

July 2001

Volume 1, Issue 3

Got Rum?™ We Do!

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<http://www.rumshop.net/>

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Featured Rums:

- Flor de Caña 12-Year Old
- Roaring Forties Rum
- Cruzan Orange Rum

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Tobacco and Rum

Hello there, if this is the first issue of **Got Rum?** you read, thank you for joining us, we hope you like what you find. If you are a seasoned reader, then welcome back!

In either case, we're happy you are here. We'll do everything in our power to make sure time spent reading this newsletter is well invested.

If you are like me, you probably enjoy your favorite sipping rums while occasionally puffing a fine cigar. One of my favorite combinations is sipping Ron Zacapa Centenario while enjoying a Royal Barbados Cigar or a, less frequently, a Romeo y Julieta.

Do you have a favorite rum/cigar combination? If so, I'd

love to learn from your experiences.

Over the next couple of months, we at The Rum Shop will be exploring the intersection of these two wonderful worlds. Who knows, maybe in the future all this research will produce a volume on the subject.

Luis K. Ayala
Director

RumShop.NET gets a face lift

Thanks to all the positive feedback we've received from our website visitors, newsletter readers and clients, The Rum Shop has undergone phase 1 of a series of beatification improvements aimed to facilitate navigation of our site.

Over the next few months we'll start phase 2. As with phase 1, all the website upgrades are performed without affecting the access and availability of our on-line

content. So bookmark and visit us often!



Rum News

Christmas Cake / Black Cake

You probably think we're crazy for mentioning the word "Christmas" this early in the year, but we have a good reason, so please, don't turn the page quite yet!

Those who live in or grew up in the Caribbean will undoubtedly agree in that few things

in life mark the arrival of Christmas as a Black Cake. This rum based cake not only is a staple during the holidays, it is also a great cake to have in the house year round. The only drawback is that its main ingredient must rest for weeks, months if possible, while it attains the best

taste. Which brings us to the reason why we are mentioning the cake this "early" in the year: it is time to start your mix so that you don't look at your spouse a week before Christmas as both of you point to each other saying "you forgot to make the mix ahead of time AGAIN!")

So mix your currants, raisins, stoned prunes, sugar, rum and cherry and let all the flavors "marry" until december...you'll be glad you did, trust us!

If you don't have a recipe for Black Cake, drop us a line, or look it up in the "Recipes" section of the website.

AlcoholReviews.com Launches Alcohol-Search Engine



AlcoholReviews.com, an online monthly review of beers, wines, and spirits has soft-launched a mini-Yahoo of beers, wine and spirits. It is the only search engine devoted solely to all things alcohol.

"The idea behind Alcohol-Search is simple," said editor Kevin R. Kosar. "Consumers and people in the trade want information on beers, wines and spirits, and they want it quickly. Where can I find info on Gosling's rum? Has anyone rated Bethel

Heights' Pinot Noirs? Where can I get info on going on a beer tasting tour in Belgium? And so forth. We can supply this information to them. All they have to do is head to our Alcohol-Search, type in a word or two, and BAM, they get what they are looking for. No porno sites, no irrelevant garbage- just useful information."

Like all search engines, Alcohol-Search is a work in progress. New links and information is being added daily. "We invite websurfers to submit links to us. This website is for them. We hope they will help us to build it," said Kosar.

Alcohol-Search is an excellent supplement to an already huge site. "We have a News section with daily alcohol headlines, we have a Retail store where you can shop for liquors, wines, barware and more. We have a NEW STUFF section where you can catch the latest press releases on what's just hitting the market. And we have a trove of articles on alcohol. I think we're well on our way to building the Web's only comprehensive alcohol website."

To try out Alcohol-Search, surf to <http://www.AlcoholReviews.com> and click SEARCH.

