

Got Rum?™ We Do!

August 2003

JRF 2003

**10 Facts About Rum,
King of the Mountain,
Angel's Share and More!**

**Got Rum? Magazine
www.rumshop.net**



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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.

*** Private Label:** We can help find the right supplier, one who will meet your needs. Do you want to buy the bulk rum and take care of bottling yourself? No problem. Are you looking for someone who will ship you the finished product already bottled and labeled? No problem! Let us know your needs.

*** New Rum Formulation:** Looking to develop a "recipe" for your new rum? We can

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

The Flavor of Rum

During one my most recent trips to our neighborhood liquor store, the number of fruit and spice flavored rums on the shelves amazed me.

There were: apple, banana, coconut, lemon, lime, mango, orange, raspberry, strawberry and vanilla. I have bought and enjoyed several of these products and am happy to have them around. They definitely serve a purpose in the market, otherwise no one would buy them and -as a consequence- no one would make them.



My pet peeve is with the category as a whole: I find the words "Coconut Rum," for example, to be misleading. A "Coconut Rum" in my mind, is one that is made from the fermented juice or pulp of coconuts, just like I expect a "Banana Rum" to be made from real bananas. Expectations like these are a recipe for trouble. You see, these and many other rums are not obtained through the processing, fermentation and distillation of the ingredient listed prior to the word "Rum" on the labels. Instead most of them are made with white, very young or un-aged alcohol which is then mixed with a panoply of natural and artificial flavoring and coloring agents which impart the desired elements to the finished product. A more appropriate name for these products would be "Coconut Flavored Rum," if the alcohol used in its production could be sold as rum by itself or "Coconut Flavored Sugar-cane Spirit" if it is not. Surely these names are not as appealing as their shorter counterparts but aren't we being of disservice to the rum industry if we allow for misnomers to cloud the vision of consumers?

I do not advocate a movement towards "pure" or "unflavored" rum. Much of the growth seen in the industry is due to the explosive growth of this segment, and this brings more attention for all rum in general. I do, however, suggest that true rum flavor is worth creating, enjoying and promoting. Every time I walk inside a coffee house and look at their menu I hope that rum never ends up in a similar situation, surrounded by monikers such as: Raspberry-Ginger, Cherry-Vanilla, Orange-Spice and Hazelnut-Chocolate.

Maybe I am not nuts about coconut, or maybe I'm just going bananas, but I feel that one can create great tasting "flavored" drinks (such as Mojitos) using real rum, be it white, gold and even premium. What do you think?

Luis Ayala
Publisher
luis@rumshop.net

Special Notice

Our office will be closed from August 15th through the 26th as we will be travelling to Canada to participate in the International Rum Festival.

We will do our best to check for e-mail and voice messages while in Canada but cannot guarantee a prompt reply (especially once we start drinking Screech!).

Orders placed through the website will not be processed until the 26th.

We will bring you complete coverage of the event in the September issue, including stories, pictures and results. Stay tuned!

Curious Facts About Rum

1. Despite its origin in the Caribbean, the USA is the largest consumer of rum, spending close to 1.7 billion dollars per year on this golden nectar.
2. The world's second largest consumer of rum is the Philippines, with around 82 million liters per year.
3. Over 1,500 rums are currently produced around the world.
4. Rum is older than whiskey: the world's first and therefore oldest rum was already being produced in the island of Barbados in 1703, three centuries ago. By comparison, Strathisla Distillery (makers of Chivas Regal, established in 1786) claims to be the oldest whiskey distillery in the Scottish Highlands. This makes rum a far older drink than whiskey and bourbon.
5. Bacardi, the largest rum producer in the world, bottles an average of 8 bottles each second.
6. The aromas found in rum, from its volatile components, are more varied than those found in other premium distilled beverages (127 identifiable aromas for Bourbon, 184 for Blended Whiskey, 486 for Cognac and 550 for Rum).
7. Rum production is not limited to the Caribbean. Any country/region in the world can produce rum (and legally sell it as such).
8. Rum replaced beer on board British Royal Navy ships because it used less space than beer and would not turn sour on long journeys.
9. The finest rums in the world are consumed in snifters, just like the finest Cognacs.
10. Not all white rum is unaged. Many countries have laws dictating that even white rum be aged for at least 2 or 3 years.



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Khukri Coronates The King of the Everest



Fifty years ago, Sir Edmund Hillary & Tenzing Norgay scaled the highest peak in the world, Mt Everest.

On this monumental occasion Sir Edmund Hillary presided a meeting, in Kathmandu, Nepal of 1200 mountaineers who have, since then, scaled the peak even as celebrations were and are being held around the world.

We are proud to inform you that Coronation Khukri XXX Rum was presented to Sir Edmund Hillary in Kathmandu, as one Icon of Nepal saluted the other.

