

Got Rum?®

OCTOBER 2019

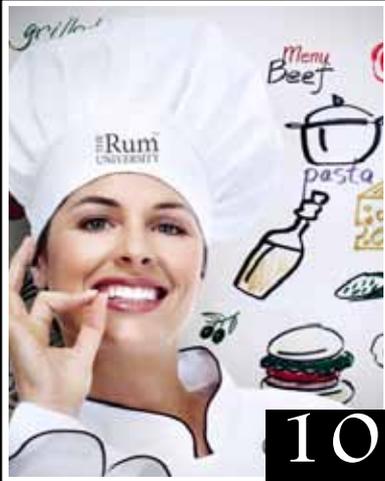
FROM THE GRASS TO YOUR GLASS, SINCE 2001!



**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



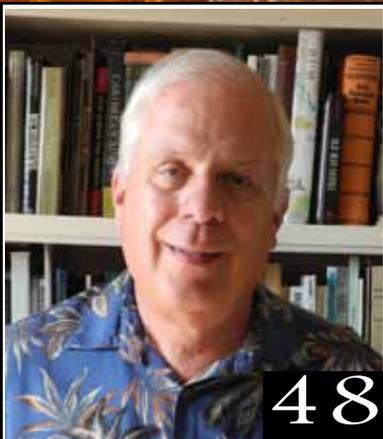
36



CONTENTS

OCTOBER 2019

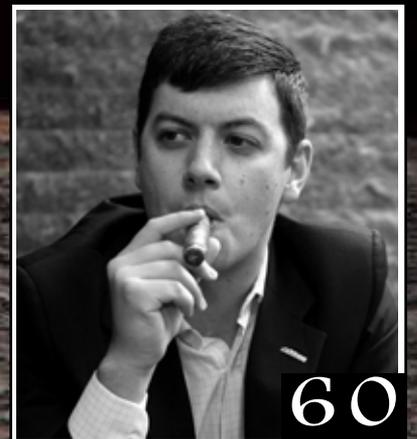
| | |
|-------|-----------------------------------|
| 5 | FROM THE EDITOR |
| 6-9 | THE ANGEL'S SHARE - RUM REVIEWS |
| 10-13 | COOKING WITH RUM |
| 14-17 | THE RUM UNIVERSITY - FERMENTATION |
| 18-21 | THE MUSE OF MIXOLOGY |
| 22-23 | THE RUM UNIVERSITY LIBRARY |
| 26-29 | THE RUM BIOGRAPHY |
| 30-35 | THE RUM HISTORIAN |
| 36-39 | THE COCKTAIL SCIENTIST |
| 42-47 | HALLOWEEN SPECIAL |
| 48-51 | RUM IN THE NEWS |
| 54-59 | EXCLUSIVE INTERVIEW |
| 60-63 | CIGAR AND RUM PAIRING |



48



54



60

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FRONT COVER: Halloween Cocktail

INSIDE SPREAD: Old Fashioned Fall

FROM THE EDITOR

Awful Change

Welcome to October! Did you know that the word *October* derives its name from the early Roman calendar, when it was used to refer to the eight month of the year (Octo = 8)? Despite going through two “upgrades” (Julian and Gregorian calendar changes), the modern calendar still uses the name “October” even though its original meaning was rendered useless a very long time ago.

Words and their meanings, it seems, are free to walk down different paths, sometimes for political gain, other times as a reflection of changing social or environmental conditions.

Take the word *awful*: its original meaning was “full of awe,” a far cry from today’s usage to denote the opposite and unpleasant extreme! In Spanish, sugar mills are known as *ingenios*, a term derived from the Latin *ingenium* which refers to a person’s ability “to invent something” or to “resolve a problem” with ease. Anyone who’s visited a sugar mill understands the myriad of challenges and the matching number of solutions involved in its daily operation. Modern day *engineers*, however, get their name from their predecessors, who designed, constructed, operated or maintained *engines*.

Why is it important to identify and understand these language origins and changes? There is a growing field of work (Language Evolution) suggesting that the gap between modern human brains and modern human languages needs to be bridged by culture. The better we understand this bridge, the better we will understand what it means to be human.

And if this last statement is hard for you to fathom, let me share that the original meaning of the verb *to fathom* was “to encircle with one’s arms.” Outstretching the encircled arms, however, yielded a



practical measure of length (think of da Vinci’s *Vitruvian Man*), a new meaning that was quickly adapted in the maritime trade as a way to easily measure the depth of bodies of water: a weight attached to a rope would be lowered through the water until it reached the bottom. The rope would then be retrieved, using the outstretched arms to measure its length in *fathoms*.

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!

Holmes Cay Barbados 2005

I became aware of this Rum in early September after receiving a press release and I admit I was intrigued, as I appreciate anytime someone steps into the world of private bottling with the vision the brand owner has. Eric Kaye, owner of the Holmes Cay line created the brand for the market in the United States. Like many of us who live in the states, he was frustrated by the lack of accessibility to the many fine Rums produced and released for the European market and decided to create a line of private bottling from Caribbean distilleries he respected. With that metric it is no surprise to me that for his first bottling he selected a Rum created at the Historic Foursquare Distillery of Barbados.

This Rum, like the majority of Rums created at Foursquare, is a blend of Copper Pot and Column still distillation in 2005. The Rum was aged for eleven years in Barbados, three additional years in the UK in once used American White Oak Bourbon Barrels. The Rum was transported to New York and bottled at 64% ABV with no color, additives, "not even water" in 2019. 504 bottles total were created for Holmes Cay Barbados 2005. To my surprise, mid September I received a sample of the Rum and decided to review it for this October issue. It is rare to be able to review a product the same month it is being launched so I decided to share my impressions with you.

Appearance

The sample I received was not in the bottle in which the product will be released. I will let the coordinating image tell the tale and focus instead on the liquid.

In the bottle and glass the Rum maintains the same dark golden amber color with a green tinge around the perimeter of the glass. Swirling the liquid forms a thick band around the glass that thickens up and drops equally thick legs before beading up. Evaporation and beading of the band happen quickly, leaving a few large beads in its wake.

Nose

After pouring the Rum, I let it rest for a few minutes in the glass to let the alcohol vapors clear and then nosed the liquid discovering the aroma of brown sugar, caramel apple, and subtle butterscotch, black pepper, punctuated by charred oak.

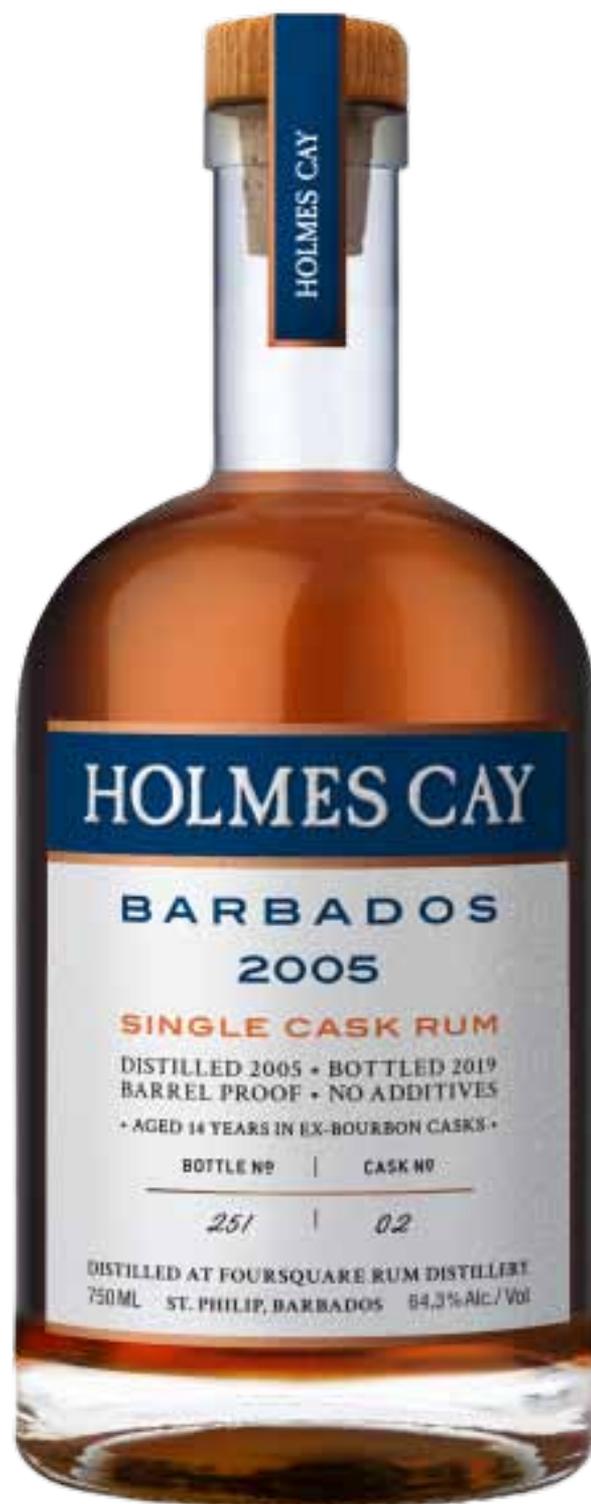
Palate

The heat and intensity of the Rum did not surprise me, but the density of the liquid certainly did. The first sip delivered a swirl of charred oak tannins with black pepper, allspice, cardamom, and cinnamon which together formed the foundation of the flavor profile. Sweet Madagascar vanilla, and dark toffee, with a touch of orange marmalade carry the mid and high notes of which combine and balance well with the other flavors. As the Rum begins to fade the oak tannins take over adding a touch of acidity to a long complex finish.

Review

As I have explored Rums over the years, it is always interesting and dare, I say fun to explore Barrel Proof Rums. I went in with the baseline that it would have an aroma and flavor profile like other Foursquare rums. While I noted some common factors, this Rum had its own clear identity and perhaps distinguished itself as a distant cousin of other products from that distillery. Saying that, Holmes Cay did not disappoint, and I personally enjoyed sipping it neat. Some might be tempted to add a touch of water or a single ice cube to it, but I felt I was sampling it in the way the owner wanted.

Eric Kaye has promised to produce vintages of Holmes Cay from other islands and I hope they all measure up in flavor and complexity of this release. This is an excellent product that I see attracting the attention of not only Rum enthusiasts and collectors, but Scotch and Bourbon aficionados. At this time it is set to launch October 1st and recommend those so inclined to track it down to follow Holmes Cay on their website and social media.



www.holmes cay.com

THE ANGEL'S SHARE

by Paul Senft

Appleton Estate Rare Blend 12 Year Old Rum

Founded in 1860 the Campari Group (Gruppo Campari), owner of the J. Wray and Nephew and the Appleton brands, is an Italian beverage company with a global portfolio. In 2012 they acquired the controlling stake in the Appleton brand and since have worked on elevating the product in the spirit industry. Per Jamaican age statement rules, the youngest rum in Appleton Estate Rare Blend is 12 years old. I was told that it was a blend of 12 to 18 year old rums. Distilled from fermented molasses, using both column and copper pot stills, the rum is aged in used American White Oak barrels then blended to 43% ABV.

Appearance

I was in my local store looking for rums to review, as I perused the Appleton selection this one stood out for a couple of reasons. First, of the Appleton line it was the only one that came in a container, second anything with "Rare Blend" on the label is going to piqué my curiosity, and finally they happen to be running a sale on it that day.

The container is a cardboard sleeve with aluminum caps at the bottom and top. It provides the basic information about the product which is actually a tad bit more than what is on the actual bottle. Speaking of the bottle, the 750 mL glass vessel is the standard design that is used by the Appleton line. The bottle is capped by a metal screw top that holds firmly to the glass.

The liquid in the bottle and the glass is a ruby hued walnut color. Giving it a quick swirl creates a band that slowly thickens and then begins to bead before the first legs form large tear drops and meander down the side of the glass.

