

Got Rum?™ We Do!

JULY 2002

Rum News
Upcoming Events
Reviews
Recipes
...and more!

Got Rum? Newsletter

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Rum In The Media

Congratulations to all our friends at Montecristo Rum for the extraordinary marketing effort. Montecristo Rum appears in the “New Products” section of the June 2002 issue of Market Watch and in the August 2002 issue of Wine & Spirits! Tim Haughinberry explains:

“New York is a huge success, over 300 accounts in one month. (In July) we kick off Massachusetts then Rhode Island. After that we head to Atlanta, Alabama, Tampa/St Pete, Chicago and Indiana. That brings us to August first where we hope to come home for a week before we launch California and Texas in August. If you have friends in our upcoming cities, email us and we will try to say ‘Hi’”.

You can contact Team Montecristo at [<Flor@montecristorum.com>](mailto:Flor@montecristorum.com)



Khukri Rum from Nepal is creating waves in China & the cyberworld with spectacular write-ups in "Wine World" Magazine & "Fine Wine & Liquor" Magazine.

For additional information about Nepal Distilleries and their rums, please visit their official website at:

<http://www.nepaldistilleries.com>



From the Editor

Welcome to July's issue of "Got Rum?". We hope you enjoy our new format. Since this month marks the celebration of American's independence, I thought it appropriate to mention the role rum played in this war.

As the British government supplied its troops with hundreds of thousands of gallons of West Indian rum (which was perhaps the most important morale booster), the American rebels responded by providing their men in the front lines with New England rum, which, according to H. Warner Allen in "Rum The Englishman's Spirit", "would have made a rabbit bite a bulldog".

In the book "Rum, Romance and Rebellion" by Mr. Taussig, we find another quote from a letter by John Hancock to Major-General Lincoln, dated August 15th, 1781:

"As to Rum there has been a quantity procur'd and sent to Springfield, and we have lately been affording assistance to the Qu. Mr. Genl. To enable him to transport it to Camp. It is of such importance that the army should be fill'd up and regularly supplied, that you may



depend no Exertions of the Executive here shall be wanting to affect those purposes."

History again is shaped by rum and vice versa. So next time you raise your rum-filled snifter, or prepare to enjoy your favorite rum cocktail, do me a favor and toast to one of the unrecognized heroes of the American Revolution: Rum.

Luis Ayala, Editor/Publisher at Rum Runner Press. We welcome your viewpoint at luis@rumshop.net.

This Month's Cover

How many rums from the cover can you identify? Send us an e-mail at info@rumshop.net with a list of the rums. The person who identifies the highest number of rums will receive a FREE Mojito Revolution T-Shirt.



Rum News

PENTHOUSE MAGAZINE & COYOTE UGLY
present the
3rd ANNUAL WORLD'S MOST SENSUAL COCKTAIL CONTEST

Las Vegas, NV- On Tuesday, July 23, 2002, Penthouse Magazine's esteemed panel of spirits industry judges and VIP guests will choose the 2002 World's Most Sensual Cocktail. The judging of the spirited competition pitting original cocktail creations will take place at Coyote Ugly in the New York-New York Casino in Las Vegas. Doors open to public at 9PM.

The 2000 winners were Bacardi's Tropicango (Regular) and Cruzan's Latin Love (Specialty). The 2001 winners were Club Macanudo Bartender Kelly Brewer's recipe for the O LaLa (Regular) and the Tropibar Shop's (Puerto Rico) Jorge A. Lopez Albarran's recipe for Keep Coming (Specialty). The 2002 Awards will be given to one Winning Cocktail and one Runner-Up.

Among this year's judges are Dale DeGroff, Master Mixologist and President of King Cocktail.com, Marie Maher, General Manager of Nectar in the Bellagio, Tony Abou-Ganim, Master Mixologist of the Bellagio, Barbara Rice-Thompson, Spirits Editor of Penthouse and Penthouse Pets Kyli Ryan (February 2002), Courtney Taylor (March 2002), and Jassie Lewis (September 2002).

The Finalists are

Alize's Slide Car (Vincent at Layla, NYC), Dooley's Milky Way, Paul Masson Grande Amber Brandy's Sunburst, Michael MacDonnell's (Olive's, The Bellagio, Las Vegas), The Passionate O, Emily Hagen's (Wet Bar, NYC) Pearl Exoticus Martini, Simon Liu's (Voodoo Lounge, Las Vegas) Innocent Foreplay (with Foursquare Spiced Rum), Bobby G's (Fontana Bar, The Bellagio, Las Vegas) The Luscious Leopard, Bacardi's The Obsession, B&B's Chocolate Kiss and the Rumjungle's (Mandalay Bay, Las Vegas) Montecristo (Rum) Tryst.