You may view the pictures of the Master and his favourite brew honouring each other in Khukri Events at:

www.khukrirum.com



Sir Edmund Hillary being presented Coronation Khukri XXX Rum



Khukri XXX Rum

*Blended in tradition
since 1959*

GOLD AWARD winner at the International Rum Festival, 2002 (formerly Rum fest) held at St. Johns. Newfoundland, Canada 2002.

International Rum Festival 2003

Frequently Asked Questions:

Q: What is the International Rum Festival?

A: It is the longest-running, largest rum-only festival in the world! The festival roots go back to Barbados, the birthplace of rum. The first event took place back in 1990! It has grown from being a Caribbean-centric festival to being a true international event, where rums from all continents are taste-tested by expert judges. In addition to the tasting competition, the International Rum Festival is also comprised of Public Sessions where members of the general public can sample some of the same rums tasted by the judges. The public sessions also serve as a great opportunity for companies to showcase their products to the many potential importers and distributors attending the show. As an added bonus, exhibitors may also SELL their rum to the public during the many open sessions. That's right: the Newfoundland Liquor Corporation will have a "Rum Shop" on the exhibit floor where anyone will be able to buy rum. If you are interested in selling your rums, you MUST complete and fax a Product Information Form ASAP!

Q: Do the rums entered into the Festival need to be approved for sale in Canada? A: No! Since the event is coordinated hand-in-hand with the Newfoundland Liquor Corporation (the organization in charge of importing, distributing and retailing rums in Newfoundland), special arrangements have been made to allow those rums not yet approved for importation into Canada to be entered. This allows all the Liquor Corporations present to get a first-hand impression of potential additions to their product lines.

Q: Who can enter rums into the Festival? A: Distillers, Importers, Distributors and Retailers can all enter rums into the competition. Companies wishing to send their representatives can also rent an exhibit space for their booth, details can be obtained by downloading the Registration Form.



International Rum Festival

Q: Why is the event being held in St. John's, Newfoundland? A: Newfoundlanders are the highest per capita rum consumers in North America! As a direct result of last year's International Rum Festival, 15 new rum brands were listed by the liquor corporations of Newfoundland, Nova Scotia and New Brunswick. Do you want your rum brand to be the next one listed by them? Visit www.rumshop.net to view pictures from last year's event.

Q: What is the deadline to register for the International Rum Festival? A: To guarantee the processing of all paperwork needed, your Registration Form and Product Information Forms must be received by Mr. Tim Forsythe by July 1st, 2003. Registrations received after July 1st are not guaranteed to be processed and may be subject to late fees.

Q: Where should the rums be sent to? A: Send all rums to:

International Rum Festival
c/o The Newfoundland Liquor Corporation
80 Kenmount Road
St. John's, Newfoundland, Canada A1B 3V1
Tel (709) 724-1100

Please visit www.RumFest.com to download all the forms and for additional information.

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

The Angel's Share: White Rums



Fire In De Hole Erotic Rum - Bahamas

Fire In De Hole (80-Proof).

We picked up this rum on a recent cruise to the Bahamas. The label was catchy and the price was low. "Nothing to loose" we thought.

The color is dark golden, the aroma intensely spicy. In the palate it opens warm and quickly, broadcasting strong

signals of burnt caramel. The finish is dry and slightly bitter. Definitely not a rum to be consumed neat.

If you do not like the taste right out of the bottle, try mixing it with strong fruit juices or, even better, add some cinnamon sticks or raisins to create your own spiced rum.



Lea's Olde Jamaica Overproof - Jamaica

Lea's Olde Jamaica Overproof Rum (No proof indication on label).

The color is crystal clear. The aroma is robust, aggressive and definitely that of raw sugarcane juice, followed by traces of fruit and spice.

ops the taste buds in a veil of sugary nutmeg.

The finish is slightly dry and quite pleasant for an over proof rum. Great for making mixed drinks, topping rum cakes and even for cooking.

Once in the palate, it starts smooth and then quickly envel-

For more information please see classified ad on page 10.



Ron Cartavio 1929 - Peru

Cartavio 1929 Ron Antiguo de Solera (80-Proof). Attention to detail is a required element of quality and this rum is full of details. From the elegant canister to the individual number on each bottle, one's imagination starts to fly even before pouring the rum into a snifter. Deep mahogany amber color. The aroma is mildly sweet, slightly fruity and distinctively oaky. Hints of vanilla emanate from

the rum to fill the snifter. The taste is smooth, predominantly yet not overpoweringly oaky. The finish is clean, dry and slightly sweet. It offers hints of vanilla, nutmeg and caramel. This rum's second maturation in Slovenian oak rounds off all the flavors and adds a very enticing aroma. A great rum from Destilerias Unidas, Peru.

www.du.com.pe

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

The Spirit of Cooking - by Margaret Ayala

With the summer heat beaming down on us I thought only appropriate to offer you drinks to help cool you down. What better way than to present you with some delicious rum punch recipes. I hope these recipes will sweep you off your feet while at the same time tantalizing your taste buds over and over again. Cheers!

