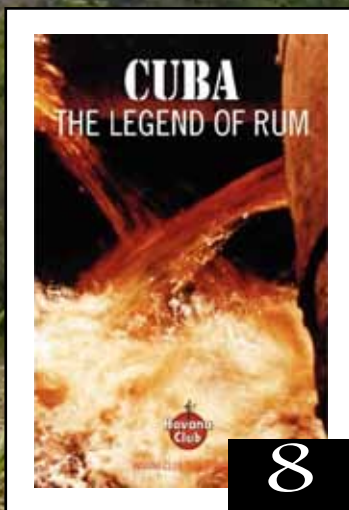


Got Rum?™

APRIL 2011

FROM THE GRASS TO YOUR GLASS!

**RUM NEWS - ANGEL'S SHARE - RUM HISTORY
- THE RUM UNIVERSITY - RUM TECHNIQUES -
TOBACCO & RUM**



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Got Rum?

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ON THE COVER

Freshly harvested, hand-cut, sugarcane in Panama.

Photographed by Luhhhis Ayala, © 2011 All Rights Reserved.



FROM THE EDITOR

The Return of "Got Rum?"

It has been nearly six years since we published the last issue of "Got Rum?" magazine. At that time, our consulting business was growing so rapidly that we could not keep up with serving both our clients and our readers, so we decided to focus solely on our consulting practice.

While we have enjoyed the freedom to focus only on our clients' needs, whether these were product formulations, sourcing bulk rum or providing turn-key solutions for their rum businesses, we have missed the consumer education aspect of our business.

We are thankful to all our friends, ranging from distillers, importers, distributors to restaurateurs and consumers, for constantly asking us to bring "Got Rum?" back to circulation: we are indebted to you for your loyalty, passion and perseverance.

We will be bringing you more content than ever before, such as interviews with key business and political figures affecting the industry. You will also be able to access the content via many of today's portable media devices. All of these changes are signs of maturation and adaptability to a shifting environment and our magazine, much like modern rum, has to evolve to remain relevant.



Our commitment to informing consumers and members of the industry remains unchanged: we are devoted to reviewing new rums, books, events and to bringing you the latest commentary on trends, as well as reminders of rum's colorful past. The electronic version of "Got Rum?" also continues to be free.

Whether you are holding the printed version of this magazine or reading it on your eBook device, we thank you for spending your valuable time with us. We are committed to making "Got Rum?" once again the prized resource it once was. As always, we are open to suggestions, so reach out to us with comments, questions or just to say 'hello.'

Enjoy this and our future issues,

A stylized, handwritten signature in dark ink, appearing to read "Luis".

Luis Ayala, *Editor and Publisher*



<http://www.linkedin.com/in/rumconsultant>

WORLD RUM NEWS

These are some of the recent rum-related headlines as published in the *Rum Talk Blog* (<http://rumtalk.blogspot.com>); please visit the site to read the complete stories. You can also submit articles or press releases, visit www.gotrum.com for contact information.

March 23rd

Russia bans Pirate Party for being rum-guzzling seafarers

The spread of the Pirate Party on an international scale has hit a rock thanks to some staggeringly bureaucratic reasoning by the Russian government.

March 19th

Whisky-Rum-Potstill Festival

The Whisky-Rum-Potstill Festival was held on March 19 in Lisse, in the Netherlands at "De Nachtegaal" event center.

March 18th

Finnish vodka and Spanish rum named among best spirits in the world

The judges sniffed, swirled, and scrutinized at the Ultimate Spirits Challenge 2011 in New York earlier this month, before crowning an assortment of international spirits as their favorites.

In vodka, Finlandia Classic Vodka, from Finland took the top prize. In gin, the UK's Beefeater London Dry Gin was deemed the best, while Spain's Dos Maderas PX 5 +5 was the crowd favorite for rum.

March 16th

Sailors Unite at Sailing Spoken Here - Mount Gay Rum Launches a Forum for Sailing Enthusiasts Across the World

Sailing Spoken Here - A program built to expand the footprint of sailing by letting racers connect and share ideas and experiences.

March 14th

Drinking Diaries: There's more to rum than vacation drinks

It is not a real beach vacation until you've got a rum drink in hand. Berry-red Rum Runners, fresh-minted Mojitos and classic frothy Piña Coladas do as much to set the mood as turquoise waters and sugar-sand beaches.