Sponsorship Opportunities

For Interested Spirits Sponsors: Exclusivity at the Bar Only for one of each of the following: Vodka, Gin, Scotch, Bourbon, Canadian, Tequila, Cognac, Liqueur, Beer, Wine. For sponsorship information, please contact Dori Bryant at (212) 702-6000 x 1567 or dori.bryant@generalmedia.com For further information, contact Michael P. Moi at (212) 702-6000, 11 Penn Plaza 12th Floor, New York, NY 10001.



The new and improved on-line store for The Rum Shop will soon be opened to the public. This new site is currently undergoing internal testing to insure a smooth and enjoyable experience for all our customers.

Among the new items that will be available are: Mango, Coconut and Tropical Syrups, "Got Rum?" and "Mojito Revolution" apparel lines, Bar Accessories and Gift Sets for the Rum Lover! Stay tuned!



The Angel's Share - by Luis Ayala



Plantation Rum Jamaica - 1983 Vintage - Jamaica

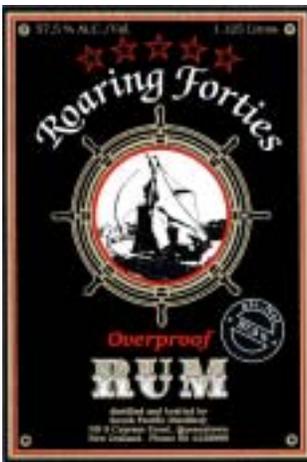
Plantation Rum Jamaica (90-Proof). Perhaps the only Jamaican rum marketed by vintage, Plantation Rum's aroma can be at times very similar to that of French Rhums. Its light and vitreous amber color confronts head on the stereotypical notion

that all Jamaican rums are dark and heavy. Opens rapidly and sweetly, revealing a balancing act of mild oak, brown sugar and bitter caramel.

The finish is bold enough to accentuate a medium-bodied cigar or

to complement a plain slice of cheesecake.

If you don't like too much oak in your rum, this may be a perfect snifter rum for you, otherwise experiment with it in cocktail recipes that are not too sweet or intense.



Roaring Forties Overproof Rum - New Zealand

Roaring Forties Overproof Rum (115-Proof). As dark as the darkest rums ever made, this rum's opacity hides within a most delectable distillate.

Prior to evaluating it, remind your senses of the alcohol content of

the rum, this always helps me avoid surprises. The aroma is strong, as expected, yet clean and delectably oaky. Unfolds remarkably smooth, with bursts of licorice, spice and buttery caramel. The finish is equally good, a firm reminder of the

drinking experience even minutes after its conclusion.

This is by far the first overproof rum I can recommend as a "sipping" rum with the mere addition of an ice cube. A great find!



Amazonas Ocumare Mandarin Rum - Venezuela

Ocumare Mandarin Rum (80-Proof). Being the first distillery in the world to produce a mandarin-flavored rum is a great responsibility. One that Hacienda de Ocumare took very seriously. The result is first class all the way. If you are a citrus aficionado like I am, your enjoyment of this product

starts as the first few drops leave the tip of the bottle and start their downward trajectory toward the snifter. While airborne, the natural essence of mandarins starts filling the surrounding area.

Ocumare Mandarin unfolds exquisitely in the palate, liber-

ating refreshingly natural traces of its namesake. The sweetness level was deliberately kept down to resemble the natural taste of the mature fruit. Remarkably smooth for a flavored rum made at this proof. I can't wait for next year's Citrus Rum Challenge to add this gem to the lineup.

Bartender's Corner - by Pat Davidson

I want to continue with label awareness from last month's issue and shed a few rays of light on what I call "Gray Marketing." I know you have a desire to serve the best rum for each type of setting. We all know that old rums are often enjoyed neat while the less aged rums are generally used for mixing. With this in mind, hopefully I can give you a little working knowledge about labels and American federal laws to create great conversation.

Since most rums in the market today are "blends," that is, are combinations of young and old rums, there are those who would like to use the age of the oldest rum in the blend as the overall age, while there are others who must refer to the age of the youngest rum as the overall age.