Nose

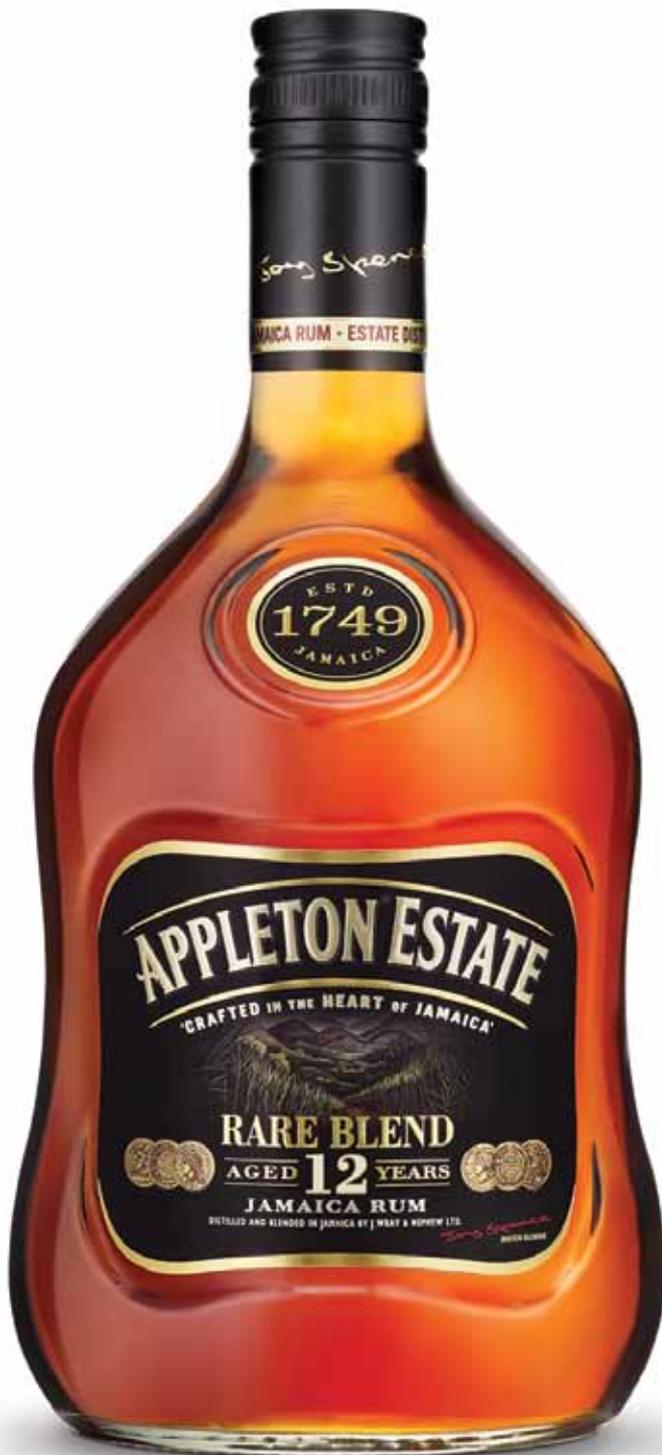
The aroma is interesting. Nosing the glass I discover that the rum leads with a light astringent alcohol note. As this clears I immediately detect sweet caramelized vanilla, dried orange peel, allspice, cinnamon, roasted pecans and almond butter.

Palate

The alcohol in the rum wraps the sides of my tongue as the flavors take center stage. The rum leads with sweet caramel followed by the dried orange peel as I had noted in the aroma as well. I catch a brief note of cooked banana before cinnamon and ginger dominate the flavor. As these notes fade allspice, clove and black pepper swirl in the profile before lightly dry and astringent charred oak notes take over leading into the toasted pecan/almond butter notes from the aroma. It is this final combination of flavors that form a long pleasant finish.

Review

Before this review I had enjoyed Appleton 12 in cocktails for years, but do not recall sipping it neat. Knowing how well it held up in a variety of cocktails, I was pleased that I enjoyed sipping it neat. I tend to enjoy the 8 to 12 year age range of rums for their versatility and Appleton easily fits into my wheelhouse and comfort zone for that reason. Moderately priced for the age statement, like the Barbados Doorly's line, if it was a Scotch or Whiskey I expect the product would be twice the price. Compared to some of the overpriced rums from other Caribbean distillers with less transparent age statements this rum is a good deal on every level.



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Spooky Halloween Rum Chili

Ingredients:

- ½ lb. Ground Beef
- 2 (16 oz.) Cans Chili Beans
- 1 (14.5 oz.) Can Stewed Tomatoes, drain
- ½ White Onion, diced
- ¾ C. Dark Rum + ½ C. to add after chili has cooked
- ½ (10 oz.) Corn, frozen
- 2 Tbsp. Chili Powder

Directions:

Mix ground beef, chili beans, stewed tomatoes, diced white onions, Dark Rum, corn and chili powder in a large pot over high heat; bring to a simmer, reduce heat to medium-low, and cook until the beef is cooked and tender, about 6 hours. Once removed from heat, add an additional half cup of Dark Rum and mix into chili.

Optional presentation: stuff chilli into carved orange bell peppers as shown below.



Spirited Spider Cupcakes

Ingredients:

- 1 package Chocolate Cake Mix
- ½ C. Spiced Rum
- 1 package Jell-O Chocolate Instant Pudding
- 16 oz. ready-to-spread Vanilla Frosting
- ¼ C. Dark Rum
- 12 Pieces Black Shoestring Licorice (32 inches each)
- 24 Oreo Cookies
- 48 Miniature M&M Plain Milk Chocolate Candies

Prepare cake batter as directed on package and add the spiced rum to the mix. Blend in dry pudding mix. Spoon into 24 paper-lined muffin cups. Bake as directed on package for cupcakes. Cool completely.

Blend the vanilla frosting with the Dark Rum. Coat each cupcake with frosting, reserve some of the frosting to attach the decorations.

Cut each licorice piece in half; set aside. Place an oreo cookie on top of each frosted cupcake. Insert 4 licorice pieces into frosting on each side of cookie for the spider's legs. Use reserved frosting to attach M&M chocolate pieces to tops of cookies for the spiders' eyes.



Photo credit: <http://jaquo.com/spider-cupcakes>



FROM

SUGAR

Into

Alcohol

Fermentation Primer - Lesson X

In last month's lesson we discussed *Lachancea thermotolerans* and its ability to ferment to a high ABV, along with its ability to produce a high rate of lactic acid (compared to *S. cerevisiae*). In this month's lesson we take a close look at another fascinating yeast.

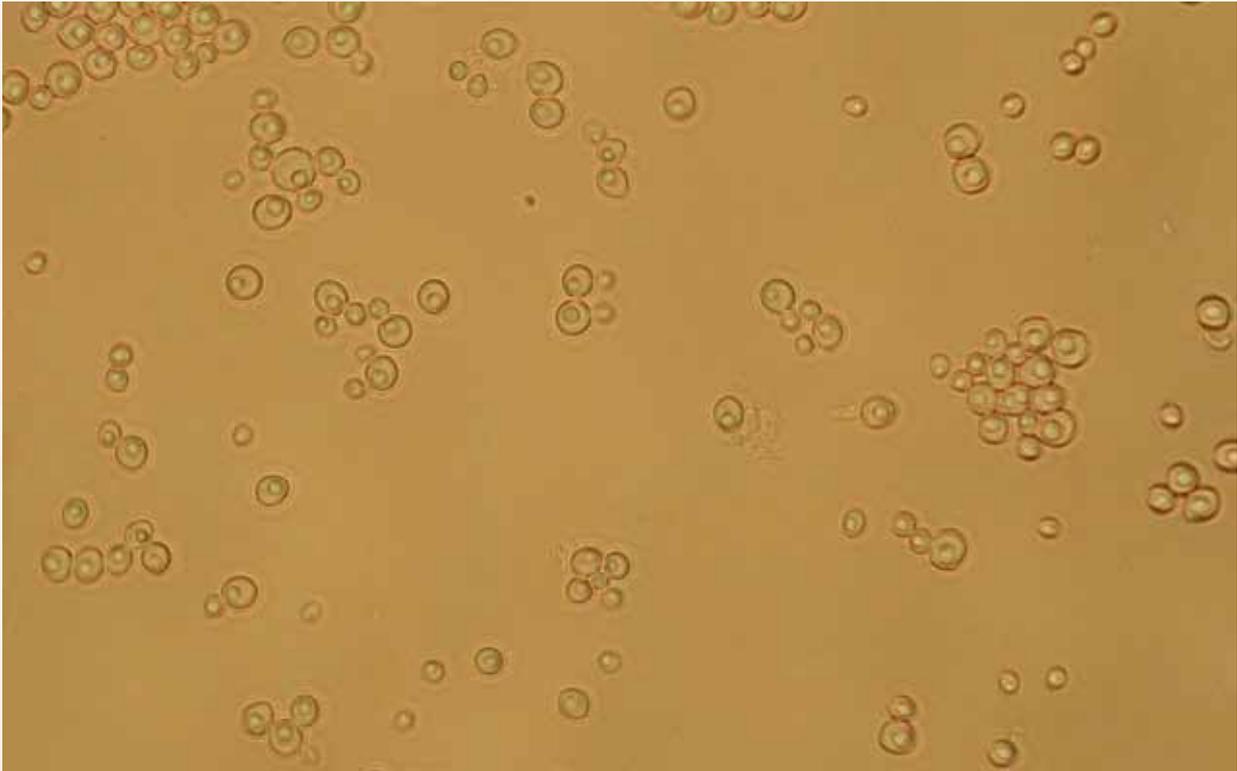


Photo of *Torulaspora delbrueckii* spores, by Walbertin

Q: Are there any yeast species or varieties that show potential for the alcohol industry in future decades?

Alcohol producers (breweries, wineries, distilleries, fuel-alcohol plants) have different needs when selecting yeasts for their fermentations. Some of these needs are:

- Biomass yield, or the volume of yeast cells produced, which ties directly with the fermentation speed.
- Growth under anaerobic conditions.
- Ability to dominate other yeasts in a mixed medium, versus having to inoculate the medium (expensive) prior to introducing the desired yeast.
- Ability to ferment to high ABV yields or with the right combination of congeners.
- Yeast cell size, for biomass separation. The larger the cells, the easier it is to remove them.

Enter *Torulaspora delbrueckii*

The genus *Torulaspora* includes at least six species: *T. delbrueckii* (anamorph *Candida colliculosa*), *T. franciscae*, *T. pretoriensis*, *T. microellipsoides*, *T. globosa*, and *T. maleeae*. The taxonomy of *Torulaspora* is changing rapidly, and we expect species reassignments and new species identification in the near future.

According to an article published by the American Journal of Enology and Viticulture in 1955 (*Yeasts of wine fermentations from various regions of Italy*), *T. delbrueckii* was the first non-*Saccharomyces* yeast proposed for industrial use in wine fermentation. Unfortunately, however, *T. delbrueckii* shows less growth than *S. cerevisiae* under strict anaerobic conditions, and has less fermentation vigour and slower growth rate than *S. cerevisiae* under usual wine fermentation conditions, being quickly overcome by wild or inoculated *S. cerevisiae* strains. These shortcomings are being addressed by researchers, as described below.

According to a paper published in 2018 by Manuel Ramírez and Rocío Velázquez, “a new wine *T. delbrueckii* killer strain has recently been characterised. It secretes a killer toxin (*Kbarr-1*) that is encoded in a double-stranded RNA virus (*ScV-Mbarr-1*) with broad antifungal activity against *S. cerevisiae* (killer and non-killer strains) and other non-*Saccharomyces* yeasts. This negative interaction has already been applied to promote the dominance of *T. delbrueckii* in white and red table wines. This killer strain had the advantage of dominating must fermentation in the presence of *S. cerevisiae* relative to the non-killer isogenic strains.”

With regard to the properties that are desired of yeasts for them to perform industrial alcoholic fermentations efficiently, the tolerance to high glucose concentrations (up to 700 g/L) of *S. cerevisiae* (a poor osmotolerant) was increased by fusing it with the heat-treated protoplasts of an osmotolerant *T. delbrueckii* strain. The resulting hybrids were able to grow in high glucose concentration media, producing increased amounts of ethanol.

The small cell size of *T. delbrueckii* cells (which leads to biomass separation problems and lower yields) seems to be because it propagates vegetatively as a haploid yeast, while the industrial strains of *S. cerevisiae* propagate as diploid or polyploid yeasts. This cell size can be enlarged by increasing the number of chromosomes (ploidy) inducing diploids through perturbed protoplast regeneration or the UV irradiation of intact cells. Stable diploid strains have already been constructed from baker's haploid *T. delbrueckii* strains. These diploid strains were about three times larger than the original parental haploid, while both types had similar biomass yield, stress resistance, gassing power and sweet dough-leavening ability.

While more research is still necessary, the above results are truly encouraging and may some day lead to additional non-*Saccharomyces* yeasts with desirable organoleptic and commercial traits!

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.

Fall Rum Cocktails

Here in Ohio it certainly doesn't feel like fall yet, but it is definitely right around the corner!

I think there is a misconception, too many people think that rum is best used in sweet, Tiki style cocktails, but I do not agree. This is what makes rum, in my opinion, the most versatile and complex spirit category out there. If you think about the aromas associated with cool crisp autumn weather your mind goes right to baking spices..... cinnamon, nutmeg, clove and allspice.

Other smells and flavors like orange rind, maple and molasses always make me think of this time of year too, and thanks to all of my household candles, it is how my house will smell until after Christmas. If you read the descriptive words surrounding the flavor profile of most aged rums, they are consistent with what our brains associate with FALL: baking spices, vanilla, ginger, citrus and banana.

That being said, as much as I love a light refreshing Mojito, or an elaborately garnished Tiki drink in the summer, I think RUM works even better in these latter parts of the year cocktails. I also believe that this style of rum cocktail is where the spirit really shines as the star of the drink, instead of being masked by sugary, juice forward ones.