March 13th

The ten best rums (Chosen by Tom Duthie)

You don't have to be a sailor to enjoy this spicy spirit - the tropical flavours range from light and sweet to dark, rich and treacly with a hint of the exotic.

March 10th

Skimming the racks -- a round-up of retail news: Distilling rum in Portland

I just heard from Deco Distilling, a Portland-based rum distillery. Yes, apparently they are making rum there now, too.

And how yummy does this sound: the "*distillery uses Portland-roasted Arabica beans, enriching this rum with full-bodied flavor and aroma*" or this "*our Ginger flavored rum is handcrafted and flavored using natural ingredients.*"

UPCOMING RUM EVENTS

Polished Palate Rum Fest - Tampa, Florida

March 31st - April 1st

<http://www.polishedpalate.com/events/irf/2011/>

Rum Renaissance Festival - Miami, Florida

April 25th - May 1st

<http://www.rumrenaissance.com/>

Women and Spirits of the World International Competition

April 28th, Monaco

<http://www.womenandspiritsoftheworld.com>

Tales of the Cocktail, New Orleans, Louisiana

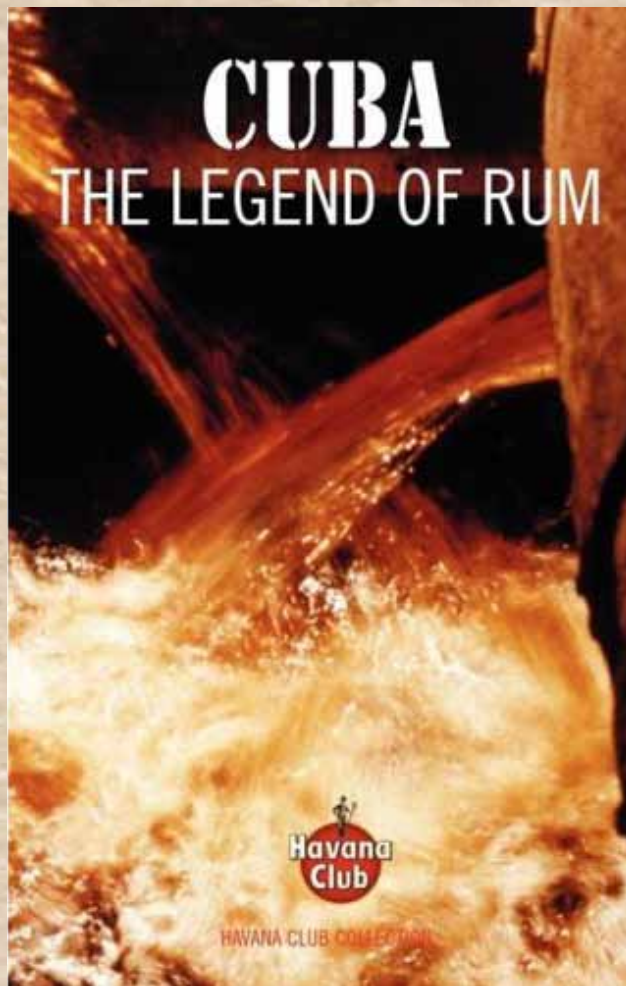
July 20th - 24th

<http://www.talesofthecocktail.com/>

"The only way that I could figure they could improve upon Coca-Cola, one of life's most delightful elixirs, which studies prove will heal the sick and occasionally raise the dead, is to put rum or bourbon in it."

Lewis Grizzard (American Comedian and Columnist, 1946-1994)

RUM LIBRARY



In this book, which is part of the Havana Club collection, the authors guide the reader through the origins of Cuban rum, from Columbus' plans for his journey to the Americas, the early Spanish settlements to the socio-economic conditions surrounding the original inhabitants of these lands.

As it seems the norm for all rum books, several pages are devoted to exploring the origin of the word "rum" and the authors offer a couple of intriguing possible answers.

One of the most eye-opening facts presented in the book, is that, while Cuba was already producing rum before 1790, the Haitian revolution of 1791 caused a mass exodus of planters and distillers to Cuba, increasing almost immediately the amount of rum being produced.

