

Got Rum?™ We Do!

April 2004



Got Rum? Magazine
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JAMAICA!
Rum Events,
Angel's Share and More!

Photograph by Luis Ayala - View of Kingston, Jamaica from Strawberry Hill Restaurant

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Rum Consulting Services

Rum Runner Press, Inc., is proud to offer assistance to current and future members of the rum industry. Our experience and contacts in the field can be a valuable asset to those companies seeking to:

*** Import Rum:** We can help you find the right company that will produce the exact type of rum you are looking for.

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definitely help. We work with the top Master Blenders in the industry.

*** BATF Label Approval:** No rum can be sold in the USA without a Bureau of Alcohol, Tobacco and Firearms (BATF) approval, which can be tedious, confusing and time consuming for the uninitiated. We can help.

*** Rum Training Seminars:** Once your rum is in distribution, you need to make sure your workforce is knowledgeable about rum in general and your product in particular. We conduct training seminars that teach salespeople the differences and characteristics of the rums in their portfolios.

These are just a few of the many services we offer. Let us know when you are ready to take your rum to the next level!



The World Directory
of the Alcoholic Beverage Industry
Go to:
www.internationalbeveragenetwork.com

From the Editor - Rum News

Rum: Gate of the Imagination

"Traveling is like flirting with life.
It's like saying, 'I would stay and love you, but I
have to go; this is my station.'"

-Lisa St. Aubin de Terán

Traveling to the Caribbean always brings a few days of sheer pleasure into my mind. No amount of airport delays and missed connections will ever make me give up visiting the islands. As the trips approach their end, however, I'm always filled with sadness, since I know that a return home is imminent. Perhaps that is why I enjoy bringing back so many rum bottles with me, it is as if each bottle holds a memory, an image, a dream of living in the tropics, and every time I drink from that bottle in the future, part of me is magically transported back. I like drinking other spirits, Tequila for instance, but they never have the same effect on me: I rather be surrounded by sugarcane fields and palm trees than by blue agaves! What are your most pleasant rum memories? Perhaps a honeymoon or a summer vacation?



Luis K. Ayala
President / Editor luis@rumshop.net

Remembering Joseph Congiusti

The rum industry has lost one of its greatest ambassadors. After a prolonged illness, Joseph Congiusti (or "Joe C." as he was known to friends and colleagues) has passed.

Joe was a true believer in the quality of rum and was always eager and able to help those who approached him. Fantastic rum selections always followed Joe wherever he went.

Our deepest sympathies go out to Joe's family. We grieve with you and will forever remember him as one of the kindest spirits to grace the industry.

Thank You!

A very special "Thank You" goes to our friends at Brown-Forman and at J. Wray & Nephew for inviting us to visit Jamaica. We hope that reading the articles and looking at the pictures will motivate our readers to embark on their own journeys of discovery and experience what the "Spirit of Jamaica" is all about.



www.halfmoon-resort.com

Rum Destinations - Jamaica



Throughout the years, we have visited many of the rum distilleries in the Caribbean. All of them are proud to show their origins by showcasing old pieces of pot stills and antique photos of the founders. This is also the case at Appleton Estate, except many of the exhibits at the visitor's center are still in working order.



Another unique aspect of Appleton Estate's tour is that it emphasizes participation by the guests. Shortly after starting the tour, visitors arrive at a place where a manual press delights them as they watch the sugarcane juice being squeezed out of freshly cut cane, then their amazed looks turn to sheer smiles as they drink the juice. The next step is the boiling pots where the juice is con-



verted into molasses. Here guests are invited to taste the juice after it has been slowly cooked.

These two activities, tasting the cane juice and the raw, wet sugar, are usually ignored at other visitor centers, but are an integral part of Appleton Estate's tour, which illustrates their dedication to educating visitors about the pride involved in creating all Appleton rums.



JAMAICA: A TASTE OF THE ISLAND

Article and Photographs by Paris Permenter and John Bigley

The smiling Montego Bay hostess pushed a steaming bowl of greens closer. “Try my callaloo! I picked them myself!”