Special Report: Rum Fest 2001 Winners - Premium Category

GOLD AWARD WINNERS (Judges Choice)

Ron Barcelo Imperial - Barcelo & Compania, C por A - D.R. (1)

Ron Anejo Premium Gold - Industrias Pompero - Venezuela (2)

Admiral Rodney - St. Lucia Distillers - St. Lucia (3)

Cockspur VSOR 12 Year - Hanschell Inniss - Barbados

Black Seal Rum - Gosling Brothers - Bermuda

Old Brigand Black Label - R.L. Seale & Co Ltd - Barbados

Cavalier 1981 Vintage Antigua Rum - Antigua Distillery Ltd - Antigua

El Dorado 12 Year Old - Demerara Distillers Ltd - Guyana

Sunset Premium Rum - St. Vincent Distillers - St. Vincent

Aniversario - J. Armando Bermudez - Dominican Republic

Finest Aged 10 Year Old - R.L. Seale & Co Ltd - Barbados

Cacique Milenium - Seagram De Venezuela - Venezuela

El Dorado Special 15 Year Old - Demerara Distillers Ltd - Guyana

SILVER AWARD WINNERS

Cockspur 1639 - Hanschell Inniss - Barbados

Cacique 500 - Seagram De Venezuela - Venezuela

Cockspur Classic Reserve - Hanschell Inniss - Barbados

Doorly's XO - R.L. Seale & Co Ltd - Barbados

Bacardi 8 - Bacardi Corporation - Puerto Rico

Old Brigand 10 Year Old - R.L. Seale & Co Ltd - Barbados

Whalers Rum - Hawaiian Distillers - Honolulu

Ron Colonial Reserva Especial - Licorera Quezalteca - Guatemala

Tortuga Gold Rum - Tortuga Rum Company - Cayman Islands

Mount Gay Extra Old - Mount Gay Distilleries - Barbados

Ole Nassau Yer Ho - Burns House - Bahamas

Prestige Premium Gold - Travellers Ltd - Belize

Ron San Miguel 7 Year Old - Ron San Miguel - Ecuador



BRONZE AWARD WINNERS

Santa Teresa Selecto - Ron Santa Teresa - Venezuela

Blackbeard's Special Reserve - Grand Cayman Bottlers & Blenders - Cayman

Legend 14 Year Old - Caroni (1975) Ltd - Trinidad

Centenario 12 Year Old - Flor De Cana - Nicaragua

Don Q Grand Anejo - Destilleria Serralles - Puerto Rico

Clarke's Court Extra Old Grog - Grenada Sugar Factory - Grenada

Special Old Cask - Caroni (1975) Ltd - Trinidad



Stay tuned, each of the following issues of Got Rum? will list the winners in all the remaining categories: Regular, White, Overproof and Spiced & Flavoured!

Sam's Wines & Spirits' Rum Fest a success!



L to R: Kay Olsen (Spirit of Hartford), Luis Ayala (Editor) and Steve Remsberg (World's largest rum collector)

A bit late, but here nonetheless. Sam's Wine & Spirits' public

rum exhibition was a great shot in the arm for the industry.

Lucky attendees in the Chicago area were treated to an outstanding rum selection. Among those present at the event were representatives of the major rum brands in the country, among them:

Flor de Caña (Nicaragua), Mount Gay (Barbados), Gosling (Bermuda) and The Spirit of Hartford, exclusive importers of Foursquare Spice Rum and Doorly's

XO Rum (both from Barbados).

Author Luis Ayala was also present, signing books and exploring the "rum aisle" looking for new rums to add to his collection.



The Angel's Share

Flor de Caña Centenario



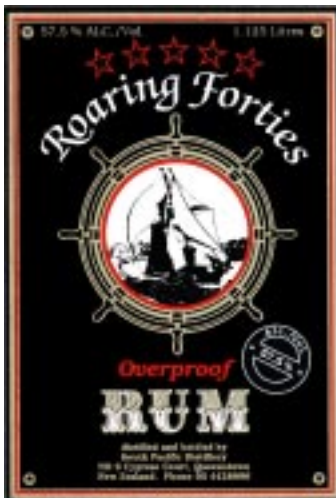
Compañía Licorera de Nicaragua, Nicaragua. Built in 1890, this distillery's fine rums were first introduced in the Nicaraguan market in 1937. "Flor de Caña" means "Sugar-cane Flower", a very descriptive and appropriate name for this style of rum.

