

Got Rum?™ We Do!

AUGUST 2002

2002 Coconut
Rum Challenge

International
Rum
Festival

and more!

Got Rum? Newsletter

www.rumshop.net



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Rum In The Media

THE MINISTRY OF RUM



Caribbean Classics

Rum expert/author and dear friend of ours, Ed Hamilton, has produced a videotape depicting the many facets surrounding the production of rum.

The video was recently filmed in selected Caribbean destinations and is sure to become a "must have" for all serious rum aficionados.

You can learn more about the video and Ed's excellent rum books at:

<http://www.ministryofrum.com> and

<http://store.yahoo.com/rhumsite/storofrumvid.html>



From the Editor

Of all the benefits that come with being a rum consultant, perhaps the one I enjoy the most (aside from actually taste-testing rums, of course) is the fact that I get to talk to a lot of people about rum. In some cases, those on the receiving end of my tirades have managed to surprise me with comments based on erroneous assumptions regarding rum.

Here then, are my humble attempts to set the record straight. If you can think of other misconceptions, please let me know so I can include them in future issues.

Rum Myths Debunked

All rum tastes the same. It is hard to imagine that there are people who think like this, yet there are many. Perhaps all food tastes the same to them? Here's a simple experiment: take a sip of a Puerto Rican golden rum. Now take one of a dark, pot stillled Jamaican rum. End of discussion.

All rum comes from the Caribbean. This myth is based on the fact that the most popular rum producing countries (as you can see from the paragraph above) are located in the Caribbean. There are, however, many other non-Caribbean countries that produce rum, including: Australia, Brazil,

Nepal and the Philippines.

All rum is white and un-aged. Go out and visit a few bars or liquor stores. Just because white rum represents the largest segment of the rum market it does not mean all other rums taste and smell like white rums.



Rum is not a sophisticated drink. If age is a basis for sophistication, think about this: Rum has been distilled longer than Scotch. If sophistication means character, aroma, and smoothness, then enjoy a snifter filled with one of the many super premium rums available.

Well, these are the first ones that come to mind. I'd like to hear which ones you can think of.

Luis K. Ayala,
Editor

You can e-mail me at Luis@rumshop.net.

This Month's Cover

Few things in life are as relaxing and enjoyable as sipping your favorite rum (or rum cocktail) on a clean, quiet beach. Unfortunately for many of us, we don't live within walking or driving distance of such beaches.

Drop us a line and tell us how you enjoy your favorite rum, be it in the middle of the asphalt jungle, on your roof top or in the privacy of your backyard!

The 2002 Coconut Rum Challenge



Captain
Morgan's
Parrot Bay
(Puerto Rico,
48-Proof)



Cabana Boy
Pineapple
Coconut Rum
(USA,
48-Proof)

CocoRibe
(USVI,
42-Proof)

Coco Mania
Coconut
Jamaica Rum
(Jamaica,
80- Proof)

Tortuga
Coconut Rum
(Cayman
Islands,
80- Proof)

Rum Lineup



Cruzan
Coconut Rum
(USVI,
55-Proof)

Malibu
Coconut Rum
(Barbados,
42-Proof)

Maui Dark
Coconut Rum
(USA,
48-Proof)

Coco Rhum
(Puerto Rico,
48-Proof)

Whaler's
Coconut Rum
(USA,
40-Proof)



2002 Coconut Rum Challenge Results

In the tradition of all the rum competitions conducted by our organization, all entries were judged twice: first neat and then with a mixer. Because not all rums are meant to be sipped (nor mixed), doing so allows us to better assess their individual characteristics. Here then, are the results:

"Neat" Results:

Taste:	Smoothness:	Character, Strength & Aroma:
First Place: Parrot Bay	First Place: CocoRibe Virgin Islands Rum Parrot Bay	First Place: Parrot Bay
Second Place: Tortuga Coconut Rum CocoRibe Virgin Islands Rum	Second Place: Whalers	Second Place: Maui Dark Coconut Rum
Third Place: Whalers Coconut Rum Maui Dark Coconut Rum	Third Place: Malibu Coconut Rum	Third Place: CocoRibe Virgin Islands Rum

Overall Winners:

1st Place: Parrot Bay
2nd Place: Cocaribe Virgin Islands Rum
3rd Place: Maui Dark Coconut Rum & Whalers Coconut Rum



"Mixed" Results:

Taste:	Smoothness:	Character, Strength & Aroma:
First Place: Tortuga Coconut Rum	First Place: Tortuga Coconut Rum	First Place: Maui Dark Coconut Rum
Second Place: Maui Dark Coconut Rum CocoRibe Virgin Islands Rum	Second Place: Coco Rhum Maui Dark Coconut Rum CocoRibe Virgin Islands Rum	Second Place: Cruzan Coconut Rum
Third Place: Coco Rhum Cabana Boy Pineapple Coconut	Third Place: Coco Mania Jamaica Rum Cabana Boy Pineapple Coconut	Third Place: Coco Mania Jamaica Rum Tortuga Coconut Rum