We were enjoying a Jamaican meal at a restaurant balcony perched high in the hills over Montego Bay. This was a true Jamaican feast served with genuine Jamaican hospitality. While this bayside city is the home of some of the Caribbean’s most lavish resorts such as Half Moon, Ritz-Carlton, Round Hill, and Tryall, Montego Bay still maintains a small town atmosphere. Through programs such as the Jamaica Tourist Board’s Meet the People program, visitors can meet local residents and learn more about the culture of this thriving city.

We were enjoying just such a dinner, arranged through the program designed to match visitors and residents with similar interests. Our hostess knew our interest in local cuisine and soon pointed to an ordinary-looking tree. Between its green leaves peeked small red fruit, bursting open to reveal large black seeds like eyes looking out at us. “That’s ackee. We make our national breakfast, ackee and saltfish, from that fruit. You must try some while you are here!”

The enthusiasm our hostess showed for Jamaican food is typical on the island, a veritable produce section of fruits, vegetables, roots, and spices. It’s an enthusiasm that’s contagious: visit Jamaica and you will get caught up in the taste of the island: the sizzle of peppery jerk, the cold slickness of coconut jelly, the richness of a truly world-class cup of Blue Mountain coffee—not to mention the ambrosia of Jamaica’s best known export: rum.

Jamaica’s motto is “Out of Many, One People” and it’s a saying that could equally be applied to the island’s food. Residents have come from around the globe, bringing with them the cooking techniques, flavors, spices, and recipes of their homelands and blending them with the bountiful harvest of this tropical island. The result is some of the most flavorful cuisine in the Caribbean.

Good beaches and great food take up much of the day for the typical vacationer, but when it’s time for a little sightseeing, Montego Bay (or just “MoBay” to locals) is home to a large concentration of great houses, formerly homes of the wealthy plantation owners whose kingdoms were powered by sugarcane. The most famous of



the historic homes is Rose Hall, located just east of the city. This was once the home of the notorious Annie Palmer, better known as the “White Witch.” As the story goes, Annie was born in England and later moved to Haiti, where her parents died of yellow fever. Annie was adopted by a Haitian voodoo priestess and became skilled in the practice of voodoo. According to legend, Annie came to Jamaica, and married the owner of Rose Hall, an enormous plantation with over 2,000 slaves. The legend says Annie murdered several of her husbands and her slave lovers—before meeting a violent end herself. Today, guided tours take visitors through the two-story home then down into the cellar, today a pub which serves a wicked drink called the Witches Brew made with rum and fruit juices. Nearby, golfers test their skills right on the grounds which once saw so much violence; the White Witch Golf Course, part of the Ritz-Carlton resort, ranks as one of the island’s best.

Eco-tourists will also find plenty of nature-related attractions off the beaten path. Bird lovers should make a stop at the Rocklands Bird Sanctuary in the nearby village of Anchovy. This is the former home of the late Lisa Salmon, Jamaica’s best-known amateur ornithologist. Her home became a veritable bird sanctuary surrounded by grassquits, saffron finches, and, most especially, hummingbirds. Through the years, Salmon and her guides hand-fed the birds, even the tiny hummers, and today visitors can come by during the afternoons, have a seat on the home’s patio, and hand-feed the regular guests of this bird diner.

Along with the melody of Jamaica’s birds, the island is also well known for the songs of Bob Marley. Reggae fans can recall the life and works of the reggae great at the Bob Marley Experience, located in the Half Moon Shopping Village. A documentary on the musician’s life runs several times a day; an adjacent gift shop boasts that it has the largest collection of Marley gifts in the Caribbean.