The remaining chapters devote to the art and science of making, tasting, mixing and enjoying Cuban rum.

I particularly liked the chapter dedicated to the cantineros (bartenders), as it is by their skillful hands that most consumers get to enjoy this wonderful spirit.

The book ends the journey with a visit to the land of traditional Cuban cocktails, including the ever-present Mojito and the Daiquiri, which –as explained by the authors- owes its origin to the Cachánchara, which was originally made with rum, lime juice and honey.

This is a truly delightful book about rum, its history and its influence in the life and culture of Cuba and its people. It is full of insights and anecdotes that are sure to keep the reader entertained.

-Margaret Ayala



Do you have a book you want us to review? E-mail us at news@gotrum.com.

You can purchase this and many other great rum books at www.rumbook.com

Master Piece *In* a Bottle



For Zafra we hand selected American Oak casks, to ensure their optimal condition in preparation for aging this extraordinary rum. These casks are carefully cellared under the watchful eye of our Master Ronero, where the rum interacts with the oak casks and is masterfully blended, into this fine 21 year old "Master Reserve".



Discover This Authentic Rum Treasure.

www.zafrarum.com

THE ANGEL'S SHARE



BlackBeard Spiced Rum (86-Proof). This Puerto Rican rum has a light amber color with mahogany hues. The aroma is intensely vanilla-centric, with layers of sweet butterscotch, cinnamon, bananas and caramel.

On the palate it opens up quickly, true to the initial aroma, showcasing first the spices (nutmeg and cinnamon), followed by intense Crème Brûlée and finishes with a sweet, spicy and unctuous feeling. The aftertaste is clean, on the sweet side and has mild hints of wet oak.

Mixing the rum with an equal amount of water helps open up the aroma for an easier and deeper assessment. The rum is perfect as a mixer!

Featured Cocktail - Black Tea

1/2 oz. BlackBeard Spiced Rum
1/2 oz. Vodka
1/2 oz. Tequila
1/2 oz. Gin
1/2 oz. Triple Sec
1/2 oz. Sweet and Sour Mix
Splash of Cola
Lemon slice for garnish

In an ice-filled Collins glass, combine BlackBeard, Vodka, Tequila, Gin, Triple Sec with Sweet and Sour mix and stir. Top with Cola and add lemon slice for garnish.



Holey Dollar Rum Extra Aged Overproof (114.4 Proof, 3 Years Old). From Fiji, by way of Australia, comes this strong rum dressed with an inviting golden amber color and bronze undertones.

The aroma is vigorous and assertive, loaded with raw sugarcane, toasted nuts, wet oak and light traces of toffee and bananas. On the palate it opens up swiftly and warmly –as all overproof rums do-, slowly giving way to waves of vanilla and caramel.

The finish is sweet and slightly spicy, making it a perfect companion for a maduro cigar. Hardcore rum aficionados can enjoy this rum straight, everybody else will benefit from adding a bit of water or an ice cube.

A unique find!

