

Got Rum?®

SEPTEMBER 2019

FROM THE GRASS TO YOUR GLASS, SINCE 2001!



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



6



10



18



30

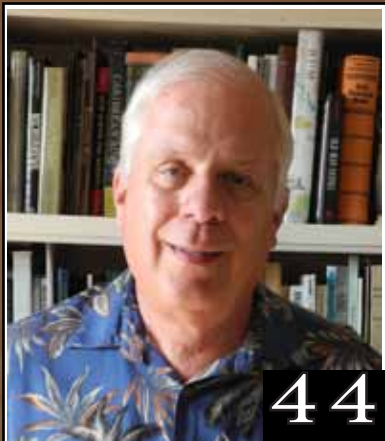


36

CONTENTS

SEPTEMBER 2019

5	FROM THE EDITOR
6-9	THE ANGEL'S SHARE - RUM REVIEWS
10-13	COOKING WITH RUM
14-17	THE RUM UNIVERSITY - FERMENTATION
18-21	THE MUSE OF MIXOLOGY
22-23	THE RUM UNIVERSITY LIBRARY
26-29	THE RUM BIOGRAPHY
30-35	THE RUM HISTORIAN
36-39	THE COCKTAIL SCIENTIST
40-42	PAUL'S SPIRITED TRAVEL
44-47	RUM IN THE NEWS
50-57	EXCLUSIVE INTERVIEW
56-59	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
© 2019 by Rum Runner Press, Inc.
All rights reserved.

September 2019

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.



facebook.com/GotRum

follow us on
twitter

@Got_Rum

FRONT COVER: Chilled Sunset

INSIDE SPREAD: Flying Above The Barrel

FROM THE EDITOR

Acclamation for Acclimation

A couple of days ago, LSU's AgCenter writer Olivia McClure reported that the *Dean Lee Research and Extension Center* near Alexandria, Louisiana, has started a project aimed at researching sugarcane's cold tolerance. This marks the first time that sugarcane is planted at the Extension Center, long thought to be too far North for cane cultivation. The initiative is driven by farmers who are either planning to switch to sugarcane or who are already growing it but want to expand the cultivation areas.

AgCenter pest management specialist Al Orgeron, with assistance from AgCenter sugarcane specialist Kenneth Gravois (featured in the June 2019 issue of "Got Rum?"), are overseeing the project, which is funded by the nonprofit American Sugar Cane League.

I still remember a couple of years ago (December 2017 to be more precise), when I received this photo from a colleague, showing a snow-covered sugarcane field in Louisiana:



Whether it is changes in climate like the above, or the desire to extend crops beyond their traditional areas of agriculture, research like the one being



conducted by the AgCenter is crucial to the survival of cultivars.

Will this research result in the identification or development of cane varieties that have freeze/cold tolerance? Will those varieties produce sugar yields that make them financially-feasible?

Acclimation is a process that involves time, hopefully we have started this research with plenty of it still left on the clock.

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!

Denizen Vatted Dark Rum

This summer while working on a project about Private Blended Rums I was notified that Denizen was releasing a new Vatted Dark Rum unlike anything else in the market. Comprised of a blend of Rums from Guyana and Martinique they had created a new flavor experience they were keen to share with the public. Of the Rum blend, 80% of it is from Guyana- 25% of the Guyana blend is aged 4 to 5 years in used Bourbon casks and is from a rare four column French Savalle still and Wooden Coffey still. 25% is unaged Rum distilled from a Double Wood Pot Still and finally 50% of the dark unaged Pot Still Rum from a Double Wood Pot Still. The remaining 20% is Rhum Agricole sourced from Martinique and together they are all blended in Amsterdam to 50% ABV.

Appearance

The 750 ml bottle has a metal screw cap with a front and back label loaded with information. The dark chestnut caramel color and Jade label distinguish themselves from the other two Denizen products on the shelf.

Pouring the liquid in the glass I noticed the color lightened slightly compared to the bottle. Swirling the liquid produced a medium ring that slowly thickens and reluctantly dropped only a few legs before taking several minutes to bead-up and evaporate.

Nose

The aroma of the Rum leads with a rush of caramel laden alcohol vapor, followed by notes of molasses, with an undertone of fresh cut sugarcane, cinnamon and charred oak. This is quite the juxtaposition and a tad odd (in a good way). I let the Rum rest for a few minutes and when I

revisited it I was pleased to discover blackberries and bread pudding, with a lush vanilla undertone.

Palate

Much like the aroma, the first sip delivers a powerful hit of caramel and alcohol. The subsequent sips deliver a complex profile of oak tannins-charred wood, cinnamon, allspice, walnut and iron. Along with the flavors from the oak, I discovered sweet blackberries, chewy sugarcane, honeyed plantain, rounded out by Madagascar vanilla. As the Rum begins to fade, the wood tannins take over with a mineral rich push as the alcohol lights up the mouth in a nice long finish.

Review

When Denizen decided to create this Rum, they wanted to create something in line with the classic Rums that the British Navy blended and used for their beloved Rum Ration. Saying that with the higher alcohol and intricate profile this Rum is an interesting sipper and at its core much like the Navy Rums of old is made for being mixed with other ingredients. With that in mind, I have sampled the Rum in a few different cocktails, and it did well in all of them. One cocktail that had a heavy berry juice component was quite good and it also did well in a classic grog cocktail recipe. Overall knowing, what they were trying to achieve and judging it by that metric I was pleased with the product. Along with the lines Aged White Rum, and Merchants Reserve, this Rum does a good job of taking its place in the center of the portfolio.



www.denizenrum.com

THE ANGEL'S SHARE

by Paul Senft

Don Q Sherry Cask Finish Rum

Over the past few years, Destilería Serrallés Inc., the producer of Don Q Rum, have been expanding their portfolio with new vintages, Vermouth Cask finished, as well as an Oak Barrel Spiced Rum. New for 2019 is their Sherry Cask Finish Rum. The blend of Rums used to create this product is aged for five to eight years in used American White Oak Bourbon Casks. The back of the bottle details that the rums were put in casks between 10/2009 to 7/2012 and blended 11/2017. Filled in Spanish Oloroso Sherry casks 11/2017 and bottled in 03/2019 (at 41% ABV).

Appearance

The short necked 750 ml bottle is the standard Don Q's expanded portfolio. The front and back labels provide a bounty of information without over the top marketing stories, just the basic information, the Master Blender- Jaiker Soto, and that the bottle from this review is from Batch 1.

The liquid in the bottle and the glass is a lovely mahogany color with a small amount of particulates floating in the bottle. As light refracts through the bottle, red highlights streak through the Rum. Agitating the liquid creates a thick band that spins off some equally thick fast moving legs. The ring and legs evaporate quickly, leaving a ring of beads behind.

Nose

The aroma leads with lightly toasted oak tannins (honestly was expecting a darker char), followed by vanilla, cherry cobbler, dried papaya, raisins and Virginia pipe tobacco.

Palate

As I took the first sip, the alcohol enveloped my tongue with a swirl of charred oak tannins. (There's the char I was expecting from the aroma.) The tannins are complex, with levels of baking spices, roasted almonds, charcoal, rich slightly bitter dark cacao (think cooking unsweetened dark chocolate). Additional sips infuse caramelized vanilla into the mix along with a fruity sweetness reminding me of the cherry cobbler note from the aroma. This note melds with the oak tannins and lingers in an impressively long finish.

Review

In the early days of my Rum journey I encountered my first sherry cask aged/ finished Rums and found them to be tasty but on the sweet side of the spectrum. More dessert style after dinner Rums than something I wanted to sip every day. Don Q Sherry Cask Finish Rum is not that. This Rum really did surprise me with its dynamic flavor profile. I enjoyed my brief taste of it at Tales of the Cocktail, but sitting down in my normal tasting environment and exploring was an absolute pleasure. Nothing about this Rum felt contrived or overly sweet and believe the Master Blender did an excellent job creating this product. I can see where the Rum would be a good ingredient in some classic cocktails or my preference just sipping it neat. As far as food I think it will pair well with steak or roasted/spicy chicken dishes. At the time I was writing this, the Rum is available in all outlets where Don Q is sold in the United States.



www.donq.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

Spirited Chicken Croquettes

Ingredients:

- ½ lb. Baked Chicken, ground
- ¼ lb. Bread Crumbs
- 1 C. Chicken Broth
- 1 C. Dark Rum
- ½ C. Butter
- 1 tsp. Worcestershire Sauce
- Salt and Pepper to taste
- 1/8 tsp. Ground Nutmeg
- 2 Eggs, well beaten
- 2 tsp. Grated White Onion
- 1 Tbsp. Parsley, finely chopped
- ¼ C. Heavy Cream
- 2 Egg Whites, lightly beaten with 1 Tbsp. water for rolling croquettes

Directions:

Mix the chicken and bread crumbs in a large bowl. Slowly add the broth and rum.

Melt butter in a large skillet. Add onions and cook until brown. Add the brown onions to the chicken and bread crumb mixture. Now add the rest of the ingredients except for the last ingredient: egg whites. Take the entire mixture and return it to the large skillet and heat over medium heat. Stir constantly to avoid burning or drying the mixture. Remove from heat and



place mixture in a bowl and place in the freezer for about 2 hours or until mixture is easy to handle.

Use a tablespoon and scoop up croquettes and form into balls, divide mixture to make 12 croquettes. Take each ball and roll first in the bread crumbs then into the egg white mixture and back into the crumbs again. Each ball should be nicely coated with the bread crumbs.

Using a frying basket, place the balls into a deep, hot pot filled with oil cooking only a few croquettes at a time, about 2 to 3 minutes. Once croquettes are brown on the outside and hot all the way through, remove from oil and place on paper towel to drain excess oil. Now they are ready to be served.

If you are looking for a dipping sauce for your croquettes. Here is a great recipe:

Chicken Rum Cream Sauce

Ingredients:

- 2 Tbsp. Butter
- 2 Tbsp. All-Purpose Flour
- 1/2 C. Chicken Broth
- 1/4 C. Dark Rum
- 1/4 C. Heavy Cream

Directions:

Melt butter in a small saucepan over medium heat. Add flour and cook 1 minute. Gradually add chicken broth and rum and stir until mixture is smooth and thick.

Cook 2 minutes longer, stirring occasionally. Stir in the heavy cream and serve.



Fermentation Primer Lesson IX

www.RumUniversity.com





FROM

SUGAR

Into

Alcohol

Fermentation Primer - Lesson IX

In last month's lesson we discussed how some yeast species have evolved the ability to produce killer toxins whose sole purpose is to kill other yeasts. We also discussed *Pichia kluyveri*, a yeast capable of producing higher than normal levels of ethyl acetate and iso-amyl alcohol.

