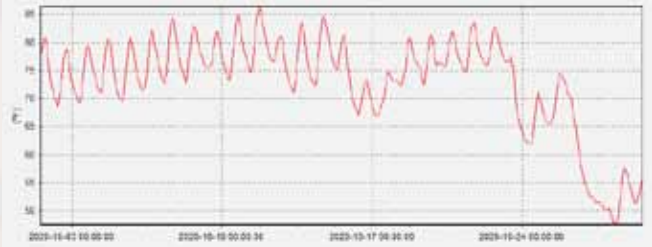
RUM Aging Science

Series Overview

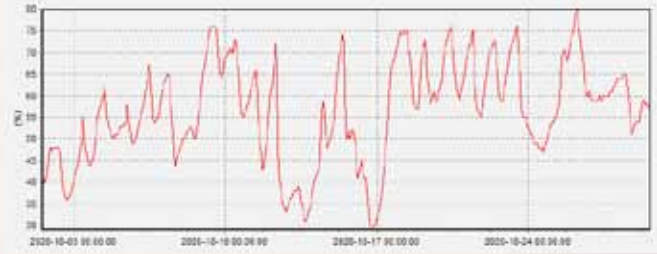
The January 2020 issue of “Got Rum?” covers in detail the goals of this series, as well as, descriptions of the different equipment being used to collect and measure the data.

October’s Weather

September brought much needed rain to our area in Central Texas, but October was drier than expected. Instead of rain, October brought us unusually cold weather, with overnight temperatures near the freezing mark. Lucky for us, mid-day and afternoon temperatures are still quite warm, so the aging cellar warms up during the day and the nights are not as unbearable inside the warehouse as outside.



Up until the last week of October, the average high temperature was 78F and the average low was 74F. We then experienced a quick drop at the end of the month.



The humidity inside the cellar hit a minimum of 29% and a maximum of 80%, with an average of 52% for the month.

RUM Aging Science

Samples representing the condition of the rum inside the barrel, on the 1st day of each month.

RUM Aging Science

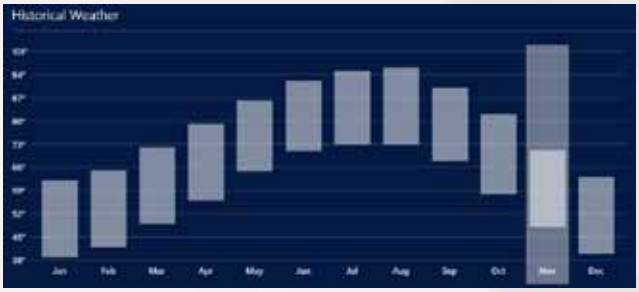
The Rum

After 10 months in the barrel, the rum is definitely starting to show signs of aging and maturity, not just tannic extraction. The tannins extracted during the early months have been oxidized, but there are additional tannins still being extracted, such that the “oak” dimension of the rum is comprised of both oxidized and un-oxidized tannins. The color continues to darken and the aroma is developing intensity and complexity.

pH: The rum that went into the barrel had a pH of 7.04. This number is now 4.64, a slight numerical decrease from the previous month but a considerable increase in titratable acidity (keep in mind that the pH scale is NOT linear!).

ABV: The alcohol concentration increased a bit in the previous two months and did so again in October. The current reading is 63.81%, meaning that, for another month, water evaporation was higher than alcohol evaporation from the barrel.

Coming up: November’s temperature should be similar to what we experienced in March, will this mean that the rum in the barrel will behave the same way too?



Join us again next month, to continue our exploration of this fascinating topic!

THE MUSE OF MIXOLOGY

by Cris Dehlavi

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

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

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

Cozy Fall Cocktails

Our palates naturally change with the seasons, and although a lot of people associate rum drinks with sweet, fruity, tiki style cocktails, I think rum's notes of molasses, vanilla, and baking spices lend perfectly for fall drinks. I have listed below some of my personal favorites, all easy to make whether you are working from home or behind a bar! I did not list specific rum brands because the world of rum is so incredibly diverse and complex. A funky Jamaican rum vs. a rich Cuban style will both work, but will change the end result quite a bit. Use what you love, but don't be afraid to get creative with your choices.

Pumpkin Daiquiri

- 2 oz. Aged Rum
- 1 oz. Pumpkin Puree (use the canned stuff, its perfect!!)
- ½ oz. Cinnamon Simple Syrup
- 1 oz. Fresh Lemon Juice

Build these ingredients in a cocktail shaker with ice and shake hard. Strain into a coupe or martini style glass and garnish with a dash of pumpkin spice.

Cinnamon simple syrup

In a saucepan, add 2 cups of raw sugar, 2 cups of water, and 2 cinnamon sticks. Heat on medium, stirring until the sugar is dissolved, for about 15 minutes. Remove from heat and allow to fully cool before removing the cinnamon sticks. Refrigerate for up to one week.

Autumn Cider Punch

- 1.5 oz. Dark Rum
- 1 oz. Velvet Falernum
- 2 oz. Fresh Apple Cider
- 2 dashes of Angostura Bitters

Add all ingredients to a rocks glass, add ice and stir. Garnish with diced red and green apples. This can also be served hot and is a perfect cocktail to batch as a punch for a group!

Batch recipe for 20 cocktails:

- 1 liter of Dark Rum
- 1 750 mL bottle of Velvet Falernum
- 68 oz. Fresh Apple Cider
- ½ oz. Angostura Bitters

Add all ingredients into a large punch bowl and stir well. Add slices of green and red apples and allow them to soak for one hour prior to serving. I also love the way cinnamon sticks or star anise look when they float in this punch. Pro tip: Use a large container to freeze a chunk of ice that will fit into the punch bowl. This will keep your punch cold but will not dilute it like small pieces of ice would. You can also freeze pieces of apple, cinnamon sticks, etc. into the ice to make it look really festive.

Hot Buttered Rum

No fall rum cocktail list would be complete without this one, it is one of my all-time favorites!

- 1.5 oz. Aged Rum
- 1 tablespoon of Hot Buttered Rum Batter
- 4 oz. Hot Water

Add rum and batter to a coffee mug, then pour in very hot water, stirring to dissolve the butter. Garnish this with a cinnamon stick.

Hot Buttered Rum Batter:

- 4 sticks of softened, Salted Butter
- 1 cup Brown Sugar
- ½ cup White Sugar
- 1 teaspoon Ground Cinnamon
- 1 teaspoon Ground Nutmeg
- ½ teaspoon Ground Clove
- ½ teaspoon Allspice
- 1 teaspoon Orange Zest

I prefer to use a hand mixer to blend this, and then you can separate it into small portions and freeze it (so you can enjoy this cocktail any time, all winter!) Make sure to take the pre-portioned amount out of the freezer and completely thaw until room temperature prior to using.