I have included a few of my favorites below..... and as soon as it isn't 80+ degrees outside I will write about my favorite HOT Rum cocktails!





NUTTY RUM MANHATTAN

- 2 oz. Appleton Estates Reserve
- 1 oz. Cocchi Torino Vermouth
- 2 dashes Fee Brother's Black Walnut Bitters

Stir these ingredients over ice until chilled, then strain into a coupe glass. Garnish with a cherry and a side of roasted walnuts.

FALL SAZERAC

- 2 oz. Diplomatico Reserve
- .25 oz. Allspice Dram
- .25 oz. Demerara Syrup

Stir these ingredients over ice until chilled, then strain into a rocks glass that has been rinsed with Absinthe. (Just rinse, and then discard the Absinthe). Zest an orange peel over the top and drop in and do not add ice!

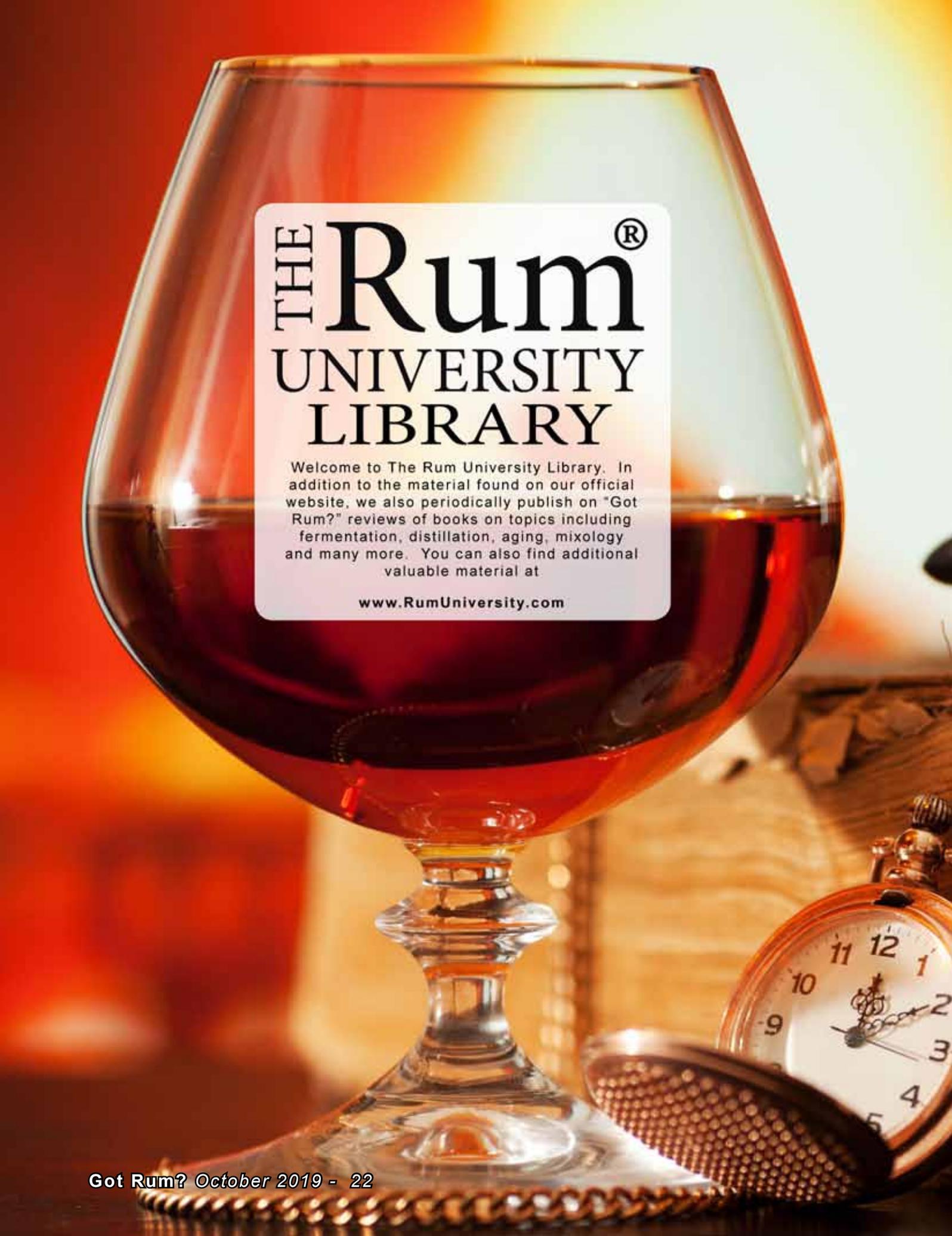
PINEAPPLE RUM PUNCH

- 1.5 oz. Plantation Pineapple
- .5 oz. Smith and Cross
- .5 oz. Velvet Falernum
- 1.5 oz. Apple Cider

Build these ingredients over ice, and stir well. Garnish with a cinnamon stick and a slice of fresh red apple.

Cris





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

www.RumUniversity.com

Gooseberry Patch - Tasty Fall Cooking

(Publisher's Review) A pot of vegetable soup simmering on the stovetop, sips of warm spiced cider and the aroma of a golden turkey roasting in the oven...autumn has arrived, and it's glorious! The season is filled to the brim with delicious reasons to get together with family & friends.

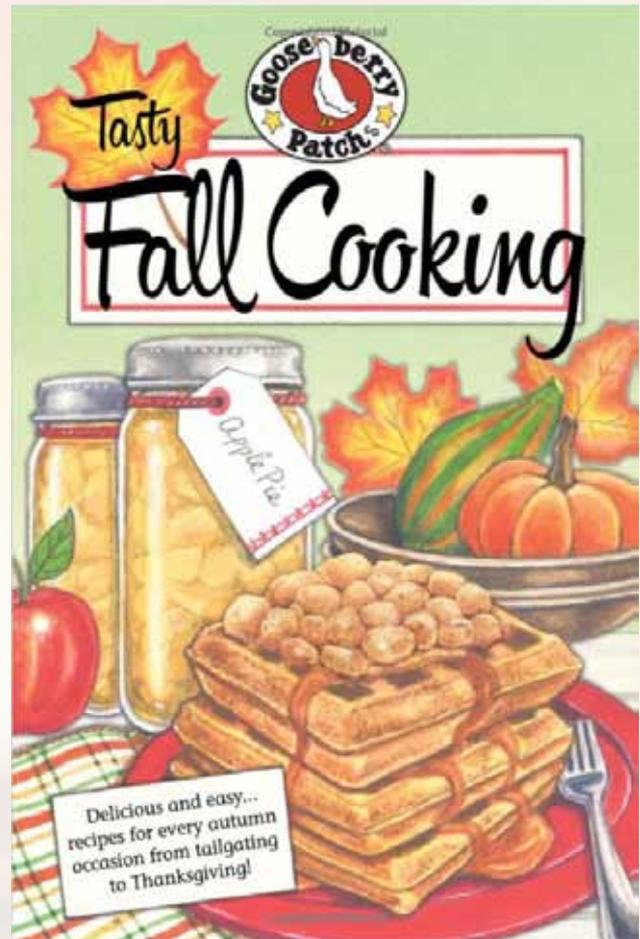
In Tasty Fall Cooking, you'll find scrumptious tried & true recipes to suit every occasion...shared by home cooks from across the country. A breakfast of Happy Apple Pancakes will send the kids happily off to school. Invite your girlfriends for Cheesy Bacon Brunch Bake and Brown Sugar Muffins before a shopping trip together.

Busy fall days call for easy family meals, so serve up speedy one-dish dinners like Supper Club Enchiladas and Chicken & Dumplin' Cobbler. Tuck Mississippi Pot Roast in the slow cooker in the morning for a no-fuss homecooked meal that evening.

On Thanksgiving, whether you're hosting the big family dinner or carrying in a dish, you'll find sure-fire recipes to please, from Herbed Turkey Breast to Pepper Jack Corn Casserole and Baked Cranberries...Autumn Pear Bread too.

For tailgating fun, you'll score with friends when you serve up Scarlett's Football Sandwich Ring, Tasty Taco Soup and Jalapeño Popper Dip. And there's always time for dessert, so how about Grandma's Delicious Pineapple Cheesecake, Donna's Kentucky Pecan Pie or a platter of Frosted Pumpkin-Walnut Cookies? So come on...it's fall!

Gooseberry Patch was founded in 1984 by Vickie Hutchins and Jo Ann Martin, two moms looking for a way to do what they loved and stay home with kids too. 35 years later, they're best known for their



collection of family-friendly, community-style cookbooks. Each book is created with today's time-strapped, budget-conscious families in mind and filled with recipes shared by cooks all across the country. Along with treasured family recipes, each book includes the stories that go along with these tried & true dishes.

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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: Adolf von Baeyer

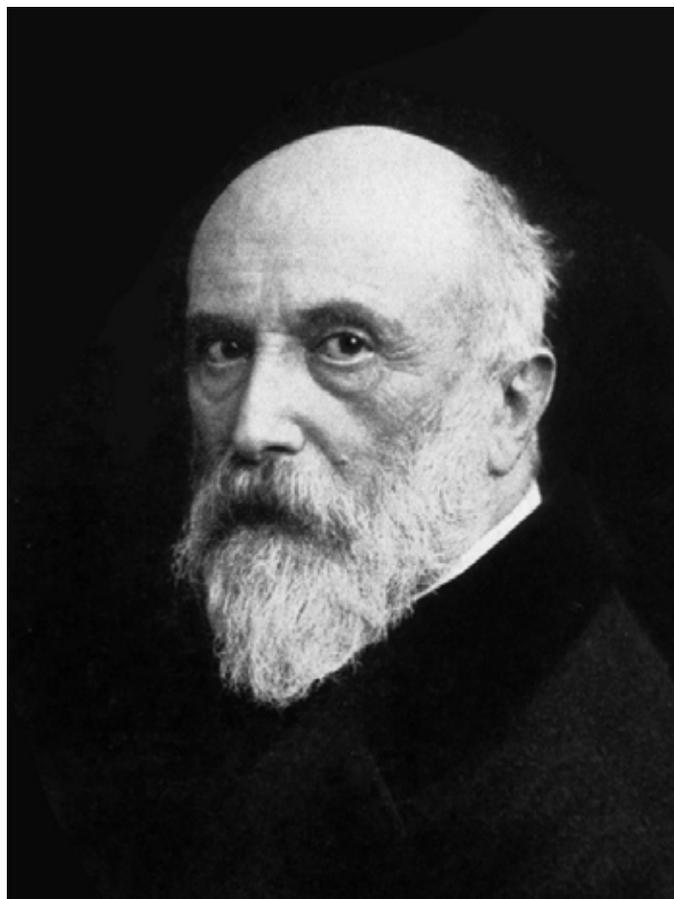
Johann Friedrich Wilhelm Adolf von Baeyer was born on October 31, 1835, in Berlin, as the son of Johann Jakob Baeyer and Eugenie née Hitzig. He came from a family distinguished both in literature and the natural sciences. His father, a lieutenant-general, was the originator of the European system of geodetic measurement. Even as a child Baeyer was interested in chemical experiments and at the age of twelve found a new double salt of copper.

Baeyer devoted his first two years as a student at the University of Berlin (1853-1855) chiefly to physics and mathematics. By 1856, however, his old love for chemistry re-awakened and drew him to Bunsen's laboratory in Heidelberg. His studies here on methyl chloride resulted in his first published work which came out in 1857. During the next year he worked in Kekulé's private laboratory in Heidelberg and was associated with his ingenious structure theory.

Baeyer's life work was soon to bring this indeed most brilliant of chemical theories much resounding success. In 1858, in Berlin, he received his doctorate for his work on cacodyl compounds which had been done in Kekulé's laboratory.

For the next year or two Baeyer was again working with Kekulé who had meanwhile become Professor at Ghent. A study of uric acid, which also led him to the discovery of barbituric acid, provided the thesis by which he qualified as a university teacher in 1860. In the same year he became a lecturer in organic chemistry at the "Gewerbe-Akademie" (Trade Academy) in Berlin. He received little money but was given a spacious laboratory. In 1866 the University of Berlin, at the suggestion of A.W. Hofmann, conferred on him a senior lectureship, which, however, was unpaid.

It was during the Berlin period that Baeyer began most of the work that was to



bring him fame later. In 1865 he started his work on indigo – the blue dye had fascinated him since his youth-and this soon led to the discovery of indole and to the partial synthesis of indigotin. His pupils Graebe and Liebermann, with the help of the zinc-dust distillation developed by Baeyer, clarified the structure of alizarin and worked out the synthesis used industrially. Studies were initiated on condensation reactions which, after Baeyer had gone to Strassburg as Professor in the newly established University (1871) brought to light that important category of dyestuffs – the phthaleins. His synthesis of *phenolphthalein* was particularly important, since this substance become widely used in chemistry laboratories around the world as a visible indicator in acid-based titrations. Baeyer's theory of carbon-dioxide assimilation in formaldehyde also belongs to this period.



