

Got Rum?™ We Do!

April 2003

Carnival 2003
**Rum Bars, Pubs & Restaurants,
Angel's Share,
Rum News and More!**

Got Rum? Magazine
www.rumshop.net



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Rum In The Media

STAR-STUDED TRIBUTE GALA TO HONOR THE LIFE, LEGEND AND MUSIC OF
"THE REAL MAMBO KING" TITO PUENTE



Following the kick-off Gala in New York City on April 21st at the Lincoln Center, The “Rums of Puerto Rico Presents: Viva Puente, A Tribute to the Real Mambo King” will be touring select U.S. cities. Viva Puente will benefit the Ernest Puente Trust, with a portion of ticket sales to provide scholarships for disadvantaged youth pursuing music careers.

For media inquiries, please contact Edelman Worldwide at rumsopuertorico@edelman.com or at 1-888-NUM1RUM (1-888-686-1786)

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www.puertoricorums.com



The World Directory
of the Alcoholic Beverage Industry
Go to:

www.internationalbeveragenetwork.com

From the Editor

About Cocktails

When Dr. Frank H. Vizetelly, former managing editor of the Standard Dictionary was asked to investigate the origin of the word "cocktail", the eminent lexicographer was stumped when it came to pinning an exact date on the word and getting down to the bottom of its family tree.

"The cocktail," Dr. Vizetelly replied, "goes back at least to the beginning of the 19th century and may date back to the American Revolution. It is alleged by one writer to have been a concoction prepared by the widow of a Revolutionary soldier as far back as 1779." He offers no proof of the statement, but a publication called "The Balance" for May 13, 1806, describes the cocktail of that period as "a stimulating liquor composed of spirits of any kind, sugar, water and bitters. It is vulgarly called 'bitter sling' and is supposed to be an excellent electioneering potion."

Additional theories about the origin of the word abound and none offer enough conclusive evidence to be accepted by even the slightest majority. It is important to note at this point that the art of mixing cocktails has taken different evolutionary paths in different countries: Mr.

Albert Stevens Crockett, former historian of the Waldorf-Astoria Hotel, wrote that "Most American alcoholic concoctions exhibit little regard for chemistry, either in theory or application," whereas in France, "the art of drinking has, in a sense, been guided partly by the laws of chemical reactions."



I can't help but wonder the extent to which bartenders in Europe, Asia and South America have developed variations of mainstream cocktails that are best suited for their cultures, climates and palates.

If you know of any rum-based cocktail drinks that are unique to your locality, would you drop me a line? I will share these recipes with our readers in a future issue.

Cheers!

Luis Ayala, Editor
luis@rumshop.net

This Month's Cover

We are thankful to our friends at Angostura in Trinidad & Tobago for sending us the picture that appears on this month's cover, along with those on page 6. Having been to T&T in person, we can give everybody a first-hand testimony about the world-class

warmth, respect and hospitality of the Trinidadian people. If you ever want to be exposed to the greatest Carnival experience in the Caribbean, head down to Trinidad & Tobago, but act quick, advance hotel and plane reservations are a must!



Rum Bars, Pubs & Restaurants Around The World

Scalliwags Pub & Rum Bar

One of the toughest things about being a rum lover is finding suitable establishments to quench one's thirst for the liquid gold, especially when traveling. To help fellow rum lovers with this problem, we will begin featuring bars, pubs and restaurants catering to rum-loving crowds.

The first installment in this "Traveling Rum Lover's Guide to the World" takes to the lovely town of Camrose in Alberta, Canada. Here in Camrose we find Scalliwags Pub & Rum Bar, where owners and operators Ron and Suzanne Lee have been educating their patrons about the wonders of rum.