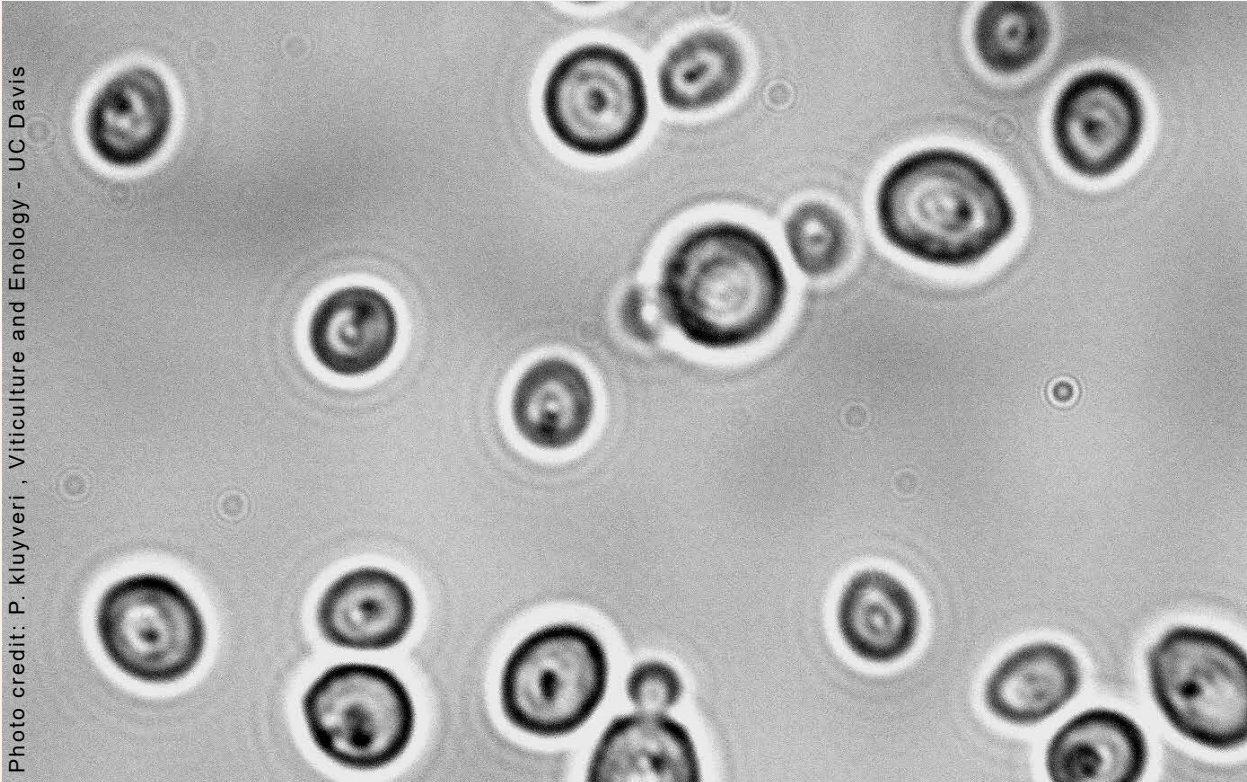


Photo credit: P. kluyveri , Viticulture and Enology - UC Davis

Q: Can the same yeast employed in a traditional rum fermentation be also used in the preparation of high carboxylic acid blends, such as *dunder*?

Carboxylic acids are essential in the production of esters, and traditional yeasts like *Sacharomyces Cerevisae* typically produce only a limited amount of these acids, primarily in the form of etanoic (acetic) acid. Much in the same manner as *sour mash* whiskey is produced, high ester rum distillers have relied on fermentation ammendments designed to lower the pH of the wash. The most common example of this is found in Jamaica's *dunder*.

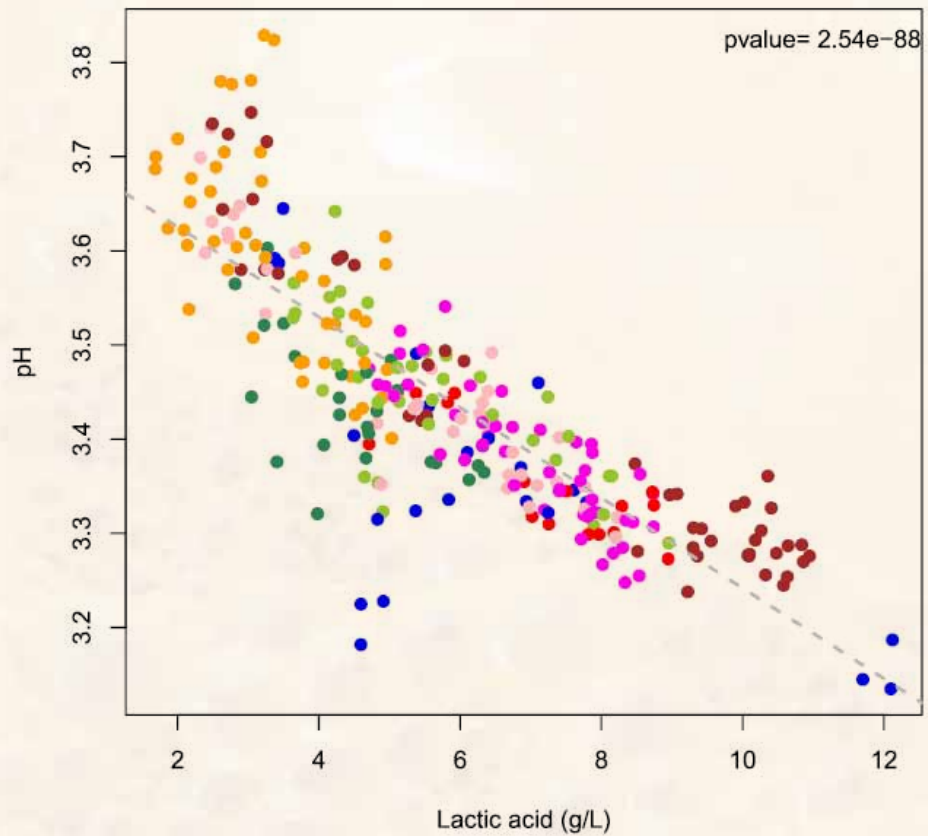
Let's take a closer look at one yeast species that is showing a lot of potential in this area.

Lachancea thermotolerans

Lachancea thermotolerans (previously known as *Kluyveromyces thermotolerans*) is a wildly-occurring species of fermenting yeast, comprised of hundreds of varieties/strains, most of which have only drawn the interest of scientists in recent years. Some of these strains, under the right environmental conditions, can achieve fermentations of up to 13.6% ABV.

Despite the ability to ferment to high ABV levels, one of the drawbacks of using *L. thermotolerans* is that it is not able to produce *complete* fermentations, always leaving residual sugars. While this can be an issue in the beer or wine industries (where the solution is to use co-starters, such as *S. cerevisiae*), high-ester rum producers are less worried, since maintaining dunder pits requires the constant addition of fermentable sugars, typically in the form of molasses.

Unlike *S. cerevisiae*, however, *L. thermotolerans* produces lactic acid at quite a high rate. The maximum reported lactic acid concentration is 16 grams per liter, compared to less than 0.4 grams of lactate per liter produced by *S. cerevisiae* (Banilas, G., Sgouros, G. & Nisiotou, A. *Development of microsatellite markers for Lachancea thermotolerans typing and population structure of wine-associated isolates*. Microbiol, 2016).



Correlation between lactic acid production and pH values. Colour-coding represents different *L. thermotolerans* genetic groups (*Oenological traits of Lachancea thermotolerans show signs of domestication and allopatric differentiation* by Hranilovic, Gambetta, Schmidtke, Boss, Grbin, Masneuf-Pomarede, Bely, Albertin & Jiranek, 2018, Nature).

As useful as it is for acidic fermentations in general, at present *L. thermotolerans* is primarily employed in the wine industry, where it offers a unique potential to counter the effect of global warming on wine grapes by producing acid during fermentation, which can moderately reduce alcohol levels while producing also high concentrations of desirable fruity flavor compounds, like ethyl lactate (using lactate as a precursor).

Join us again next month as we continue to explore 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 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.

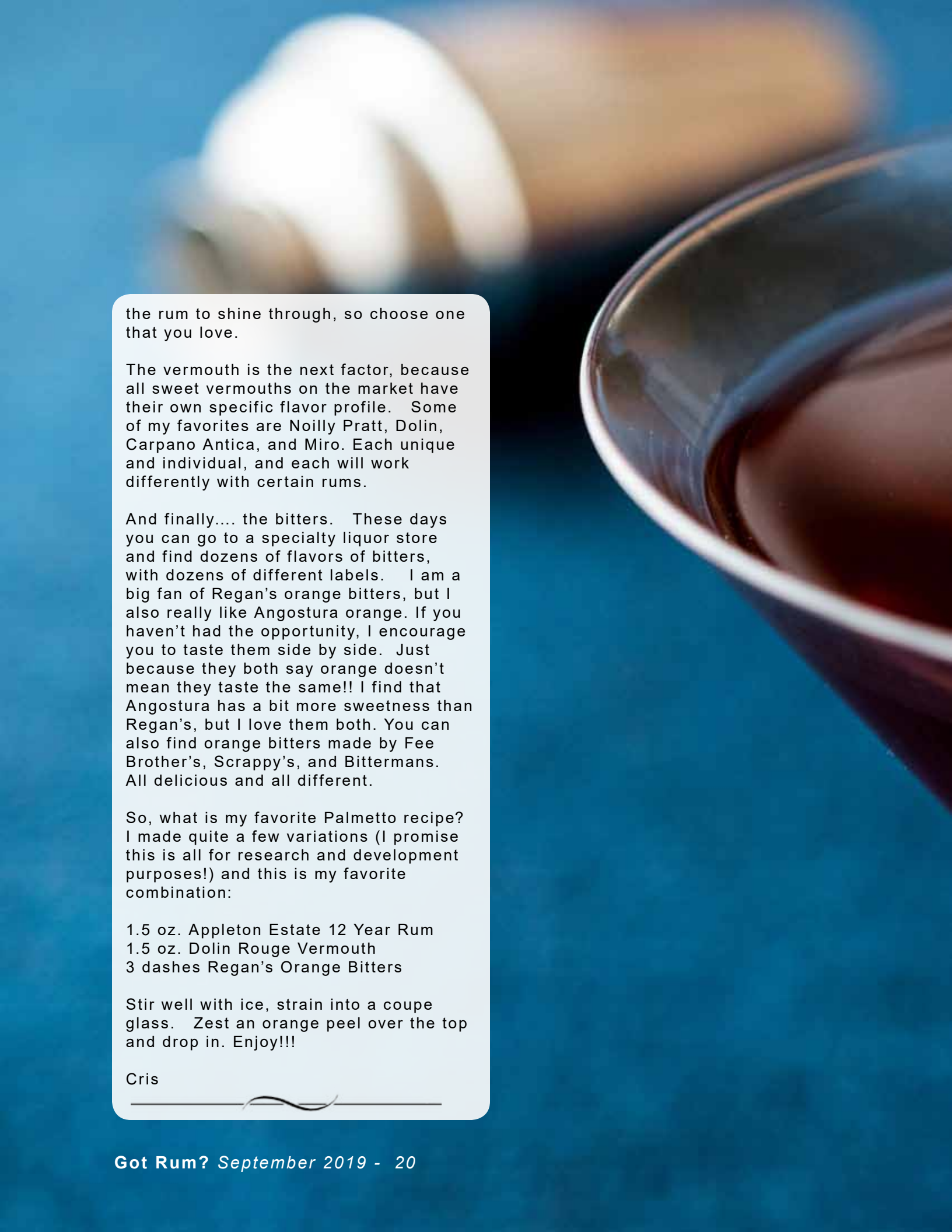
Palmetto Cocktail

Truth be told, when I first heard about this cocktail I thought it was simply a fancy name for a Rum Manhattan. We in the cocktail making business like to trick you into thinking you are drinking something unique and original by renaming it.....but often that is not the case. So, I decided to do a little research. Turns out that depending on which publication you are looking at, there are quite a few different recipes as well as proportions for the Palmetto. Either way, you end up with a really delicious drink, and a fantastic way to showcase different rums.

The Palmetto was written about in Harry Craddock's 1930 "Savoy Cocktail Book", and called for equal parts of St Croix rum and Italian sweet vermouth, with 2 dashes of orange bitters. Manhattan-esque for sure, although traditionally a Manhattan would be made with Angostura bitters as opposed to the orange bitters. What I love about this cocktail is its simplicity.....If I could only teach this new generation of bartenders that sometimes the simplest drinks are the best!! The beauty of a recipe like this is that by changing the type of rum, or the type of vermouth, you can literally have totally different outcomes.

First let's talk about all the different rums you could use. As you, the reader knows, rum is a vast category and one to the next tastes completely unique. The original recipe called for "St Croix" rum, but think about how a Jamaican rum, or a Cuban rum, would work. I definitely think an aged rum is the way to go here-- a silver rum would be too light on the palate-- but as to how aged and dark you decide on is totally up to you. The Palmetto is a classic cocktail that allows the flavor of





the rum to shine through, so choose one that you love.

The vermouth is the next factor, because all sweet vermouths on the market have their own specific flavor profile. Some of my favorites are Noilly Pratt, Dolin, Carpano Antica, and Miro. Each unique and individual, and each will work differently with certain rums.