Overall Winners:

1st Place: Tortuga Coconut Rum
2nd Place: Maui Dark Coconut Rum
3rd Place: CocoRibe Virgin Islands Rum



The Spirit of Cooking - by Margaret Ayala

Rum Tum Tiddy

1 Tbsp. Butter (or Margarine)
 1/4 C. Onion, finely chopped
 1/4 C. Green Pepper, chopped
 1 can Condensed Tomato Soup
 3/4 C. Milk
 3 C. (3/4 lb.) Cheddar Cheese, shredded
 1/2 tsp. Worcestershire Sauce
 1 Egg, slightly beaten
 1/4 C. Dark Rum
 Toast or crackers.



Melt butter in a saucepan over moderately low heat (about 225 F.); add onion and green pepper and cook till tender; remove from heat. Mix in tomato soup, milk, cheese and Worcestershire sauce. Cook, stirring constantly, till cheese is melted. Remove from heat. Blend 1/2 cup of cheese sauce into beaten egg in a bowl. Pour egg mixture back into the remainder of the cheese sauce in the saucepan and heat over moderately low heat. Stir in rum and spoon over toast or crackers.

Pan Roasted Filet Mignon with Rum-Red Chile Sauce with Rice



RUM-RED CHILE SAUCE:

2 Tbsp. Unsalted Butter
 1 Tbsp. Olive Oil
 3 Shallots, minced
 1 Tbsp. Minced Garlic
 1 C. Dark Rum
 4 C. Chicken Stock
 2 Tbsp. Ancho Puree
 3 Tbsp. Molasses
 Salt to taste
 Freshly-ground Black Pepper to taste

BEEF TENDERLOIN:

1 Beef Tenderloin - (about 5 lbs.)
 Salt to taste
 Freshly-ground Black Pepper to taste
 5 Tbsp. Unsalted Butter

WILD MUSHROOM RICE:

4 Tbsp. Unsalted Butter
 4 Tbsp. Olive Oil
 1/2 lb Shiitake Mushrooms, stems removed, and caps cut 1/4" thick

2 lrg Portobello Mushrooms, stems removed, and caps cut 1/4" thick
1/2 lb Oyster Mushrooms, stems removed, and caps cut 1/4" thick
Salt to taste
Freshly-ground Black Pepper to taste
1 Spanish Onion, finely chopped
2 C. Converted Rice
6 C. Chicken Stock
1 tsp Salt
1/4 C. Porcini Mushroom Powder

Rum-Red Chile Sauce: Melt the butter and olive oil in a medium saucepan over medium high heat. Add the shallot and garlic and cook until soft. Add the rum and reduce to 1/4 cup. Add the stock, bring to a boil and reduce the heat. Whisk in the remaining ingredients and simmer until reduced to 2 cups.

Beef Tenderloin: Preheat oven to 450 degrees. Season tenderloin with salt and pepper on both sides. Place a large ovenproof skillet over high heat, melt the butter and sear tenderloin on all sides. Place in oven and cook to desired doneness or for about 10 to 15 minutes or until a thermometer inserted registers 125 degrees for medium-rare.

Wild Mushroom Rice: Heat 3 tablespoons butter and 2 tablespoons oil in a large saute pan over high heat. Add the mushrooms, season with salt and pepper to taste and saute until golden brown. In a medium saucepan heat remaining oil and butter over medium heat, add the onions and cook until soft. Add the rice and stir to coat with the butter and oil. Add 6 cups of the stock, 1 teaspoon of salt and the porcini powder, bring to a boil, cover, lower the heat and cook until all the liquid is absorbed. Fold in the mushroom mixture, more stock if needed and season with salt and pepper to taste, cook to heat through, 5 minutes. This recipe yields 8 servings.

Comments: original title as listed is "Pan Roasted Filet Mignon With Rum-Red Chile Sauce With Wild Mushroom Rice." "HOT OFF THE GRILL with Bobby Flay - (Show # HG-1C35) - from the TV FOOD NETWORK"

Spiced Bananas with Rum Sauce

7 small ripe Bananas
1 Tbsp. Margarine
1 Tbsp. Brown Sugar
2 Tbsp. Apple Juice, concentrate, thawed
1 tsp. Vanilla Extract
1/4 tsp. Ground Cinnamon
1/8 tsp. Ground Allspice
2 Tbsp. Dark Rum
1 C. Vanilla-flavored (reduced-fat) Frozen Yogurt
Garnish with fresh mint sprigs

Cut bananas in half crosswise, and cut halves lengthwise. Melt margarine in a large nonstick skillet over medium-high heat. Add brown sugar and next 4 ingredients; cook 30 seconds. Add banana pieces, and cook 1 minute on each side. Heat rum in a small saucepan. Pour over banana mixture. Ignite rum with a long match, if desired; let flames die down. Stir gently. Top each serving with frozen yogurt, and garnish, if desired. Serve immediately.