Flor de Caña Centenario (12-year, 80-proof). This rum's seductive amber-copper color transports the taster to a time when doing things right was more important the doing them quickly. The fruit, oak and vanilla notes are well balanced. In the palate

one detects traces of courants, almonds and sweet bitterness. It finishes smoothly and very agreeably. It is easy to see this is the flagship rum of the entire line.

Enjoy this rum neat, slightly warmed and with a nice cigar.

Roaring Forties



South Pacific Distillery, New Zealand.

All rums produced here are pot distilled and aged in French oak casks. Final products are "Single Barrel," which means they are not blended for bottling but are rather bottled directly from each

individual barrel. Current plans include the introduction of a 3-year old amber rum in the year 2000.

Roaring Forties (18-month, 80-proof). An inviting dark color, reminiscent of the pot-stilled rums of times past, sets the tone for

this rich, full bodied rum. Very aromatic bouquet that speaks of oak and caramel with slight hints of nutmeg. Opens nicely in the mouth, with just a touch of raw sugar flavor. Ends with a long, pleasantly-smooth finish for a dark rum. A great find.

Cruzan Orange



Cruzan Rum Distillery, USVI.

As part of Cruzan's new "Tropical Rums" line, Cruzan orange is perhaps the only orange-flavored rum available in the United States.

As the popularity of the cocktail increases, so does the need to

have rums that contribute a lot of flavor to whatever recipe calls for them.

We tested Cruzan Orange in many different recipes and found it to be a very versatile and lively product.

Try it over crushed ice as you sit by the swimming pool, or enjoy it with ginger ale,

ice and a squeeze of lime as you wait for the sunset. For a very interesting twist, try it with Fallernum (check out July's issue) and some ice.

Regardless of how you drink it, this rum is sure to refresh and please you during these hot summer days.

Rum In History - New England Rum, Part II

"The fact was that heavy flavored alcohol of any kind had fallen out of favor. From around 1860 grain whisky made on a continuous still which took off the heavy flavors and impurities, and was therefore lighter than the malt liquor in a pot still, was now the fashion. The New England distilleries, whose owners had other fish to fry, saw no need to invest in the new equipment which would have enabled them to keep abreast of the new trend.

Felton & Son Inc of Boston were purchased by Heublein Inc of Etiwanda, California, and in 1981 were one of the few companies holding a basic permit for the distillation of rum in the continental United States, where the drink was defined as 'an alcohol distillate from the fermented

juice of sugar cane, sugar cane syrup, sugar cane molasses or other sugar cane by-products produced at less than 190° [US] proof in such manner that the distillate possesses the taste, aroma and characteristics generally attributed to rum and bottled at not less than 80° proof.

Other rum distillers inside the United States in 1981 were Archer Daniels Midland co of Peoria, Illinois; Schenley Distillers Inc of Lawrenceburg, Indiana; and Publicker Industries Inc of Philadelphia, Pennsylvania.

In 1979 some 2,206,000 (tax) gallons of rum were distilled inside the United States. The figure dropped to 1,938,000 in 1980 and to 1,810,000 in 1981, as shipments of rum from Puerto Rico and the US Virgin



Islands rose - the 25,000,000 proof gallons coming in from these 'overseas territories' of the United States was one per cent higher than in 1980.

In 1982 Heublein sold Felton & Son and the company's considerable stock of New England Rum. In January 1983 the Boston distillery was still in mothballs pending a decision on its future."

About future Rum In History articles

This issue marks the fourth installment of "Rum In History". Thus far we have covered prohibition and old New England rums.

If there is a particular subject that you'd like to see covered in this column, please let us know. Some of the suggestions we've heard so far include:

Rum in the British Navy, Rum in the US Navy, evolution of the distillation industry, just to name a few.

So please keep the constructive criticism flowing our way.

We are looking forward to continuously shaping this newsletter around the needs and wishes of our readers.

MOJITOS!

As you probably already know from your own experience, the biggest obstacle one encounters when preparing mojitos is keeping fresh mint around the house or the bar.

Even if you have endless supplies of fresh mint, if you plan to entertain mojito-drinking crowds, do you really want to spend hours behind the bar mixing drinks?