The Bob Marley Experience is part of an extensive shopping center at Half Moon, one of many shopping opportunities in MoBay. You’ll also find traditional shopping centers with the finest items: jewelry, china, crystal, collectible figurines, watches, and more. In the shopping centers, prices are firm just like at home. In Montego Bay, the top shopping centers are City Centre, a block-long collection of duty-free shops, Holiday Village Shopping Centre near Holiday Inn SunSpree, and the luxurious Half Moon Shopping Village. In town, the crafts market is an adventure in shopping, with everything from coffee bean necklaces to straw baskets in Rasta colors, all sold with some good-natured negotiation.

Through the years, our favorite Jamaica purchases have been the woodcarvings, both freestanding and bas relief of local animal life, faces, fish, and more. The finest pieces are carved from lignum vitae, or wood of life, a pale hardwood so dense it won’t float. Another top product is Jamaican Blue Mountain coffee, considered one of the finest coffees in the world. Spices, sauces, and jerk rubs, especially those made by Walkerswood, let visitors cook Jamaican-style dishes at home.

Try as we might, though, we’ve not been able to replicate the taste of Jamaica’s fine cuisine, whether it’s a plate of steaming callaloo or a fiery breast of jerk chicken. For that, we have to plan our next trip to the sunny island.

Walkerswood: Authentic Jamaican Jerk

There are very few conversations about Jamaican food that do not include the word “Jerk.” Like those from most Caribbean islands, Jamaican foods have been influenced by many different settlement cultures, including British, Dutch, French, Spanish, East Indian, West African, Portugese and Chinese.

The origins of jerk pork can be traced back to the pre-slavery days of the Cormantee hunters of West Africa through the Maroons, who were Jamaican slaves that escaped from the British during the invasion of 1655.

We were very fortunate to have attended a Jerk cooking demonstration by Virginia Burke (pictured right) at Walkerswood.

Walkerswood Caribbean Kitchen by Virginia Burke

This is a fantastic cook book that features some great caribbean recipes. The book is 80 pages with great pictures. Some of the recipes featured are Jerk Chicken, Ackee & Saltfish and Escoveitch which are very popular dishes in Jamaica. If you are having a sweet tooth then you can easily satisfy the craving with sweet potato pudding, coconut Gizzadas or Guava Pie. If you are wanting to enter-

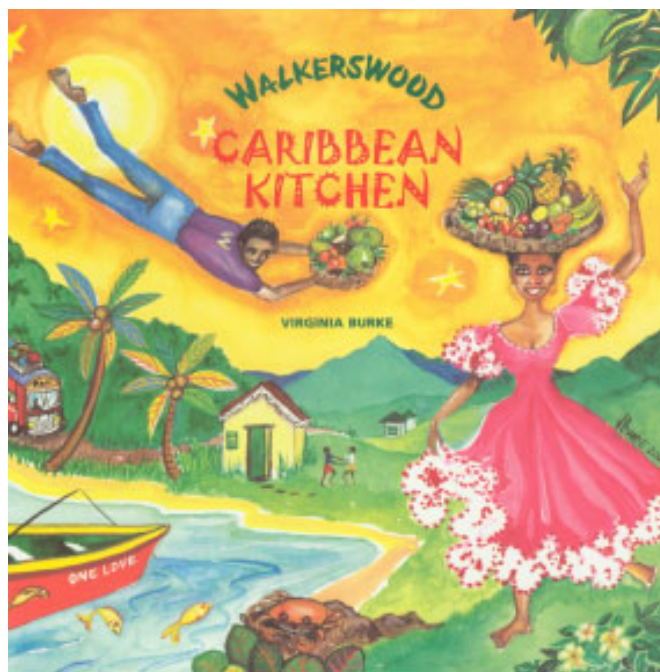


tain some guest at a party with some incredible cocktails Virginia offers a Guinness Punch, Ginger Beer or Rum Punch. With all the choices at hand you are sure to lose yourself in the islands with these famous dishes and drinks. The book is available for purchase through Walkerswood's website at:

www.walkerswood.com

Even their delicious spices are available for sale through their site.

If you have been wanting to learn how to cook real Caribbean food then this book is sure to help you accomplish that goal. Your family and friends will be impressed! They may even come back for seconds, or thirds, or..... you get the picture.