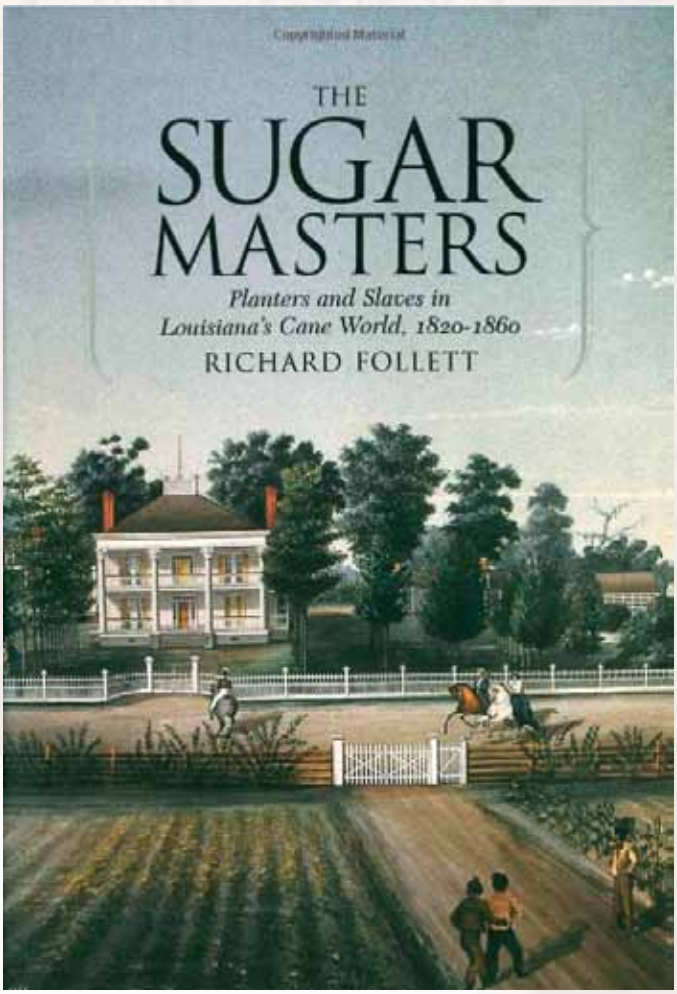
Cris

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

The Sugar Masters: Planters and Slaves in Louisiana's Cane World, 1820-1860

(Publisher's Review)

Focusing on the master-slave relationship in Louisiana's antebellum sugarcane country, The Sugar Masters explores how a modern, capitalist mind-set among planters meshed with old-style paternalistic attitudes to create one of the South's most insidiously oppressive labor systems. As author Richard Follett vividly demonstrates, the agricultural paradise of Louisiana's thriving sugarcane fields came at an unconscionable cost to slaves.



Thanks to technological and business innovations, sugar planters stood as models of capitalist entrepreneurship by midcentury. But above all, labor management was the secret to their impressive success. Follett explains how in exchange for increased productivity and efficiency they offered their slaves a range of incentives, such as greater autonomy, improved accommodations, and even financial remuneration. These material gains, however, were only short term.

According to Follett, many of Louisiana's sugar elite presented their incentives with a "facade of paternal reciprocity" that seemingly bound the slaves' interests to the apparent goodwill of the masters, but in fact, the owners sought to control every aspect of the slaves's lives, from reproduction to discretionary income. Slaves responded to this display of paternalism by trying to enhance their rights under bondage, but the constant bargaining process invariably led to compromises on their part, and the grueling production pace never relented. The only respite from their masters' demands lay in fashioning their own society, including outlets for religion, leisure, and trade.

Until recently, scholars have viewed planters as either paternalistic lords who eschewed marketplace values or as entrepreneurs driven to business success. Follett offers a new view of the sugar masters as embracing both the capitalist market and a social ideology based on hierarchy, honor, and paternalism. His stunning synthesis of empirical research, demographics study, and social and cultural history sets a new standard for this subject.

About the Author

Richard Follett is Chair Professor of American History at the University of Sussex, England.

Paperback : 304 pages
ISBN-10 : 0807132470
ISBN-13 : 978-0807132470
Product Dimensions : 6 x 0.64 x 9 inches
Item Weight : 15.2 ounces
Publisher : LSU Press; unknown Edition (February 1, 2007)

RUM CENTRAL
Your One-Stop Shop
for Aged Rums in Bulk!
• Column-Distilled, Pot-Distilled or Blends
• High Congener (Including High Esters), Low Congener or Blends
• Aged in American or French Oak Barrels
• Aged in Rye Whiskey, Bourbon, Tequila, Red or White Wine Barrels
• Single Barrels and Second Aging/Finish
• Distilled in the USA, Central America, South America or in the Caribbean
• Over 150 Marks/Styles Available, plus Custom Blends
• Low Minimums and Fast Turnaround, Worldwide Shipping
www.RumCentral.com

Rhum Agricole

Agriculture is the greatest and fundamentally the most important of our industries.

The cities are but the branches of the tree of national life, the roots of which go deeply into the land.

We all flourish or decline with the farmer.

Bernard Baruch (American financier, philanthropist and political consultant)

Rhum Agricole: understanding the concepts and definitions

If you are a long-term reader of "Got Rum?" Magazine, you've certainly read the numerous interviews we've published with distillers around the world, all claiming to be making an authentic "Rhum Agricole" or "Agricole-style" rum.

There are also many misconceptions about what is and is not allowed in the official world of Rhum Agricole from Martinique. Most people, for example, assume that pot stills are required, while -in fact- true Rhum Agricole must be distilled using continuous distillation stills, but more on this later.

In this article we will focus on the different aspects of the official Rhum Agricole definition, and compare them to what producers in other countries are doing.

Let's begin by looking at the agriculture aspect of the definition/ regulation from Martinique:

- Sugarcane cultivation is limited to municipalities on Martinique. In other words, cane cannot be shipped to Martinique for cultivation or for processing (extracting juice) intended for the production of Rhum Agricole.
- Sugarcane varieties are not restricted, the regulation allows for *Saccharum officinarum*, *Saccharum spontaneum* and their hybrids. The regulation requires at least 4 years of acclimatization before newly-introduced varieties can be used in the production of Rhum Agricole. Genetically-modified varieties are prohibited.
- Artificial irrigation of the planted sugarcane is only allowed for the first six months following planting or harvesting. It is strictly prohibited to irrigate it between December 1st and the date of harvest, which has to take place on or after January 1st.
- Harvest yields must not exceed 120 tons of cane per hectare. The average Brix reading (dissolved sugar) from the extracted juice should be equal to or higher than 14 degrees and the pH level cannot be lower than 4.7.

So let's look now at how these concepts compare to what is being done by producers elsewhere, regardless of their intention to produce an Agricole-Style rum or not.

- Limiting sugarcane cultivation to municipalities or jurisdictions within the same country makes sense only when there is an established sugarcane industry in the country. When there is not, distillers are faced with the challenge of also becoming farmers, planting and harvesting their own cane.
- Variety control and harvest yields are controls against the excessive depletion of nutrients from the soil, which would then require additional fertilizers or amendments (with their corresponding environmental consequences).
- Artificial irrigation happens to coincide in that part of the world with the end of the rain

season, so the soil is drying up naturally and the sugarcane changes from “growth mode” (plant development) to “maturity mode” (sugarcane development). In all sugarcane-producing regions around the world, harvest time must wait until the soil is dry, otherwise the trucks and equipment get trapped in the slick mud, as shown on this photo:

Let us look now at the fermentation of the sugarcane juice, according to the Rhum Agricole norm from Martinique:

- It must be carried out in batches (not continuously), in open containers with a maximum capacity of 50,000 liters (13,200 gallons).
- The maximum fermentation time permitted is 120 hours.
- The final alcohol concentration of the fermented wash cannot exceed 7.5% ABV.

How do these requirements compare to what is done elsewhere in the world, by producers large and small?

- Most of the rum made around the world is fermented in batches. Only a few distilleries use continues fermentation systems, which are expensive to set-up, but extremely easy to operate under normal conditions.
- Fermentation times vary, with large scale fermentations for neutral (low-congener) alcohol lasting less than 24 hours and high-ester fermentations lasting 3 weeks or more.
- The maximum ABV of the fermented wash is 7.5%, which is on the low side of most commercial fermentations in the rest of the world, where producers try to push the yields above 10%, to maximize the amount of alcohol obtained from each fermentation run.

Let’s move on to the distillation aspect of the operation. These are the requirements from the Martinique Rhum Agricole norm:

- Distillation has to take place between January and September. In other words, it can start shortly after the cane harvest begins and it can extend a bit after its end.
- Must be distilled using continuous distillation, employing a column that is between 0.7 and 2 meters (2 to 6 feet) in diameter, with 20-24 plates.
- Distillate must be collected at a daily average strength between 65% and 75% ABV.
- The congener level must be at least 325 grams per hectoliter of pure -Anhydrous- Alcohol (AA). This is the same as 325 milligrams per 100 mL of AA.

So how does this compare to the rest of the world?