According to Ron: *"Our pub is a warm and comfortable place, with great service, nice atmosphere, and a rather large rum collection (we also have a substantial selection of premium liquor and imported beer)."*



The rum collection got its start with the friends that we have in our neighbourhood. The first Friday of every month is neighbourhood night. All of the people on our street get together and visit. Amazingly enough almost all of our neighbours are die hard rum fans (with an affinity for the Blues, which is what you will hear when you stop by our pub). Each neighbourhood night brought out different rums and a very informal critiquing



would take place. When Suzanne and myself decided to design our pub, the rum collection was only natural. When our customers come in, they can get their own copy of the rum list and rate each rum that they try. After several visits when they have tried them all we give them a fleece sweater with our logo on it. People are really amazed at how diverse rum flavours and character can be. This part of Canada is rye whiskey country but slowly and surely we are doing our part to convert the masses.

As you can see from the list we do not have many of the rums that have received mention in your magazine. Our problem with getting new brands is based on how alcohol is controlled by our Provincial government. In essence we buy our stock from a liquor store who in turn buys it from the government warehouse. What is available to all consumers in Alberta is only what the government has in stock in the warehouse. Our collection represents pretty much every rum that is available to us. As a licensed premise in Alberta we cannot serve any product that has not passed through the government warehouse, so we cannot even import new rums for use in our pub. All we can hope for is that the liquor representatives recognize the potential market share of quality rums and keep introducing them to the Liquor control board".



Those visiting Scalliwags Pub & Rum Bar will be presented with a great selection of rums including:

- | | |
|-----------------------|--------------------------|
| APPLETON 21YR | HAVANA CLUB WHITE |
| APPLETON EXTRA | HERCULES WHITE |
| APPLETON SPECIAL | HERCULES XXX |
| APPLETON V/X | LAMB'S NAVY |
| APPLETON WHITE | LAMB'S PALM BREEZE |
| BACARDI "O" | LAMB'S WHITE |
| BACARDI 1873 | LEMON HEART |
| BACARDI 8 YR | LONDON DOCKS |
| BACARDI ANEJO | MALIBU |
| BACARDI BLACK | MATUSALEM 15YR |
| BACARDI CICLON | MATUSALEM CLASSICO |
| BACARDI GOLD | MATUSALEM GOLD |
| BACARDI LIMON | MOUNT GAY ECLIPSE |
| BACARDI SPICED | MOUNT GAY EXTRA OLD |
| BACARDI WHITE | MYERS DARK |
| BUNDABERG | OLD SAM |
| BUNDABERG BLACK LABEL | POTTERS TRADITIONAL NAVY |
| CABANA BOY RASBERRY | PUSSERS BRITISH NAVY |
| CABANA BOY VANILLA | REDRUM |
| CABOT TOWERS | SCREECH |
| COCKSPUR | STROH "40" |
| CORUBA | STUBB'S GOLD |
| CPT MORGAN DARK | TONDENA DARK |
| CPT MORGAN DELUXE | TONDENA GOLD |
| CPT MORGAN PARROT BAY | WHALERS DARK |
| CPT MORGAN SPICE | WHALERS SPICE |
| CRUZAN DIAMOND 5 YR | WHALERS VANILA |
| CRUZAN SINGLE BARREL | WHALERS WHITE |
| GOSLING BLACK SEAL | WOODS OLD NAVY |
| HAVANA ANEJO | |
| HAVANA CLUB 7YR | |



So next time you are in Camrose make sure to stop by Scalliwags Pub & Rum Bar. Ron, Suzanne and the entire staff will make you feel at home.

Scalliwags Pub & Rum Bar
4919 47 Street
Camrose, Alberta, Canada
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780-672-5411
scalli01@telus.net

Do you want to have your Pub, Bar or Restaurant featured in "Got Rum?"? Write to us at info@rumshop.net for more details.

Trinidad's Carnival 2003

By far the best Carnival celebration in the Caribbean, if not the entire world, belongs to Trinidad & Tobago.

Year after year they manage to outdo themselves, embarking on a multi sensory experience of sight and sound that is sure to leave even the most experienced participant breathless. These pictures, like our cover, are brought to you courtesy of The House of Angostura, makers of Trinidad & Tobago's finest rums and active members of the spirit of Carnival.