In the US the Bureau of Alcohol, Tobacco and Firearms (BATF) mandates that if a distillery wants to place a label on their rum indicating the rum's age, they can only state the age of the "youngest" rum in the blend. If you live in the USA and take a look at your favorite rum store, you will notice that very few labels sold have an age statement. Based on the current law no industry would be willing to give a breakdown of the ages or percentages of the different ages of all rums in the blend. This would lead to consumer confusion. Take for example, a rum containing only 20% of a 2 year old rum (and the remaining 80% being much older) and the distillery having to label their product as a 2 year old rum. Not too impres-

sive when trying to woo a fickle buying market. In other words, the product is much better than is allowed to declare and perhaps worth a good price, but what consumer would pay a high price for a rum they think is only 2 years old?

Several years ago a well-known rum distiller from Barbados created a 'new' label for great aged rum. This 'new' label was developed mainly for their big tourist market. Cruise ship tourist that dock for a short period of time (shopping for great rums) will generally scan the shelves quickly and will buy rums according to time and cost. For example, as shown in the picture, the label indicates a



"12". One quick browse over the shelves and one would think this rum is a 12-year-old rum which in turn would translate to be a good priced bottle for such an aged rum. If one were to look a little closer one would actually realize that the label states the rum is a "12 Blend".

This week I saw two new rum labels that will soon be sold in the US market that concerned me. These labels will have the same marketing twist as discussed above. One label was marked "5" on an amber rum while the other label indicated "10" on a darker

aged rum. While both of these rums are very good, the choice of label creates a false impression. One would think these rums are 5 and 10 year old rums respectfully when in actuality these rums may contain *some* 5 or *some* 10 year old rum in the blend and that they are not the youngest rum in the bottle. Many people I have talked to have not consumed rum since their college days (about twenty years ago). Why? Because of cheap rum consumed back then and the ensuing bad hangovers. Now these same people are more educated from the scotch and bourbon industries and are willing to try rum again, but with a new and open mind. They, as other consumers, pick up what looks to be a 10-year-old rum bottle and do not get a "true" 10-year-old product. Again they are disappointed. This is a prime example of what I call "false impression" about rums.

Being the rum lover that I am I can not help but absolutely love the expression on a newbie's face and their first words after having tasted an 'old' rum, such as, Zacapa Centenario, Doorley's XO or an El Dorado (12 or 15-year-old). Unlike most countries, the US market has been sheltered from this gray labeling with the Federal Labeling Laws. With an apparent loophole, these new owners of a respectable old distillery have taken the tact "Let the buyer beware". For more information you can visit the ATF websire for "The Beverage Alcohol Manual": http://www.atf.treas.gov/pub/alcto_pub/bevalcmanspirits/index.htm.

The Spirit of Cooking - by Margaret Ayala

Yellowtail Snapper with Rum, Brown Butter, Mango and Mint

Ingredients :

6- Snapper fillets (6-8 oz. ea.)	2 C. All-Purpose Flour
½ C. Clarified Butter	½ C. Macadamia Nuts- chopped (coarsely)
1 Tbsp. Ginger- julienned	1 C. Fresh Mango- diced
¾ C. Fresh Mint Leaves- loosely packaged	1/3 C. Rum
Salt to Taste	Freshly Ground Black Pepper to taste

Method :

Seafood Alternatives: grouper, halibut, haddock. Run your fingers over the fish fillets, feeling for pin bones, and remove any you find with pliers. Take care not to pierce the flesh. If the fillets have skin, score them on the diagonal through the skin side 3 times with a sharp knife. Season the fish with salt and pepper. Lightly dust the fillets with flour, shaking off the excess. Heat the clarified butter in a large non-stick frying pan. Saute the fish, starting skin-side down, until nicely browned and just opaque through, about 3 minutes per side. Transfer the fish to plates or a platter. Add the remaining butter to the pan and cook until browned. Add the nuts, ginger, mango and mint leaves and saute for 1 minute. Whisk in the rum and bring to a boil. Correct the seasoning, adding salt and pepper to taste. Spoon the sauce over the fish and serve at once. This recipe yields 6 servings.



CHEF'S NOTE: Clarified butter is butter from which the milk solids have been removed. It is preferred as a cooking fat by many chefs because clarified butter carries the rich flavor of butter without the added problem of potential burning that whole butter has.