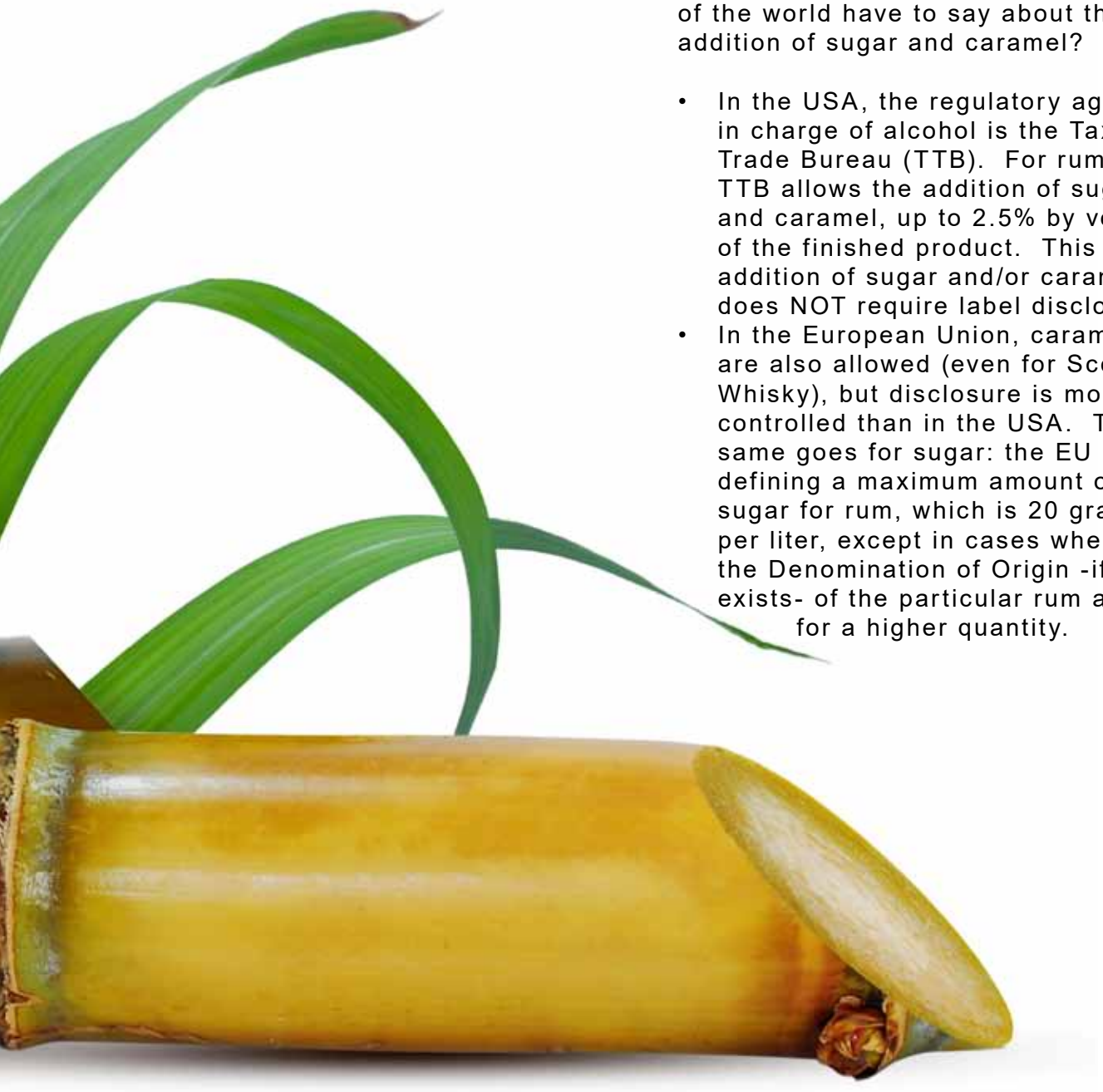
- Distilleries that ferment sugarcane juice directly, must do so shortly after pressing the juice out of the cane. The actual months when this activity happens, depend on weather conditions around the world. Changes in global weather patterns are also shifting the traditional harvest times, so the dates are not carved in stone.
- Most of the large industrial ethanol producers around the world employ the continuous distillation method, because it is more efficient than the discontinuous (batch or pot) approach. Whereas Rhum Agricole relies on a single column with 20-24 plates, neutral alcohol producers will have a first column almost identical to it (usually 21 plates), but will then have an additional 3 to 4 more columns, each fed with alcohol from the previous column, in ever-increasing ethanol concentrations.
- Most of the small, craft, producers around the world, however, use pot stills.
- Producers using continuous distillation columns will usually obtain alcohol at between 65% and 75% from their first column, but are also able to further rectify it in the subsequent columns, until reaching an ABV of close to 96.4%.
- The congener level of alcohol from single-column distillate will be similar to that of the Rhum Agricole, but will decrease as the number of columns increases.

Finally, let's look at the aging requirements, first from the Martinique norm:

- "Blanc" (White) Agricole must be aged for a minimum of 6 weeks in oak casks.
- "Elevé Sous Bois" must be aged at least 12 months.
- "Vieux" must be aged a minimum of three years in casks/barrels with a capacity not to exceed 650 liters.

How do these requirements compare to common practices around the world?

- With very few exceptions, “White” rums are never aged.
- Some countries have a minimum age requirement for sugarcane alcohol to be called “rum”. In some cases this is 12 months, in others it is 2 or even 3 years.
- Most of the aged rum from around the world is aged in ex-Bourbon barrels, which tend to have a capacity of 53 gallons (200 liters).