And finally.... the bitters. These days you can go to a specialty liquor store and find dozens of flavors of bitters, with dozens of different labels. I am a big fan of Regan's orange bitters, but I also really like Angostura orange. If you haven't had the opportunity, I encourage you to taste them side by side. Just because they both say orange doesn't mean they taste the same!! I find that Angostura has a bit more sweetness than Regan's, but I love them both. You can also find orange bitters made by Fee Brother's, Scrappy's, and Bittermans. All delicious and all different.

So, what is my favorite Palmetto recipe? I made quite a few variations (I promise this is all for research and development purposes!) and this is my favorite combination:

1.5 oz. Appleton Estate 12 Year Rum
1.5 oz. Dolin Rouge Vermouth
3 dashes Regan's Orange Bitters

Stir well with ice, strain into a coupe glass. Zest an orange peel over the top and drop in. Enjoy!!!

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

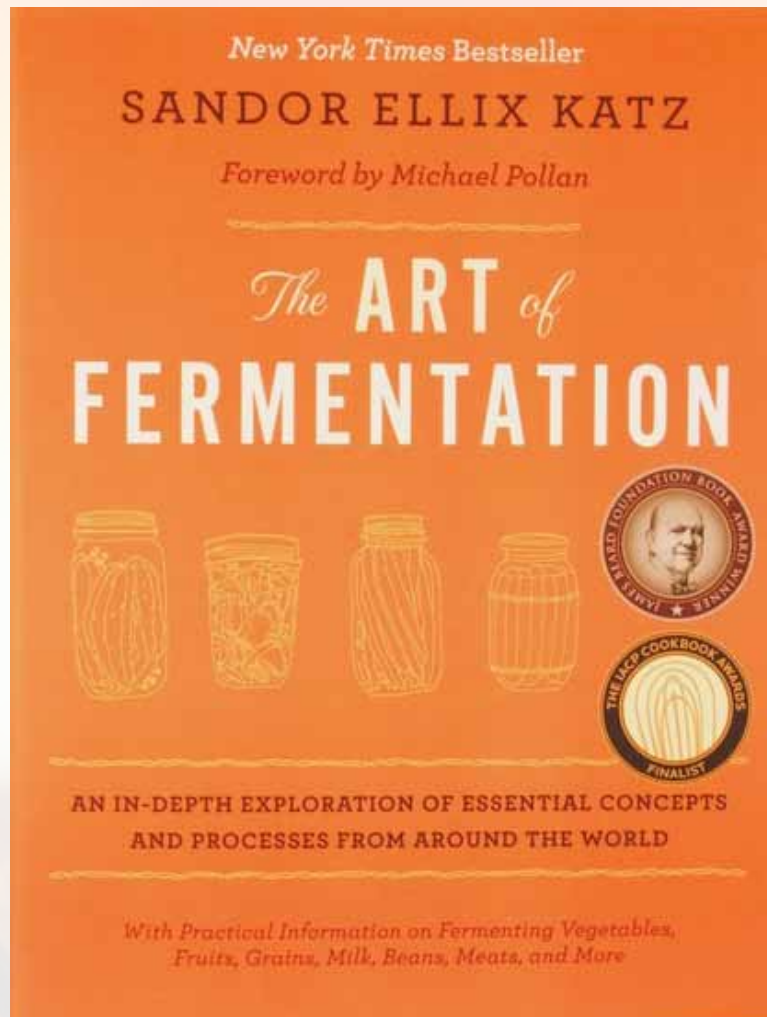
The Art of Fermentation

(Publisher's Review) Winner of the 2013 James Beard Foundation Book Award for Reference and Scholarship, and a *New York Times* bestseller, *The Art of Fermentation* is the most comprehensive guide to do-it-yourself home fermentation ever published. Sandor Katz presents the concepts and processes behind fermentation in ways that are simple enough to guide a reader through their first experience making sauerkraut or yogurt, and in-depth enough to provide greater understanding and insight for experienced practitioners.

While Katz expertly contextualizes fermentation in terms of biological and cultural evolution, health and nutrition, and even economics, this is primarily a compendium of practical information—how the processes work; parameters for safety; techniques for effective preservation; troubleshooting; and more.

With two-color illustrations and extended resources, this book provides essential wisdom for cooks, homesteaders, farmers, gleaners, foragers, and food lovers of any kind who want to develop a deeper understanding and appreciation for arguably the oldest form of food preservation, and part of the roots of culture itself.

Readers will find detailed information on fermenting vegetables; sugars into alcohol (meads, wines, and ciders); sour tonic beverages; milk; grains and starchy tubers; beers (and other grain-based alcoholic beverages); beans; seeds; nuts; fish; meat; and eggs, as well as growing



mold cultures, using fermentation in agriculture, art, and energy production, and considerations for commercial enterprises. Sandor Katz has introduced what will undoubtedly remain a classic in food literature, and is the first—and only—of its kind.

Hardcover: 498 pages
Publisher: Chelsea Green Publishing; Later prt. edition (May 14, 2012)
Language: English
ISBN-10: 160358286X
ISBN-13: 978-1603582865





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

THE RUM BIOGRAPHY

www.RumUniversity.com



THE **Rum**®
UNIVERSITY

The 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: Jacobus H. van 't Hoff

Jacobus Henricus van 't Hoff was born in Rotterdam, The Netherlands, on August 30, 1852. He was the third child in a family of seven children of Jacobus Henricus van 't Hoff, a physician, and Alida Jacoba Kolff.

In 1869 he entered the Polytechnic School at Delft and obtained his technology diploma in 1871. His decision to follow a purely scientific career, however, came soon afterwards during vacation-work at a sugar factory when he anticipated for himself a dreary profession as a technologist. After having spent a year at Leiden, mainly for mathematics, he went to Bonn to work with A.F. Kekulé from autumn 1872 to spring 1873; this period was followed by another in Paris with A. Wurtz, when he attended a large part of the curriculum for 1873-1874. He returned to Holland in 1874 and obtained his doctor's degree that same year under E. Mulder in Utrecht.

In 1876 he became lecturer at the Veterinary College at Utrecht, but left this post for a similar position at the University of Amsterdam the following year. In 1878 came his appointment as Professor of Chemistry, Mineralogy, and Geology at the same university. After having occupied this chair for 18 years he accepted an invitation to go to Berlin as Honorary Professor, connected with a membership of the Royal Prussian Academy of Sciences. The principal reason for this change was the fact that he was overburdened with obligations to give elementary lectures and to examine large numbers of students, including even those for medical propaedeutics, leaving him with too little time to do his own research work. He was an ardent advocate for the creation of a special class of scientific workers. At his new post he remained till the end of his life.

van 't Hoff has acquired fame particularly by his epoch-making publications. His doctor's thesis (1874) was entitled *Bijdrage tot de Kennis van Cyaanazijnzuren en Malonzuur* (Contribution to the knowledge of cyanoacetic acids and malonic acid). Of far greater weight, however, was his publication which appeared several months before: *Voorstel tot Uitbreiding der Tegenwoordige in de Scheikunde gebruikte Structuurformules in de Ruimte, etc.* (Proposal for the development of 3-dimensional chemical structural formulae). This small pamphlet, consisting of twelve pages text and one page diagrams,



gave the impetus to the development of stereochemistry. The concept of the “asymmetrical carbon atom”, dealt with in this publication, supplied an explanation of the occurrence of numerous isomers, inexplicable by means of the then current structural formulae. At the same time he pointed out the existence of relationship between optical activity and the presence of an asymmetrical carbon atom.

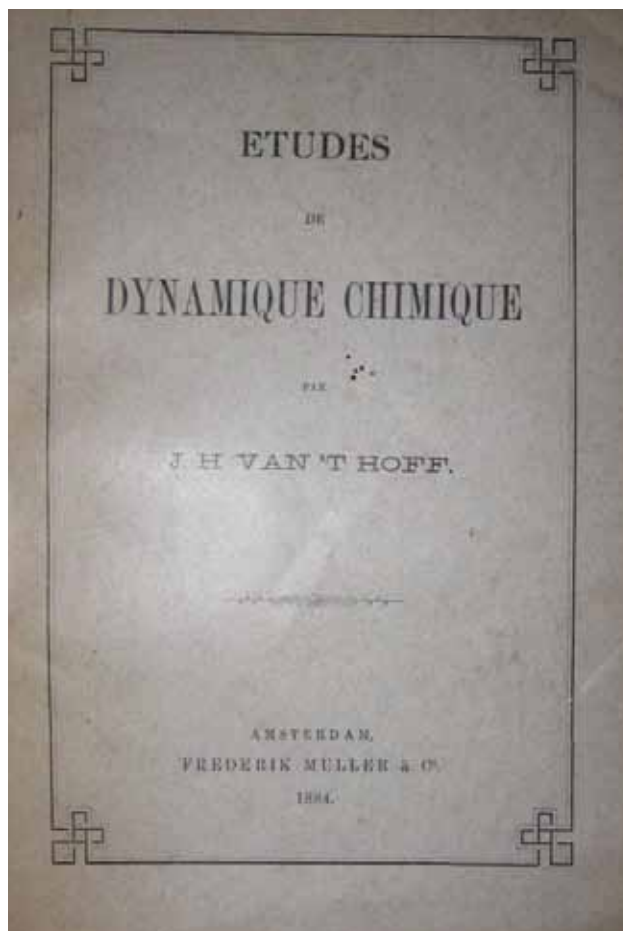
His revolutionary ideas, however, only found acceptance after the publication, in 1875, of his *Chimie dans l'Espace*; especially when two years later the German translation appeared, with an introduction by J. Wislicenus. (The English translation: *Chemistry in Space* did not appear until 1891.) In his *Dix Années dans l'Histoire d'une Théorie* (Ten years in the history of a theory) he drew attention to the fact that J.A. Le Bel had independently arrived at the same ideas, though in a more abstract form.

In 1884 his book *Études de Dynamique Chimique* (Studies in dynamic chemistry) appeared, in which he entered for the first time the field of physical chemistry. Of great importance was his development of the general thermodynamic relationship between the heat of conversion and the displacement

of the equilibrium as a result of temperature variation. At constant volume, the equilibrium in a system will tend to shift in such a direction as to oppose the temperature change which is imposed upon the system. Thus, lowering the temperature results in heat development while increasing the temperature results in heat absorption. This principle of mobile equilibrium was subsequently (1885) put in a general form by Le Chatelier, who extended the principle to include compensation, by change of volume, for imposed pressure changes – it is now known as the van 't Hoff-Le Chatelier principle.

The following year, in 1885, followed *L'Équilibre chimique dans les Systèmes gazeux ou dissous à l'État dilué* (Chemical equilibria in gaseous systems or strongly diluted solutions), which dealt with this theory of dilute solutions. Here he demonstrated that the “osmotic pressure” in solutions which are sufficiently dilute is proportionate to the concentration and the absolute temperature so that this pressure can be represented by a formula which only deviates from the formula for gas pressure by a coefficient i . He also determined the value of i by various methods, for example by means of the vapour pressure and Raoult's results on the lowering of the freezing point. Thus van 't Hoff was able to prove that thermodynamic laws are not only valid for gases, but also for dilute solutions. His pressure laws, given general validity by the electrolytic dissociation theory of Arrhenius (1884-1887) – the first foreigner who came to work with him in Amsterdam (1888) – are considered the most comprehensive and important in the realm of natural sciences.

During his Berlin period he was from 1896 to 1905 continuously engaged on the problem of the origin of oceanic deposits, with special reference to those formed at Stassfurt. In this extensive work he was especially assisted by W. Meyerhoffer, who had previously



worked with him in Amsterdam for a number of years. He was probably the first to apply small-scale results, obtained in the laboratory, to phenomena occurring on a large scale in Nature. The results of this ambitious investigation, mostly published in the Proceedings of the Prussian Academy of Sciences, were summarized by him in a two-volumes work *Zur Bildung ozeanischer Salzablagerungen*, 1905-1909.

van 't Hoff greatly valued the power of imagination in scientific work, as is apparent from his inaugural address on taking up his professorship in Amsterdam: *Verbeeldingskracht in de Wetenschap* (The power of imagination in Science), in which, after a rather elaborate study of biographies, he arrived at the conclusion that the most prominent scientists have possessed this quality in a high degree. Wilhelm Ostwald, who together with him established the *Zeitschrift für physikalische Chemie* in Leipzig, and can be regarded as founders of physical chemistry.