TIMETABLE OF EVENTS & PROCEEDINGS
International Rum Festival (IRF) 2002

Sunday September 01, 2002

Rum Tasting - Regular Category - 11 am
Rum Tasting - White Category - 7 pm

Monday September 02, 2002

Rum Tasting - Premium & Super Premium Categories - 11 am
Rum Tasting - Spiced & Flavoured - 7 pm

Set up of booths - 6 pm onward

Tuesday September 03, 2002

Rum Tasting - Overproof Category - 7 pm
Private VIP Business Trade Show - 10 am - 5 pm - Product sampling for industry people
- Liquor Corporations, buyers, agents, hospitality industry reps, collectors, etc.
Director's Reception & Roundtable with Liquor Corporations - 2 pm - 4:30 pm - IRF
Directors introduce distillers to Liquor Corporations

Public Trade Show #1 - 7 pm - 10 pm

Wednesday September 04, 2002

Public Trade Show #2 - 12 noon to 5 pm
Public Trade Show #3 - 7 pm to 10 pm

Thursday September 05, 2002

Gala Banquet / Awards Ceremony & Charity Auction - 7 pm

St. John's, Newfoundland, September 1-5 2002

<http://www.rumfestival.com>



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THE 2002-2003 Rum Buyer's Guide



WHAT to buy
WHERE to find it, and
WHY to get it!



The Reference Guide for Rum Producers,
Importers, Resellers and Consumers

Luis and Margaret Ayala
Rum Runner Press Inc.

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Reader's Mail

Q: Dear Sirs, I have heard that Ron Pampero is not going to be available in the US market anymore, how can this be possible? Please say it ain't so!

A: Thank you for your message. It raises a very important point. Industrias Pampero, producers of Ron Pampero Aniversario and Pampero DeLuxe, is now under new ownership. Ponche Crema Trading Corporation (Spectrum Wine & Spirits), which also bought the Ocumare brand from UDV not very long ago, now also produces the Pampero rums. It is possible that due to the change in ownership, some distributors may be running low on their stock, but don't despair, the brand is here to stay. For more information, please contact:

Ponche Crema Trading Corp.
Miami Office
pcmiami@ponchecrema.com
(305) 499-9077



Coming Next Month

We'll have results from Penthouse Magazine's cocktail competition, plus new and exciting rum reviews.

Author Luis Ayala will also be in Chicago late in August at Adobe Grill for a night for fine

dining and rum sipping, full details on the next issue.

Also next month, we will announce the upcoming 2nd Annual Rum Cake Competition, you won't want to miss this one!

Please share this publication with your friends! Helps us in our mission to educate rum consumers around the world.

Margaret Ayala, co-author of The Encyclopedia of Rum Drinks and "Spirit of Cooking" columnist, will be preparing a special editorial showcasing our reader's favorite rum-based recipes.

If you have a good rum recipe and you do not mind sharing it with other rum lovers from around the world, please send it to

Margaret@rumshop.net. All recipes included in the editorial will mention the name of the person who submitted it.

So dust off your old cookbooks, refresh your memory and help us share the joy of cooking with rum!



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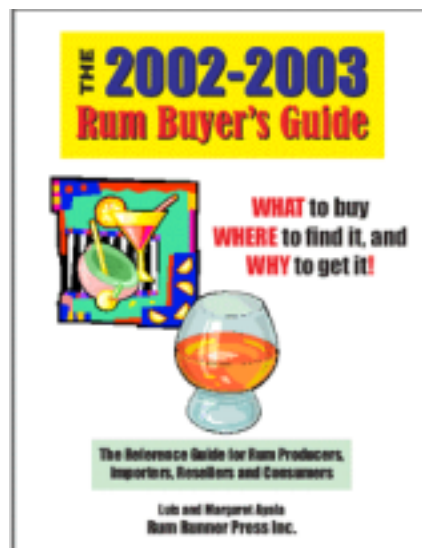
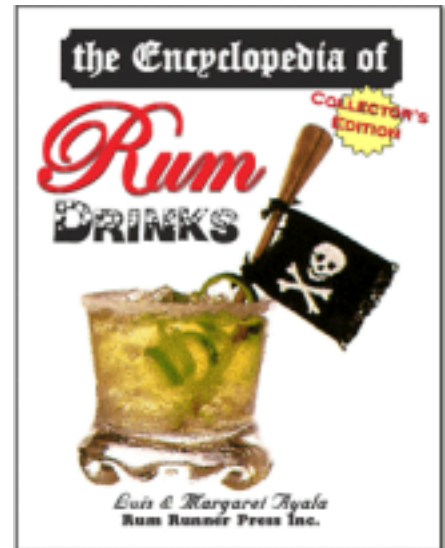
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are interested in having
your products reviewed
by us

We're on the Web!

See us at:

www.rumshop.net/



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.