With so many things happening during Carnival, it can be hard to decide where to start. Do not worry, we have the perfect website for you to find out what you just missed and to prepare for next year's experience: www.trinisscene.com!

Here you'll find out information on costumes, parties and happening places. There is no better way to stay in the loop.



(Note "Proof" here is Alcohol Percentage by Volume x 2)

The Angel's Share: White Rums



Royal Occasion Gold Rum - USVI

Royal Occasion Imported Gold Rum (80-Proof). Imported for Mayfair Markets of California.

Everything about this rum is light, from its pale amber color to its clean aroma, taste and aftertaste. Its style epitomizes the stereotype of Cu-

ban, Puerto Rican and Virgin Island rums being "light". This is a good rum for mixing cocktails, especially those where fruit juices or other flavoring agents are highlighted. A good "general purpose" rum to have around the house/bar.



Appleton Estate Extra - Jamaica

Appleton Estate Extra Jamaica Rum (86-Proof). This rum's mesmerizing copper-red color intrigues the mind and invites the palate even before one opens the bottle. Once opened, the characteristic aroma of raw sugar unfolds a fruity harmony with brandy like notes. In the palate, the rum's oakiness speaks of its long aging, while

the smooth aftertaste testifies of skillful blending.

This rum is made up of a blend of up to 18-year-old rums, creating a sensual delight that is to be savored neat, as a mixer or a topper for exotic rum drinks. For more information, please visit:

www.appletonrum.com



Cockspur 1639 - Barbados

Cockspur 1639 (2-Year Old Blend, 86-Proof). This rum was developed originally in 1989 to celebrate the 350th anniversary of the first Parliament of the new world.

Each bottle bears the signature of the Master Blender as well as an exclusive Registration Number.

It was intended to be a limited-production item but became so popular in Barbados that it is now available year round.

It features a light golden complexity with a sweet nose. The taste is mildly oaky and distinctively fruity. A very attractive, rich yet smooth flavor considering its young age. Enjoy it if you can find it!

Want to have your rums reviewed? Write to info@rumshop.net for details.

The Spirit of Cooking - by Margaret Ayala

Grilled Soft Shell Crabs with Lime, Rum and Mango

8 Small Soft-Shell Crabs
2 Tbsp. Olive Oil
2 Tbsp. Jalapeno Pepper, finely chopped
¼ C. Sweet Red Pepper, finely chopped
¼ C. Shaved Coconut
2 Tbsp. Honey
Juice of 2 fresh Limes (about 1/4 cup)
¼ C. White Rum
2 Mangos (peeled, pitted, sliced and fanned)
2 Tbsp. Chili Oil
Salt, to taste
Freshly-ground Black Pepper, to taste



Clean crabs, rinsing under cold water and by removing gills, apron, and mouth. In a bowl, combine oil, jalapeno pepper, red pepper, coconut, honey, lime juice, and rum. Add crabs and allow to marinate for several hours, refrigerated. Cook the crabs over a hot grill or grill pan, basting with the remaining marinade as they cook. Serve the smoky and grilled crabs on bed of the fanned mango. Drizzle the chili oil over the crabs and season with salt and pepper. This recipe yields 4 servings.

Al's Rum Chicken

4 Chicken Breasts or Thighs
Salt and Pepper (to taste)
1 Can (20 oz.) Pineapple Chunks, drained
1 C. Dark Rum

Preheat oven to 375 degrees F (190 degrees C). Place chicken pieces in a lightly greased 9 x 13 inch baking dish. Make sure rib area of breasts is facing up. Cover dish and bake in the preheated oven for 15 to 20 minutes. Remove cover and flip chicken pieces. Place pineapple (reserve some for garnish) around chicken. Pour rum over all. Cover and bake for another 15 minutes. Garnish with additional pineapple and serve. Yields 4 servings.