On the death of Justus von Liebig in 1873, Baeyer was called to his Chair in the University of Munich and there, over many years, he built up an excellent new chemical laboratory. With his tenure at Munich came elegant total syntheses of indigo, as well as work on acetylene and polyacetylene, and from this derived the famous Baeyer strain theory of the carbon rings; there were studies of the constitution of benzene as well as comprehensive investigations into cyclic terpene. In this connexion the Baeyer-Villiger oxidation of ketones by means of per-acids was discovered. Especial interest was aroused theoretically by his work on organic peroxides and oxonium compounds and on the connexion between constitution and colour.

Von Baeyer's work was at once pioneering and many-sided. With



admirable penetration and extraordinary experimental skill he combined dogged perseverance and, even at 70 years old, a youthful buoyancy in his work. He was careful never to overestimate the value of a theory. While Kekulé sometimes approached Nature with preconceived opinions, von Baeyer would say:

*“I have never set up an experiment
to see whether I was right,
but to see how the materials behave”.*

Even in old age his views did not become fixed, and his mind remained open to new developments in chemical science.

Like Berzelius and Liebig, von Baeyer distinguished himself by forming a school which alone nurtured fifty future university teachers. Honours were heaped upon him, including the Nobel Prize for Chemistry in 1905. On his fiftieth birthday he was raised to the hereditary nobility.

Adolf von Baeyer married Adelheid (Lida) Bendemann in 1868. They had one daughter, who became the wife of the chemist Oskar Piloty, and two sons, both university lecturers: Hans in medicine at Munich, and Otto in physics at Berlin. He was still young in spirit when he succumbed to a seizure at his country house at Starnberger See on August 20, 1917.

Did you know that...

- Phenolphthalein, a phenol derivative of phthalic anhydride, is colorless in acids but turns bright purple-pink in alkaline solutions, allowing for acidity determination via *titration*.
- In the early 1900s, the Hungarian government seized on phenolphthalein as a way of solving a pressing problem when their grape harvest failed, leaving them with little choice but to import wine from other countries. These imported wines lacked the deep red colour the people expected, so the authorities decided to add a dash of phenolphthalein to the wine supplies to make them redder. At that time nobody had thought to test whether it was actually safe to use it as a food additive first, which might have avoided the unpleasant result: a mass outbreak of diarrhea!
- Max Kiss, a Hungarian pharmacist, realized that although phenolphthalein was a terrible addition to wine, it might be useful when addressing constipation. He got to work on a concoction combining phenolphthalein with chocolate, resulting in a product he first called Bo-Bos. Kiss wasn't convinced by the name and, at that time, the country's parliament was in deadlock – a term often shortened in print to a word sounding like 'ex-lax'. Transferring this idea of a political blockade to an intestinal one, Kiss renamed his excellent laxatives Ex-Lax, and the rest is history. Ex-Lax was launched in 1906 and quickly bought out by Swiss pharmaceutical giant Novartis.
- It was not until the 1990s that phenolphthalein was shown to be carcinogenic in rodents, and IARC (the International Agency for Research on Cancer) has declared phenolphthalein to be a Group 2B carcinogen, meaning that it possibly causes cancer in humans.
- Today there are many alternative pH indicators, like Potassium Permanganate, which has been used extensively by distillers, especially for testing neutral ethanol.

References: www.britannica.com and www.famousscientists.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? October 2019 - 30

A HISTORY OF FRENCH RUM

5. NAPOLEON, SUGAR BEET AND RUM

As our readers know very well, the humble history of rum often goes hand in hand with Great History. Which, this time, means focusing our attention on Napoleon and his long fight with Great Britain to achieve domination of Europe and the world.

Once again, everything starts with sugar.

"When crowds in Paris rioted in late January, 1792, they were not protesting against the rising price of bread, the usual reason for such actions during the French Revolution. Instead, they were reacting to the increased cost of sugar. ... By the time of the French revolution, sugar was one of the most important commodities in French foreign trade, and raw French sugar from the French West Indies dominated the European market. ... The cornerstone of the French Empire was Saint Domingue, the colonial name for Haiti, supplier of up to 70 percent of all sugar entering French



Napoléon at the Battle of Austerlitz, by François Gérard

ports. So decisive was the contribution of Saint Domingue that the French sugar business never recovered from the Haitian Revolution; with the loss of Saint Domingue, France was relegated to a secondary role in the international sugar trade, at least as far as cane sugar was concerned”(R. L. Stein “*The French Sugar Business in the Eighteenth Century*” 1988).

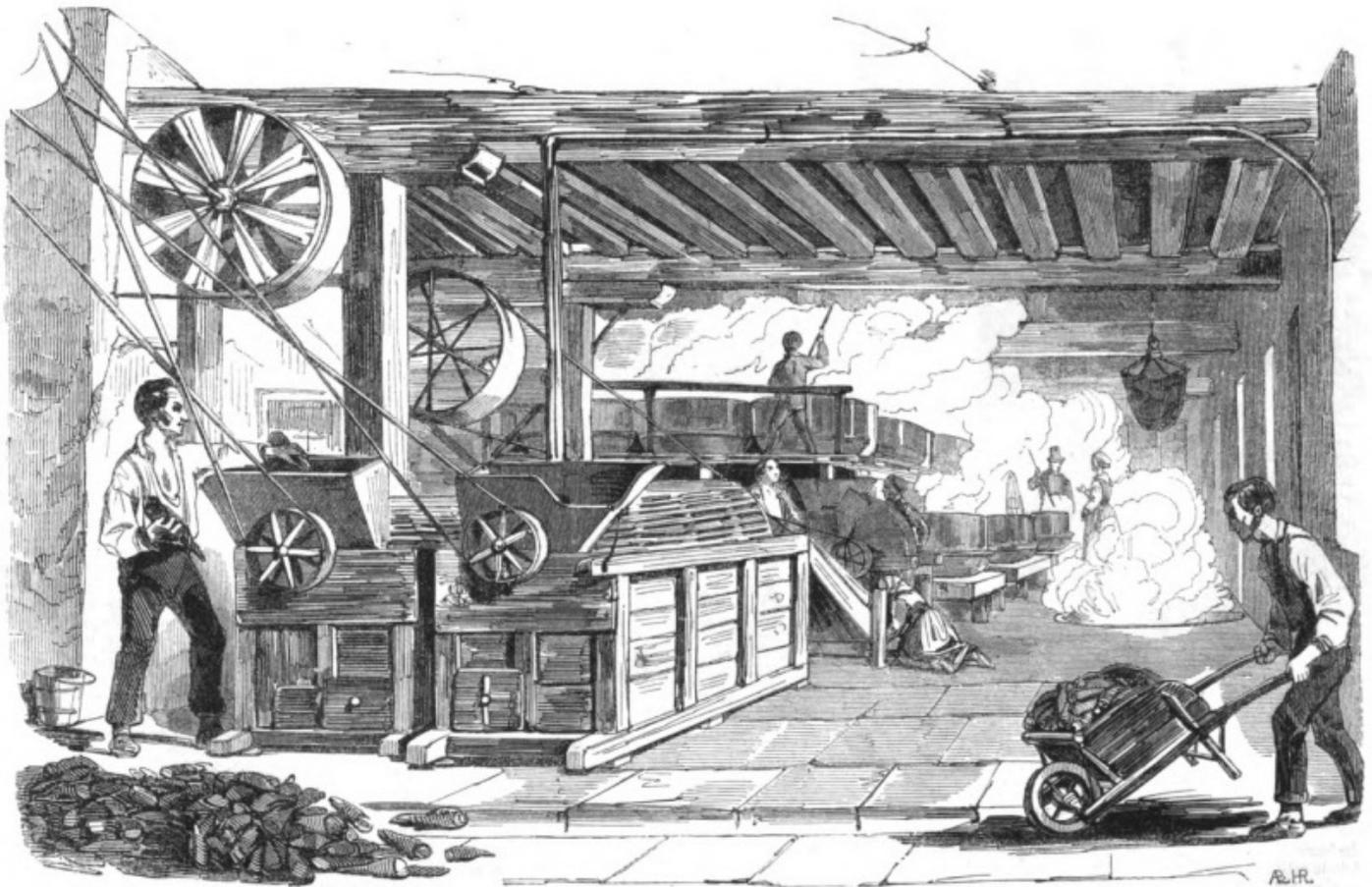
Indeed, in Saint-Domingue the slaves revolted against the plantation system as much as against France, and political independence was accompanied by a destruction of the plantations. Sugar production fell from nearly 200,000,000 pounds per year in the 1780s to virtually nil by the time France recognized Haitian sovereignty in 1825.

Before the Revolution, France’s nearest competitor was Great Britain, but the distance between the two countries grew steadily throughout the 1700s. For example, if in 1730 France re-exported some 30,000,000 pounds of sugar, and Great Britain 20,000,000, in 1790 France

came to re-export 125,000,000 pounds while Great Britain only 36,000,000 pounds. Hamburg and Holland were the most important refining centers of this sugar. The voyage from the Caribbean islands to France took from six to nine weeks and involved more than six hundred ships per year. The great French sugar ports were Nantes, Bordeaux, and Marseille.

Due to the naval superiority of Great Britain, this commerce collapsed when France declared war on England in 1793. With the exception of a brief period following the Peace of Amiens (1802), France was unable to import sugar in any significant quantities from its remaining colonies until 1815, when its final defeat at Waterloo brought finally the peace.

After the victory of Austerlitz (2 December 1805) Napoleon – having crowned himself Emperor the year before - was the undisputed dominator of Europe. On land his armies were invincible, but the French Navy had been heavily defeated at Trafalgar (21 October



(Intérieur de la Sucrerie de betteraves de Château-Frayé, près Villeneuve-Saint-Georges. — Première vue.)

1805) and virtually wiped off the seas. Unable to invade Britain, Napoleon resorted to an economic war strategy meant to strangle his enemy, the so-called Continental Blockade, i.e., closing the European markets to British ships and goods, among which the precious sugar. After centuries during which its consumption had increased steadily, Europe was left without sugar. It was imperative to find a solution and, with the help of science and the resources of the French state, Napoleon found it in the humble sugar-beet.

The potential of beet regarding sugar production was already well known to European chemists, but nobody had taken particular notice. According to Stein, as early as “ 1740s Andreas Marcgraf had published a paper in Berlin showing the possibility of extracting sugar from beets. Some fifty years later, his pupil Franz Carl Achard turned his attention to the problem, and in 1802

he established the first factory for producing beet sugar. Although Achard has little financial success, word of his endeavors reached France, where they were soon copied. ... Within two years a large sugar beet industry was operating in France. Although it foundered after the wars, it quickly returned to prosperity and by 1835 some four hundred factories were producing nearly 80,000,000 pound of beet sugar, or a third of total French consumption.”

It's a pleasure now to rely again on an old friend of ours, R.J. Forbes and his fundamental “*Short History of the Art of Distillation*”.

“During the Continental Blockade the attention of Napoleon was drawn to the production of sugar from new materials as the supplies of cane-sugar from the colonies were of course cut off by the English. Now Napoleon stimulated research and first he had

been impressed by the possibilities of grape-sugar or glucose, the production of which seemed very simple in the laboratory. But it was exceedingly difficult, well-nigh impossible to realize these laboratory results in practice, though the best French scientists of that day were working on it. Just as Napoleon had given up his last hope of exploiting this new source of sugar his attention was drawn to the production from sugar beets of which CHAPTAL was one of the promoters in France. After a famous visit to CHAPTAL's beet-sugar factory in Passy on March 25th 1811 Napoleon concentrated all his scientific batteries on the production of beet sugar in his empire. B. DELESSERT succeeded on Jan. 2nd 1812 and the emperor decorated him with his own cross of the Légion d'Honneur when he visited the refinery”

Sadly, I know almost nothing about the History of Science, but maybe this is the first example of a large state-promoted scientific and technological research. Big Science was born. I wonder if we can consider it a direct ancestor of Project Manhattan!

And all this was happening in the context of enormous scientific and technological progress in France. “The better knowledge of the fermentation process meant no only the possibility of making alcohol from other base materials but also better yields and more alcohol from the same quantity of wine and corn. With the growing demand for industrial alcohol it paved the way for larger productions. This meant larger stills or apparatus of greater capacity, which again led to new designs. We shall see that the cultivation of sugar-beets in the time of Napoleon, to compensate for the loss of cane-sugar from the colonies, was a strong stimulant for the design of new types of distilling apparatus, especially as the knowledge of fermenting the pulp of these beets made them an efficient base for the production of industrial alcohol”

“Now it may be generally true that England was supreme in the field of technology and France in the field of pure science. But such generalizations do not always hold when we go into the detail and this dictum is particularly true if we look at the history of distillation. For here the French technologists were supreme in the early nineteenth century, they were the men ‘distilled out of our virtues’ who led in the art. ... the genius of the French distillers of the first two decades of the nineteenth century started an avalanche of patents of new distilling systems and apparatus”

And a lot of litigations, too, for the control of the patents was worth a lot of money.