Featured Cocktail - Stormy Rebellion

Ingredients

45ml Holey Dollar Rum
Overproof

2 Lime Wedges

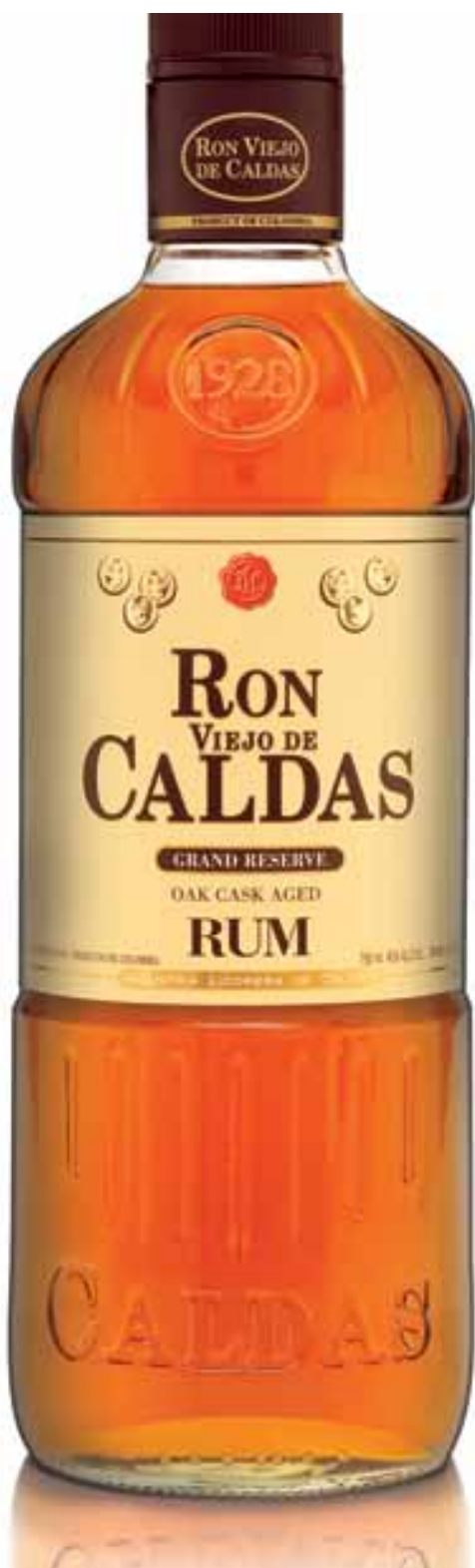
Ginger Beer

Directions

Squeeze lime wedges into glass filled with ice cubes. Add rum, top with Ginger Beer. Enjoy.



THE ANGEL'S SHARE



Ron Viejo de Caldas Grand Reserve, Oak Cask Aged Rum (8 Years Old, 80-Proof). This rum has a very attractive and glistening amber color with reddish copper hues. The aroma opens up with a decisively fruity and nutty character, with touches of peaches and toasted walnuts, surrounded by a veil of sweet wet oak. As it breathes, the rum reveals a more complex olfactory personality, one comprised of rich brown sugar, fresh vanilla bean and toffee. By the time this rum reaches the lips, the palate is blitzing in anticipation, eager to experience firsthand the source of all these wonderful aromas, and the rum is there to reward the senses.

As the first drops reach the tongue, every aroma previously experienced is revived and enhanced tenfold. The fruit elements -including peaches, pears and bananas-, are harmoniously balanced with the essence of toasted nuts -such as pecans, pine nuts and walnuts-, elegantly blended with sweetness -primarily unprocessed brown sugar-, all presented in the context of flavorful wet oak, which serves as a perfect background, allowing all flavors to come and go while sharing this common denominator. This rum is unusually smooth for this proof, has a light-to-medium body and finishes dry with only a hint of spice. The rum lingers on the palate for an eternity, reminding you of how good life can be.

This is not your typical rum: it is reminiscent of both Whisky and Armagnac, without being excessively fruity or sweet. It is hard to capture sugarcane's fruitiness the way Ron Viejo de Caldas does and, for this reason alone, it stands out above the crowd.

An excellent find!

Ron Barceló Gran Platinum (75 Proof), Dominican Republic.

This rum is extremely clean and perfectly translucent, which is the result of great filtration during bottling.

The aroma is without a doubt that of a clean white rum: natural sugar cane essence with a touch of citrus peel.

The body of the rum is light and silky; it opens up smoothly on the palate, with a taste profile that matches the initial aroma note for note.

The finish is effortless and clean, with just a hint of sweetness.

While we typically recommend white rums only as mixers, this product is so well made that it can be sipped neat, with an equal amount of water or on the rocks.

A great product from an excellent company!

Featured Cocktail - Temptation

Ingredients

1 ¼ oz. Ron Barceló Gran Platinum

¼ oz. Banana Liqueur

¾ oz. Passion Fruit Liqueur

1 ½ oz. Pineapple Juice

¼ oz. Lime Juice

Directions

Add ingredients to shaker, shake and strain into serving glass.

Decorate with a strawberry and a lime wedge.





The most sought-after premium rum brand of Cuba's "Golden Age" was Ron Matusalem, produced by a company whose founders had brought from Spain a secret formula for distillation and blending. Established in Santiago de Cuba in 1872, Ron Matusalem quickly became renowned for superior quality, distinctive flavor and unsurpassed smoothness.