To make clarified butter, melt a stick of butter in a small saucepan. When completely melted, there will be a foamy residue on top, which you can skim off and discard with a small spoon. Then, slowly pour the melted butter into a small dish, leaving behind the milk solids which have settled in the bottom of the pan. "Simply Seafood (recipe archive) at <http://www.simplyseafood.com>"

Spicy Garlic Shrimp with Rum

Ingredients :

2 ½ lb. Raw Large shrimp, peeled, deveined, with tails left on	3 dashes Tabasco
1 ¾ tsp. Salt, divided	Juice of 1 Lime
½ C. Light Rum	1 tsp. Ground Cumin
1 Tbsp. Worcestershire Sauce	½ C. Spanish Olive Oil
4 Tbsp. Unsalted Butter	½ tsp. Freshly-Ground Black Pepper
6- Garlic Cloves, finely chopped	1 Lime, quartered
½ C. Fine Dry Bread Crumbs	
2 Tbsp. Flat-Leaf Parsley, finely-chopped	

Method :

Place the shrimp in a large glass or ceramic bowl and toss with 3/4 teaspoon salt and Tabasco. In a small glass bowl, combine the rum, lime juice, Worcestershire, and cumin. Whisk together and pour the mixture over the shrimp. Toss the shrimp to coat them evenly, cover the bowl and refrigerate for at least 1 hour and preferably 2. Preheat a grill or broiler to high heat. In a small saucepan heat the butter and olive oil over low heat. When the mixture is hot and foamy, add the garlic and stir for 1 or 2 minutes, until the aroma of the garlic is released. Do not allow the garlic to burn. Remove 2 tablespoons of the marinade from the shrimp dish and add to the garlic mixture. Bring to a simmer and cook for 1 minute. Remove the shrimp from the marinade with a slotted spoon and discard the remaining marinade. Place the shrimp in a shallow ovenproof dish that will hold them all in one layer. Or, make a single layer of shrimp in the base of individual gratin dishes. Pour an equal amount of the garlic mixture over each, and sprinkle with the remaining salt, pepper, and bread crumbs. Broil the shrimp about 4 inches from the heat source until golden and bubbling, about 8 minutes. Remove from the oven and let cool for 5 minutes, then squeeze a little lime juice over each and sprinkle with the parsley. This recipe yields 6 servings.

Strawberry Rum Tart**Ingredients:**

8 oz. Plain Flour	1 Tbsp. Icing Sugar
4 oz. Unsalted Butter	1 284 ml pot Waitrose Double Cream
3 Egg Yolks, medium	2 Tbsp. Caster Sugar
1 Tbsp. Brown & Polson Cornflour	2 Tbsp. Dark Rum
1 lb. Strawberries	

Method:

Line the base of a loose bottomed 9" flan tin with baking parchment, lightly grease the base and sides. Sift the flour and icing sugar together. Melt the butter until soft and rub into the flour mixture until it is the consistency of sand. Press into the base and sides of the flan tin and chill for 20 minutes. Prick the base and place in a preheated oven 190 C, 375 F, gas mark 5, for 20 minutes. Allow to cool. To make the custard, place the cream in a pan and bring to simmering point. Whisk the egg yolks, 1 Tbsp. sugar and the cornflour together in a bowl. Continuing to beat, gradually add the cream. Return the mixture to the pan, stir over a low heat until the custard thickens and add 2 tsp. rum. When cool, spread over the bottom of the flan case. Hull the strawberries and slice lengthways into a bowl. Sprinkle with the remaining sugar and rum, and steep in this mixture for 15 minutes. Arrange the fruit over the custard, making sure it comes right to the edge of the tart. Chill for 4-5 hours and serve with extra cream.



NOTES : Fresh strawberries, steeped in rum, are arranged over rich custard on a shortbread base. Chill for 4-5 hours before serving and the result is a mouthwatering tart. If preferred, steep the strawberries in kirsch instead of rum.



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Reader's Mail

Q: Dear Sirs, I've been trying to find Ron Zacapa Centenario in the United States without success. I've heard some people say that it is discontinued and that is why it no longer is available. Is this true? I hope not. Thank you for your help.

A: Thank you for contacting us regarding this excellent Guatemalan rum. Fortunately for all of us, nothing could be farther from the truth! Ron Zacapa Centenario is alive and well, now in the very capable hands of Dana Wine & Spirits, who are doing an excellent job of marketing it. If you are a consumer and are looking for this great rum, have your local distributor contact them directly for availability in your area.