“The pioneer of the new still was EDUARD ADAM ... his new distilling apparatus ‘to prepare alcohol in one operation’ for which he got a patent on May 29th 1801 ... So ADAM, SOLIMANI, BARRE and BRUNERE had introduced the idea of running the first condensate counter-current to the vapors and thus enriching it to produce the desired strength of the alcohol in one run. ... The final step of using the principles introduced by ADAM, BERANR etc. to build a distilling column was taken by JEAN BAPTISTE CELLIER BLUMENTHAL, ... was led to the design of a distilling column by his interest in manufacturing sugar from sugar-beets ... He was attracted to the problem of sugar refining with many compatriots by a prize of one million francs put up by Napoleon for a good method of obtaining a uniformly crystallized white sugar in large quantities.”

The apparatus was designed for continuous operation and he “may be truly regarded as the inventor of the modern fractionating column. CELLIER introduced the idea of a continuous stream of wine entering the preheater and a continuous stream of spent residue leaving the still. ... The

tempestuous development of the new still in France long left the distilleries of Germany and England unaffected. At the same time it was beyond question that the experiments on development of the old still of the cucurbit type were not continued. It may be true that these old stills only gave a weak distillate, that had to be redistilled several times and the taste was often spoiled by empyreumatic oils.”

In Great Britain “... the new French stills could not be adopted as such, for though the English distilleries worked with rather thin mashes of grain, these stills contained too many solids to be handled in the new apparatus without difficulties. The French pre-heater was discarded altogether, as the hot cooling-water could be used with profit in the malting-house, and therefore heat-economy on this point was only a secondary consideration. The new laws of excise drew a sharp line between the malting houses and the distilleries and then the new continuous stills began to become economical. The English inventors were drawn to the problem and the crown of their efforts was the Coffey still, after which there were several decades of stagnation of the English still design. ... AENEAS COFFEY patented his continuous still in 1830. “The Coffey still was an immediate success. ... They easily gave 80% alcohol in one operation and therefore worked very cheaply as compared with the continental stills. Soon they were used all over England.”

But let’s go back to beet sugar. At long last Europe could have sugar in great quantities, produced at home, without having to depend on far away tropical colonies and large, expensive fleets. In the first decades of XIX^o century, many European governments, following the example of France, supported the cultivation of the sugar beet and the production and consumption of beet sugar. As early as 1840 beet sugar surpassed cane sugar in the French and German markets.

The French Caribbean Planters didn’t give up. According to F. Moya Pons “*History of the Caribbean*” (2007). “When the Napoleonic Wars ended in 1815, the French government supported the planters of Martinique and Guadeloupe by giving them loans to develop new sugar plantations and promising them a monopoly on the French sugar market. ... the production grew ... [but cane sugar] could not compete in quality or price with beet sugar ... The French producers of beet sugar had the advantages of lower production and transportation costs, as well as much more advanced technology for refining sugar than the Caribbean cane sugar producers.”

“The situation began to shift in 1841, when Paul Daubrée, a French industrialist, proposed to the colonists of Guadeloupe and Martinique that they follow the example of the beet sugar producers by separating farm work from industrial work. According to Daubrée, this could be accomplished by building totally mechanized ‘Central Factories’ to process large quantities of sugarcane cultivated simultaneously on several plantations. ... the idea was discussed extensively in Guadeloupe and Martinique for two years, but no one was motivated to build factories until after the earthquake of February 8, 1843, which destroyed more than 400 sugar mills on Guadeloupe alone. In order to rebuild the devastated sugar industry, the colonial government authorized the creation of a steam-powered central factory capable of grinding the sugarcane of the ten or twelve planters who had lost their mills.” The first Central Factories were built between 1844 and 1848.

“The revamping of the sugar industry, which began in the French Antilles, had revolutionary consequences throughout the Caribbean. Everywhere planters were willing to stop producing sugar and simply grow sugarcane. Thus the strategy of building factories equidistant

from several plantations became a popular solution. ... By the end of the century, the sugar industry in the French colonies consisted of a small number of central mills, with large tracts of land cultivated by contracted foreign workers and the descendants of slaves.” Cane sugar from the plantations was now competitive with beet sugar.

Central Factories were soon built also in Cuba and Puerto Rico while the sugar industry in the British West Indies was one of the least advanced in the region. And, as well as sugar, the new, modern Central Factories produced rum, a lot of rum.

In France, rum consumption grew all the time. As well as from a spontaneous evolution of taste, and possibly the first signs of escapism and attraction for all things exotic, French rum benefited also from two devastating blights on the vineyards of France “In the 1850s, European vineyards faced a species of fungus known as *Oïdium tuckerii*. The Oïdium, which probably originated from the introduction of North American grapevines into Europe, severely damaged European viticulture. French wine production fell from an annual average of more than 1,1 billion gallons in the 1840s to only 290 million gallons in 1854. Because American grape vines were resistant to attack by Oïdium, many wine makers imported and cultivated American vines to save their operations. Although devastating, the Oïdium crisis was largely over in the early 1860s. ... Unfortunately however, the Oïdium-resistant American vines introduced an aphid known as the *phylloxera*. In the 1860s, the aphid phylloxera began destroying vineyards throughout Europe.” (Smith “*Caribbean Rum*”). For want of wine and brandy, the French turned to rum: plentiful, cheap and produced in the French colonies

We will get back to the great growth in production and consumption of French rum in an upcoming article. For now it is enough to underline that, if at the beginning of the 1800s, French Caribbean rum makers continued to rely on inferior distilling techniques, by the 1850s they were producing quality rum equal or even better to that found in the British Caribbean. In 1855, Martinican rum did exceptionally well at an international competition which helped boost its reputation. Maybe, as often in history, the fact that at the beginning French rum makers were lagging behind made them more open to innovation; for example they appear to have been more inclined that their Jamaican counterparts to experiment with processed strains of yeasts. However, at the end of the century, France was importing as much, if not more, rum as Britain.

Yet, not all French Planters were able to benefit from these developments. Many smaller farmers could not. The sugar they could produce directly was more expensive and of lower quality of that produced in the great Central Factories and for many of them, especially those situated inland, far from the sea, the costs of taking their few canes to the Central Factories were forbidding.

Moreover, the small French farmers had often had an independent streak that was at odds with the requirements and the power of the Central Factories. Since their sugar had been driven out of business, they decided to give up producing it and to use sugarcane to produce only rum instead. A strange, different rum, which at the beginning only local consumers liked.

As we will see in the next article.

Marco Pierini

THE COCKTAIL SCIENTIST

By Joel Lackovich



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

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

Joel Lackovich (joel@gotrum.com)





Photo by Joel Lackovich

THE ZOMBIE

INTRODUCTION

The Zombie is a cultural phenomenon and well-known potent cocktail created by Tiki maestro, Ernest Raymond Beaumont Gantt, who was also known as “Don Beach” or “Don The Beachcomber.” A work of mixological art, the Zombie is a rum drink that leverages a very high alcoholic beverage content with multiple flavorful ingredients to achieve cocktail superiority. While some modern critics have considered the Zombie an improvisation of Planter’s Punch, another iconic rum cocktail which is deeply rooted in the evolution of Rum Punch, the Zombie’s complex and brilliant use of three considerably different rums is innovative and a far cry from a variation. Beloved and found on cocktail menus across the world, the Zombie is far from dead, which its name might suggest, and has only grown in Tiki stardom throughout the years.

MATERIALS & METHODS

Don The Beachcomber Zombie, circa 1934 Recipe (1)

- Gold Puerto Rican Rum - 1.5 oz (45 mL)
 - Aged Jamaican Rum – 1.5 oz (45 mL)
 - Lemon Hart 151-Proof Demerara Rum – 1.0 oz (30 mL)
 - Fresh Lime Juice – 0.75 oz (22.5 mL)
 - Don's Mix* – 0.5 oz (15 mL)
 - Falernum – 0.5 oz (15 mL)
 - Pernod - 1/8 Teaspoon (6 drops)
 - Grenadine – 1 Teaspoon
 - Angostura Bitters – Dash
 - Crushed Ice – ¾ Cup (6 oz)
1. Put all ingredients in a blender.
 2. Blend at high speed for no more than 5 seconds.
 3. Pour into a tall cocktail glass.
 4. Add ice cubes to fill.
 5. Garnish with Mint Sprig.

*Don's Mix: 2 parts white grapefruit juice to 1-part Don's Spices #4**

** Don's Spices #4: Cinnamon Syrup

DISCUSSION

Historical Origin

Before coining himself “Don Beach” or “Don The Beachcomber,” Ernest Raymond Beaumont Gantt traveled the globe at a young age. Having spent significant time in the Caribbean and the South Pacific his travels influenced him to eventually open a small cocktail bar in Hollywood, California. Don's first cocktail bar has been recognized as the very first Tiki bar, and was called, “Don the Beachcomber.” The establishment, dressed in Polynesian flare and the décor, included delicious Cantonese dishes and mysterious cocktails that Don himself created. Don called these cocktails “Rhum Rhapsodies” and soon word began spreading throughout Hollywood of their exoticness. It was not long until Hollywood's starlets like Marlene Dietrich, Bing Crosby, Clark Gable, and Vivien Leigh began frequenting his bar. The ensuing instant popularity led to many attempts to recreate his recipes. Thus, Don created a special code to disguise the ingredients and recipes, and Don carried many of these secrets to his grave in 1989 when he passed at the age of 82.

However, it was one cocktail in Don's Rum Rhapsodies during his time in Hollywood that really put him on the map. That cocktail was the Zombie. A multi-blended heavy-handed rum cocktail with immense flavor, the Zombie became instant cocktail lore as Don said he created the cocktail to help a hung-over customer get through a business meeting. The customer having returned a few days later said that the drink was so powerful that he felt like a zombie, like a member of the walking dead. Thus, Don said moving forward patrons were only to be allowed two Zombies a night at the most because of the drink's potency.

Flavor Profile

Don The Beachcomber's Zombie cocktail recipe utilizes nine key ingredients, excluding the crushed ice. Included however, is a blend of three distinct rums which add to the significant strength of the cocktail.

Rum

The first rum utilized in the Zombie cocktail recipe is a gold Puerto Rican rum. Golden rums can draw their color from two separate methods. The first method involves the rum being aged in wooden (usually White American Oak) barrels. Golden rums aged in these barrels will have a more significant flavor than clear/silver rums. The purpose of barrel aging, however, is not just to add oak flavor to the rum, but to increase acidity and ester formation. This method arouses a greater flavor profile. Typically, the longer the rum is barrel aged the more transformation will occur. The second method to create a golden color is to simply add caramel. A golden rum that has been infused with caramel will have a significantly less suite of esters than a barrel aged rum, and thus have a less dominant flavor profile.

The second rum ingredient that is involved when creating the Zombie cocktail is an aged Jamaican rum. Jamaican rums typically are pot-stilled, and thus are high-congener and full-bodied, compared to Puerto Rican rums which tend to be column distilled, thus lighter and with a more neutral flavor than their Jamaican counterpart. Jamaican rums have often been described as “funky”, which is a term that has been associated to its over-ripe nature and powerful ester notes.

The final rum ingredient that is associated with the Zombie cocktail is a 151-proof Demerara Rum. Lemon Hart 151-proof Demerara Rum, also called LH151, is a caramel-colored, aged, over-proof rum that has hints of raw brown sugar, dried fruits, burnt caramel, exotic spices, vanilla and baked apples (2). LH151 is a dark, sweet, and intense brown rum distilled from fermented molasses in Guyana and contains 75.5% alcohol by volume.

Additional Ingredients

Don Beach's use of flavorful ingredients like Lime Juice, *Don's Mix*, Falernum, Pernod, Grenadine, and Angostura Bitters was strategic. Not only do all these ingredients add distinct esters, each with its own smell and flavor, but their complexity together was intentional. Don Beach did not want his cocktail recipes to be easily duplicated and were indeed complex:

- Lime juice, a citrus juice with a pH of 2.8 is an acid which adds tartness to the cocktail and contains nearly twice as much Citric acid than a grapefruit.
- Don's Mix, is a blend of white grapefruit juice (pH 2.9- 3.3) and essentially cinnamon syrup, a thick viscous liquid made from crushed cinnamon which gets its viscosity from the multiple hydrogen bonds between the dissolved sugar (1).
- Falernum, which is a syrup liqueur from the Caribbean with an alcohol by volume of 18%, contains aromatic flavors of almond, ginger, and lime.
- Pernod is an anise flavored liqueur from France possessing an aromatic taste that resembles the taste of black licorice.
- Grenadine is utilized as a sweetening agent in the Zombie cocktail. The ingredient originated from the French word *grenade* which means pomegranate, with *pomme* meaning apple and *granate* derived from the Italian word for seeds (3).
- Angostura Bitters, originally designed for medicinal purpose to alleviate stomach ailments, is made from herbs and spices and is made by the House of Angostura in Trinidad and Tobago.