Of all the numerous distinctions he received, it was the award of the first Nobel Prize in Chemistry (1901) that he regarded as the culmination-point of his career. In 1885 he was appointed member of the Royal Netherlands Academy of Sciences, after his nomination had been withheld in 1880 because of an insufficient number of votes – a proof that his ideas initially found little acceptance in his own country. Among his other distinctions were the honorary doctorates of Harvard and Yale (1901), Victoria University, Manchester (1903), Heidelberg (1908); the Davy Medal of the Royal Society (1893), Helmholtz Medal of the Prussian Academy of Sciences (1911); he was also appointed Chevalier de la Legion d'Honneur (1894), Senator der Kaiser-Wilhelm-Gesellschaft (1911). He was also member or honorary member of the Chemical Society, London (1898), Royal Academy of Sciences, Gottingen (1892), American Chemical Society (1898), Académie des Sciences, Paris (1905).

van 't Hoff was a lover of nature; as a student in Leyden he frequently took part in the botanical excursions, and later in Bonn he fully enjoyed the mountains in the vicinity, taking long walks in company or alone. His quite detailed description of his journey to the United States, resulting from an invitation to lecture at Chicago University, amply shows his love of travel. His receptiveness for philosophy and his predilection for poetry were already apparent in his early school years – Lord Byron was his idol.

In 1878 he married Johanna Francina Mees. They had two daughters, Johanna Francina (b. 1880) and Aleida Jacoba (b. 1882) and two sons, Jacobus Hendricus (b. 1883) and Govert Jacob (b. 1889).

van 't Hoff died on March 1, 1911, at Steglitz, near Berlin.

Did you know that...

- **Osmotic pressure** is defined as the pressure produced by or associated with osmosis and dependent on molar concentration and absolute temperature: such as a) the maximum pressure that develops in a solution separated from a solvent by a membrane permeable only to the solvent or b) the pressure that must be applied to a solution to just prevent osmosis.
- Accurate osmotic pressure control is essential when preparing fermentations, especially those involving dissolved sugars. Yeast tends to have a maximum tolerance of around 25 Brix. It can be very difficult to start or maintain fermentations at higher levels.

Reference: www.nobelprize.org

THE RUM HISTORIAN

by Marco Pierini



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

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

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

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

I have published a book on Amazon:

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

Got Rum? September 2019 - 30

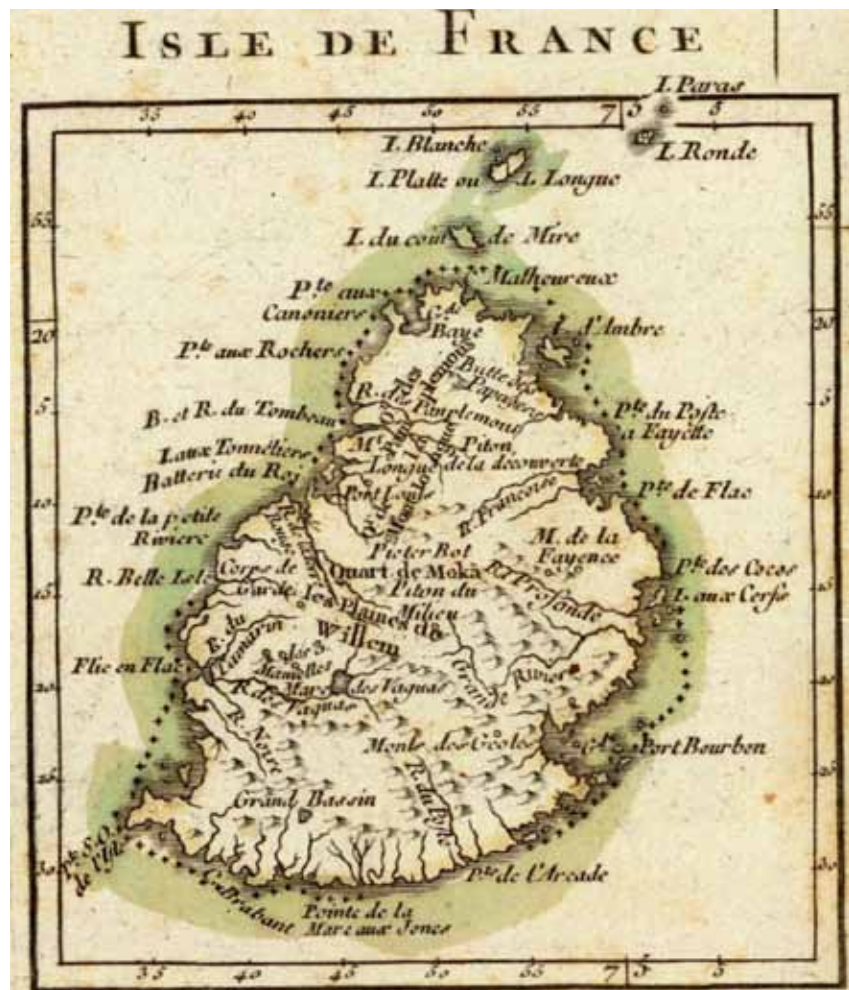
A HISTORY OF FRENCH RUM 4. MAURITIUS, THE ENLIGHTENMENT AND RUM

In the second half of the 1700s, French Planters had lagged behind in distillation technology. According to F. H. Smith, *"Caribbean Rum"*, "The average British West Indies plantation ... would be more likely to possess two stills, one of 1,200 gallons and a smaller one of 600. In contrast, French distillers appear to have continued their seventeenth-century pattern of relying on small, antiquated stills. In 1768, for example, a distillery in Haut-de-Cap, St. Domingue, possessed two stills of about 300 gallons each. In 1786, a series of articles published in St. Domingue's main newspaper, *Affiches Américaines*, described the use of 300-gallon stills of an inferior design. The anonymous author complained that in order for French Caribbean distillers to successfully compete with British Caribbean rum producers, they would have to follow the practices of British Caribbean distillers and increase the size

of their stills, lengthen the necks of their still heads, and increase the length of their cooling worms." And, later: "The rum factories are rather important for our commerce and for our colonies, and we should address them seriously. America consumes a great deal of rum, and the British islands cannot give them sufficient quantity. As they are not able to get it from our colonies, which do not distill much, the Americans come and take our molasses and distill themselves. ... [our rum is] repugnant to foreigners."

Fortunately for the French planters, that was the century of the Enlightenment and France was at the cutting edge of scientific and technological progress. The State and various private societies promoted and funded studies to improve the quality and earning power of products and production processes. Great attention was devoted to wine and brandy, two fundamental products for French economy and culture.

For example, according to R.J. Forbes, "A Short History of the Art of Distillation", in 1777, Antoine Baumé with his essay "*Mémoire sur la manière de construire les alembics ...*" (more or less, *Essay about the way to make the pot stills ...*) won the first prize in a competition which asked: "What are the most advantageous forms of stills, furnaces and all the instruments used in the work of the large distilleries?" Baumé himself propagated the use of the hydrometer, the first reliable instrument for measuring the strength of alcohol in a beverage, gauged in 'degrees'. The nature of alcoholic fermentation, on the



other hand, was still not known. Microbes were first observed and described in the second half of 1600s, but it was not until the time of Pasteur that the scientific community attributed unequivocally the phenomenon of alcoholic fermentation to yeasts.

In this climate of lively scientific debate, and of clash of conflicting economic interests, there was a real war of reports in favor of and against rum.

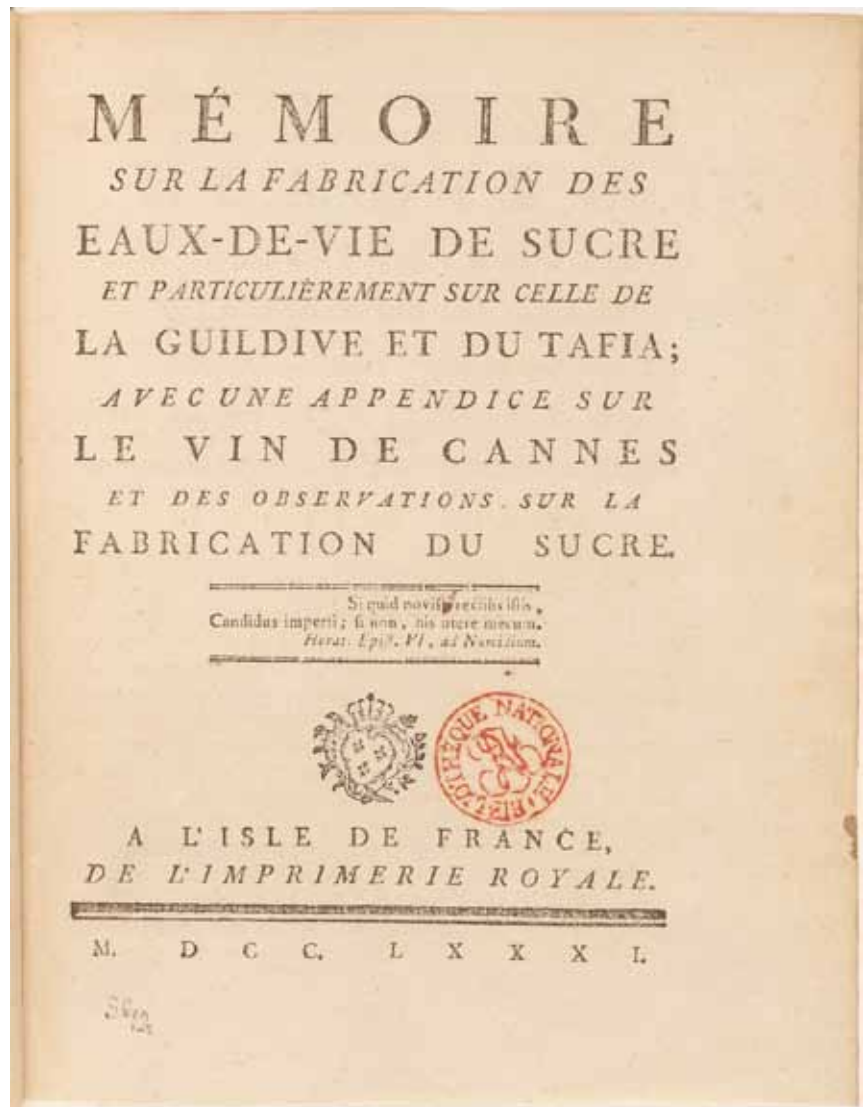
Let's see for instance a liqueur makers' pamphlet published in 1764: "self-interest, that passion which nature seems to have placed in man's heart only to degrade him, has inspired some residents of our colonies to make a branch of commerce out of the invention of types of eau de vie made from sugar that are as pernicious to health as they are unpleasant to taste. As this strong

liqueur is cheap, the blacks use it, since their poverty will not allow them to numb themselves with a more satisfying brew. If there were no need to profit from the product of their labors and if human and divine laws did not order one to watch over their conservation, perhaps it would be an act of humanity to let them hasten the end of their days by its usage, but at least it is incontestable that one cannot excuse the effort to introduce this poison into our lands and climes, where the inhabitants, true men, enjoy the favors of humanity.”

Here, on the other hand, is a pamphlet in favor of the free trade of rum, published in 1775 by a group of French merchants. “It is proven that this liqueur is good for the stomach and for injuries; that it had been used in the colonies ... for almost two centuries without accident; and that doctors prescribe it for their patients with happy success. ... Although worth only a fraction of the value of even muscovado, rum could mean the difference between financial success and failure, particularly for smaller refineries and plantations.”

The literature on the subject is ample, too ample for us. To give an idea of it, I will confine myself to quoting a few excerpts from two works by Joseph-François Charpentier de Cossigny, apologizing in advance to the readers for the somewhat amateurish translation.

Born in Mauritius (then a French colony with the name of Isle de France) in 1736, De Cossigny was an engineer,



botanist, explorer, revolutionary Member of Parliament and, finally, Academician during the Napoleonic Empire.