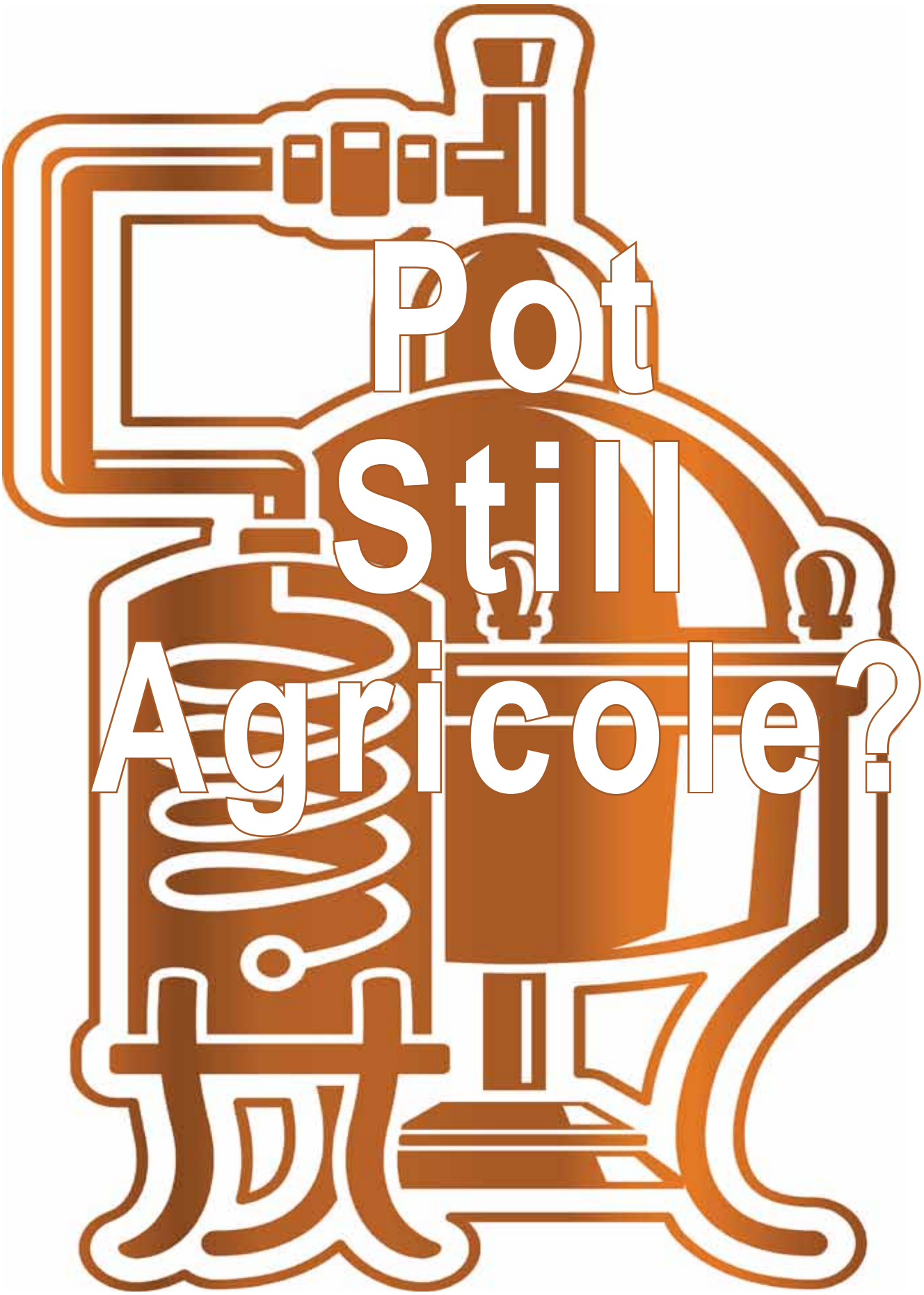


Finally, let’s look at the “Finishing” or “Blending” requirements, again starting with the norm from Martinique:

- Caramel and other “finishing methods” are allowed, as long as they don’t exceed 2% by volume of the final product.

What do rum norms in other parts of the world have to say about the addition of sugar and caramel?

- In the USA, the regulatory agency in charge of alcohol is the Tax and Trade Bureau (TTB). For rum, the TTB allows the addition of sugar and caramel, up to 2.5% by volume of the finished product. This addition of sugar and/or caramel does NOT require label disclosure.
- In the European Union, caramels are also allowed (even for Scotch Whisky), but disclosure is more controlled than in the USA. The same goes for sugar: the EU is defining a maximum amount of sugar for rum, which is 20 grams per liter, except in cases where the Denomination of Origin -if one exists- of the particular rum allows for a higher quantity.


Pot
Still
Agricole?

Summary

Now that you've had the opportunity to review the official "Rhum Agricole" definition from Martinique, how do you feel about high-congener *Rums*, *Tafias*, *Aguardientes* or *Cachaças* produced elsewhere? Do you think it is possible to have "Agricole-Style" rum/rhum produced in countries other than Martinique? Do you feel that true "Rhum Agricole" denomination should be limited to distilleries that employ large continuous distillation columns or should small (pot still) operators be also allowed, as long as they adhere to the rest of the requirements?

Over the years we've interviewed craft distillers from around the world, who claim to be making either Agricole or Agricole-style rum. A couple of examples include:

- **Hawaiian Agricole**, read the September 2020 issue of "Got Rum?" (Exclusive Interview) and
- **Rhum Africole**, as described in this month's Exclusive Interview.

While it is true that formal norms, such as Martinique's, are hard to achieve, these norms are usually the result of collaboration between the largest rum producers in the respective country, rather than the result of a single-company's interests.

These norms can represent either a collective aspirational goal of maintaining high standards, or can also act as a barrier of entry, to keep smaller or new players from entering the market and becoming competitors.

Regardless of the initial motives behind them, these regulations are shaping and protecting a very important segment of the rum market and, as such, they should be recognized and respected by consumers and industry members.

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

TI' PUNCH

INTRODUCTION

Ti' Punch is a captivating cocktail which is traditionally made using AOC Martinique Rhum Agricole. Called the national cocktail of the French Caribbean island of Martinique, Ti' Punch is also a symbol of social camaraderie on the island. Ti' Punch is best enjoyed with friends in a social setting due to the construction of the cocktail being quite interactive and the consumer making the cocktail themselves. And although the ingredients used to construct the cocktail may seem strikingly similar to the ones used to build the Daiquiri, Ti' Punch is complex and unique in its own right, making it one of the most popular cocktails throughout the French West Indies.

MATERIALS & METHODS

Ingredients:

- AOC Martinique Rhum Agricole – 2.0 oz (60 mL)
- 1 Barspoon of Sugarcane Syrup
- 1 Lime Coin

Directions:

1. Into an old-fashioned cocktail glass, squeeze lime coin to exude 6 to 10 drops of fresh lime juice.
2. Drop lime coin into glass.
3. Add 1 barspoon of sugarcane syrup.
4. Pour in 2 ounces of AOC Martinique Rhum Agricole.
5. Add one ice cube (optional).
6. Mix by using a swizzle stick, or *Le Bois LeLe*, for 10 seconds.

DISCUSSION

Origin

Ti' Punch (pronounced "Tee Pounch") is short for Petit Ponch and is French for "small punch" and is widely popular throughout the West Indies (1). The cocktail eerily similar in ingredients to the Daiquiri has long been considered the French Caribbean answer to the Cuban popularized Daiquiri. However, this is where the similarities end and the differences begin between the two cocktails. Ti' Punch uses Rhum Agricole, a variation of rum made from sugarcane juice, and not molasses like most rums. Ti' Punch is higher in ABV (Alcohol by Volume) and Proof than the classic Daiquiri, and uses cane syrup over simple syrup, and much less lime juice.

It is likely that Ti' Punch was created before the availability of ice in the Caribbean as ice in the cocktail is very much optional and considered a fashionable addition. The cocktail, which is traditionally made with 100 Proof Rhum Agricole, would also have likely been developed for enjoyment and social occasions as the addition of cane sugar adds a significant level of sweetness to the drink and the minimal use of lime juice balances the sweetness just enough. However, the limited volume of lime juice added to the cocktail is not enough to fend off scurvy which was a significant ailment for sailors during Colonial times (2).

It is important to also note that traditionally a Le bois Lele, a swizzle stick, is used in the preparation of Ti' Punch in Martinique. Made from a white-flowering tree, Martinicans whittle sticks down from this tree and have been using it to mix cocktails for many generations (3). The use of this swizzle stick ensures that a cocktail shaker is not needed.

Flavor Profile

First time Ti' Punch drinkers notice immediately that the flavor profile of the cocktail is nothing near that of the Daiquiri and that Ti' Punch is much more complex. The higher ABV of the cocktail provides a character that is easily recognizable with being higher proofed as the spirit is not diluted nearly as much as a Daquiri or even other cocktails, especially if it served neat without ice. Ti' Punch consumers will also recognize that the limited lime juice added to the cocktail allows the Rhum Agricole and the cane syrup to present themselves forward.

Rum

As mentioned, AOC Martinique Rhum Agricole is the base spirit used in the construction of Ti' Punch. Rhum Agricole is made from sugarcane juice. To be labeled with the Appellation d'Origine Controlee (AOC) decree, manufacturers of Rhum Agricole must follow strict government guidelines around cultivation, fermentation, distillation and aging (4). This standardization in the process provides consistency to the distinct characteristics and aromas known to Rhum Agricoles. The aromatic properties of Rhum Agricole again are complex, and the undertones are botanical, earthy, and quite funky. These notes are noticeably present as Rhum Agricole is a much different style of rum than traditional rums which originate from molasses and not sugarcane juice.

Additional Ingredients

Cane Syrup

Boiling sugarcane juice to cane syrup creates a product that is naturally thinner and mildly sweet (5). Cane syrup developed in the French West Indies was likely created as an alternative sweetener due to the colonial price of sugar as a sweetener not being economically favorable at the time. Cane Syrup is added to the cocktail to help balance the souring properties of the lime juice.

Lime Juice

As with most cocktails, the addition of lime juice, which is acidic with a pH of 2, helps balance the cocktail. Acidic ingredients tend to be sour in nature which are the perfect counterbalance for sweetening ingredients like cane syrup which is also present.