Today, changes in Cuba's political structure have forced descendants of the founders to produce Ron Matusalem in the West Indies where the soils, climate and quality of sugar cane, combined with the family's secret formula, enables them to exactly match the rum that was so well regarded during Cuba's "Golden Age." In a very real sense, Ron Matusalem continues to be The Spirit of Cuba.

Unchanged since 1872...



**MATUSALEM
GRAN RESERVA**
..was, and still is,
The Spirit of Cuba

RUM IN HISTORY



1485



1601

April Through The Years

1485 - Bartholomew Columbus is sent by his brother to France and England in hopes that he may interest Charles VIII or Henry VII in outfitting an expedition to Asia, but Bartholomew is not successful.

1601 - The East India Company's James Lancaster institutes lemon juice doses among his crew while at the Cape of Good Hope, then heaves off to Madagascar to take on more lemons and oranges. His 200 men are the only crew not decimated by scurvy.

1485

1535

1585

1635

1513 - Spanish explorer Ponce De Leon sights Florida and claims it for the Spanish Crown after landing at the site of present day St. Augustine, now the oldest city in the continental U.S.



1513

Ever wondered what happened
in the month of **APRIL**
throughout history?

1782 - Admiral George Rodney defeats Admiral de Grasse off
Dominica and secures his place as a Royal Navy hero.

1763 - Of the 14,000 hogsheads of molasses brought into New
England, only 2,500 are from British sources, smugglers
account for the remainder. French islands allowed to export their
rum to France.

1830 - The continuous still patented by Irish inventor Aeneas
Coffey speeds up distilling and makes for "cleaner" whisky, gin
and rum. The still is named after its inventor.

1685

1735

1785

1687 - The Royal Navy officially adopts rum as the daily ration.

1789 - On board the British ship *Bounty*, Fletcher Christian led a
mutiny against Captain William Bligh.

1764 - On April 5th, Parliament passes the Sugar Act, which
replaces the Molasses Act of 1733.

1793 - Berlin chemist Franz Karl Achard, 40, reveals a process
for obtaining sugar from beets.

1782



1789



GRAND RESERVE



OAK CASK AGED
EXCLUSIVE VINTAGE



A SECRET WORTH SHARING

“Unique... It stands out above the crowd.”

Luis Ayala, Most Published Rum Author in the World.



Bermuda's National Drink
is a Little Like Her National Dance.

Unique, exciting and passed down for generations. It's true for our exotic Gombey dancers, who duck and twirl in practiced moves handed down since the 1700s.

And it's true for our notorious Dark 'n Stormy® cocktail.

Made with two oz. of Gosling's Bermuda Black Seal Rum, twirled with Gosling's Ginger Beer over ice, this exciting drink's been helping Bermudians keep cool for generations.

Happily, you'll now see it at more and more fine establishments here in the States. And Gosling's Black Seal at more and more spirits retailers.

But to see a Gombey in person, you'll need to board a plane and come to Bermuda. And would that be so bad?



Gosling's. For Seven Stubborn Generations.

www.goslingsrum.com We make it slowly, stubbornly. Please enjoy it slowly, responsibly. 40% ABV. Product of Bermuda. Castle Brands, NY, NY.

THE Rum UNIVERSITY

Classifications of Rum, Part 1

In this issue, we explore the classifications of rum based on the raw ingredients used in its fabrication. Additional classifications will be published in subsequent issues. If you have suggestions for topics, please send them to us. Once completed, this Rum University lesson will have covered the following subjects.

- Classifications of rum based on raw material
- Classifications of rum based on fermentation method
- Classifications of rum based on distillation method
- Classifications of rum based on age
- Classifications of rum based on blending technique
- Classifications of rum based on style
- Classifications of rum based on added flavors
- Classifications of rum based on alcohol strength
- Classifications of rum based on color
- Classifications of rum based on marketing hype

Sugarcane Juice: Many French rums (rhum) are made from 100% sugarcane juice, which is then fermented, distilled and aged. These rums tend to contain a high level of floral/herbal aromas and are clearly differentiated from molasses-based rums. In French-speaking rum-producing countries, rums made from sugarcane juice are known as “Rhum Agricole,” to differentiate them from “Rhum Industriel,” which is made from molasses. Sugarcane juice is known as “Guarapo” or “Garapa” in most Spanish-speaking countries, and is obtained by crushing or pressing the freshly-harvested sugarcane stalks.