Joy Spence - Master Blender

Joy Spence, J. Wray & Nephew's Master Blender is no stranger to our magazine, having graced our pages with an interview back in April of 2002.

Mrs. Spence's career is full of impressive achievements, such as becoming the first woman in the rum industry to hold the title "Master Blender" and setting a still standing record high score in her



final exams at the University of Loughborough (England), where she earned a Masters of Science degree in Analytical Chemistry.

While Master Blender at J. Wray & Nephew, Mrs. Spence was responsible for creating Appleton Estate Extra and the rare Appleton Estate 250th Anniversary Blend, a very limited production which commemorated the 250th anniversary of the Appleton Estate. During our visit, we had the pleasure of attending a "Blend your own rum" work-



shop held by Mrs. Spence, where participants were asked to blend a range of "marks" (samples of different rum types and ages) to produce a rum as close to Appleton V/X as possible. The winner, as determined by the expert nose and palate of Joy Spence, would receive a signed bottle of the 250th Anniversary rum.

After much blending and tweaking, all participants turned in their samples. Slowly they were discarded by Mrs. Spence until only one was left on her table. It was Margaret Ayala who was the proud recipient of this rare rum. Congratulations Margaret and thank you Mrs. Spence for sharing your expertise and time with us!



THE Rum UNIVERSITY



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Rum, Revolution and Globalization



On March 25th, 2004, The Cuban Research Institute at Florida International University (FIU) presented "Rum, Revolution and Globalization," a lecture by Dr. Anthony Maingot, FIU Professor of Sociology, rum connoisseur and avid rum collector. The lecture, held at the prestigious Biltmore Hotel in Coral Gables, Florida, was an excellent overview of rum's origin, diversity, impact and future. We applaud Dr. Maingot's enthusiasm, this world would be a much better place if more people shared his depth of appreciation for the liquid sunshine.

The Cuban Research Institute (CRI) is the nation's leading institute for research and academic programs on Cuban and Cuban-American issues. Since its founding in 1991, a blend of scholarship and the singular resources of the Greater Miami community has enabled the CRI to produce an exceptional level of research and public programs in the field.

Dr. Anthony P. Maingot has been Professor of Sociology at FIU since 1974.

He previously held teaching positions at the University of the West Indies and at Yale University. He received his Ph.D. from the University of Florida in 1967. An expert on the Caribbean and U.S.-Caribbean relations, Dr. Maingot has been called on to testify before Congress on multiple occasions. His published works include several articles and essays about Cuba and U.S.-Cuban relations. He has been a recipient of numerous grants and fellowships, including a Social Science Research Council grant for work on Cuba. He has been a member of the Latin American Studies Association since 1966, and since 1979, a member of the Caribbean Studies Association, of which he was President from 1982-1983.



Luis Ayala, Dr. Anthony Maingot and Margaret Ayala

2nd Annual Rum Shakers



On Saturday, March 27th 2004, Tobacco Road (the oldest licensed pub in Dade county) held its 2nd Annual Rum Shaker event. Among the companies whose rums were present were: Appleton, Bacardi, Don Q, Flor de Caña, Matusalem, Pussers, Sailor Jerry, Whalers, Ron Zacapa Centenario, Captain Morgan and more! Once famous for its excellent live blues music, Tobacco Road is quickly gaining a reputation for being at the forefront of rum as well. Well done!

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

The Angel's Share



Appleton Reserve - Jamaica

Appleton Reserve Jamaica Rum (86-Proof). The latest addition to the line of Appleton rums is "Reserve", a product that is positioned between the Appleton V/X and the Extra.

palate it shows complexity and depth by slowly revealing layers of spices, butterscotch, oak, vanilla and finishing with a brandy-like sweet aftertaste that pleasantly lingers for several minutes.