In our quest to improve the quality of our rum-drinking experiences, we tested a

promising product called Monin Mojito Mint. As the name implies, it is a ready-mix product aimed at the mojito consumer. After numerous (I know, tough job!) comparison tests with “fresh” mojitos, we arrived at the following conclusion:

“The Mojito Mint syrup is well balanced and curved, very easy to drink mojito. Expert bartenders and neophytes alike will benefit from the convenience and practicality this product brings to the consumer market.”



The only ingredients you'll need to make consistently good mojitos are: rum, ice cubes, limes and club soda. What could be easier?

For your convenience, you may order this product directly from our website: www.rumshop.net

Bartender's Corner - by Pat Davidson



Unless you've been hiding in a closet for the last year, you are very familiar with the “cultural revolution” going on in the night-clubs and bars, where people dance to Salsa

and Merengue while drinking mojitos.

In case you are wondering, the mojito is the national drink of Cuba. It is as enjoyable as a summer vacation on the beach. It is made by combining mint (called “hierba buena” or “good herb” in Cuba) with syrup, lime juice, rum and club soda.

The word “mojo” means “assemble” or “mixture” and that is exactly what this cocktail is: a very enjoyable

and harmonious mixture of aromatic and tasteful ingredients. Here are a few recipes to get you started:

Basic Mojito:

3 fresh Mint sprigs
2 top Sugar
3 tbsp Lemon juice (or lime), fresh
1 1/2 oz. Light rum
Club soda, Chilled

In a tall thin glass, crush part of the mint with a fork to coat the inside. Add the sugar and lemon juice and stir thoroughly. Top with

ice. Add rum and mix. Top off with the club soda (or seltzer). Add a lemon slice and the remaining mint. Serves one.

Frozen Mojito:

1 oz. Monin Mojito Mint Syrup
2 oz. Rum
Juice of 1/2 large lime
1 oz. Club Soda
2 cups of ice

Blend ingredients together, serve in a 16 oz. glass with mint sprig or lime wheel garnish and a straw.

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Please contact us if you
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your products reviewed
by us

We're on the Web!
See us at:
www.rumshop.net/

Test your Rum IQ - Solutions in next issue

Across

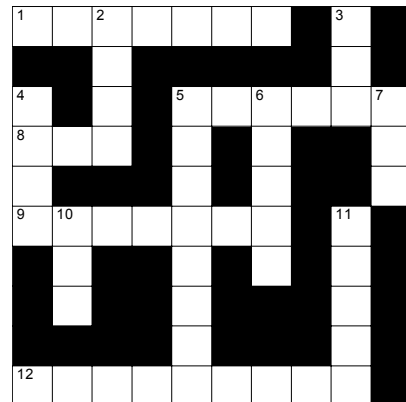
1. Home of Gossling's Black Seal Rum
5. Fashionable drink made with rum, mint, lime, sugar, rum and club soda
8. English for Ron
9. Home of Westerhall Rum
12. Makers of Trinidad's Royal Oak

Down

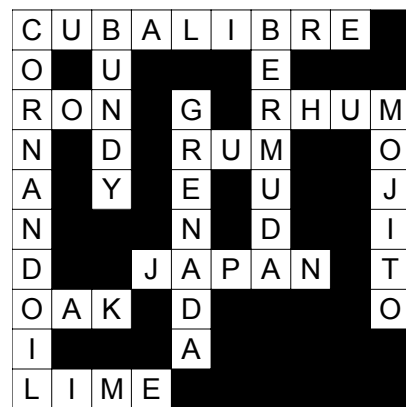
2. French for Rum
3. Original still type used to

distill rum

4. Old naval term for rum with sugar and limejuice
5. Boiled residue obtained after extracting sugar from sugarcane juice
6. Country of origin of Suntury rum
7. Type of wood most often used to make barrels
10. Spanish for Rum
11. St. ___ Distillers, makers of Bounty Rum



Answer to last month's puzzle



About Our Organization...

Our mission:

1) To educate people around the world about the many faces of rum.

2) To help rum distillers and blenders 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.

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