Making guarapo from sugarcane. Old sugar mill and steam locomotives museum in José Smith Comas, Matanzas province, Cuba. Photograph by Panther.

Molasses: When sugar processing plants extract sugar from the sugarcane juice, they boil the juice until crystals start to form, leaving behind a thick liquid known as molasses. Depending on how long they boil the juice and how much sugar they take out, one is left behind with Grade A Molasses (highest quality - highest percentage of fermentable sugar left), Grade B Molasses (slightly lower quality than Grade A), Grade C Molasses, Grade D Molasses and, finally, Black Strap Molasses (lower percentage of fermentable sugars, highest concentration of minerals). The better rums in the market are made using higher quality molasses because they contain a higher percentage of fermentable sugars and a lower percentage of chemicals (used to extract sugar crystals) that can interfere with yeast during the fermentation of the molasses.



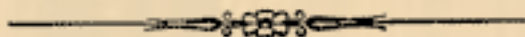
Macro photograph of a pile of sugar. Photographed by Lauri Andler (Phantom).

Sugar: Granulated sugar is sometimes used to supplement the sugars found in molasses, although it makes for a more expensive ingredient and the resulting alcohol lacks many of the subtle characteristics that we typically associate with good rums.

Brown sugar has more natural flavors than white sugar does and, as an ingredient, it is often used to sweeten the alcohol after distillation, just prior to bottling. Un-aged alcohol can be made more palatable by increasing its sweetness.

Other: A couple of distilleries (in Eastern Europe, possibly elsewhere) have distilled alcohol from fermented sugar beet extracts and have attempted to sell the resulting alcohol as rum. Fortunately they have faced opposition from larger markets and have not been able to export the product as such. Sugar beets, a member of the Chenopodiaceae family, are a great source of sucrose and a viable alternative to sugarcane when the goal of cultivation is obtaining sugar as a final product (sugar from sugar beets accounts for about 30% of the world's production). To our knowledge, none of the significant rum producing or consuming countries have laws that allow for alcohol made from fermented sugar beets to be labeled and sold as rum.

Summary: Rum is made exclusively from sugarcane or its by-products, anyone telling you otherwise is attempting to deceive you.



Next Month: Classifications of rum based on fermentation method

The Organoleptic Assessment of Rum - Part 1

As part of our commitment to educate industry members and consumers alike, we are pleased to re-publish content from “**A guide book for the organoleptic assessment of rum**,” by A. P. Saranin.

The guide was originally published in Bundaberg, Queensland, Australia, and is a detailed work covering the delicate job of formally evaluating rums and rum samples.

Our gratitude goes out to Dr. Alex Saranin and the fine people at The

Millaquin Sugar Co. Ltd. and The Bundaberg Distilling Co. Ltd., for making this material available to us.

Each issue of “Got Rum?” will include additional pages of this guide-book until all the pages have been published. At that point we will move on to another piece of historically-significant material, and so on.

As always, we want your suggestions for future topics, so we can continue bringing you the most relevant information possible.

or•gan•o•lep•tic

adjective

\,ôr-gə-nō-'lep-tik, ôr-,ga-nə-\

Definition

1: being, affecting, or relating to qualities (as taste, color, odor, and feel) of a substance (as a beverage or drug) that stimulate the sense organs <organoleptic research>

2: involving use of the sense organs <organoleptic evaluation of beverages>

— or•gan•o•lep•ti•cal•ly \-ti-k(ə-)lē\ adverb

Origin

French organoleptique, from organ- + Greek lēptikos disposed to take, from lambanein to take.

First known use: 1852

INTRODUCTION

Our bodies subject all food and drinks to a highly critical appraisal before they are accepted and swallowed. We assess food and drinks visually, savour their odour, if satisfied put them into our mouths, and embark upon gustation to assess the taste and flavour. After having swallowed, we expect the after-taste to be characteristic of what we have smelled and tasted. If it confirms our expectations we experience aesthetic pleasure; if it does not conform to the initial perceptions we are disturbed and usually repeat the evaluation in order to confirm or disaffirm our acceptance of the product.