Banana, Chocolate and Rum Pastry Puffs

Filling:

1 ½ tsp Butter
 1 ½ Tbsp. Sugar
 1 ½ tsp Dark Rum
 1 ½ tsp Water

1/8 tsp Ground Cinnamon
 1 Med Banana, sliced
 1 Tbsp. Semisweet Chocolate Chips
 1 Sheet Frozen Puff Pastry Shell, thawed
 1 Egg, beaten



Heat oven to 400 degrees. Have a cookie sheet ready. Filling: Melt butter in a medium skillet over medium heat. Add sugar, rum, water and cinnamon and stir until sugar dissolves and mixture is syrupy, about 2 minutes. Stir in banana slices and cook, stirring occasionally, until bananas are coated with syrup and start to lose their shape. Scrape into a small bowl, mash slightly with a fork and cool about 5 minutes. Stir in chocolate chips. Unfold pastry on a lightly floured surface. With a rolling pin, roll into a 12" square. With a pizza wheel or a knife, cut crosswise into six 2" wide strips, then lengthwise into eight 1 1/2" strips. You'll have 48 2" x 1 1/2" rectangles. Spread a teaspoon of filling down the center of half the rectangles, leaving a 1/4" border all around. Moisten border with water. Make a row of three 1/2" crosswise slits down the middle of the remaining rectangles. Place on the ones with the filling, lining up the edges with the bottom rectangles. Press tines of a fork around edges to seal in filling. Brush top of pastries lightly with egg. Using a spatula, transfer to an ungreased cookie sheet. Bake 15 minutes or until pastry is puffed and golden brown. Serve warm or at room temperature.

Bartender's Corner Special Report

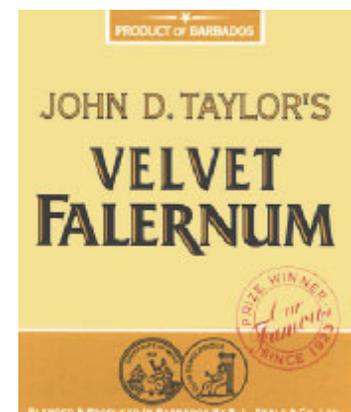
Dale DeGroff ("King Cocktail") introduces Velvet Falernum

This famous Bajan "Gold Medal" beverage and mixer, with a uniquely refreshing flavor was developed by John D. Taylor of Bridgetown, Barbados in 1890.

Born and bred on the island of Barbados, this slightly alcoholic sugar cane based liqueur is a staple of every Bajan's bar. Its special taste comes from a refined infusion of lime laced with fine cane syrup and botanicals, including almonds and cloves.

Velvet Falernum is an excellent ingredient for exciting rum drinks. Dale DeGroff, master

mixologist and author has joined forces with the national importer, The Spirit of Hartford, LLC to introduce Velvet Falernum this spring and early summer. For additional information visit:



www.velvetfalernum.com.

*Enjoy
a delicious
Mojito*

An illustration featuring a man and a woman in a romantic embrace. The woman, on the left, is wearing a red dress and holding a small glass of mojito. The man, on the right, is wearing a white shirt. To their right is a large, tall glass filled with a yellow, frothy mojito drink, garnished with a lime wedge and a sprig of mint. The background is dark with palm trees and stars, suggesting a tropical night scene.

True Pico!

A circular logo with a red center and white border. The text inside the circle reads "Gin's PREMIUM Blend" in a stylized font, with "Cocktail" at the top and "products" at the bottom.