NUTRITION

In the cocktail world, Ti' Punch is a relatively healthy cocktail. The drink has almost half as many carbohydrates and sugar per one fluid ounce when compared to other cocktails like the Bushwacker and the Bahama Mama. The higher calorie count is due to the cocktail being at 100 Proof and the increased ABV adds additional calories. It is also important to note that the cocktail possesses 0 g of Total Fat and 0 mg of Cholesterol.

NUTRITION FACTS

(Amount Per 1 Fl oz in a 2.5 oz Fl oz Cocktail)

Calories:	92.0
Total Fat:	0 g
Cholesterol:	0 mg
Sodium:	3.0 mg
Total Carbohydrates:	3.1 g
Dietary Fiber:	0 g
Sugar:	3.02 g

CONCLUSION

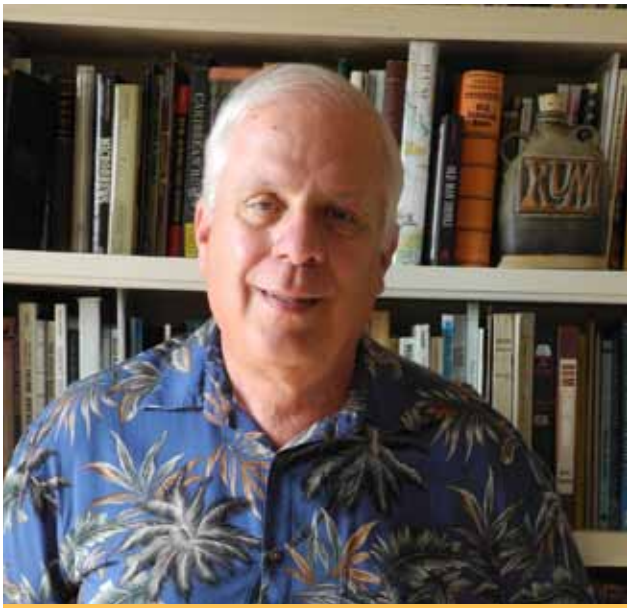
Today the Ti' Punch cocktail roots extend from Martinique and the French West Indies to homes, restaurants and bars all over the world. Its fame is largely due to the rising popularity of Rhum Agricoles. A popular cocktail at social occasions, its construction is often a fun interactive activity allowing the consumer to put their fingerprint on the build when making it themselves. And although the French have a saying for this "*chacun prepare sa propre mort* (each one prepares' his own death), its more likely the drinker will likely prepare another cocktail.

REFERENCES

1. Wikipedia. (2020). Ti' Punch. Retrieved from: https://en.wikipedia.org/wiki/Ti%27_Punch
2. Glass, D. (2005). A Lime a Day Kept Scurvy Away. A Moment of Science. Retrieved from: https://indianapublicmedia.org/amomentofscience/a-lime-a-day-kept-scurvy-away.php
3. Uncommon Caribbean Shop. (2020). Le Bois Lélé Swizzle Stick of Martinique. Retrieved from: https://www.uncommoncaribbeanshop.com/products/le-bois-lele-swizzle-stick-of-martinique
4. The Rum Collective. (2013). Ti Punch in Martinique: More Than Just a Cocktail. Retrieved from: http://www.therumcollective.com/2013/04/ti-punch-in-martinique-more-than-just.html
5. Hitt, J. (2014). Cane Syrup: The Forgotten Harvest. Garden and Gun. Retrieved from: https://gardenandgun.com/feature/cane-syrup-the-forgotten-harvest/

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.

MOUNT GAY

Mount Gay, the world's oldest running rum distillery, dating back to 1703, recently unveiled the Master Blender Collection: The Port Cask Expression. This is the third limited-edition in the exclusive series that celebrates over 300 years of expertise. Created by the Distillery's first female Master Blender, Trudiann Branker, Port Cask pushes the boundaries of rum-making by incorporating the use of Tawny Port casks for the first time in Mount Gay's history. The result, a beautiful complex blend that is in line with the signature Mount Gay Rum profile, but with a twist with cherry, dried fruit, oak, prune and almond on the palate. Located in Barbados, the birthplace of rum, Mount Gay has refined the delicate art of blending rich and flavorful rums for over three centuries and continues to enhance its distinctive portfolio, including the recent relaunch of the signature Black Barrel and XO blends. The Master Blender Collection, which showcases the brand's passion for innovation, debuted in 2018 with XO: The Peat Smoke Expression created by former Master Blender Allen Smith. In 2019, the award-winning Pot Still Rum was unveiled as Trudiann Branker's first release as the new Master Blender.

"For this latest expression, I wanted to take our rum making to another level and utilize a cask that we don't typically work with at Mount Gay, while still remaining true to over 300 years of brand heritage. After trying different casks and evaluating the resulting flavors, I selected Tawny Port casks for the bold expression of notes typically found in Port. I am thrilled to release this rich and multi-faceted rum, as well as create something unique and different as part of the Master Blender Collection." stated Branker. For this small-batch release, Trudiann Branker found Tawny Port casks to be the most interesting; the Tawny Port marrying harmoniously with rum imparting flavors of almond and red fruit. To create the unique expression, she used a blend of rums distilled in a traditional column still aged for five years in Tawny Port casks, together with rums double distilled in a copper pot still aged for 14 years in American whiskey casks and finished in Tawny Port casks for one year. Bottled at cask strength (55% ABV), Mount Gay: The Port Cask Expression is non-chill filtered in order to preserve its rich aromas and precious natural color. It will be limited to 2,100 750ml bottles in the USA. https://www.mountgayrum.com/

DESTILERIA SERRALLES

Destilería Serrallés Inc., the producer of Don Q, Puerto Rico's number-one rum, is proud to introduce Don Q Gran Reserva XO to the curated portfolio of aged rums made with the finest reserves from the distillery in Ponce, PR. Don Q Gran Reserva XO is a rebranding of the award-winning Don Q Gran Añejo, a signature blend of the distillery's portfolio, presented in the new bottle design with the brand's updated image, which evokes the refinement and elegance that has characterized the rums crafted by the Serrallés family for more than 155 years. The brand's new packaging highlights Don Q's values of heritage, quality and tradition. The Gran Añejo rum blend has earned over 60 medals and accolades since its original launch. "We updated the Don Q bottle design and packaging to better communicate our brand values and create a look and feel that reflected the quality and craftsmanship of the super-premium aged rum inside each bottle," says Philippe Brechot, President and CEO of Destilería Serrallés. "This rum blend has been a stellar expression for more than 25 years. We wanted to keep the same great blend of aged rums but present it under the new name of Gran Reserva XO as it better articulates the exclusive nature of the reserve rums that are blended to produce it." Gran Reserva XO is a blend of rums aged between nine and 12 years in American white oak barrels, with the addition of Solera rums aged up to 55 years, creating a unique balance and signature flavor. It is bottled at 40% ABV. https://donq.com/

RENEGADE RUM

Grenada's pioneering Renegade Rum Distillery has begun production. Located on the north eastern coast of the Windward Island, Renegade Rum has a state-of-the-art distillery, the first of its scale to have been designed from the ground up for terroir-bred sugar cane. As well as cutting-edge still design and digital logistics, Renegade Rum Distillery is built on sophisticated technology for air filtration and water purification of waste streams, thus ensuring distilling systems run in rhythm with natural systems. Renegade Rum Distillery is the vision of Mark Reynier, CEO of the pioneering terroir-driven Waterford Distillery in Ireland, and who resurrected the Islay distillery of Bruichladdich in 2001.