Dana Wine & Spirits: (877) 284-0303
Fax: (305) 670-1050



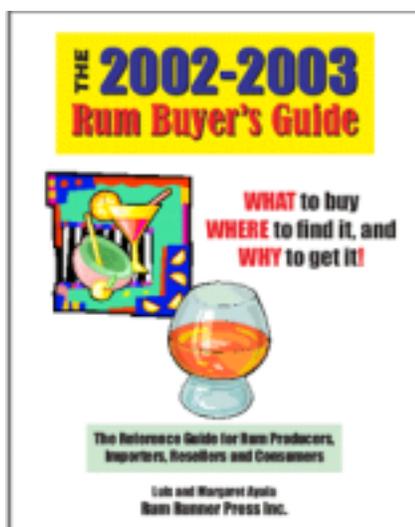
Coming Next Month

The much anticipated Coconut Rum Challenge is right around the corner! We are extremely happy with the number of entries and wish each and every one of them the best.

Few smells evoke instant feelings of sea-side relaxation like that of coconut and we are going

to bring you every smell, taste and sight in the next issue!

Do you like cocktails made with coconut rum? If you do then you definitely won't want to miss the next issue as we share with you not only the best coconut rums in the world, but also the best recipes to enjoy them in!



The 2002-2003 Rum Buyer's Guide is approaching its official release date. This is a must-have publication! It contains contact information for distilleries and importers, production volumes, brands and even rotary reference cards!

Thanks to the tremendous response received, the guide represents a large number of rum distilleries, blenders, importers and wholesalers.

We truly hope this guide will continue to grow in the coming years to eventually include all members of the industry. If you did NOT send us a registration form with all your information, please drop us an e-mail at info@rumshop.net and ask to be put on the waiting list for the second edition.

Basic participation is FREE so why not do it?

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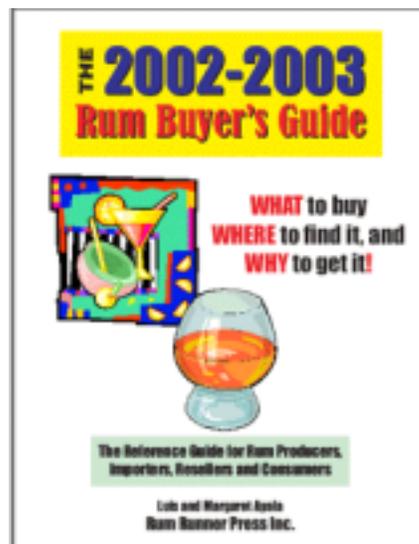
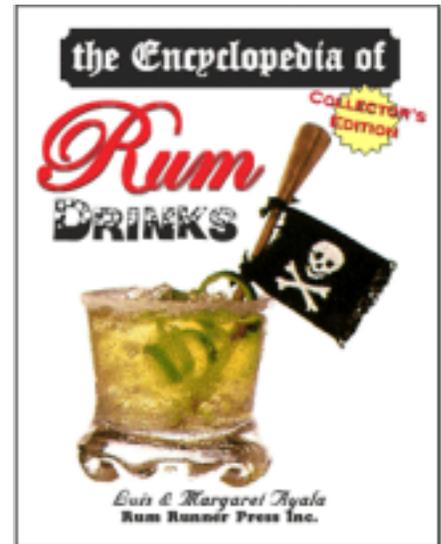
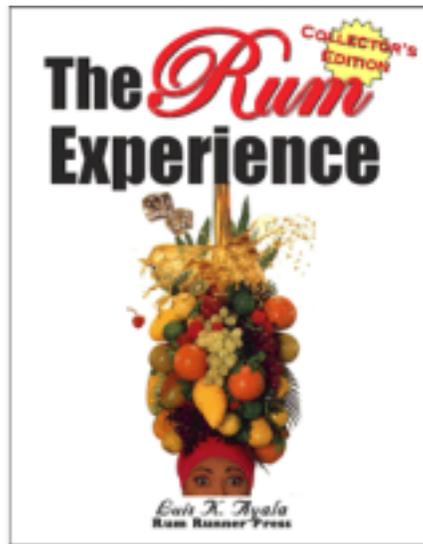
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are interested in having
your products reviewed
by us

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See us at:

www.rumshop.net/



Our Mission:

- 1) To educate people around the world about the many faces of Rum.
- 2) To help rum Distillers, Blenders, Importers and Resellers spread the word about their wonderful products.
- 3) To promote the responsible and sensible enjoyment of what is perhaps the world's most underrated distilled spirit today.