The first essay is entitled “*Mémoire sur la fabrication des eaux-de-vie de sucre ...*” (*Essay on the making of the sugarcane spirits ...*) and was published in Mauritius in 1781

“For a long time, in the French and English American Colonies, a strong liquor has been made called *Guildive*, or *Tafia*, or *Rum*: the last name is English, the other two are French. The authors I consulted seem confused by the names *guildive* & *tafia*. It seems to me, however, that the name *guildive* is more particularly suitable, with the

strong liquor that is removed by the distillation of sugar cane juice, which is called *vésou*, & which is left to ferment, without mixing. The name *tafia*, with the liquor, which is removed by the syrups & skimmings, in the manufacture of sugar, after having let these substances dissolve in pure water. Following this distinction, *guildive* would be the product of cane juice, and *tafia* the product of skimmings. The molasses spirit that was once made in France was the product of the fermentation of syrup mixed with wine dregs, which was a type of *tafia*". In spite of De Cossigny's attempt to clearly define the terms indicating the various kinds of sugarcane spirits, in actual fact in French they were commonly used without consistency for a long time.

Now let's read something about distillation and quality.

"If we want to have a sure rule, to determine the moment when to distil the fermented wash ... a thermometer will indicate the temperature at which the liquor ferments. It is constant according to the experiments that I have done, that the fermented liquid, as long as it ferments, has a higher heat by a few more degrees, than that of the atmosphere, even in the hottest time of the day; and this same heat decreases as the fermentation takes off. If we hold a thermometer dipped and hung vertically in the liquor, since ten o'clock in the morning, until four o'clock in the afternoon, & if one tentatively watches it, it is judged that the fermentation has reached the appropriate point, when the same thermometer will only increase by one degree, or a half degree, for the whole time; then it is the time to put the liquor into the still. "

"In any distillation, the first portions of water that drip are rejected. We look at them as insipid phlegm; but as soon as it starts to trickle, we collect it in the container. ... It is claimed that some distillers in St. Domingue distil new washes on the residue of their

distillations. I do not know any workshop in the Isle of France which follows such a bad practice: it does not give any more product... bad taste & bad smell ... We are not afraid to repeat it again: the wash-off is the main cause of the bad taste & the harmful quantities of spirits."

"To distinguish the quality of a liquor, smell and taste are enough. The liquor, which is strong, smooth, high in alcohol & which does not feel empyreumatic is good. This last odor above all is a proof of its unhealthiness: so, any *guildive* which smells of fire, must be rejected by the consumer, not only as bad tasting, but still as harmful."

Much later, in 1803, when rum was by then well known in France, De Cossigny published a book entitled "*Moyens d'amélioration et de restauration, proposee au gouvernement et aux habitans des colonies*" ("*Ways of improving and restoring, a proposal to the government and the settlers of the colonies*") Here are some relevant excerpts.

"... and the manufacturing of cane spirit. This latest product of art will become very important for the settlers, if the importation of their *tafias* was permitted in France, as it is in England for the English settlers. It is claimed that this product forms a third of the revenue for a sugar company in Jamaica"

"It was noted in the *Tableau de l'état agricole de St.--Domingue* (...) that in 1789 there were one hundred and eighty-two distilleries. This number seems very significant, if we were not careful that the consumption of *guildive* and *taffia* on the island would have been very great as there are four hundred and fifty-two thousand Slaves, not counting the Whites, Mulattos and Freedmen; that commercial vessels which approached their shores consumed too much of during their trip, they were importing it into our ports and the Americans took shipments..."

The sugar producers do not convert their large syrups into spirits; they sell them to distillers who only focus on this product. But, since 1789, the popularity of this liquor, which was introduced to France more than 20 years ago, has grown and extended. We are now making *ponche au rome*, in Paris, in all the cafés, and we drink a lot in the sea ports, and on the ships: the fact it's drunk hot and very high in alcohol content prevailed."

"Even though our colonies make a cane spirit as good, and of the same quality as the English liquor ... the flow of French *taffia* is considered as rubbish in Europe, while the rum from Jamaica (De Cossigny calls it *rome*) is very popular in Germany and the whole of the North. It is perhaps slightly the fault of our settlers, who did not pay enough attention to the preparation of their spirits..."

I will insist on the advice I gave to the burners, to rectify all the liquor destined for export, and not to deliver to the trade, which is, at least on the Baumé hydrometer, twenty-one proof. They must understand that this product can become very important for them, and that if they want their rum to compete with that of the English, they must make it better quality, because they have to fight a reputation. The first quality is the strength of the liqueur: one will always prefer the strongest in intense spirits, because it takes less in the mixtures that one makes; because it is easy to dilute, by adding water; because it is cleaner than the weaker ones and has a lot of uses, and can only be strengthened by rectifying it; which requires time, costs, and decreases the quantity; or they must add sugar-spirit, the flow of which has not yet been introduced in Europe.

In Tenerife, I had a bit of rum from Jamaica, coming from an Anglo-Saxon outlet: it was twenty and a half proof, it was a little colored. I had another which was twenty-one and a half proof, also colored. In Paris, even in retail, we sell spirits, including ones with nineteen

proof, some with twenty, others with twenty-one, they go up to twenty-two and even twenty-two and a half proof. It is easy to guess that the latter are more expensive; and yet, in general, they are preferred.

In Brest, I saw in a State shop three English stills from an outlet. I was offered to do experiments in Ile-de-France; but their form seemed so defective to me that I refused. They do not give a very flattering idea of distillers beyond Jamaica, for whom these stills were destined. Moreover, their rum has the same odor as all cane spirit ... So, these are several points of perfection that must be sought, if we want to make this liquor popular ..."

"Thus, the introduction of the sugar spirits in France cannot harm the consumption of French alcohol; especially since the alcohol from the colonies is not of general use; because its taste does not pander to the greatest number of consumers. By prohibiting the importation of the latter into mainland France, the settlers' income is reduced, and a profit is given to foreigners who will provide France and Europe with rum."

Well, I think this is enough for this month.

A few years ago I spent a week in Mauritius, attending a Rum Festival and visiting the distilleries. An eventful week, steeped in meaningful experiences, in a stunning island. De Cossigny is a fascinating figure, a real local glory and he would deserve to be rediscovered more than I can do with this article. Perhaps someone in Mauritius could rediscover his work, study it the way it deserves, translate it into English and publish it with an appropriate critical apparatus to make it fully comprehensible to the modern reader. I'm definitely booking a copy!

Marco Pierini

Got Rum?® & THE Rum® UNIVERSITY

Official Store

Bringing you rum since 2001, from the grass to your glass!

www.gotrum.com



Featured Brands



Visit www.gotrum.com, click on "shop"

THE COCKTAIL SCIENTIST

By Joel Lackovich



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

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

Joel Lackovich (joel@gotrum.com)



Photo by Joel Lackovich

THE CUBA LIBRE

INTRODUCTION

If a cocktail could act as a diplomat, the Cuba Libre (also known as Rum & Cola with lime) would be that for the relationship between Cuba and the United States, and both countries would likely be better neighbors today. The Cuba Libre is a popular rum cocktail that is made with light rum, Coca-Cola, and lime juice. More than just a sweet drink that was conceived partially to hide the presence of alcohol, an authentic Cuba Libre relies on two popular exports: light rum from Cuba and Coca-Cola from the United States. Together, these two ingredients form a delectable cocktail that has been enjoyed by many over the past century.

MATERIALS & METHODS

Light rum - 2 oz (60 mL)

Coca-Cola - 4 oz (120 mL)

Juice of ½ lime – 0.5 oz (15 mL)

1. Squeeze the juice of a ½ lime into a Collins glass filled with ice.
2. Pour 2 oz of light rum into the glass.
3. Fill with 4 oz of Coca-Cola and stir well.
4. Garnish with a lime wedge.

DISCUSSION

Historical Origin

It is quite ironic that the literal translation of the Cuba Libre cocktail means “Free Cuba,” for the United States and Cuba have had an export trade embargo against one another dating back to February 7, 1962. However, the origin of the cocktail we know today does not begin with a trade dispute, but rather much earlier around the time of the Spanish American War of 1898. In fact, the term “Cuba Libre” had been used decades earlier in Cuba as a battle cry during the Ten-Year War from 1868-1878 (1). There is also evidence that there was an earlier drink called the Cuba Libre which was supposedly made with *aguardiente* (a generic spirit known at the time) and either honey or molasses and water (2).

While some also believe that the Cuba Libre cocktail may have been created in 1902 to celebrate the country's independence from the United States governance after the Spanish American War, there is a signed notarized affidavit that went into effect in 1965 reporting the contrary to all earlier claims of origin. The affidavit signed by Fausto Rodriguez, who was a Bacardi executive in 1965, asserts that he was present when the drink was first invented, and it happened in August of 1900, when he was a fourteen-year-old messenger working for a member of the U.S. Army Signal Corps in Havana. The story goes that he witnessed Captain Russell pour the drink which was a mixture of Bacardi rum, Coca-Cola, and juice of a lime. He then witnessed Captain Russell propose a toast and yell out, “Por Cuba

Libre.” Thus, according to this document, the Cuba Libre was born (3).

Flavor Profile

Rum

The use of a light rum (a low congener rum) in the creation of the Cuba Libre cocktail was preferred early on as the cocktail gained popularity because it was the perfect camouflage when used with the flavor of Coca-Cola. This was extremely popular during Prohibition which banned the manufacture, storage, transportation, sale, possession, and consumption of alcoholic beverages from 1920 to 1933. A low congener rum is absent of heavy esters. The use of light rum allows the soda and the lime juice to present their aromatic flavors in a Cuba Libre. Today, there are many variations of the Cuba Libre. Some of these variations call for dark rums, some of which use high-congener rums, and provide unique flavor profiles.

Coca-Cola

When Dr. John Stith Pemberton created Coca-Cola back in 1886, he created the world's number one selling carbonated soft drink. Initially created as a cure for many diseases, including morphine addiction, indigestion, nerve disorders, headaches, and impotence, it was not long before the world fell in love with the beverage. The flavor profile of Coca-Cola is rich, intense, and complex. Coca-Cola's sweetness derives from high fructose corn syrup, and the beverage is carbonated with hints of vanilla, cinnamon, citrus oils and other flavorings. Ingredients which are thought to be present in the flavorful formulation include sugar, caramel coloring, caffeine, and phosphoric acid. The sugar present in the traditional Coca-Cola formula is in the form of high fructose corn syrup (HFCS), or sucrose. One of today's most popular variations of Coca-Cola includes Mexican Coke, which uses cane sugar instead of high-fructose corn syrup.

Lime Juice

Lime juice is a powerful flavorful additive that accents cocktails. While lime juice

does have a bitter and acidic taste, it remains the key indicator of sourness in the cocktail. However, the tart flavor of lime juice in the Cuba Libre is tamed by the inherent sweetening properties of Coca-Cola resulting in a fair flavor balance.

NUTRITION

The Cuba Libre is one of the most popular alcoholic beverages in the world and has been enjoyed for well over a century by rum cocktail aficionados. However, in recent years, with the rise in global obesity and more scientific research being conducted on carbonated drinks, a lot more information is available today on the health and nutritional benefits of cocktails, and the results may be surprising to some.

As mentioned previously, with the presence of Coca-Cola in the Cuba Libre, the cocktail does possess HFCS, a sweet derivative of corn starch. To date, there remains no evidence that HFCS is detrimental to one's health according to the Food and Drug Administration (FDA) (4). The evidence remains insufficient to say that HFCS is any less healthy than other types of sweeteners. At the end of the day, it is the increased consumption of sugars, including HFCS that has been linked to the growing obesity epidemic. Evidence has shown that more and more people are consuming more energy calories than they are exerting. As sugar is a carbohydrate, it is important to exert energy to burn the sugars that are consumed. If one continually consumes more sugar than needed and does not exercise to burn off the additional intake, his/her cells can become insulin resistant which may lead to diabetes due to weight gain.

While there remains a lack of evidence that HFCS is any less healthy than other sweeteners, a recent study did find that drinking carbonated drinks may make you hungrier. Research studies have found that carbon dioxide in carbonated beverages can induce ghrelin release in the body (5). Ghrelin has been dubbed the "hunger hormone" because it stimulates appetite, increases food intake and promotes fat

storage. With the Cuba Libre containing Coca-Cola, a carbonated soft drink, the carbon dioxide in carbonated beverages could potentially induce ghrelin release according to this study.