Using the same methodology as France's greatest vignerons, Reynier's ambition is to create the world's most profound rum by extracting flavors from Grenada's isolated parcels of sugar cane grown on the diverse and fertile volcanic terroirs, with complete individuality from cane to cask. In the face of severe Covid-19 restrictions and consequent ban of commissioning experts, the distillery's vast components from 10 different countries, including mill, horizontal fermenters and pot and column stills, were commissioned by the home-grown Renegade Rum team under remote guidance. On the afternoon of September 21, after milling sugar cane grown on the La Sagesse farm, head distiller Devon Date made the cut to hearts, and the distillery was finally making Renegade Rum. CEO Reynier said: "I started planning the project after an initial exploratory trip to the island. Immediately I felt this was the right home for Renegade after a fruitless 10 year search. It has been a veritable rollercoaster of a ride since then and several times I was on the point of giving up, frustrated by the lack of progress, dead ends and delays. Several times I wondered whether I had bitten off more than I could chew. We had the chance to make something really special here, with the latest thinking, drawing on our distilling experience from Scotland and Ireland to support the unique underpinning Renegade philosophy: rum defined by Grenada's geology, farm by farm, field by field. Unusually this project has been both back to front and upside down: first we had to propagate cane where none existed to prove it was worthwhile building a distillery; then we had to design it backwards, from the end waste streams back to the incoming cane. Now we have a landmark, state-of-the-art-distillery, the envy of the industry, built and run by Grenadians to use Grenadian cane, the veritable spirit of Grenada. After all the blood, tears, sweat of determination and technical ingenuity, not to mention a global pandemic, we are delighted that the Renegade Rum Distillery is alive." https://renegaderum.com/

RON IZALCO

On the heels of the highly successful launch of super-premium Ron Izalco 10 Year Old Rum, Phenomenal Spirits announced the debut of ultra-premium Ron Izalco 15 Year aged, 110.6 Proof, Cask Strength expression. The new offering is a blend of Central America's most exquisite rums that have been straight aged a minimum of 15 years in ex-bourbon barrels. It is the only cask strength, non-solera aged, Spanish-style rum crafted with no sugars or additives providing a singular and exceptional offering to rum connoisseurs, purists and cask strength brown spirits enthusiasts alike. Phenomenal Spirits Founder & CEO, Karthik Sudhir commented, "High-end spirits and rum connoisseurs are eager for new expressions that are complex yet beautifully balanced, full-bodied and made with no sugar and no additives. We developed Ron Izalco 15 Year Old Cask Strength to provide a more pure and authentic drinking experience specifically with these consumers in mind. Ron Izalco 15 Year Old Cask Strength first greets the drinker's eyes with its iridescent display of dark amber tones adorned with fiery ruby hues. Examined closer, the cask strength and high congener character entice the nose with an array of intensely fruity aromas, evoking memories of finely aged bourbon or single malt whisky but presented in the warm context of a full-bodied rum. On the palate, the complexity increases even more, revealing a rich layer of soft tannins, baked pineapple and several layers of spices. The flavors dance elegantly with the taste buds, yielding a rewarding experience that lingers extensively. Ron Izalco 15 Year Old is generous and intense, offering the ultimate satisfaction for the true rum aficionado. It is made to be sipped, savored and shared." Founded in 2017 by Karthik Sudhir, Phenomenal Spirits mission is to invoke phenomenal moments for phenomenal people through handcrafted, authentic and exceptionally high-quality spirits. To accomplish this mission, Sudhir and his team are focused on identifying unfulfilled opportunities in the spirits category and developing exceptional spirits to fill those gaps. The journey began with Ron Izalco 10 Year Old and is now followed with Ron Izalco 15 Year Old Cask Strength. Sudhir added, "At Phenomenal Spirits, we are on a very focused mission to create exceptionally high-quality spirits. We have invested in building our own blending facility to achieve scale and operational efficiency and we control the quality and consistency of our products along with all aspects of product development. We have created something quite extraordinary and unrivaled in the Rum category with Ron Izalco 15 Year Old Cask Strength and are eager to share it with the world." https://www.izalcorum.com/

ANGOSTURA

Angostura® has introduced new labels with advisories on its latest products. The upgraded labels on White Oak Watermelon Flavored Rum inform consumers about the number of calories per drink and warning signs such as underage consumption, driving under the influence, and drinking during pregnancy. This latest initiative puts Angostura® ahead of many of its international counterparts with the introduction of the new labels which will now increase the information on their rum products to consumers. The White Oak Watermelon Flavored Rum was launched in August and it's the latest addition to Angostura's rum portfolio. The labels on White Oak Sorrel and Coconut Flavored Rums also have warning signs and a responsibility statement. The advisory labels will be introduced to all new products and will be rolled out to existing products within the next year. Angostura's CEO (Ag.) Ian Forbes says, "This is really a natural progression for us, because consumers need to better understand what they are purchasing and drinking. It has coincided well with the launch of several new and exciting products from us, such as our White Oak Watermelon Flavored Rum. Despite a difficult year for the industry with the pandemic affecting sales, we will continue to work towards ensuring these new labels are on all of our brands." Mr. Forbes says while this is an expensive process, Angostura sees this latest improvement on the labels of its rum products as the company's duty. He added that Angostura has always led by example and he hopes other companies will also follow suit. The West Indies Rum & Spirits Producers Association (WIRSPA) says the agreement with producers to improve their labels was made in mid-2019, with a commitment to implement within a 24-month period, to allow time to adjust packaging and to design and phase in new labels. CEO of WIRSPA, Vaughn Renwick says, "This is a ground-breaking commitment by rum brands, like Angostura, as it takes time to design new labels and to phase out old stock and sometimes even bottles have to be changed. It's an expensive process. We are pleased to see that Angostura has been able to implement the changes on some brands already, especially bearing in mind the tremendous financial and logistical challenges posed by the COVID pandemic." Angostura remains committed to ensuring that our customers are kept informed about all our products. http://www.angostura.com/

HOLMES CAY

In its final release of 2020, Holmes Cay - Single Cask Rum is offering a limited-edition Barbados rum with an additional year of secondary maturation in port casks. The Barbados 2009 Port Cask edition reached New York retailers this week. This blend of column and pot still rum was distilled at the Foursquare Rum Distillery in Barbados. The Barbados 2009 Port Cask was aged 8 years in Barbados and two years in the UK in ex-Bourbon casks. The rum then underwent a further year of secondary maturation and was bottled in New York State, for a total of 11 years of barrel aging. With this release, Holmes Cay - Single Cask Rum celebrates its one-year anniversary since launch

and reaffirms its commitment to bring a variety of rare international rums to US spirits lovers. "The Barbados 2009 Port Cask is our first edition with secondary maturation. The secondary aging complements and highlights the existing character of the spirit," said Holmes Cay founder Eric Kaye. The Barbados 2009 Port Cask is now available for sale in New York State. The Barbados 2009 Port Cask was made with no added sugars, colors or other adulteration, and is bottled at cask strength, 56% alcohol by volume. "The Barbados 2009 Port Cask is Holmes Cay's fourth and final offering of 2020. With each of this year's highly collectible editions, we try to show another aspect of what makes aged rum so special," said Kaye. holmescay.com.