NUTRITION

The Zombie cocktail is a high caloric drink with a relatively high sugar content. However, the use of three bold distinct rums tempers the intentional use of sweetening ingredients and makes it a delicious and memorable cocktail. One concern that is obvious with the Zombie cocktail is the high alcohol by volume content which can lead to an enhanced Blood Alcohol Content (BAC). BAC is most commonly used as a metric of alcohol intoxication for legal or medical purposes, and depending on the body weight of an individual, behavior can range from euphoria to stupor (4).

NUTRITION FACTS

(Amount Per 1 Fl oz in a 12 Fl oz Cocktail)

| | |
|----------------------|---------|
| Calories: | 37.93 |
| Total Fat: | 0.03 g |
| Cholesterol: | 0 mg |
| Potassium: | 3.61 mg |
| Sodium: | 2.90 mg |
| Total Carbohydrates: | 1.47 g |
| Dietary Fiber: | 0 g |
| Sugar: | 2.10 g |

CONCLUSION

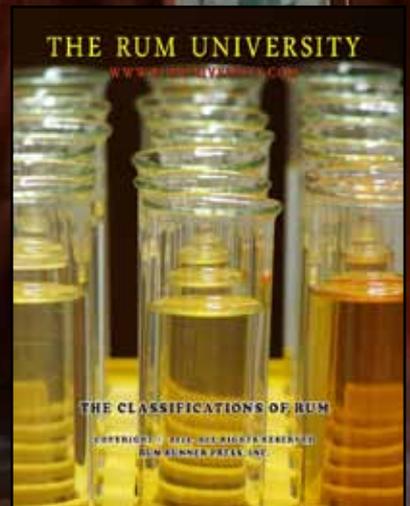
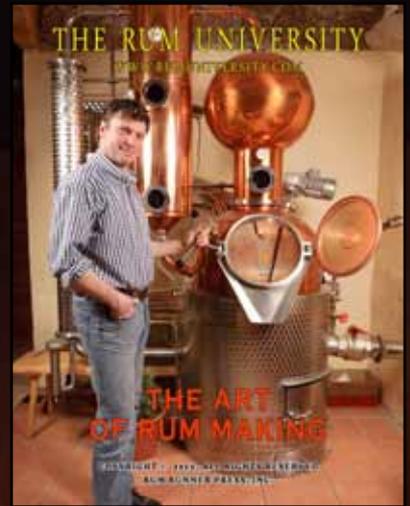
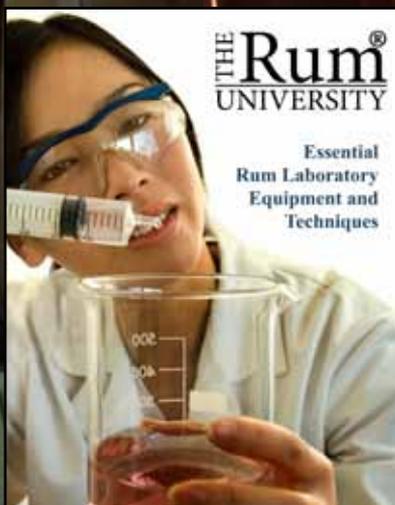
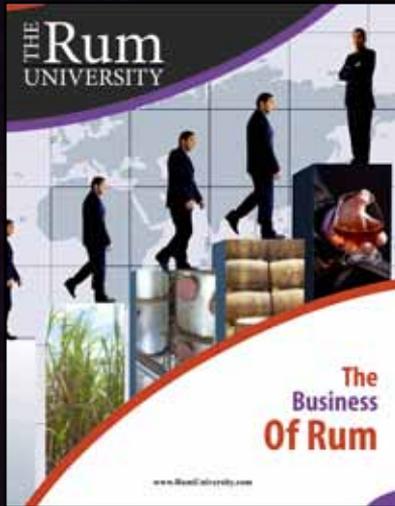
Don Beach not only pioneered the popular Tiki movement that we know today but created one of the most legendary cocktails in rum cocktail history when he invented the Zombie. An innovative cocktail developed by an avant-garde mixologist, the Zombie is an intoxicating multiple high congener rum cocktail loaded with flavorful aromatic esters. Today, the Zombie is more than a potent cocktail, it is a physical manifestation of the vision that Don Beach had posted in his bar long ago, "If you can't get to paradise, I'll bring it to you!" And thanks to the Zombie cocktail you can now drink paradise.

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INTERESTING HISTORICAL

HALLOWEEN FACTS

Some Halloween traditions, such as carving Jack-o'-lanterns, are based on Irish folklore and have been carried on throughout the centuries.

Black Cats: Often used as symbols of bad luck, black cats grace many Halloween decorations. The black cat's bad reputation dates back to the Dark Ages, when witch hunts were commonplace. Elderly, solitary women were often accused of witchcraft, and their pet cats were said to be their "familiars," or demonic animals that had been given to them by the devil. Another medieval myth told that Satan turned himself into a cat when socializing with witches. But nowadays, black cats aren't synonymous with bad luck and mischief everywhere — in Ireland, Scotland and England, it's considered good luck for a black cat to cross your path.

Jack-O'-Lanterns: A fun fall activity, carving Jack-o'-lanterns actually has its roots in a sinister, tragic fable. Celtic folklore tells the tale of a drunken farmer named Jack who tricked the devil, but his trickery resulted in him being turned away from both the gates of heaven and hell after he died. Having no choice but to wander around the darkness of purgatory, Jack made a lantern from a turnip and a burning lump of coal that the devil had tossed him from hell. Jack, the story goes, used the lantern to guide his lost soul; as such, the Celts believed that placing Jack-o'-lanterns outside would help guide lost spirits home when they wander the streets on Halloween.

Bats: Medieval folklore also described bats as witches' familiars, and seeing a bat on Halloween was considered to be quite an ominous sign. One myth was that if a bat was spotted flying around one's house three times, it meant that someone in that house would soon die. Another myth was that if a bat flew into your house on Halloween, it was a sign that your house was haunted because ghosts had let the bat in.

Spiders: A common source of fear, spiders make for creepy, crawly Halloween staples. They join the ranks of bats and black cats in folklore as being evil companions of witches during medieval times. One superstition held that if a spider falls into a candle-lit lamp and is consumed by the flame, witches are nearby. And if you spot a spider on Halloween, goes another superstition, it means that the spirit of a deceased loved one is watching over you.

Witches: The stereotypical image of the haggard witch with a pointy black hat and warty nose stirring a magical potion in her cauldron actually stems from a pagan goddess known as “the crone,” who was honored during Samhain. The crone was also known as “the old one” and the “Earth mother,” who symbolized wisdom, change, and the turning of the seasons. Today, the kind, all-knowing old crone has morphed into the menacing, cackling witch.

Cauldrons: The pagan Celts believed that after death, all souls went into the crone’s cauldron, which symbolized the Earth mother’s womb. There, the souls awaited reincarnation, as the goddess’ stirring allowed for new souls to enter the cauldron and old souls to be reborn. That image of the cauldron of life has now been replaced by the steaming, bubbling, ominous brew.

Witch’s Broomstick: The witch’s broomstick is another superstition that has its roots in medieval myths. The elderly, introverted women that were accused of witchcraft were often poor and could not afford horses, so they navigated through the woods on foot with the help of walking sticks, which were sometimes substituted by brooms.

Trick-Or-Treating in Costumes: In olden times, it was believed that during Samhain, the veil between our world and the spirit world was thinnest, and that the ghosts of the deceased could mingle with the living. The superstition was that the visiting ghosts could disguise themselves in human form, such as a beggar, and knock on your door during Samhain asking for money or food. If you turned them away empty-handed, you risked receiving the wrath of the spirit and being cursed or haunted.

Another Celtic myth was that dressing up as a ghoul would fool the evil spirits

into thinking that you were one of them so that they would not try to take your soul. In the U.S., trick-or-treating became a customary Halloween tradition around the late 1950s, after it was brought over by Irish immigrants in the early 1900s.

Halloween Colors: The traditional Halloween colors of orange and black actually stem from the pagan celebration of autumn and the harvest, with orange symbolizing the colors of the crops and turning leaves, while black marks the “death” of summer and the changing season. Over time, green, purple and yellow have also been introduced into the color scheme of Halloween decorations.

As you can see, the origins behind today’s Halloween celebrations go back a long time, to a very colorful (and scary) period of humanity. If you decide to be part of the celebrations, please do so carefully so that you and those around you may enjoy the festive occasion.

Cheers!





Black + Orange Rum Punch

(Courtesy of www.brit.co)

Ingredients:

- 4 oz. Orange Juice
- 4 oz. Pineapple Juice
- 1 Tbsp. Lime Juice
- 2 oz. Aged Light Rum (such as Bacardi Gold)
- 2 ounces Light White Rum (such as Bacardi Silver)
- 2 oz. Club Soda (Soda Water)
- 4 oz. Fresh Blackberries
- 1/2 C. Granulated Sugar



Supplies:

- Black Food Coloring
- Toothpicks

Directions:

Place sugar in a small bowl and add food coloring. Mix until uniform in color, incorporating additional coloring as needed.

Run an orange or lime slice around the rim of the glass. Alternatively, dip rims onto a plate filled with water. Coat rims with sugar by dipping in the black sugar mixture.

Mix together orange juice and rum in a large cocktail shaker or liquid measuring cup; shake with ice or refrigerate until chilled.

Place 3 to 4 blackberries in the bottom of each glass and crush. Slowly pour cocktail over blackberries. Garnish with a toothpick topped with a blackberry.





Black Deviltini

Ingredients:

- 8 oz. Dark Rum
- 2 oz. Dry Vermouth
- 4 Black Olives

Directions:

Grab 4 martini glasses and fill them with ice and soda water to chill. Fill a large shaker with ice and fill with the dark rum and vermouth and shake. Dump out the martini glasses and strain the contents of the shaker into the glasses. Drop in a black olive. This makes 4 Black Deviltinis.

Recipe from: <http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html>



Zombie

Ingredients:

- 4 oz. Apricot Brandy
- 4 oz. Light Rum
- 4 oz. Dark Rum
- 4 oz. Lemon Juice
- 4 oz. Lime Juice
- 4 oz. 151 Rum
- A few dashes of Grenadine
- 2 oz. Orange Juice

Directions:

Shake all ingredients except the orange juice and 151 and then strain into a pitcher with ice. Pour into four ice filled glasses and top them all with orange juice allowing enough room for the 151 rum. Slowly add the 151 rum so that it sits in the top. Garnish with a cherry and orange slice. This makes 4 Zombies.

Recipe from: <http://voices.yahoo.com/festive-cocktails-halloween-parties-1944554.html>

The Ghostini

Ingredients:

- 1 ounce Bailey's Irish Cream with a hint of Caramel
- 3 ounces CruzanVanilla Rum
- 2 ounces pumpkin spice liqueur
- Crushed Oreo cookies for rimming
- Gummy worms for garnish
- Dry ice for garnish (optional)

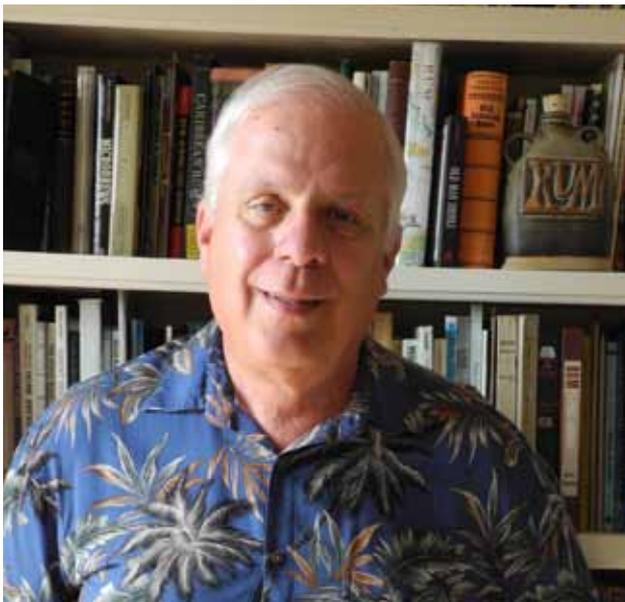
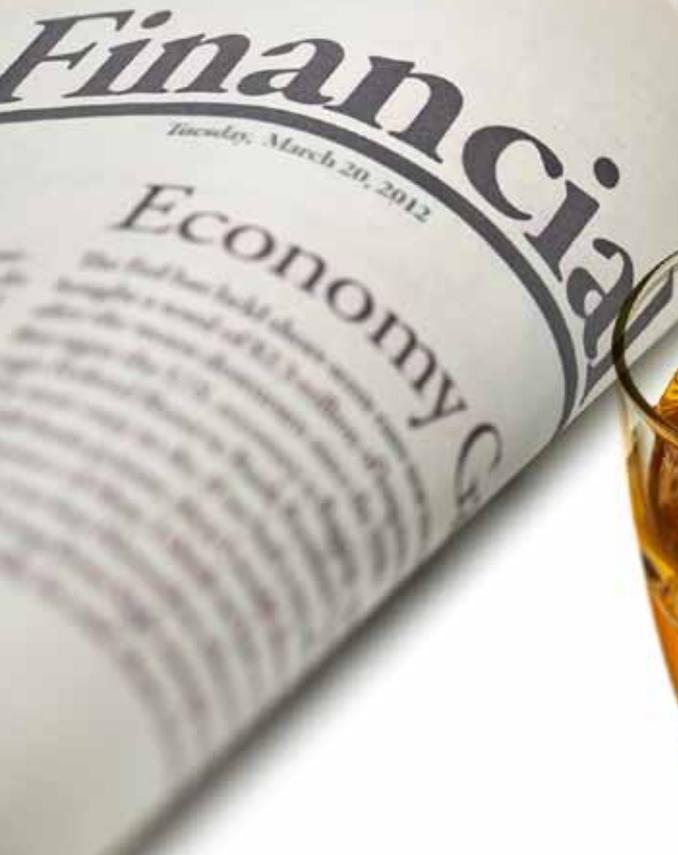
Directions:

Rim a chilled cocktail glass with crushed cookies. Pour the liquid ingredients into a cocktail shaker filled with ice. Shake well. Strain into the prepared glass and add dry ice if desired. Garnish with a few gummy worms.