The color is deep shade of brown amber, yet clean and brilliant. The aroma is a balanced melody of sweet, oaky and fruity notes, all competing for the spotlight. In the

This rum is an excellent addition to Appleton's portfolio and a tribute to Joy Spence's skill as a Master Blender.

www.appletonrum.com



Conch Republic Rum Atocha Gold - USVI

Atocha Gold Premium Spiced Rum (70-Proof). Named after the sunken Spanish galleon "Nuestra Señora de Atocha", which eluded treasured hunters for almost an eternity, this rum now celebrates the perseverance and dedication of Mel Fisher, who on July 20th, 1985, found its remnants off the coast of the Florida Keys. The rum is made in the US Virgin Islands and is blended with natural spices, flavors and, believe it or not, 24k

gold flakes. The color is pale amber, the aroma is dominated by sweet vanilla. In the palate it opens quickly and smoothly, releasing hints of nutmeg and clove. The finish is a bit dry and short, but enjoyable nonetheless.

The gold flakes in the rum are a sure conversation started and an excellent tribute to the best contemporary treasure hunter.

www.cruzanrum.com



Santa Teresa Orange - Venezuela

Santa Teresa Rhum Orange (80-Proof). In a world that seems to be saturated with spiced and flavored "rums" that employ un-aged alcohol in their production, it is refreshing to come across a product that challenges the norm. This product is the real thing: the alcohol strength is that of traditional rums, yet it manages to be as smooth as rums with half the alcohol. The secret: Santa Teresa

Orange is blended using true aged rums and a maceration of fresh oranges. The result is so simple it is elegant: true aroma of fresh oranges, exquisite citrus taste that is not too sweet and a very palatable base of oaky rum. The finish is exceedingly aromatic and seductive. This is quite possibly the best citrus-flavored rum in the world.

www.santateresausa.com

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

The Spirit of Cooking - by Margaret Ayala

We recently visited the island of Jamaica, where we had the pleasure of staying at the lovely **Half Moon Resort** in Montego Bay.

While enjoying our stay we visited “Lester’s Bar”, one of the many drinking spots available throughout the resort. We were greeted by the nicest bartenders, Paul and Beresford. Their welcome made us feel right at home. Once we sat down at the bar the question of the day was, “What can I get you?” The reason I say “the question of the day” is because as soon as I opened up the bar menu I was overwhelmed with the amount of cocktails that were available. I would say I spent a good five minutes contemplating what to drink.



All of the cocktails sounded so delicious that my first response to our bartender was, “I’ll have one of each”. Not surprisingly I received a grin from ear to ear from Beresford. Incidentally, I would like to mention that Beresford has been working with Half Moon Resort for 30 years! Wow, talk about dedication to one’s job! While I was examining the menu, Paul approached us and asked if we would like some music to go with our drinks. Our response was “Absolutely!”. So now all of a sudden we have some incredible Jamaican Reggae music going on and a beautiful view of the ocean and I still don’t have a drink in my hand! Time to make a decision...

I finally decided that my first drink of the day would be what they call “**Coco Banana**”. This cocktail consists of the following ingredients: Fresh banana, papaya, mango and coconut. In addition it has milk, sugar and rum. My choice for rum was Appleton Estate V/X Jamaican Rum. While I was enjoying this delicious cocktail my husband, Luis, ordered a “**Jamaican Dream**” which consisted of the following: gold rum, pimento (allspice) liqueur, pineapple, orange, and grapefruit. Luis’s was just as delicious as mine!

For round two I decided on the “**Caribbean Choice**”. It had gold rum, amaretto, apricot, pineapple juice, orange juice and sugar. Wow! Another delicious cocktail! Luis at this point was also ready for his second drink so he asked Paul if he had any recommendations. So, Paul shows up with what he called “his favorite drink” which is Ginger Beer with Appleton Estate V/X Jamaican Rum. I got to try it and it was very tasty. A great recommendation, thanks Paul!



As I mentioned earlier, the bar menu is quite extensive so I would like to share with you some of the other cocktails they serve.

The following cocktails are ones that are featured in their menu under the title of “Bartenders Special”:

Double 07- gold rum, peach, crème de banana, orange, pineapple and strawberry syrup.