WIRSPA

Caribbean Export Development Agency (Caribbean Export) and the West Indies Rum & Spirits Producers Association (WIRSPA) are working together to support increased trade of rum and spirits between the Caribbean and Europe with the Absolutely Caribbean Virtual Expo, scheduled for November 17-18, 2020. The Absolutely Caribbean Virtual Expo will host some 50 exhibitors from across the Caribbean that manufacture products in the areas of sauces and condiments, natural products and alcoholic beverages. "The rum and spirits sectors are an important sector for trade in CARIFORUM and we have seen exports to the European Union grow by nearly 27% between 2017-2019" informed Dr. Damie Sinanan, Manager of Competitiveness and Export Promotion at Caribbean Export. Despite a contraction in sales in domestic markets and internationally due to the restrictions around lockdowns and social gatherings, Caribbean rum producers report continued interest in their premium offerings and are working to ensure that they capitalize on this interest once markets return to normalcy. Brands from Antigua & Barbuda, Belize, the Dominican Republic, Grenada, Haiti and Suriname will participate. Delphine Gardere, Managing Director of Rhum Barbancourt of Haiti says they're pleased to be participating "the coronavirus has kept us from implementing our growth plans in this important market. We think the virtual exhibition will allow us to reach new markets and provide tangible export results." Vaughn Renwick, CEO of WIRSPA said "this virtual trade show is designed to benefit smaller brands looking to extend their reach in export markets, key to its success is attracting solid importers, distributors and wholesalers to be part of the show. We think Caribbean Export has done a great job on this score". He added "we're pleased to partner with Caribbean Export on this innovative venture - presenting a virtual exhibition is new for many of us and it is great to see Caribbean Export leading the way." The Absolutely Caribbean Virtual Expo, provides an opportune time for Caribbean producers to showcase what they have to bring to the global market and is a follow-up to the 4th CARIFORUM-EU Business Forum held, in Frankfurt Germany last year which saw some 70 industry buyers and investors conduct over 150 business to business meetings. The partnership with WIRSPA aims to support the participation of regional producers and leverage their knowledge and expertise in the international market. WIRSPA is one of the oldest private sector trade associations in the Caribbean. It represents rum producers in Antigua & Barbuda, Barbados, Belize, Haiti, Dominica, Dominican Republic, Grenada, Guyana, Jamaica, St. Vincent & the Grenadines, St. Lucia, Suriname and Trinidad & Tobago. https://absolutelycaribbean.vfairs.com/, https://www.carib-export.com/ , https://www.wirspa.com/

HAPPY RAPTOR

Happy Raptor has announced the release of its newest rum, 504Bananas Foster. Inspired by the iconic New Orleans dessert, 504Bananas Foster is handcrafted in the Crescent City at the distillery's historic Central City location. Created from 100% Louisiana molasses, Happy Raptor's newest rum is an infusion of real banana, cinnamon, vanilla, and spices and includes no artificial ingredients. "We are so proud to introduce this product in time for the holidays," said Co-Founder and Chief BrandOfficer Meagen Moreland-Taliancich. "Crafting a rum inspired by bananas foster has been a dream of ours for a long time, and we intended to release it much sooner. Of course, the coronavirus shutdown had other plans for us. Despite the obstacles we encountered, this rum is a true product of New Orleans made with love and deep appreciation for our community." 504Bananas Foster was originally unveiled for tastings and cocktails (but not for purchase) during Mardi Gras 2020 when Happy Raptor opened its doors for the first time. One month later, the pandemic shut down bars and tasting rooms across the state and created significant obstacles to the product's development. "504Bananas Foster is intended to draw upon the nostalgia of a New Orleans tradition without a syrupy sweet taste or unnecessary additives," said Co-Founder and Chief Operating Officer Peter Rivera. "Finding the right balance of sweetness, spice, and banana was difficult, but I think we've hit on something special. In addition to seasonal drinks like hot cocoa or eggnog, the rum works beautifully in a variety of cocktails such as a traditional daiquiri or an old fashioned, and we've been dreaming up new ways to use it in cooking and baking." 504Bananas Foster is joining a line-up of signature 504Rum products created at Happy Raptor's distillery. Happy Raptor specializes in a Caribbean style of infused rums, known as rhum arrangé, in which a white rum is infused with a variety of citrus, botanicals, or spices to create a flavor without unnecessary or artificial additives. The new product is the most extensive infusion to date, each batch taking over a month and a half to infuse. The new rum is currently available for purchase in the Happy Raptor tasting room at the corner of Martin Luther King Jr. Blvd and Carondelet Street. It will reach store shelves in the coming days. www.happyraptor.com

RUM ASTROLOGY

by Cris Dehlavi

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

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

Scorpio the Scorpion

October 23 - November 21

The Scorpio, a *water* sign, is organized, sophisticated, kind, and a perfectionist. Regardless of their bold nature, they are often secretive, but they are always observing behind their withdrawn manner.

How lucky the Scorpio is to have a famous Tiki cocktail named after them! **The Scorpion**, a mid-1900’s classic, is most often served as a punch, and is certainly BOLD. Everyone seems to have their own recipe, although rum is of course consistent in all of them. This recipe is from Trader Vic:

- 2 x 750 mL bottles of Añejo Rum
- 2 oz. Gin
- 2 oz. Brandy
- 1 x 750 mL bottle of Dry White Wine
- 16 oz. Fresh Lemon Juice
- 8 oz. Fresh Orange Juice
- 8 oz. Orgeat
- 2 large Sprigs of Mint

Combine all ingredients in a punch bowl, stir well, and allow to sit for at least 2 hours (I prefer it to sit more like 6 hours). Serve over ice and garnish with fresh fruit and mint.

.

Got
Rum?

Bartenders around the world need our help. Most have not been able to return to work because of the pandemic. If you ever wanted to learn about mixology, consider paying an unemployed bartender to teach you the basic skills you'll need to impress your friends. You can also hire bartenders to develop signature cocktail recipes for you.

Together we can overcome our obstacles!

3rd Annual
RUM
And The Environment
AWARDS
OPEN CALL

Attention Rum Distillers, Sugarcane Farmers, Sugar Mills, Cocktail Bars, Brand Owners and Brand Ambassadors:

Submit information regarding your company's efforts towards making this world a better place to live. Winners will be featured in the December 2020 issue of "Got Rum?". Categories include, but are not limited to:

- Carbon Neutral and/or Zero Waste
- Leadership/Community Service
- Organic, Non-GMO, Fair Trade
- Use of Renewable (Solar/Wind) Energy
- Ocean or River Cleanup

Submit your nominee by writing to:
news@gotrum.com

Presented by The Rum University™ and "Got Rum?" Magazine.

2019 Winners appeared on the Dec. 2019 issue of "Got Rum?". Visit "Archives" at gotrum.com.

EXCLUSIVE INTERVIEW

by Margaret Ayala

Grant Galloway, Managing Director, Zululand Distilling Co. KwaZulu Natal, South Africa.

I am always delighted to interview craft distillers from areas not typically associated with rum-making. This month's interview showcases an up-and-coming distillery from South Africa, a country with one of the world's youngest populations (age average) and over 500 wineries! Zululand Distilling Co. is proof positive that farming and agriculture are evolving to survive the changing times, bringing more value-added products to the market. I wish Grant and everyone else in his team much success. Cheers!

Margaret Ayala, Publisher

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

Grant Galloway, Managing Director, Zululand Distilling Company, KwaZulu Natal, South Africa.

Q: Where does the name "Tapanga" originate from and why did you choose it?

The direct translation in Swahili is "Sweet". The knifes used to harvest sugar cane are called "Panga's" in South Africa. So Tapanga is a play on the word Panga but also references our feedstock which is freshly crushed sweet sugarcane juice. There is also reference to Tapanga meaning "we have made".

Q: What inspired you to get into the spirits industry and why rum?

We are first and foremost a working farm comprised mostly of sugar cane plantations. The sugar industry has, for some time, been on the decline and a decision was taken in the late 90's to diversify our farming operations. The Mauritians had been adding value to their plantations for many years and I suppose they were the inspiration behind the venture into spirits and rum in particular. It was a natural progression to find alternate value in our current crop as opposed to completely diversifying. Rum production is now part of our agricultural portfolio that includes: Timber, Essential Oils, Macadamias and of course Sugarcane.

Q: Why did you decide to take a Rhum Agricole approach to produce your rums?

Agricole was an easy decision for us as the availability of raw material (in our case, sugarcane juice) was readily available to us as we grow it on the property. Molasses on the other hand is controlled by the milling companies and we felt it easier at the time to control our own destiny by upscaling value at farm level as opposed to purchasing raw material. Authenticity was also very important to us at the onset of this project and we really wanted to emulate the Rhum Agricole methodology of the AOC, but with a uniquely African twist. Hence we coined and operate under the term "Africole".

Q: How long has your estate been growing sugarcane and how far away from you is the nearest sugar mill? Are you supplying sugarcane to the mill or is all the cane cultivated used to produce rum?

The estate has been growing sugarcane for just over a 100 years. Our closest sugar mill is 20km away. Sugarcane for rum production comprises 5%-8% of our crop, the balance of which is sent for milling.