Sensory assessment of food and beverages is a complex process comprising odour, taste, a roughness or smoothness, hotness or coldness, pungency or blandness. A flavour of a product is a combined sensation of odour and taste.

It is relatively easy to describe and to comply with the physical and visual appearance criteria of a product. The organoleptic properties, on the other hand, present great difficulties because they are more susceptible to subjective evaluation and they are exceedingly difficult to measure objectively for we cannot adequately express, define, or explain our smell and taste sensations in the same way as we can record the sounds and photograph the sights we see.

Food and beverage industries have long realised that ultimate success of their product depends on the sensory reaction it creates on the consumer, and this, in turn, would lead to the consumer's acceptance or rejection of the product. This situation caused the industries and research organisations to develop a variety of organoleptic control methods. These methods consist, in most cases, of having suitably trained panels or groups of people, coupled with programme techniques and statistical analysis of the results. Sensory evaluations of the panel members are descriptively recorded taking into consideration firstly, the bouquet, secondly, the aroma and thirdly, the flavour-by-mouth. The members are chosen by certain basic qualifications, such as normal smelling and tasting abilities, interest in flavour, and the intelligence to interpret and to convey their responses. Training usually includes exposure to a variety of odour and flavour situations as well as instruction in practical techniques for sniffing and tasting, and the rationale for these techniques. The tests are conducted under standardised conditions and under standardised methods of sample presentation.

continued on page 25

HOLEY DOLLAR RUM TAKES A "HAT-TRICK" OF GOLD MEDALS IN LONDON

Australia's own Holey Dollar Rum has upstaged by beating the very best rum brands from all around the world in the just announced 2009 International Wine and Spirit Competition (IWSC) with the prized TROPHY for 'BEST RUM' of the competition being awarded to the over-proof 'Gold Coin'. In addition Holey Dollar Silver Coin Premium Rum at 40% alc.vol won Gold, Best in Class; Holey Dollar Gold Coin Overproof Rum at 57.2% alc.vol won Gold Best in Class; and Holey Dollar Cask Strength Platinum Coin at 75.9% won Gold, Best in Class. Full details of the competition are available at www.iwsc.net.

Coins were scarce in the early Australian settlement and rum became the preferred currency.

In 1793 the NSW Corps took control of all rum arriving by ship and became known as 'The Rum Corps'. Governor Bligh tried to halt this enterprise in 1808 only to be arrested by the Rum Corps and sent back to England. Prized rum arrived by ship from the best sugar producing nations, and the rum in this bottle is a recreation of that valuable drop. Sourced from hand-cut sugar cane in the fertile tropics of Fiji and distilled in pot stills, giving a distinctive rich, dark texture and a smooth full bodied flavours.

In 1813 Spanish coins were punched to create a small coin and a 'holey dollar' the availability of which superseded rum as currency. In all respects Holey Dollar Rum is as strong as the early Australian spirit.

"Even though our heritage is entwined with rum, nearly all the rum offerings in Australia are from foreign owned companies. We can now proudly provide Australians with a top quality rum, produced in the style that our forebears drank, from a wholly Australian-owned company."

Stuart Gilbert
Master Distiller

Holey Dollar is distilled by a unique "wood fired" copper Pot Still. The rum is then aged for three (3) years in small oak barrels, significantly longer than most rum and the formula certainly impressed the expert Panel at the IWSC, in London. Tasting notes distributed by the judges are:

SILVER COIN: Deep gold. Rich, full, exotic nose with delicate weave of spice and floral notes. Attractive earthy and dark sugar notes. Deep flavour in the mouth with rich treacle and some bitter, but attractive, caramel notes. Hints of raisin, prune and vanilla. Long, power packed finish.

GOLD COIN: Medium, bright gold. Similar exotic characters as above but all in greater profusion. Floral and spice mingle with earth and dark sugar. All carry into the mouth where all the flavours are highlighted by the clean, spirited lift. Wonderful twist of smoke links all the flavours and leads into another, full powered finish.

PLATINUM COIN: Dark bronze. Tropical fruits where ripe banana reigns supreme lead on the nose with floral and spice following. Brown sugar, caramel and vanilla. Deep full flavoured mouth where all the flavours are given a great filip from the clean alcoholic lift. Great combination of rum and fruitcake characters. Impressive, aromatic finish.