NUTRITION FACTS

(Amount Per 1 Fl oz in a 6.5 Fl oz Cocktail)

Calories:	27.69
Total Fat:	0 g
Cholesterol:	0 mg
Potassium:	3.42 mg
Sodium:	2.43 mg
Total Carbohydrates:	2.25 g
Dietary Fiber:	0.02 g
Sugar:	2.00 g

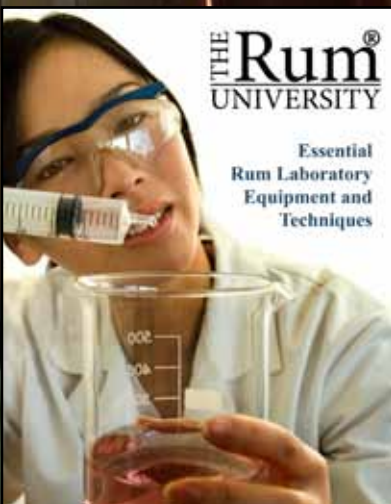
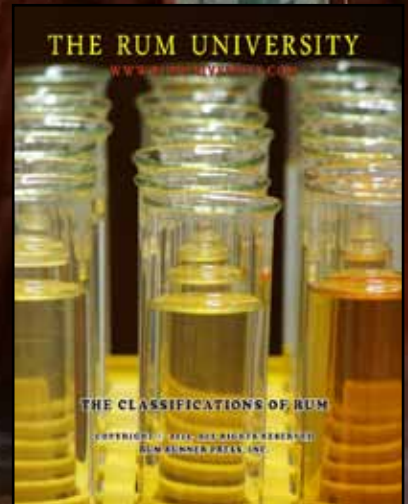
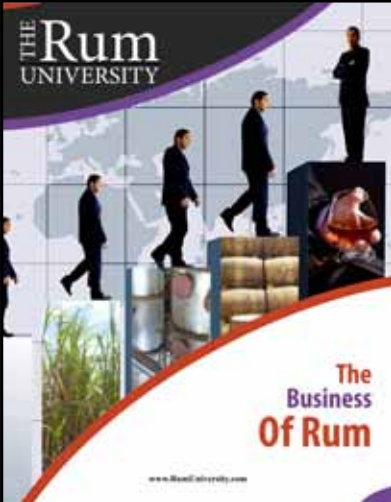
CONCLUSION

The story of the Cuba Libre is a true dichotomy with the fusion of two industrial icons, Cuban rum and Coca-Cola, being manufactured by two nations that are at odds with one another. However, all is not lost. Millions of people continue to enjoy authentic Cuba Libre cocktails every year outside of Cuba and the United States.

REFERENCES

1. Brown, J. and Miller, A. (2009). Cuba. The Legend of Rum. Havana Club Collection. Mixellany Books.
2. Clarke, P. (2006). History Lesson: The Cuba Libre Cocktail. Retrieved from: <http://imbibemagazine.com/history-lesson-cuba-libre-cocktail/>
3. Sabataso, J. (2015). Happy Hour History: The Cuba Libre. Retrieved from: <https://www.pastemagazine.com/articles/2015/03/happy-hour-history-the-cuba-libre.html>
4. Villines, Z. (2019). What foods contain high fructose corn syrup? Medical News Today. Retrieved from: <https://www.medicalnewstoday.com/articles/325315.php>
5. Ewis, DS., Abed, F., Stiban, J. (2017). Carbon dioxide in carbonated beverages induces ghrelin release and increased food consumption in male rats: Implications on the onset of obesity. *Obes Res Clin Pract.* 2017 Sep - Oct;11(5):534-543

5-Day Rum Course: March 2nd-6th 2020, Kentucky, USA



Early Bird Special!

Register now and receive 5 nights at the Brown Hotel included with your tuition. Check-in date: 03/01/2020, check-out date: 03/06/2020.

moonshineuniversity.com/product/5drum_030420/



THE SWEET HARVEST

Farmers' Spotlight



Making Sugar in Louisiana: Much More Than Meets the Eye

By Chris Hogan, Sugar Association Vice President of Communications

If you spend much time with folks who work in the sugar industry, you learn a few things pretty quickly. Sugar is not simply a crop or an ingredient, nor even just a livelihood, for the thousands of farmers who grow and process sugar beets and sugar cane. It's a passion. It's tradition. Often, it's a family business, stretching back multiple generations.

The path from plant to product is also far more complicated than you might think. The sheer effort and hard work that go into producing the sugar we casually pull off a supermarket shelf is amazing.

With help from the American Sugar Cane League, I had the opportunity in November 2018 to tour cane sugar operations in Louisiana. It was harvest season, and the whole industry was in full swing. From the farm to the factory and even the coffee shop in town, it was a remarkable experience. Louisiana cane production and processing support approximately 27,000 jobs, and the state produces about 20% of the sugar grown in the United States.

In fact, of the U.S. sugar-producing areas, Louisiana is the oldest and most historic. Sugar cane arrived in the state in 1751 and was first planted at what is now an intersection on New Orleans' Bourbon Street.

The first stop on our tour was in Houma for a fascinating visit to the USDA Agricultural Research Service Sugarcane Research Laboratory. This vital facility traces its history back to the original Louisiana Sugar Experiment Station, established in 1885. Here, scientists and agronomists research, develop and test sugar cane varieties and play a vital role in establishing and communicating industry best practices.



Farm work is hard work, and in the fields of Carmouche Planting Company in Belle Rose, we saw sugar cane harvesting go on despite constant rain and seriously muddy fields. A lot of time goes into the planting, growing and harvesting of cane, and converting sugar cane into sugar takes expertise, experience and capital.

Planted in the fall, the resulting cane is harvested toward the end of the following three to five falls from that planting. I rode in the harvester, a giant piece of agricultural machinery similar to a combine, with an eighth-generation farmer. He guided the vehicle through dense rows of cane in what's essentially a moving processing plant that harvests, cuts, strips, chops and collects cane for its next stop at the sugar factory.

Located a short drive from the fields, the Lula Sugar Factory was a reminder of the science and technology so integral to this industry. I was guided through the various steps for extracting the sugar from sugar cane, which include purification, clarification, evaporation and crystallization. Each one was its own universe of complexities and tolerances and required constant analysis. Some were measured by scientific standards, some by the eyeballing expertise of 40 years on the job. Receiving cane from seven parishes, Lula and its sister Westfield factory have a combined grinding capacity of 25,000 tons per day.



The last step in the journey from field to table took place at Louisiana Sugar Refining in Gramercy. The enormous refinery, in which raw sugar is processed into refined

sugar, is a good example of the vertical integration within the state's sugar industry. From the state-of-the-art processing floor to the massive sugar shed, which can hold literally tons of sugar (and smells pretty good), it's an impressive operation. LSR produces two billion pounds of white sugar annually for distribution to commercial and retail customers throughout the U.S. and operates 24 hours per day, seven days per week.

While those are big numbers, what's most important is that more than 800 Louisiana growers, on mostly family-run farms, supply the sugar cane that in turn is refined into sugar. And, at its core, that process is amazingly straightforward. Cane is harvested and chopped, and the sugar juice is pressed out and then purified. After being filtered, the juice is boiled to remove the water, which causes sugar crystals to form. The crystallized sugar is put through a centrifuge and washed. The sugar is further washed, and the remaining amount of naturally occurring molasses determines the type and color of sugar.

Overall, Louisiana produces more than 14 million tons of sugar cane on more than 440,000 acres in 24 parishes. The economic impact to growers and processors in the state is \$2.6 billion. Sugar cane is also grown in Florida and Texas. But that's only one half of the industry, as sugar also comes from sugar beets. In the U.S., 11 states grow sugar beets: California, Colorado, Idaho, Michigan, Minnesota, Montana, Nebraska, North Dakota, Oregon, Wyoming and Washington.



Re-printed with permission from The Sugar Association, www.sugar.org

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.

DIAGEO and SANTIAGO de CUBA

Diageo has announced the creation of a joint venture, Ron Santiago S.A., between a European Diageo subsidiary and Corporación Cuba Ron S.A., a leader in the production of premium Cuban rums. The joint venture will have exclusive global distribution rights to Santiago de Cuba™, a premium Cuban heritage rum brand. Globally, premium and above rum segments are growing ahead of the category overall, with premiumization trends driving growth. Over the past four years, premium and above rum retail sales value has grown 12%, whilst overall category growth was 3%. Cuban rum brands account for 9% of the retail sales value of this growing segment globally. The premium plus rum segment in Europe, the key market for development of the Santiago de Cuba™ brand, is growing at 16%, ahead of luxury spirits, at 9%. Santiago de Cuba™ will join Diageo Europe's portfolio of Reserve luxury spirits, building on the trend towards premiumization and the cocktail culture, which are driving growth in key cities and resorts across Europe. With four core variants (Carta Blanca, Añejo, 11-year old and 12-year old) Santiago de Cuba™ is the second largest premium Cuban rum, renowned for its high quality and provenance in

the traditional rum distilling region of Cuba. Dayalan Nayager, Managing Director, Diageo GB, Ireland and France, commented "The joint venture with Corporación Cuba Ron is in keeping with our strategy to invest behind growth opportunities in premium and above brands. Consumers are looking for new and authentic experiences and working with Corporación Cuba Ron provides a great opportunity to expand our portfolio in segments of the rum category whose growth is being driven by premiumization globally and in Europe." Juan Gonzalez Escalona, President of Corporación Cuba Ron SA, said "We are proud to announce the creation of this joint venture, which will bring the award-winning Santiago de Cuba™ to consumers around the world. More than just a rum, Santiago de Cuba™ was born in the city where the history and tradition of Cuban light rum originated. It is an expression of its people and part of our Cuban tradition and culture. We are looking forward to working with our partners to build the success of this premium rum outside Cuba." Unfortunately, the brand will not be distributed in the United States of America. The Diageo group is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness. Cuba Ron is a 100% Cuban-owned company, that produces Havana Club, Santiago de Cuba™, Cubay, Isla del Tesoro, and Siglo y ½. Its factories in Santiago de Cuba™, the birthplace of Cuban Light Rum, are renowned for the distillation of traditional, authentic Cuban rum, with a heritage dating back over 150 years. www.diageo.com, www.cubaron.com

PERNOD RICARD & CASTLE BRANDS

Pernod Ricard and Castle Brands Inc. announced that they have entered into a definitive agreement under which Pernod Ricard, through a subsidiary, will acquire all of the outstanding common stock of Castle Brands for \$1.27 per share in cash, or approximately \$223 million, plus the assumption of debt, through a cash tender offer followed by a merger. Under the terms of the merger agreement, which has been unanimously approved by the Castle Brands Board of Directors, Castle Brands shareholders will receive \$1.27 in cash for each outstanding share of Castle Brands common stock they own, representing a 92% premium to Castle Brands' closing share price on August 27, 2019, and a 109% premium to the 30-day volume weighted average share price through such date. Castle Brands is a developer and international marketer of premium and super-premium brands including many whiskeys and Goslings Rum. Pernod Ricard is the No.2 worldwide producer of wines and spirits and holds one of the most prestigious and comprehensive brand portfolios in the industry, including Havana Club and Malibu. The transaction is expected to close in the fourth quarter of 2019. <https://www. Pernod-ricard.com>, www.castlebrandsinc.com.