Q: How many varieties of sugarcane are you currently growing? Are any of them considered "heirloom" or are they hybrids introduced in recent times for sugar production?

We have 12 different varieties on the farm all of which are hybrids purely to maximize returns for sugar production. The distillery feeds off the farming operation to this regard. But certain varieties like N31, N12 and N39 seem to work best for us because of their high sucrose content.

Q: How long (how many months) is your sugarcane harvest season? Are you harvesting by hand, machine or both?

Being on the coast with high rainfall and high heat units our sugarcane matures in 12 months and is harvested for milling annually between April and December. Again, to this regard, the distillery feeds off the farming operation during these months. The operation at the distillery is slightly more complex between the months of January and March when the cane is harvested daily for the distillery to ensure a year round operation. All the harvesting is done by hand.

Q: How many tons of sugarcane are you harvesting per acre and how much sugarcane juice are you collecting, per ton of cane harvested? What is the brix of the sugarcane juice?

Different varieties in different soils produce dramatically different yields. But I would say a good average is around 70 tons per hectare. Based on the above the juice yield varies between 400L per ton to 700L per ton dependent on variety and time of the year. Less moisture with higher brix in winter and higher moisture with lower brix in the summer, which is the rainy season. Brix values average out at around 20.

Q: How long do you ferment your juice before distilling it? I imagine the temperature is quite high over there. Do you have to ferment in jacketed tanks that allow you to keep the fermentation temperature from getting too hot for the yeast?

Fermentation typically take 6 days. The temperatures are extremely hot in summer

reaching 45 degrees Celsius and can drop down to single digits in winter, although this is rare and temperatures in winter are generally in the 20'sC. Its important with this discrepancy to keep a constant temperature of 28 degrees Celsius during fermentation.

Q: What type of still do you use?

We have an Arnold Holstein hybrid still. The still is set up to allow us to use it both as a pot still and a column still.

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

Patience is the key to dealing with anything government orientated in South Africa. There are numerous hoops that need to be jumped through and in our case the licensing process took about 18 months.

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

As pioneers of our industry in South Africa, knowledge was hard to come by as there was no guild or authority one could turn to for information. It was trial by error and hence we paid a lot of school fees at the onset. The upside of this is that we had to write our own manual. The result of this trial and error was that we settled on a very specific set of results that has defined our product.

Q: You are Master Distiller and Managing Director, wearing many hats at the same time, who is someone at your distillery that you consider the one who you can count on to step in and assist you?

Like with any new business one has to wear as many hats as possible initially,

David Shongwe, South Africa's 1st Black Rum Distiller

learning every facet of your business before you can pass the knowledge on. I have been very fortunate to have a great team around me. My right hand man at the distillery is David Shongwe. David was employed on the farm as a tractor driver and was the distillery's 1st employee. With his incredible attention to detail, David quickly became the jack of all trades and the master of all he put his mind to. He runs all the day to day operations at ZDC and is arguably South Africa's 1st black rum distiller.

Q: What rum(s) are you currently producing?

We produce 4 different variants of the Tapanga Brand

- **Tapanga White Rum** – Off the still Africole. It is delicate and soft on the palate with aromas of tropical botanicals and grassy notes.
- **Tapanga Gold Rum** – Small batch single barrel release. It has a prominent vanilla nose with a well-balanced long fruity and floral finish.
- **Tapanga Premium Reserve** – Is our 5 year offering. It is deep with a rich nose. Vanilla and cherry combine beautifully with dry fruit and hints of citrus.
- **Tapanga Kopra** – Afropolitian Blend. This rum features sun dried coconut with hints of roasted almond and caramel.

Q: Do you plan to add new rums to your portfolio in the future?

We do indeed have plans to expand

the Tapanga portfolio. As with all good things, these take time and we definitely have a few future prospects quietly sleeping away in barrels.

Q: Where are your products currently available for purchase?

Mostly South Africa at this stage. We have partnered up with a new distribution partner and will launch into Europe and the USA in 2021. This is a very exciting development for us and we are looking forward to bringing an African Rum to the world.

Q: Do you offer tours of your distillery? If so, are reservations recommended/required?

We do offer distillery tours. Bookings are essential as we are a working farm and not generally open to the public.

Q: If yes to the above, can you tell us a bit about what a customer will experience when they arrive at your distillery?

Visitors to the distillery are treated to a mix of farm-life and distillery production. There is usually a hive of activity on a daily basis and visitors can literally experience the process in its entirety from farm to bottle. We encourage visitors to partake in whatever distillery activities are being performed at the time of their visit and people take ownership in that.

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

The website is possibly the best starting point. All the relevant details are there. www.tapangarum.com

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

Consumer education is high on our priorities because of the lack of general rum knowledge in South Africa particularly. I encourage consumers to do a little research and read between the blurry lines of clever marketing campaigns. Rum is the Wild West of the spirit categories so be aware of the charlatans out there and support local whenever you have a chance. Mauritius and Reunion have flown the African flag up until now and continue to do so but there are some great offerings coming out of South Africa. Tapanga, Whistler and Mhoba are at the forefront of this African Rum Revolution and all deserve a seat at the table.

Lastly I would just like to thank Margaret and her team at “Got Rum” for positively pushing the rum agenda.

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

Cheers!
Margaret Ayala, Publisher

CIGAR & RUM PAIRING

by Philip Ili Barake

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

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

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

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

Philip

Mai Tai for Cigars

As you all know well, when pairing cigars with cocktails, I always prefer the classic, aggressive cocktails, such as Manhattan or Negroni. These are drinks that highlight the character of the base alcohols. I've never been a big fan of fruity drinks paired with cigars, but a combination of sunny days, thirst and tranquility may play a big role in how I enjoy the pairing.

I've seen numerous recipes for Mai Tai, here is the one we use at my bar (Red Frog). Keep in mind that for this pairing we ended up modifying the recipe a bit:

- 3 oz Bacardí 8 Year Old
- 1.5 oz Lime Juice
- 1.5 oz Demerara Syrup
- 1.5 oz Pineapple Chunks
- 0.5 oz Triple sec
- Float with Ron Cacique 500 (or another aged/dark rum)

Prepare with a cocktail shaker, with lots of shaved or crushed ice. If you are at home and don't have a cocktail shaker, you can mix all ingredients in a pitcher.

My bartender, Toño (Antonio), prepared the cocktail for me, but I asked him to increase the quantity of rum, to improve the pairing with the cigar and to satisfy the cravings of rum fans.

I selected an H. Upmann Magnum 50 cigar which, as its name describes, has a ring gauge of 50 and a length of 160mm. This is a cigar notorious for its good draw, especially the cigar box I bought several years ago and which has been resting in my humidor at home.

My partner from the bar joined me for the pairing. It was a good excuse for him to avoid going home early, plus a good drink and cigar are always the best medicine, so the pairing started on the right foot.

Photo credit: @Cigarili

Photo credit: @Cigarili

The weather here was transitioning into summer, but it was an aggressive transition, almost like full-blown summer already, which boosted our enjoyment of the pairing. Remember what I said at the beginning of this article? A cocktail like this one is more enjoyable than the other classic ones with hotter weather like this: it was a great call!

I must admit that, after the initial sips, we had to float additional rum on top, to increase the intensity of the flavor. I don't know if it was that addition or the fact that we were consuming a lot of rum, but the pairing improved considerably, both matched against the cigar and high temperature.

The cigar I selected had a medium body and its first third was smoother, something that happens with aged cigars, which lose a lot of their ammonia and nicotine intensity, resulting in a soft, silky experience (we call it a *delicacy*), which lasted throughout the remaining of the cigar.

If you don't have an aged cigar similar to this one, please select a less intense or milder one.

I hope you can enjoy this simple, fresh and delicious pairing, loaded with rum to better enjoy warmer climates (whenever that might be where you live).

THE Rum® UNIVERSITY

Transforming your RUM ideas into reality!

Hands-on, Public and Private Courses

www.RumUniversity.com