Amor'Etto Rum Punch

1 oz Rum
1 oz Amaretto
1 oz Cherry Mix
1/2 Orange Juice
1/2 Pineapple Juice

Fill a tall glass with either crushed or cubed ice. Pour first three ingredients into glass. Fill remaining glass with half orange and half pineapple juice. Garnish with a pineapple wedge. Serves one.

Apricot Sunrise Rum Punch

2 oz Dark Rum
1 oz Apricot Schnapps
1/2 oz Grenadine
1/2 Orange Juice
1/2 Pineapple Juice

Fill a tall glass with either crushed or cubed ice. Pour rum, schnapps and grenadine into the glass. Fill remaining glass with equal parts of orange juice and pineapple juice. Garnish with an orange wheel and cherry.

Banana Appeal Rum Punch

1 oz Dark Rum
2 oz Banana Mix
1/2 oz Banana Rum
1/2 Orange Juice
1/2 Pineapple Juice

Fill a tall glass with either crushed or cubed ice. Pour Rum and banana mix and fill remaining glass with equal parts of orange juice and pineapple juice. Garnish with wheel of pineapple and cherry.

Blackberry Delight Rum Punch

2 oz. Dark Rum
1 oz. Blackberry Schnapps
1 oz. Cherry Mix
1/2 Orange Juice
1/2 Pineapple Juice

Pour rum, blackberry schnapps and cherry mix into a tall glass filled with crushed or cubed ice. Fill remaining glass with equal parts of orange juice and pineapple juice. Garnish with a cherry.

Caribbean Bliss Rum Punch

2 oz. Dark Rum
1 oz. Light/Gold Rum
Orange Juice
Pineapple Juice
Sour Mix
1 Splash Grenadine
2 Dashes Angostura Bitters

Combine all ingredients in a hurricane glass with ice. Shake Vigorously Garnish with a cherry and orange slice.



CocoNut Rum Punch

1 oz. Lime Juice
2 oz. Simple Syrup
3 oz. Dark Rum
1/2 oz. Coconut Rum
3 1/2 oz. Coconut Juice

Put all ingredients into a cocktail shaker. Shake or stir with ice and strain into a tall glass. Garnish with lime wedge.



Passion Fruit Rum Punch

3 C. Water
 1 pint Passion Fruit Sorbet, melted
 1 (12-oz) Can Frozen Orange Juice (concentrate, thawed)
 1 (12-oz) Can Frozen Pineapple Juice (concentrate, thawed)
 1 1/2 C. Gold Rum
 1 1/2 C. Dark Rum
 1/4 C. plus 2 Tbsp. Grenadine
 3 Tbsp. Fresh Lime Juice
 1/2 tsp. Freshly Grated Nutmeg
 Ice

In a large punch bowl or pitcher, combine the water with the sorbet, orange and pineapple juice concentrates, gold and dark rums, grenadine, lime juice and nutmeg. Serve in tall glasses with either crushed or cubed. Garnish glasses with orange wheels.

Summer Time Punch

3 parts Orange Juice
 2 parts Ginger Ale
 1 Part Pineapple Juice
 1 part Dark Rum
 1/4 part Grenadine

Mix all of the ingredients in a pitcher. Serve in tall glasses with ice and garnish with an orange wheel.

The Mega Rum Punch

1 oz. Dark Rum
 1 oz. Malibu Coconut Rum
 1/2 oz. Grenadine
 Pineapple Juice
 Orange Juice

In a tall glass filled with crushed or cubed ice pour both rums and grenadine. Fill the remaining glass with equal parts of orange juice and pineapple juice. Delicious!

True Bajan Rum Punch

3 oz Lime Juice
 6 oz Simple Syrup
 3 oz. White Rum
 3 oz. Gold Rum
 3 oz. Dark Rum
 12 oz. Water
 2 Dashes Angostura Bitters
 Grated Nutmeg

In a pitcher or punch bowl, mix all of the ingredients with the exception of the nutmeg. Serve in a glass filled with lots of ice. Sprinkle the nutmeg on the surface. Garnish with a wheel of lime.



Rum Market & Classified Ads



For Sale: Bas Armagnac du Chateau de Lacaze

For seven centuries Chateau de Lacaze has towered over the fields and vineyards of Gascony in South Western France. Originally the prize of King Edward I of England, it has presided over some of the most colourful parts of French history; the wars of Aquitaine, the accession of Henri of Navarre to the throne and the terrors of the Great Revolution of 1789.