BLEEDING HEART RUM COMPANY

Spirit News has reported that Philippine rum, Don Papa, has expanded its portfolio with the launch of a new expression made with Seville oranges. Don Papa Sevillana Cask Finish is the latest limited-edition expression that is made in small batches on the island of Negros in the Philippines. This follows the Sherry Casks Finish, a column-distilled, molasses-based rum, first aged for four years in American Oak ex-Bourbon casks followed by 18 months in four different types of Sherry Casks: Fino, Pedro Ximenez, Cream and Palo Cortado. The rums in these four casks were then blended and then offered for a short period of time in Europe. Non-chill-filtered and bottled at 40% ABV, the new Sevillana cask is a blend of rums aged between 4 and 12 years, distilled from 100% Negros sugarcane. The first maturation is in American Oak ex-Bourbon barrels, which is then followed by three years in two different types of Spanish casks: Oloroso Sherry and Andalusian Vino de Naranja (orange wine) casks. The creation of the Sevillana blend was inspired by the 18th-century Manila-Acapulco Galleon trade, which linked Spain to the Philippines via Mexico. The expression will be available starting October 15th in Harvey Nichols stores in England. Matthias Cadeac D'Arbaud, Don Papa global brand ambassador, said: "Inspired by the oranges of Seville, our latest offering is a unique and wonderful blend of Sherry, oranges and Filipino rum. "Bursting with flavors of fragrant citrus, salted caramel and a subtle hint of oak and with a smooth, long and tangy finish, this premium unfiltered rum is best enjoyed neat as a smooth and refreshing late summer and autumnal sipper." <https://donpaparum.com/>

BOUTIQUE-Y RUM COMPANY

Since its launch in October, That Boutique-y Rum Company has become well known for rare bottlings, exclusive blends and limited casks from some of the best rum distilleries worldwide. Now they have introduced the first two permanent expressions in their new Signature Blends range. Rum expert, Peter Holland, known for his The Floating Rum Shack blog, developed these blends with cocktails in mind, but they have also been designed to be sipped neat. Signature Blend #1 is a predominantly unaged blend of rum from Jamaica and Martinique, with a touch of four-year-old Jamaican rum for "added depth of flavor". The spirit is "bright and grassy, with plenty of ripe tropical fruit and notes of pepper and oak on the finish". Signature Blend #2 was created with the intention of making Mai Tais. It combines rums from Guyana and Jamaica, resulting in notes of oak, black tea and tobacco, with hints of eucalyptus and dried coconut. Pete Holland told Bar Magazine "When tasked with creating rums that would be predominantly used in cocktails, I firstly had to think of the style of drinks that I'd like to enjoy, then set about working a blend that stood up to my idea of what the cocktail would taste like. I don't like the idea of trying to balance

many different rum styles, a situation that overly complicates things. I much prefer the simplicity of two distinct styles working harmoniously together, each displaying their strengths and contributions to the cocktail.” Selina Raggett, brand manager for That Boutique-y Rum Company told the magazine “The Signature Blends stem from the knowledge and relationships we have developed over the past year, allowing us to create a continuous liquid that still meets the high Boutique-y standards and our ‘no BS’ approach to the rum category.” <https://thatboutiqueyrumcompany.com/>

ROCKSTAR SPIRITS

Rockstar Spirits has secured a five-figure loan to expand the business, following the success of its Two Swallows Rum range, which was recently selected by Coca-Cola as the official partner for its new Signature range of mixers. The two existing rums in the range, Pineapple Grenade and Two Swallows, have already proved popular; Pineapple Grenade sold out on Amazon within an hour after the rum featured on ITV’s This Morning. Rockstar Spirits was established in October 2018 by company owner Tom Hurst. He initially secured a loan of £14,000 from GC Business Finance to set up the company and now he has been granted a second loan, which has enabled the Rockstar to develop two new flavors: Grapefruit Grenade and Two Swallows Cherry, which will be launched this month. Hurst said: “Right now is a very interesting time for spirits. We have seen gin reinvigorated by producers looking to please a more discerning audience which has paid off massively. Now I believe is the time for rum to undergo the same transition. Our Coca-Cola partnership shows that the appetite for our upmarket rums is growing, and with the help of this latest loan we will be able to make a bigger impact on the growing sector. “We have established an excellent relationship with the team at GC Business Finance, who have supported Rockstar Spirits right from the get-go. We are looking forward to working with them and hitting our target of releasing the next two flavors with use of this loan.” <https://www.rockstarspirits.co.uk/>

RHUM JM

SPIRIBAM Fine Rum Specialists recently announced the upcoming release of a 110-proof expression of its Rhum J.M White Rhum Agricole. The new product, Rhum J.M Blanc 55%, will satiate a demand led by a popular surge in premium craft and high-proof spirits. Since 1845, Rhum J.M has been regarded as one of the Caribbean’s most prestigious rum distilleries. The brand’s line of expressions is renowned by some of the finest cocktail bars in the world, and they are used as a core ingredient in some of the world’s most innovative cocktails. This 110-proof expression will be bottled in liters, offering an additional advantage for buyers, and will be complementary to Rhum J.M’s already established line of white rums, which

includes Rhum J.M Blanc at 80 proof and 100 proof respectively. “This is a long-awaited moment for the U.S. rum market. Not only is Rhum J.M a gorgeous and beloved rum amongst the bartending community, but this release fills a void in the over-proof Martinique Rhum Agricole category that has since been embraced,” explains Kiowa Bryan, Marketing Director of SPIRIBAM, the brand’s U.S. importer. Produced at the foot of Martinique’s volcanic Mount Pelée, rum drinkers can expect the typical notes of ripe tropical fruit, accompanied by a heavy minerality and touch of salinity. Rhum J.M Blanc 110 proof couldn’t be more perfect for the traditional Martinique cocktail, the Ti’ Punch, which offers a strong rum flavor, a dash of sweet (sugarcane syrup), and a bit of sour, balanced with a touch of citrus oil (squeeze of fresh lime zest and juice). Rhum J.M 55% will be launched across the United States from July 2019 at an approximate retail price of \$36.99 per liter. Customers across the country (with the exception of those from AL, IL, KY, MI, MS, NH, SD, and UT) will be able to order the product and have it conveniently shipped directly. Established in 1845 by Jean-Marie Martin, Rhum J.M, for nearly two centuries, has displayed raw talent and craftsmanship through its portfolio of Rhum Agricole. As one of the smaller producers of Rhum Agricole, the components of Rhum J.M come from around the distillery and the people that work there. From the breezy volcanic sugarcane fields to the humid, salty aging environment to the estate’s mineral spring water used in the rum, it is the place where Rhum J.M is made that is the signature of the rum’s quality. www.rhumjmus.com.

VIRAGO SPIRITS

So far, Virago Spirits has won Gold Medals at the 2019 SIP Awards, Double Gold at the 2019 American Distilling Institute (ADI) Judging of Craft Spirits, Platinum – Best of Show at the 2019 World Beverage Competition and Rum of the Year at the 2019 London Spirits Competition. Virago Four-Port Rum is a distinct blend of pot- and column-distilled rums from four ‘ports’ across the Caribbean: Barbados (8-year-old rum, pot and column distilled); Jamaica (4-year-old rum, pot distilled); Nicaragua (5-8-year-old rum, column distilled) and Panama (6-year-old rum, column distilled). A premium, aged blend, Virago Four-Port Rum harmoniously balances the bold spice and earthy funk of British-style rums with the softer, more seductive profile of Spanish-style rums. Their Ruby Port Cask Finished Rum is the first in a series of cask-finished products. This expression of Virago offers an intriguingly delicious re-interpretation of their flagship Four-Port Rum. Having spent months in freshly-emptied casks of ruby port from Portugal’s Douro Valley, this spirit exudes an earthy depth, featuring layered notes of campfire, brown sugar, black cherry, pipe tobacco and leather with a finishing

hint of candied almond. While these rum blends are garnishing awards, Distillers Brad Haneberg and Barry Haneberg are hard at work back at the Virago distillery, using a vintage, direct-fired 2,500-liter Charentais-style alembic still, one of only a few operating in the United States, to create their own spirits. The process is laborious and slow and requires significant patience, skill and attention-to-detail. The results, however, are spirits and liqueurs of uncompromising quality, balance and depth of flavor. Direct-fire adds layers of depth and complexity of flavor, much as with grilled food. Distilling "Low and Slow", where a single distillation can take upward of 12 hours and a complete distillation cycle (three 'brouillis' distillations + one 'bon chauffe' distillation) requires upwards of 48 hours, maximizes their ability to separate out the crude portions of the distillate and to concentrate flavor. Glycol-chilled water cooling allows for precise control over the temperature of the final distillate, providing for a smoother, more aromatic product. <https://www.viragospirits.com>

CARIBBEAN RUM & FOOD FESTIVAL – BOSTON

Mixes, Cocktails and renowned Caribbean rum & food will be served at the 3rd staging of the "Caribbean Rum & Food Festival". This celebratory event will be held at Reggie Lewis Center, 1350 Tremont Street, Boston, MA, Saturday, September 14, 2019 - 12:00pm to 3:00pm and 4:00pm to 8:00pm. The event will highlight another Caribbean segment, rum, rhythm and food, to an exciting new feel in Boston, Massachusetts. Patrons will be given a virtual journey through the Caribbean, as they experience the culinary diversity, live entertainment and the spirits of each Caribbean country. Enjoy the great sampling a variety of Caribbean rum and cocktails. <http://caribbeanrumfoodfestival.com/>

DIABLESSE RUM

LA DIABLESSE is a dark, ancient, mythical temptress of Caribbean Folklore. Glimpsed only by moonlight, she entices and captivates all those who cross her path. DIABLESSE RUM was born out of a love for the Caribbean and a yearning to do something different with this unique spirit. Diabliesse is an independent, Manchester, England based company whose ethos is to bring quality, authentic rums to our shores, blending pure rums, to give new, undiscovered & delicious flavor profiles. Their first product, Caribbean Golden Rum, is a blend of 8 year old Barbados Rum from the Four Square Distillery, 2 year old Guyanese Demerara rum, distilled on the 130 year old Enmore wooden Coffey still at the Diamond Distillery and 4 year old Jamaican rum from the Worth Park Estate. Their newest rum is Diabliesse Clementine Spiced Rum, a unique blend of Demerara rum from the Diamond Distillery in Guyana, which has been flavored naturally with Clementine, Clove, Star Anise,

Cinnamon, Vanilla Pod, Ginger and Pimento. www.diabliesserum.co.uk

THE TOP TEN BEST RUMS TO DRINK NOW

It seems that many magazines today are eager to share their "Best Rum List". It is interesting to see how they compare. For example, if you read Esquire, your list of the Top Ten distilleries/blenders would include Mount Gay, The Real McCoy, Appleton Estate, Plantation, Bacardi Facundo, Diplomatico, Santa Teresa, Don Q, Goslings and Privateer. If you are a Cosmopolitan reader, your given a more precise list of the Top Ten rums: Brugal Añejo, Malibu Original Coconut, Plantation Stiggins' Fancy Pineapple, Bacardi Superior, Cruzan Estate Diamond Light, Sailor Jerry Spiced, Flor de Caña 18, Mount Gay 1703, Goslings Bermuda Black and Diplomatico Exclusiva. If you read the more exclusive Robb Report, they narrow it down even finer with their list of Top Five rums: Flor de Caña V Generaciones, Bumbu XO, Ten to One, Diplomatico No. 3 Pot Still Rum and Admiral Rodney HMS Formidable. <https://www.esquire.com>, <https://www.cosmopolitan.com>, <https://robbreport.com>

A RUM TALE – SPIRIT OF THE NEW WORLD

Not to be confused with the Procol Harum song, A Rum Tale is a new book from Joseph Piercy published by The History Press. It is 5 x 7 inches and has 191 pages. This is not your typical color-picture rum book; it is more an enjoyable rum history class. Steeped in a long, diverse history, rum is a spirit that has meaning in cultures across the globe, from its home in the Caribbean and Barbados, through the ranks of the Royal Navy, to the Australian rum rebellion. Here Joseph Piercy delves into the rich history of rum, from the invasion of the Caribbean to the real pirates of the Caribbean who gave use some of our best-known brands of rum today, such as Henry "Captain" Morgan. He explores the legend of Nelson's blood (whose body was said to be stored in a rum barrel for transport) and the rum-running of U.S. Prohibition, which stoked the Bacardi family's rise to fame and fortune. As it experiences a long-overdue resurgence in popularity, alongside a fascinating history, Piercy shares his experience of this versatile spirit, listing rums not to miss and delicious rum-based cocktails you can try at home. This is a fun little book that makes an enjoyable read at the beach or a long plane ride. The book is currently available from Amazon UK and will be available from the Amazon US in November. Mr. Piercy has written several books about the English language, as well as an earlier drink book called Slippery Tipples: A Guide to Weird and Wonderful Spirits and Liqueurs.