Recipe from: <https://rum-drinks.com/the-ghostini-rum-cocktail-recipe/>

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.

MONTANYA DISTILLERS

Montanya Distillers, a Certified B Corporation, has been named a Best For The World honoree in recognition of its impact on the environment, its workforce, local communities, suppliers, customers, and corporate governance. Montanya ranks in the top 10% of all B Corps across all impact areas and is the only distillery to earn spots on two Best For lists—Best For The World Overall and Best for the Environment. Whether it's the distillery's innovative environmental practices and zero-waste mentality, or its employee benefits, Montanya strives to continuously raise the bar for what it means to be a responsible and successful business. "To be among the top 10 percent of the 3,000 B Corp Companies is amazing," said Karen Hoskin, co-founder/CEO of Montanya Distillers. "We're with incredible companies, businesses like Patagonia, TOMS, and Dr. Bronner's; so it's a pinch-me moment for sure!" Unlike traditional corporations, Certified B Corporations commit to measuring and improving a company's impact on all its stakeholders from employees

and suppliers to the community, its customers, and the environment. It's like a Fair Trade certification, but for the whole business, not a single product or service. The performance standards B Corps meet are comprehensive, transparent, and verified. Best For The World recognition is administered by B Lab, the global nonprofit that certifies and supports Certified B Corporations. These corporations are for-profit companies dedicated to using business as a force for good. Today, Certified B Corporations across 64 countries and 150 industries are unified by one common goal: to redefine success in business. Montanya is the first distillery in Colorado to become a Certified B Corporation and the third in the nation. "We're incredibly proud of this year's Best For The World honorees," says Anthea Kelsick, Chief Marketing Officer of B Lab. "These inspiring companies represent the kinds of business models and impact-driven business strategies that are building a new economy—one that is inclusive, regenerative, and delivers value to all stakeholders, not just shareholders. To that end, B Corps like Montanya are redefining capitalism and showing that it actually can work for everyone." B Corps meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. Using the B Impact Assessment, B Lab reviews and verifies many indicators such as the sourcing of ingredients, energy efficiency practices, trash and waste, non-GMO claims, employee benefits, community donations, diversity hiring practices, carbon emissions mitigation and more. To achieve the B Corp Certification, a company must get a score of at least 80 points on the assessment. Montanya scored 119 after answering about 200 questions regarding its business; B Lab then verified those answers. <https://www.montanyarum.com>

OLD ESTATE RUMS

Old Estate Rums has recreated the lost art of blending rum to provide more flavor diversity. Their featured St. Thomas estates, Botany Bay, Perseverance Bay and Havensight, are famous for blending their premium rums into one-of-a-kind bottlings that could never be mass produced by any single distillery. Botany Bay Rum is a custom, small batch rum that is historically representative of the estate rums at Botany Bay estate on the west end of St Thomas, US Virgin Islands. These private reserve rums were used for special family occasions and visiting dignitaries. In the 1800's Caribbean rum was traded in small artisan lots that were blended to yield one of a kind excellence that made the islands famous. Botany Bay is a blend of 3Yr. aged Barbados rum, 5Yr. aged Guatemala rum, smooth light Trinidad rum, and uniquely

powerful rum from Martinique. This is the best of French & English flavor styles. Perseverance Bay is a 30 proof, small batch rum cream that is historically representative of products made at the Perseverance Bay estate in St Thomas. The world's only cream liqueur that combines barrel aged rum (Botany Bay) and lighter USVI rums. This produces a smooth, rich and complex rum base which is combined with Caribbean nutmeg. The cream base is lighter and less filling for cocktails but still imparts a richer flavor experience. Havensight Rum liqueur is a 50 proof custom, small batch light rum base with orange, vanilla and other secret spices common to the Caribbean. As with most liqueurs, it is sweet in nature and evokes a breezy tropical flavor experience. This light, Virgin Island rum is combined with orange and vanilla, both from Island descent. This base combined with cane sugar and some secret spices, produces a flavor and after taste are a special treat. Served on the rocks, room temperature or in your favorite cocktail, you'll be delighted. <https://botanybayrum.com>

RUM WHISPER

Rum Whisper is the result of the work of two young French people from the Caribbean who are passionate about rum. Their goal was to create the most authentic and traditional rum possible, a fundamental rum. For this, they originally partnered with a distillery in Antigua. This blend was well received in Europe. Recently Hembert Achard and Anne-Francois Houzel switched to a distillery in Barbados. Traditionally made, Whisper Rum is made from high quality sugar cane molasses. This is fermented in vats and distilled on column stills, and aged in oak barrels, formerly used for the maturation of Whiskey. These barrels will then bring to the rum all their aromatic richness during its aging, without any element added to it. After 5 or 8 years of maturation in Whiskey casks, the rum is then imported to France where it is analyzed, treated, filtered, in order to remove the residues, and then conditioned. The different stages of processing, just like packaging, are then carried out exclusively by French companies. Whisper is currently offering two expressions, a 5 year old and an 8 year old. <https://www.whisper-rum.com/>

MALAHAT DISTILLERS

Malahat Distillers will be conducting a special Master Class on all things Malahat. Ken Lee will expertly guide attendees through a selection of their handcrafted sprits including one of their exclusive new releases currently only available to Barrel Club members! Each ticket holder will also take home their very own bottle of Cabernet

Barrel Aged Rum. The class will be held on Saturday, October 12th at Raised by Wolves on La Jolla Village Drive in San Diego, California. Malahat currently offers a Silver Rum, a Spiced Rum, a Ginger Rum, a Black Tea Rum and a Cabernet Barrel Aged Rum. <https://www.malahatspirits.com>

GOLDEN HINDE RUM TASTING

London Rum Week will be celebrated from October 14th through October 21st. Among the many events will be the Craft Rum Tasting on board The Golden Hinde Ship which will run from 6:30 pm until 9:30 pm on Thursday, the 17th. Not only will they have the living museum on which to showcase on, but they will also have a few special treats for you. There will be exclusive rum producers on board the ship whose rums are currently unavailable to purchase in the UK. Independent rum bottler, Single Barrel Selection, will be launching their new range of releases. The VIP room was a sell-out success last time around and will return this year. In a private space, a limited number of guests will be given a 30 minute talk on rum and two very exclusive and high value rums to sample with an expert. There will be a minimum of 20 rums for guests to sample on board, with the ability to speak to ambassadors, master distillers and brand owners of their favorite rums. There will also be a shop open on board where you can purchase rums from the evening. <http://www.rumcask.com/>

WESTERN RESERVE DISTILLERS

Western Reserve Distillers is a family owned Organic Craft Distillery producing world class spirits in Lakewood, Ohio, which is just a few miles from downtown Cleveland. All of their products are Hand Crafted in small batches from Ohio farms within 150 miles of the distillery. In a world where bigger is always considered better, they have opted to follow a different path. Each and every one of their products are carefully crafted with an attention to detail often lacking in the products produced by major brands these days. For their exceptionally smooth and flavorful Silver Rum they use 100% Organic Dark Molasses and a special strain of yeast that was isolated in the tropics specifically for its temperature tolerance. This wonderfully balanced Silver Rum is then bottled and waiting to be the main attraction in your next "Caribbean Cocktail". Western Reserve's Barrel Aged Rum is made from Organic Amber and Organic Black Pearl Molasses and the same strain of yeast as that in the Silver Rum to produce a smooth and flavorful Rum. Once it is distilled, it is placed into a freshly charred American Oak Barrel and then set aside until the family feels that the flavor is perfect for you, their customer. <https://www.westernreservedistillers.com/>

COCONUT CARTEL RUM

Coconut Cartel is excited to announce the launch of their first premium rum. Coconut Cartel combines rum aged in Guatemala by some of the world's best rum makers with coconut water creating a smooth, rich taste that is unlike anything available on the market. Coconut Cartel was inspired by a fresh cold coconut spiked with a shot of Central American aged rum. What you'll find inside the bottle embodies just that, a unique blend of Central American dark rum infused with real coconut water to proof. The natural minerality in the coconut water makes this blend uniquely smooth, with notes of vanilla at first and a touch of coconut as the finish. Coconut Cartel is refreshing, delicious and naturally just a little sweet. Coconut Cartel is the story of Mike and Dani Zig and all the places they have called home. Born in Miami to Latin parents, the Zigs grew up between Miami, Guatemala and El Salvador; often spending weekdays in Central America and weekends in Miami. These two drastically different, yet culturally connected places, are the very inspiration behind Coconut Cartel. As soon as they settled back in Miami, they began their first venture: 'smuggling' coconuts in their suitcases from islands off the coast of El Salvador directly to Miami Beach's best hotels. Creating one of the first 'Instagrammable' beverages to hit the beaches opened up a lot of doors into the hospitality and spirits industries, allowing them to collaborate with brands such as Soho House, Standard Hotels, The Surf Lodge and into the hands of mega celebrities like Drake, Martha Stewart, HRH Prince Harry Sussex, Cristiano Ronaldo and many more. Coconut Cartel was born. Mike Zig explains, "Premium Rum is finally having its moment in the sun, and the timing couldn't be better to launch a fresh new face in somewhat a dull space. We are excited to change people's perception of what they think rum is (hint: it's not just what you chugged in college)." <https://www.coconutcartel.co/>

HOLMES CAY RUM

Holmes Cay Single Cask Rum was created with one simple premise, to seek out the world's best rums and release them unadulterated and at cask strength. Holmes Cay offers limited edition rums to U.S. lovers of ultra-premium spirits. Their first release will hit shelves in New York next month. Holmes Cay Barbados 2005 is a standout in the traditional British style of rum making. A masterful blend of pot and column still rum, distilled in 2005 at the legendary Foursquare Rum Distillery of Barbados. This edition has been aged 14 years in ex-bourbon barrels: 11 years tropically and 3 years in the UK. Holmes Cay Barbados 2005 is bottled at full cask strength. Two casks have been bottled at approximately 64% alcohol by volume with slight variations by barrel. "It's no secret that the growing appetite for premium rums is not being fully satisfied in the United States via

independent bottlings. With Holmes Cay we showcase the best that the spirit has to offer. This is the first in a series of extremely special rums bottled at full cask strength," said founder Eric Kaye. "There are amazing rums, equaling or surpassing the best aged Scotch whiskeys or bourbons that are not well known or available here in the US," said Kaye. "Holmes Cay was created to celebrate the world's best rums for distilling artistry and production transparency. We chose to showcase the Foursquare Rum Distillery in our first release due to their unwavering dedication to the highest standards of traditional rum making." A serial entrepreneur, Kaye has travelled the globe tasting and collecting the world's best and rarest rums. While each edition bottled will vary in flavor and origin, future Holmes Cay editions will all share purity of process and product, answering the call from sophisticated spirits consumers for high quality, unadulterated rums. <http://www.holmescay.com/the-rum/>