For more than four hundred years its vineyards gave up their fruit for the making of Armagnac, the oldest and most noble of brandies, predating even cognac by more than a hundred years. Sadly, the Chateau closed in 1986 bringing to an end the production of this truly outstanding product. However, courtesy of Vintage Hallmark of St James's, you now have the opportunity to savour Chateau de Lacaze 1982 in all its glory.

"A mature amber coloured Armagnac embracing the harmony of fruits and wood. The mouth has a full flavour expressing hints of orange and oak, but portrays no aggressive traits. A long, well-integrated finish lingers sweetly upon the palate."

There are only around 300 cases (six 700ml bottles each) remaining of this extraordinary Armagnac. The entire inventory is in the United Kingdom. Some cases of this product have been auctioned at Christies in the past, it really is a gem. Perfect for those catering to high end rum drinkers.

If you are interested in purchasing part or all of the remaining inventory, please contact Rum Runner Press, Inc., for additional information:

(512) 554-7095 Tel, (512) 671-6753 Fax or info@rumshop.net

Recipe For Sale

Attention all rum companies: I have in my possession the ultimate formula for a rum-based drink. If put on the market this drink will become a party favorite right along with Alize and the Bacardi rums. Great opportunity. Act now by contacting:

Nigel Cummings
302 Chauncey St.
Brooklyn, NY 11233
(917) 494-9878

Importer Wanted

K.R.B. Lea & Co, producer of Lea's Olde Jamaica White Overproof Rum (featured on page 7) is looking for importers. Please send inquiries to:

Mr. Michael Shim, Director
69-75 Constant Spring Rd.
Kingston 10, Jamaica
West Indies

leaswhiterum@hotmail.com

RATING ★★★★★

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Lesson II is now ready for download!

Now You Can Serve The Hottest Cool Cocktail On The Planet!!



MONIN Mojito

*Shake 1 oz. MONIN Mojito Mint
with 1 1/2 oz. rum, the juice of
1/2 lime and 5 oz. club soda and ice.
Serve in a 16 oz. glass and garnish with
a mint sprig or lime wheel.*

*Get your Monin Mojito at:
www.rumshop.net*



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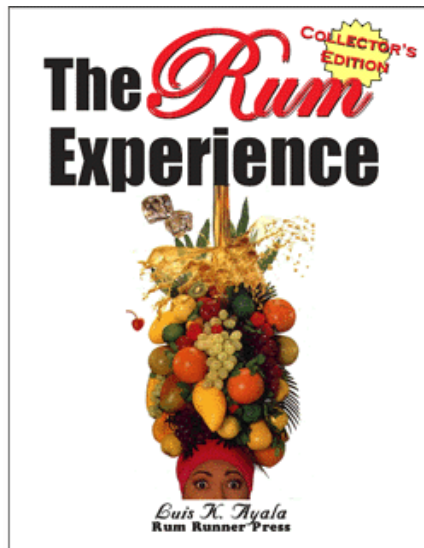
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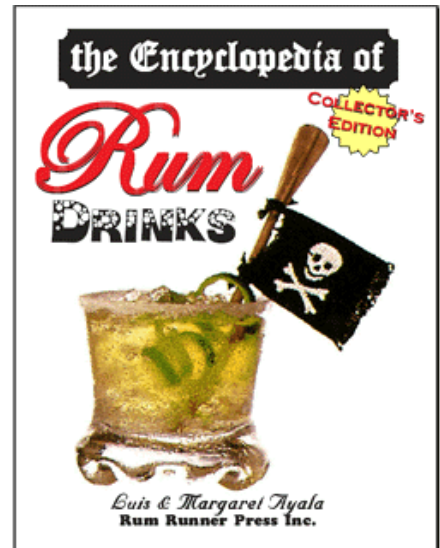
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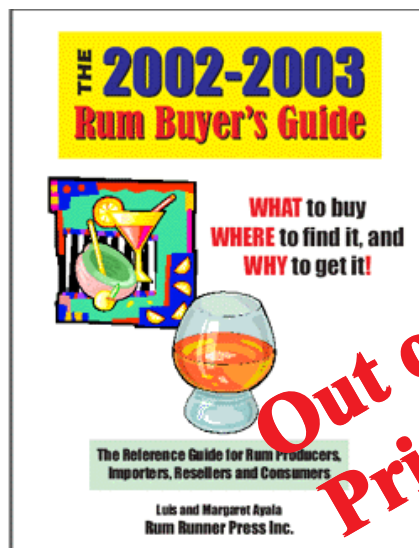
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Our Mission:

- 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.