2nd 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 2019 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.**

2018 Winners appeared on the Dec. 2018 issue of "Got Rum?". Visit "Archives" at gotrum.com.

EXCLUSIVE INTERVIEW

by Margaret Ayala



(L to R) Nelson Dilbert, Jason Lambert and Walker Romanica, Cayman Spirits Company

I am very happy to share this interview with all our readers. Luis and I have had the pleasure of knowing about Cayman Spirits Company for many years and are very proud of all their accomplishments.

Seeing their team grow and their product portfolio expand are a true testament to their devotion to capturing excellence in every bottle!

Margaret Ayala, Publisher



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

Jason Lambert. Distiller and Production Manager, Cayman Spirits Company, Grand Cayman.

Q: What inspired your company to build a rum distillery and why on the Cayman Islands?

One of our founders, Nelson Dilbert, has been in the beverage industry for decades. He once owned a brewery, but decided to step it up a notch and create the island's first distillery. He and our other founder, Walker Romanica, live in Grand Cayman, so it was a logical place for them to start.

Q: Producing rum can be difficult, but doing so on an island presents special



challenges. What were some of the challenges the distillery faced when it first opened?

Getting anything shipped to this island can be somewhat of a challenge, so I couldn't imagine what it was like getting our stills, fermenters and mash tun here. Lucky for me, they were well established by the time I joined the team.

Q: Do you believe the toughest challenges are already behind you or do you see new ones on the horizon?

As a distillery, the build out was a massive challenge that our founders accomplished years ago. However, our goal is to continue to expand as quickly as we can. That means the challenges of my role here have only just begun.

Q: How did you gain the knowledge needed to perform your duties at the distillery?

I've always had a passion for science and found distilling fascinating. So as I would sip on a fine rum or whiskey I thought, "*I have to learn how to make this.*" Needless to say, that brought me down quite the rabbit hole, and I soon fell in love the craft.

I've been studying distilling and working with distilleries near my home town for years now. When I decided to make this my career, I attended school at the Distilled Spirits Epicenter in Louisville, Kentucky. It's hard to beat the Master Distiller of Woodford Reserve, Chris Morris, teaching you aging, a founder of Ferm-Solutions and Wilderness Trail





Distillery, Dr. Pat Heist, teaching you about fermentation, and a retired Engineering Manager from Seagrams and Barton, Pete Kramer, teaching you about distillation, just to name a few. My rum instructor, Rum Consultant and Founder of The Rum University, Luis Ayala opened my eyes to the variety and complexity of the spirit. He also made it clear that the beverage has a lot of room to grow in the world of spirits and I'm glad to be a part of that.

Q: What kind of work did you do before you started your distilling career?

Before I began distilling full time I was a geophysicist in the Boston area. We did

some amazing jobs like working on History Channel documentaries and massive EPA clean ups. Although the work didn't directly translate into distilling, my love and appreciation for the sciences has always been a common thread in my professional life. It has been a vital tool in learning the art of distilling.

Q: What rums are you producing?

Our flagship rum is Seven Fathoms and has gotten some much deserved attention in the rum world over the years. When made, we carry as much of the caramel, toffee, and congener essences from the ferment as possible to create a full

bodied rum. This, paired with aging in used bourbon casks, help create some lovely vanilla, nut, and chocolate notes you may find in a smooth bourbon. In fact, a lot of whiskey drinkers claim it is their favorite rum and it often takes the place of whiskeys in classic cocktails at local bars. We also have a “Governor’s Reserve” line of white, dark, gold, spiced and flavored rums that we sell an awful lot of here on the island. These are classic representations of each rum’s namesake, and are all hand crafted in house.

Q: Your distillery first came to our attention many years ago, due to the unique aging method for Seven Fathoms. Can you tell us more about it?

As I’ve mentioned, Seven Fathoms is our flagship rum and for good reason. It is aged in used bourbon barrels seven fathoms (42 feet) under the ocean. The constant motion from the waves and tides really translate into every bottle, and customers and critiques alike seem to agree. The only thing I plan on changing about it is to make a whole lot more.

Q: In addition to your rums you also have a Vodka and a portfolio of Liqueurs. Can you tell us more about them?

Absolutely! Our Vodka is something I am extremely proud of. As many distillers know, it is not an easy spirit to create. Luckily, we have a 28 plate reflux column that can do the trick when used properly.

Our liqueurs are also a big hit on the island. When I arrived we had four: Coffee, Peach, Blackberry and Triple Sec. We’ve since added an Amaretto and it has done extremely well. I believe it to be a perfect balance of almond and vanilla with just the right amount of apricot, cherry and spices to round it out. It was very fun to be a part of and immediately became one of our best sellers.

Q: I understand also that you have some other fun and exciting products coming soon for customers. Can you share the news?



Of course. One of the projects I was most excited to work on here was our canned cocktails. We have a Rum and Cola that we can barely keep stocked, and I plan to have many more RTD cocktails on shelves soon.

We are also greatly expanding our gin production and hope to make that a big part of our portfolio. We’ve made everything from dry gin to floral and botanical, but are on the cusp of pinning down a flagship gin and ramping up production. However, the most fun project I’ve done yet was use local mangos to make a brandy. Not only does it taste amazingly, but I’m proud to have created something that is %100 Caymanian. As of this interview, the brandy is still resting patiently in an oak cask, but the fresh burst of mango in every smell and sample I take has me really excited to bottle it in a few months.

Q: Do you have plans to produce additional rums in the near future?

I sure do, but as you know these kind of projects take years. Just know I really want another premium rum in our portfolio and I think we're on the right track.

Q: Where are your products currently available for purchase?

Most of them are only available in the Caymans, but our Seven Fathoms can be found in many cities in the United States. It can also be found in Canada, Germany, Belgium and the United Kingdom so be sure to check your local liquor store if you're in these areas. It is also carried by certain online distributors. Needless to say, we plan to expand our territory very soon.

Q: Do you offer tours of your distillery as well as tastings? Are recommendations/reservations required?

Not only do we offer tours, but it is the highest rated attraction on Trip Advisor in Grand Cayman! They're unlike any distillery tour I've seen. Our staff is extremely knowledgeable, and you can sample as much of our products as you'd like (within reason). The tasting in the front of the house lasts about a half an hour. Afterwards, you take an in depth tour of the distillery itself and can learn the rum making process from start to finish. At \$15 a person for tourists and \$10 for locals, there's no wonder why it's as popular as it is. Reservations aren't required, but are suggested. They can fill up pretty fast. We also hold private events at the distillery after hours.

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

You can expect a friendly greeting from our staff followed by a tasting to some good music of course. The staff does a great job describing what went into every spirit, and can answer any question a customer might have.

Q: I understand at the conclusion of the tour, customers have the opportunity to sample the "Distiller's Special", what is this?

For a few dollars more, a customer can sample our most premium rum which was aged in Oloroso Sherry casks. The casks give it an amazingly light, dried fruit and floral finish that is unlike any rum I've tasted. It's absolutely perfect to sip on after dinner or relaxing on the beach, which we tend to do here. We will also start incorporating our small batch gins into these extended tastings very soon.

Our latest "Distiller's Special" gin takes a classic London Dry recipe but adds a touch more dried tropical citrus fruits to balance it out. Our first run was amazing and hopefully with a few small tweaks it could wind up being our flagship gin. We don't want to rush perfection though, so stay tuned.

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

We always appreciate a follow and like on Facebook and Instagram! You won't be disappointed by the new content and products we're constantly posting about. Personally, I'm always checking my emails at Production@rum.ky, and would likely respond to any inquiries by the end of the day.

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

Just to keep an eye out for our products and be sure to give us a try when you see them. Also, thank you for giving me the opportunity to share with you our story and all the new things we have in store.

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

Cheers!
Margaret

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



Coffee Martini

While it is true that in the past I've used coffee as a wild card in my search for rum cocktails for pairings, for this pairing I deliberately opted to use a recipe known as Espresso Martini. This cocktail calls for equal parts of vodka, coffee liqueur and an espresso. In order to give it a rum character, I have to select the ingredients carefully, which I did as follows:

- 1 oz Trois Riviere VSOP – Rhum Vieux Agricole from Martinique
- 1 oz Flor de Caña Coffee Liqueur from Nicaragua
- 1 oz Espresso Britt from Costa Rica

I am now going to share some tips that will help you recreate the cocktail at home, the simplest way possible. Start by chilling the Martini glass and have a cocktail shaker ready. Make sure the espresso is cold, then add all the ingredients to the shaker, fill it with ice and shake for about 30 seconds. As you strain the contents into the Martini glass, the ingredients will be well-mixed at first, but after a few seconds you'll see that the foam separates from the mixture, rising to the top. At this time you can garnish the cocktail by placing a few coffee beans on the foam (I didn't have any handy), it is a very classic way to decorate it, so it enhances its appeal, even before the first sip.

When pairing cigars with cold cocktails, you don't want a very prolonged smoking time, since this would result in the cocktail warming up, losing its balance. For this reason I selected a Montecristo N°4, better known as Mareva (42 x 129mm), which can leisurely give us about 30 minutes of smoking time.



Photo credit: @Cigarilli



Photo credit: @Cigarilli

Montecristo, as a side note, usually has an intensity above medium, not quite a Partagás or Bolivar, but a very well-defined character among the classic formats, with N°4 being one of the best sellers and more-recognized ones around the world.

The traditional Espresso Martini is well-balanced, featuring the coffee as the flavor protagonist. In the case of the rum-version of the cocktail, I needed to shift some of that balance towards the rum, so that coffee would not be a flavor foundation. The rum could not be overly-sweet or strong (alcoholic) either: the sweetness from the coffee liquor should be enough. This coffee liquor, by the way, is an excellent product made with sugarcane alcohol and with just the right amount of sweetness.

Many of today's leading rums are too sweet for this cocktail and an overproof rum would

also be too much for the cocktail, so select your ingredients with care.

The pairing with the cigar is very straightforward, very mainstream and even a bit monotonous, given the roundness of the cocktail and the intensity of the cigar. I am not saying that I didn't enjoy it, but I'm intrigued by the idea of trying it again but a stronger-bodied Mareva or with a cigar from Flying Pig (also from Nicaragua), I imagine it would be marvelous.

I hope you are able to recreate this pairing and that it is of your liking. Please remember to write me with suggestions for future pairings, I'll do everything in my power to accommodate the requests.

Philip Ili Barake
#GRCigarPairing



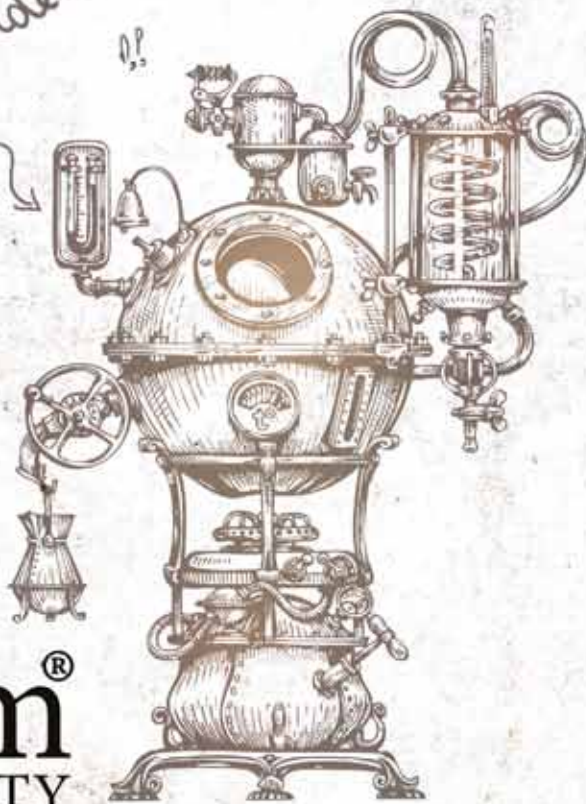
Win



Success



ideas



THE Rum[®] UNIVERSITY

THE Rum[®] UNIVERSITY

Transforming your RUM ideas into reality!

Hands-on, Public and Private Courses

www.RumUniversity.com