For more information visit www.holeydollarrum.com.au

RUM TECHNIQUES

continued from page 23

This guidebook has been designed for organoleptic testing of rum. This product, like other distilled spirits, has a complex chemical composition. Recent research has identified in a well known type of rum over one hundred chemical constituents. Some of these are very volatile and exert their influence on the bouquet and aroma while others, being less volatile, influence the flavour-by-mouth and also the after-taste sensation.

No single method of testing can possibly answer all the questions that the rum producer and distributor may seek on the organoleptic qualities of his product, particularly having in mind the many quality parameters and complexities of consumer acceptances and preferences. The methods adopted for this work provide both for the objective and the subjective methodology and are adapted both for consumer rating and acceptance as well as for more detailed organoleptic profile assessment. With a suitably selected and trained panel of testers, these methods with discriminate application should yield meaningful results on issues such as quality maintenance, product and process improvements, new product development, and consumers' preferences.

It should be stressed that organoleptic evaluations are based on human responses which vary from person to person in interpretation and also vary in individuals with time, situation, health, and many other psychological factors. It is, therefore, necessary to use statistical methods in the interpretation of the results, for they provide for reliability by helping to eliminate some of the psychological factors associated with subjective judgment by human beings.

The material in this guide book is presented in five sections for clarity and convenience of description of content. Section 1 gives general remarks on senses and tasting. Section 2 contains an explanation of types of tests and some of the terms used in organoleptic testing. Section 3 presents charts summarizing the methods to be used. Section 4 outlines the general directions on the testing techniques and information on panel selection, conditions of judging and evaluation of test results. Section 5 describes in detail the procedures for the tests.

Did you enjoy this article? Do you want to read more?

Then make sure to get the May issue, where we'll continue this interesting topic with the section titled "Rum - History and Appreciation."

TOBACCO AND RUM

Rum and cigars go hand in hand so well, perhaps because of the tropical climate sugarcane and tobacco have in common, perhaps due to the same level of attention to detail that go into producing them, that enjoying the right pairing can transport the consumer to a magical place.

But how does one know which cigar goes perfectly with which rum? Pairing cigars and rums is like blending a rum:

one must be fully aware of which flavors and aromas each ingredient contributes, and one must know how these flavors and aromas interact with each other. The rest is simple: experiment, experiment, experiment!

In this article, we feature a great combination of tobacco and rum, hopefully you will find it as enjoyable as we have. Do you have a favorite pairing? Drop us a line and let us know!

THE CIGAR

Arturo Fuente
Gran Reserva
Corona



The Ecuadorian sun grown wrapper combines with the Dominican filler and binder to produce an excellently-balanced smoke, perfectly assembled to guarantee an even draw with consistent flavor from beginning to end.

This cigar is also available in African Cameroon and Connecticut shade wrapper, but for this pairing we recommend the Ecuadorian wrapper.

The cigar also comes in Corona Imperial and Cañones, among others, but we feel the Corona offers the best proportion of wrapper to filler and binder.

THE RUM

Santa Teresa®
FOUNDED IN 1796



The rum-making tradition at the Hacienda Santa Teresa dates back two centuries, to a time when the enterprising colonizers plowed for the first time its fertile soil and planted the first sugarcane.

It was the year of 1796, a year that would mark the beginning of a continuous effort to produce the fine rums Santa Teresa is famous for.

Santa Teresa 1796 Ron Antiguo de Solera is very aromatic, with a slightly fruity nose. The body is rich and complex with a delicate oak finish that rejoices in the mouth. Try it neat or on the rocks.

Cuba Cuba Cigar Company

Deep in the jungles of Nicaragua lies a hidden exotic plantation of tobaccos, enriched by the most fertile soil in the world. Legend has it that Cuban cigar rolling masters fled to this area after Fidel Castro captured their beloved homeland. Their departure robbed Cuba of all of their knowledge and a prized possession — cuban seed.

Laboring in the fields for decades, their toil, loss and labor have finally come to fruition with the premier Cuba Cuba cigar.

The only cigar of its kind made artfully with:

100% Cuban Seed
100% Cuban Seed Filler
100% Cuban Seed Wrapper.

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