Golden Evening- gold rum, Tia Maria and white wine.

Green Devil- gold rum, crème de banana, Blue Curacao, pineapple and lime.

MoBay Hurricane- gold rum, dark rum, amaretto, apricot, apple and lime.

Old Country Time- gold rum, wild orange, ginger wine, pineapple, lime and strawberry syrup.

Summer Cruise- apple, pineapple, strawberry syrup and Ting*.

* Ting is a citrus soda (non-alcoholic)



I want to thank Paul, Beresford and Half Moon Resort for making our stay so enjoyable, memorable and tasteful.

Thank you from your friends from Texas!

Chuck's Dirty Bananas

One of the most popular rum cocktails among locals, tourists, even international movie production crews is “Dirty Bananas.” This is a recipe that majically combines Jamaica’s best assets to produce a sweet, refreshing and inviting drink.

1 ½ oz. Appleton Estate V/X Jamaica Rum
½ Banana
½ oz. Coffee Liqueur
Clear Syrup (to taste)
Splash of Milk
Ice

Combine all of the ingredients in a blender and serve in a colada glass. Garnish with a banana wedge. Yummy!



Put your feet up for a while...
...and do a little reading about romantic
destinations in the Caribbean & around
the world...

lovetripper.com





*Best perfumes come
from France...*



*...and the best rum comes
from Guatemala.*



For five years in a row, Ron Zacapa Centenario has been granted the award to "The Best Rum of the World". For that reason, it is now the first and only rum to enter the "Hall of Fame" of the International Rum Festival.

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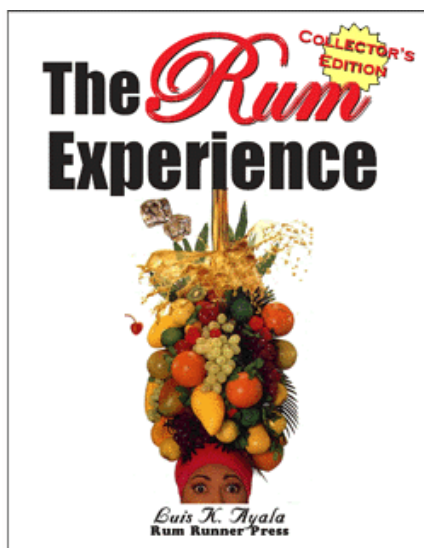
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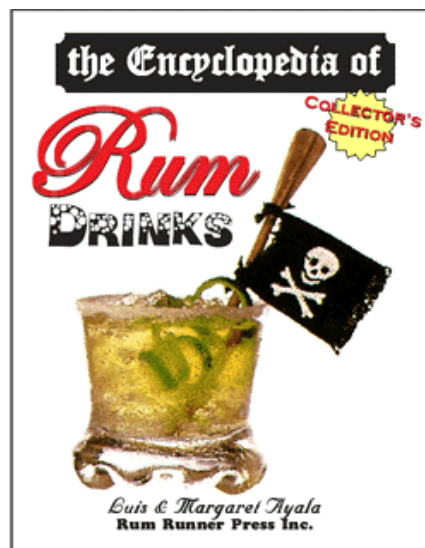
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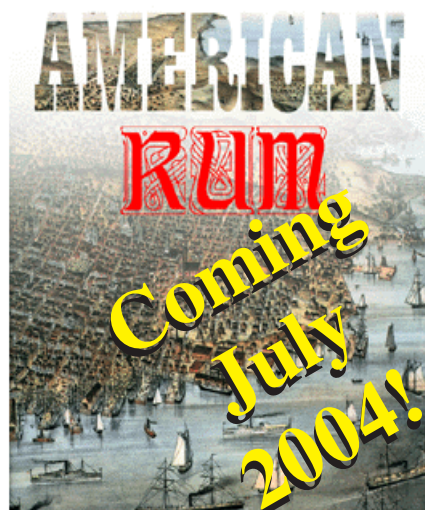
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Our Mission:

- 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.