BACARDI

Following the devastating impact of Hurricane Dorian on The Bahamas, Bacardi Limited and the Bacardi family commit to donating \$1 Million in cash and other assistance to the disaster relief and recovery efforts. Bacardi will collaborate with non-profit partners and the Bahamian government to ensure that this cash donation provides immediate and long-term assistance to local relief agencies in their efforts to support the islands and communities that need it most. The company has also organized an employee drive to collect much needed items for those in need in the wake of Hurricane Dorian as well as communicated a website to provide cash donations to a global humanitarian partner. Bacardi has a long relationship with The Bahamas which became its adopted home in the early 1960's when the company moved there after the revolutionary government forces in Cuba illegally confiscated all assets in Cuba from Bacardi. "We have never forgotten the incredible kindness of the Bahamian people and the important role they played in the history of our company," said Facundo L. Bacardi, Chairman of family-owned Bacardi Limited. "We hope in a small way to contribute to the rebuilding of this great country in the face of this tragedy just as The Bahamas helped Bacardi rebuild nearly 60 years ago." While Bacardi no longer has facilities in The Bahamas, the company's donation is testament to its longstanding relationship to the Bahamian people and the islands, where the company produced its iconic rum for nearly 50 years and was a vital member of the business community, working hard to make The Bahamas a better place to live and work. Still today, many Bacardi family members have roots in the islands. The catastrophic destruction caused by Hurricane Dorian strikes particularly close to Bacardi. Puerto Rico, which was impacted on such tragic scale by Hurricane Maria in 2017, is home to

the BACARDÍ rum distillery, the largest premium rum distillery in the world, and the company has been deeply involved in the community and its recovery over the last two years. <https://www.bacardi.com/us/en/>

THE MANUAL - BEST UNAGED AND THE BEST AGED RUM

Website The Manual recently announced their choice for the Best Unaged US Rum and the Best Aged Rum. The Manual Spirit Awards recognize the best craft liquors distilled in the U.S. They blind-tasted bottles from around the country in eight categories, Bourbon, Single Malt Whiskey, Rye Whiskey, Gin, Vodka, Unaged Rum, Aged Rum, and Liqueur, to determine their champions. Each of the winners was judged on aroma, palate, and finish. The Best Unaged Rum was Iron Fish Distillery's Michigan White Rum. Iron Fish Distillery is Michigan's first working farm solely dedicated to the practice of distilling small-batch craft spirits. The family reclaimed a late 1890's abandoned farmstead with a simple mission in mind: to create exceptional spirits from the ground up, growing their own grain and sourcing grain from Michigan farmers with practices that respect the health of nearby watersheds. Beautifully bright and light, reminiscent of sandy Lake Michigan sunsets, Michigan White Rum has been finished with a touch of gold, courtesy of Sleeping Bear Farms' honeybees, and crafted with the very best Caribbean molasses. The Best Aged Rum was Boston Harbor Distillery Lawley's Small Batch Rum. Boston Harbor Distillery was founded by Rhonda Kallman, who after a 25-year career at the forefront of the U.S. craft beer movement at Boston Beer (Samuel Adams), looked for her next challenge. She found it in the craft distilling industry as it reminded her of the early days of the craft beer movement. After searching for nearly two years for a suitable location, she found it at The Port on Boston Harbor on Boston's southern most waterfront in the Neponset section of Dorchester. Built in 1859 with Douglas Fir post and beam construction, 40 ft high ceilings and over 100 windows, today it is one of the last remaining mill buildings in the Boston area. Run down and neglected, it took over a year to renovate and bring it to life. It's now the proud home of the Boston Harbor Distillery. 100% Distiller's Grade Molasses is used to produce their handmade, small batch rums. The spirit comes off of their handmade copper-pot still, registered No. 1776, at double the alcohol, 160 proof, and the finished product is bottled at 80 proof. Lawley's Small Batch Dark Rum is aged in used Putnam New England Rye 53-gallon American oak barrels to give it a caramel, vanilla and bakeshop spiced finish and a smooth, silky texture defined once again by our distiller's narrow hearts cuts. <https://bostonharbordistillery.com/>



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) Terrell "Bear" Caffery and Jess Bourgeois of Lula Restaurant Distillery.

I am very happy to share this interview with all our readers. It showcases the power of true passion and perseverance in the face of adversity: pushing for legislature changes on top of the intrinsic challenges of opening up a distillery and restaurant simultaneously. Not surprisingly, the results have truly been worth the effort.



Margaret Ayala, Publisher

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

Terrell "Bear" Caffery, Owner, Lula Restaurant Distillery, 1532 St. Charles Avenue, New Orleans, Louisiana.

Q: What inspired you and your business partner, Jess Bourgeois, to build a restaurant and distillery? Why in New Orleans, Louisiana? And what was the inspiration behind the name "LULA"?

Jess and I met in New Zealand in 2009. I was practicing emergency medicine in Invercargill. Jess and his wife tagged along with mutual friends on a vacation to visit.

Jess had restaurant experience—as a chef and general manager—and wanted to open



his own restaurant. At that time, my home hobby was brewing beer. I then began to set my sights on learning how to distill liquor because I found out I had a gluten allergy and beer was no longer a libation I could enjoy. Lucky for us, home distilling is legal in New Zealand. That's when Jess and I realized that his restaurant experience coupled with my chemistry and distilling knowledge would make a unique business concept.

South Louisiana was the perfect place to build our concept because of the accessibility of sugarcane which we planned to use as our raw ingredient for spirits. New Orleans specifically seemed to fit because it is a hub for innovative food and drink in the state.

The name Lula comes from the Lula

Westfield sugar mill which is one of the 11 sugar mills in the state and happens to be very close to where Jess grew up.

Q: Anyone who's opened up a restaurant or a distillery knows how hard it is to be successful in the beginning. Opening both at the same time sounds like a monumental challenge! Did your experience as an Emergency Medical Physician help you stay on top of the chaos?

Opening a restaurant and a distillery at the same time was certainly a monumental challenge. Although very different in context, the ability to rapidly switch tasks and manage the occasional chaos was a definite advantage.

The idea of uniting a full-service restaurant



with a micro-distillery wasn't a legal concept when we began to plan out Lula. From local zoning to federal permitting, the needed approvals took countless hours. Needed approvals even led us in the spring of 2015 to the Louisiana State Capitol to seek approval through House Bill 233 to allow the concept to exist. The bill passed on the very last day of the legislative session and was signed into law in the summer of 2015 allowing Lula to exist and paving the way for future restaurant-distillery concepts in the state.

Q: Do you think the toughest challenges are finally behind you?

Yes and no. I think getting the needed approvals for Lula to exist were a huge hurdle and those are behind us. And, we can take that experience with us as we set our sights on growth and tackling the new challenges that will undeniably present themselves as a part of our growth model. That being said, I am confident that new

challenges will present themselves daily.

Q: Can you tell us more about the restaurant side of the business? Does the chef incorporate rum into some of the dishes? If so, which is your favorite rum-infused dish?

Yes. From Rum Lacquered Shrimp to our Boozy Cakes, our chef incorporates our spirits as much as he can in our dishes. My personal favorite is our Boudin Stuffed Quail (see photo above). It has a Lula Rum glaze with corn maque choux on the side and it's gluten free—delicious!

Q: Has the chemistry and biology training from medical school helped you in this new venture?

I think that my biology and chemistry training from my undergraduate training has helped more than anything. The fermentation and distillation equipment that we use on a daily basis are very



similar to bench top laboratory equipment that I used in college, but the scale is just much larger.

Q: What else have you done to sharpen your knowledge about the craft spirits industry?

I've attended multiple classes and workshops at micro distilleries (Dry Fly in Spokane, WA and Catskill in Bethel, NY). Also, The Rum University was incredibly helpful at increasing my overall rum knowledge. These experiences coupled with over a year in my lab performing different fermentation trials resulted in the Lula spirits recipes.

Q: What rum are you currently producing?

We are currently producing a silver rum (Lula Rum). It is light bodied with a fruity banana-like nose with notes of vanilla through the middle with a soft finish.

Q: You use molasses and raw sugar to ferment your Lula Rum. Can you tell us why the combination of the two?

We source our molasses from the Lula Westfield sugar mill. We use the addition of sugar to the molasses to increase the fermentable substrate and increase our yields. This gets us where we need to be for production without sacrificing flavor.

Q: In addition to your rum you also have a Vodka and a Gin, can you tell us more about them?

Our vodka and gin are both made from Louisiana sugarcane. Our vodka is our purely neutral cane spirit. It has a delicate sweetness on the nose from the sugarcane and blends very easily with any mixer, but also holds its own in a Martini. Our gin uses the same base spirit and is infused with 5 botanicals (juniper, coriander, Angelica root, orange and lemon peels). This results in a balanced, lighter, cordial





style gin. There is definitely juniper up front but it is balanced with coriander. The Angelica root gives it an earthy sweetness through the middle and it finishes with citrus from the peels.

Q: Where are your products currently available for purchase?

Currently, our permit only allows us to sell our spirits directly from Lula in New Orleans. We aren't allowed to distribute.

Q: Do you have plans to produce additional rums or to age Lula Rum?

Yes. We are currently aging our rum in American white oak barrels and eagerly anticipating its maturity.

Q: Do you offer tours of your distillery? Are the tastings done at the distillery or at the restaurant? Are reservations recommended/required?

Yes. We offer distillery tours during regular business hours. Tastings are done in the restaurant and our flights are \$15 each. Reservations are recommended via lulanola.com or by calling 504-267-7624.

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

Lula customers will experience an open and casual atmosphere with rustic touches and a clear view of our distillery from the main dining room. They can expect expertly crafted food, spirits and cocktails.

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

They can reach me via info@lulanola.com

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

I don't think so, thanks for this opportunity!

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

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



Little Demon

Sometimes the weather cooperates and we are able to have long, elaborate pairings with cigars, but where I live, the climate is very different from that of the Northern Hemisphere and I have to plan shorter pairings that feature intense aromas and flavors. I know some of my readers will relate, having smoked a cigar on a terrace, even if covered with snow!

The cocktail I selected is similar to a Manhattan, with a few modifications. First of all, make sure you have a cocktail shaker filled with large chunks of ice. Add a few drops of Orange Bitters to the ice, then pour 3 ounces of El Dorado 15 Year Old Rum and finally another 3 ounces of craft Vermouth. Stir gently, only enough to chill the cocktail without diluting it too much. Pour into a chilled glass (it is a good idea to have these in the freezer at all times) and you'll have a simple, excellent cocktail with all the famous Demerara traits.

For the cigar I selected a Habano Serie D N° 6 from Partagás. This is one of the smallest formats from the cigar collection from Habanos SA, it is 50 x 90mm and gives us a smoking time of around 15 minutes, ideal for cocktails that are temperature-critical for their balance.

While I opted to use a craft Vermouth in this recipe, try to find a Vermouth Rosso with a bit of aging and complexity, not very fruity, this way it will combine better with the El Dorado, harmonizing better with its style and complexity, highlighting the heavy alcohol (high congener) notes in the cocktail.



Photo credit: @Cigarili



Photo credit: @Cigarili

While some people will say that it is sacrilegious to use this rum in mixology, while I understand them I also know that if we make the cocktail with only the finest ingredients, while respecting the rum's profile and personality, that the result will be excellent for a pairing, like in this case.

While the pairing is a relatively quick one, the cigar has a very well-defined intensity/strength that matches perfectly. I believe that a medium-bodied cigar would not have matched the cocktail, actually I would have preferred to drink the cocktail by itself at that point. In our case, however, with a full-bodied cigar, there are leather and dark wood notes that match perfectly with the Vermouth

and the boldness of the El Dorado 15, which is dry and caramelized.

This is truly a simple pairing but one that is complex and that has a long-lasting aftertaste. I finished smoking 15 minutes ago and I'm still enjoying all the aromas.

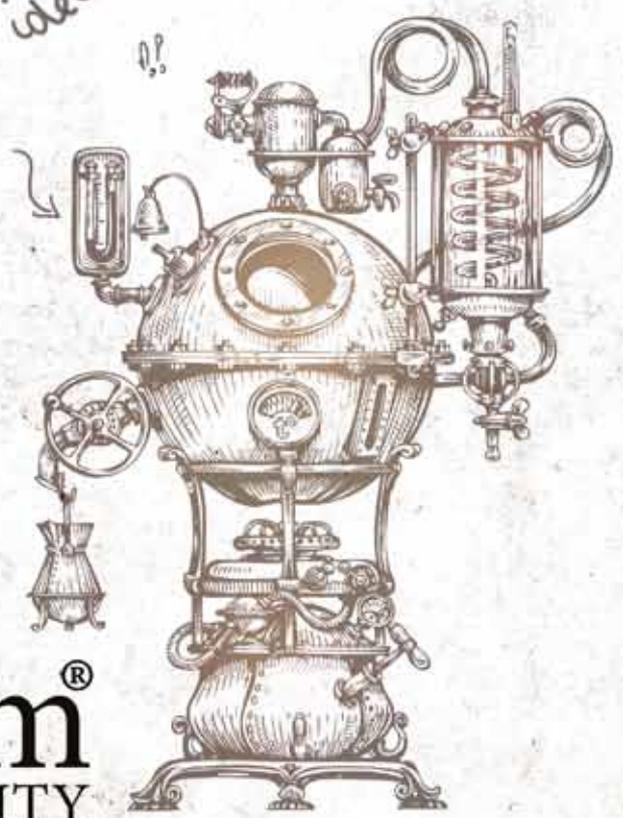
I am sure you'll enjoy this pairing. If you don't have some of the ingredients, try to replace them with other of similar characteristics.

Philip Ili Barake
#GRCigarPairing





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