Now Available At:

WWW.RUMSHOP.NET

Classified Ads

Buying Rum on the Internet

Here at Rum Runner Press Inc, we receive an average of 3 phone calls/e-mails each day from people trying to find particular rums. In some cases these people got introduced to a new rum while on a trip and now, back home, are unable to find anyone who carries it. In other cases these are expatriates who grew up drinking a particular rum and now they find themselves far away from home and away from their favorite rum. Finding rums in the USA is a multi-faceted challenge: first, the rum has to be imported into the country (by a licensed importer willing to navigate through all the BATF requirements), second, in many cases, the importer must have the product approved by each state. Third, the importer must find a wholesaler in each state to represent the brand. Each one of these steps requires a lot of time, money and effort. This is why many rums are available in some states but not in others. The internet's promise to connect people to businesses is slowly reaching the alcoholic beverage market. There are still many kinks in the system, but even as you read these lines, there are companies embarking on this exciting journey. To make it easier for those looking for rums on-line, this month we are suggesting the following on-line liquor store as a starting point:

www.internetwines.com

Their rum selection is quite decent and should only improve with time. If you know of other on-line establishments catering to rum lovers and able to ship products within the USA, please drop us a line.



Another great resource is Ed Hamilton's website at:

www.ministryofrum.com

Scroll down halfway towards the bottom of the main page and look at the links section on the left hand side. Here you'll find a link called "E-Liquor Stores". Click on it and voila! A very complete list appears.

NOTE: before placing your order, make sure that in doing so you will not be violating any local, state or federal laws.

Are you a consumer looking for a particular rum? Are you a rum producer looking for an importer or distributor? Are you a collector looking for people to trade with? Place your classified ad here **FREE** of charge (while space is available). Simply send us your short ad to:

info@rumshop.net and we'll do the rest!

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(Order the Collector's Editions from us and save 50% over Amazon.com)

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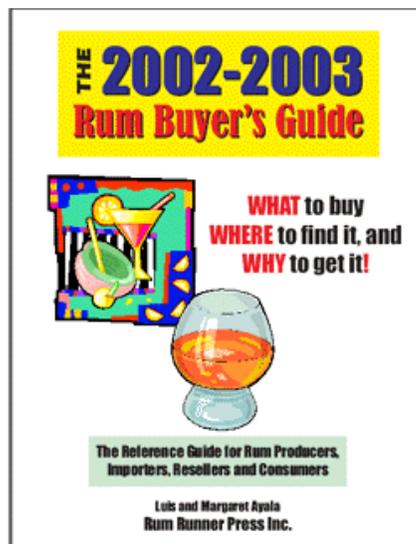
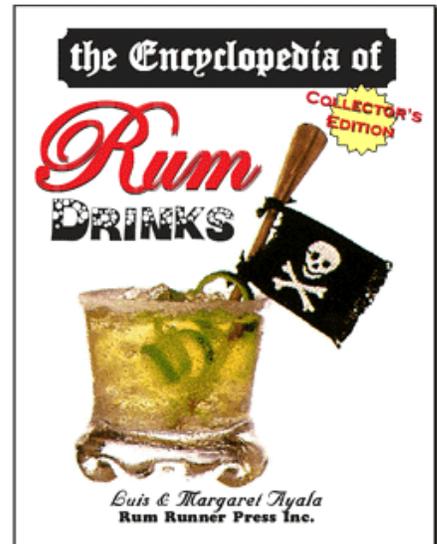
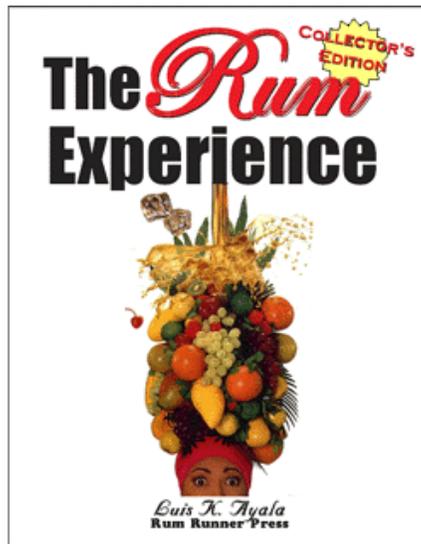
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Our Mission:

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