

Got Rum?™ We Do!

August 2004



Got Rum? Magazine
www.rumshop.net

9 780970 593849

90000

Rum News,
MANGO Flavored Rums,
& The Spirit of Cooking!

CONTENTS

Rum Consulting	2
From The Editor	3
Rum In The News	4
About Mangoes	5
Battle of Mango Rums	6-7
The Spirit of Cooking	8-11
Rum Market	12-14

Produced by Rum Runner Press, Inc.

Please contact us for current advertising rates:

Rum Runner Press, Inc.

107 Rock Chalk Court

Round Rock, Texas 78664

info@rumshop.net

(512) 554-7095

“Got Rum?” is a trademark of Rum Runner Press, Inc.

© Rum Runner Press, Inc., All Rights Reserved.

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 True Taste of Mangoes

I have been a fan of mangoes ever since I was a child. Few other fruits can satisfy me the way a ripe, juicy and sweet mango can. Fortunately for me, my passion for rum is shared not only by my wife, Margaret, but also by the majority of our staff and friends. For this reason I was overwhelmed with joy when several mango-flavored rums were introduced into the market. We assumed we would quickly receive samples from the importers for us to review in the magazine. Time, however, went by and we did not receive anything in the mail. Our thirst for mangoes and rum unquenched, we proceeded to a local liquor store to purchase the evaluation bottles ourselves, determined to share with our readers the many virtues of mango.



By weight, no other fruit is consumed in larger quantities than mango. Mangoes liven up the color and taste of fresh salads and can also be used in cooking. Mangoes are especially good with smoked meats, chicken and shellfish. They puree easily for delectable sauces and desserts.

But where did mangoes come from? The mango is one of the first fruits to be cultivated by man. Most horticulturists and historians agree in that the edible mango originated in India. Designs of the fruit, flowers and leaves of the mango tree are found in Buddhist and Hindu temples throughout India. According to Indian folklore, Buddha was given a mango orchard by a faithful follower so that he could rest in its cool shade. It is, furthermore, generally agreed that the natural origin of the mango in India is in the Northeastern region on the foothills of the Himalayan mountain in the vicinity of India's boundary with Bangladesh. The great Mogul Emperor Akbar, who ruled at Delhi

from 1556 to 1605 had an orchard of 100,000 mango hectares.

The Portuguese successfully planted mangoes in Brazil around 1700. It reached the West Indies around 1740 and was introduced into Florida in 1833 by Dr. Henry Perine.

The name "mango" comes from the Tamil word "man-kay." The Portuguese adopted it as "manga" when they settled in western India.

Did you know that ...

...mangoes are sometimes called "the apple of the tropics"?

...mangoes have a sacred role in India? Buddha was presented with a grove of mango trees in which to rest, and the tree has come to be seen as something that grants wishes, as well as, a symbol of love.

...Indian villagers believe that when a son is born, mango trees grow new leaves? They use leaves to decorate their doorways and announce the happy event to the world.

...mango leaves are also used at wedding ceremonies to ensure that the newlyweds will bear children?

...on holy days, some Hindus use mango twigs to brush their teeth?

As you can see, the world relies on mangoes for its nutritional, religious and decorative properties. The idea of a rum company capturing the true essence of mangoes and mixing it with rum is almost too good to be true. Did they succeed? Did they fail? I invite you to read the results of the taste test in this month's "Angel's Share" section.

Luis Ayala
Publisher

Rum In The News

Restaurant Hospitality article highlights “12 Fascinating Light Spirits You Likely Haven’t Heard Of”. The author of the article is our esteemed colleague and friend Mr. Robert Plotkin. The article lists a dozen distilled spirits, including the following rums:

- **CRUZAN BLACK STRAP RUM** — Distilled at the Cruzan Diamond Estate on St. Croix, the tantalizing rum fills a glass with amazing array of flavors and a bouquet that represents the best of the islands. It is a blend of medium- to heavy-bodied aged rums that drinks like a sumptuous alembic brandy. It’s also ideal for drink making.
- **ENGLISH HARBOUR EXTRA OLD RUM** — This luxurious spirit hails from Antigua and is renown throughout the Caribbean. It is comprised from a blend of bourbon-barrel aged rums, the oldest of which being 21 years old. Few spirits can compare to its savory, lingering finish.
- **PYRAT SUPERIOR BLANCO RUM** — Crafted on the island of Anguilla, this appropriately named light rum is a blend of Solera-aged, pot-distilled rums and coral-filtered spring water. The golden color is carefully filtered out rendering it crystal clear. This Pyrat is utterly delicious.

The other spirits listed were: MAGELLAN GIN, MILLERS GIN, POTOCKI WÓDKA, SCORPION MEZCAL, SHAKERS ROSE VODKA, WET BY BEEFEATER, WYBOROWA SINGLE ESTATE VODKA, ZUIDAM GENEVER GIN and ZYR RUSSIAN VODKA.

ROBERT PLOTKIN is the past president of the National Bar & Restaurant Association and author of numerous books including the 4th edition of “The Bartender’s Companion: The Original Guide to American Cocktails and Drinks”. He can be reached at BarMedia 1-800-421-7179 or e-mail him at robert@barmedia.com.

Inner Circle Rum Voted The World’s Best Rum – Again!

14TH July, 2004. Inner Circle Rum today announced today that their Green Dot 57.2% Dark Rum has won the “Jim Murray” Trophy for the Best Rum at the prestigious 2004 International Wine and Spirit Competition held annually in London. Often referred to as “the Olympics of the beverage industry”, this competition is arguably one of the premier competitions of its type in the world and attracts the world’s best producers who showcase their products against their global competitors (www.iwsc.co.uk). For more information please visit www.innerciclerum.com.



The Judges Choice.
SAN FRANCISCO • LONDON • BRUSSELS

About Mangoes

Here are some of the most popular varieties of mangoes originating from Mexico. If you live in Asia or in areas with a large Indian population, you will also find other varieties which are more popular in India.



TOMMY ATKINS

Medium to large (16 to 24 oz.), oval or oblong shape, golden to greenish skin with crimson blush, mild sweet flavor with pineapple or peach notes, firm, fairly fibrous texture.



HADEN

Medium to large (16 to 24 oz.), oval or round shape, smooth skin that turns from green to yellow with red highlights, overlaid by yellow and white dots, luscious flavor, firm texture.



ATAULFO

Small (6 to 12 oz.), flattened oval shape, thin canary yellow skin, delicate spicy-sweet flavor, buttery texture. The favorite mango of aficionados world wide.



KENT

Large (20 to 26 oz.), oval shape, greenish skin with dark red blush and small yellow dots, vibrant juicy flavor, tender texture.



KEITT

Large (20 to 26 oz.), oval shape, green skin with slight dark red blush aromatic with berry and peach flavor notes, very smooth texture.



Mango photos and recipes courtesy of Mangos from Mexico Packer and Exporter Association.

The Battle of the Mango-Flavored Rums



The Battle of the Mango-Flavored Rums

If you like mangoes and rum, a delicious mango-flavored rum should satisfy all your senses. We first tested the rums for color, then for aroma and lastly for taste and aftertaste. The four rums in our lineup (in no particular order) were: **Malibu Mango Flavor Rum (42-Proof)**, **Don Lorenzo Mango Rum (45-Proof)**, **Cruzan Mango Rum (55-Proof)** and **Mount Gay Mango Flavored Rum (64-Proof)**. For the most part all rums were made using extremely young alcohol, which contributed very little rum characteristics to the final product. Here are our results:

Color

With the exception of Don Lorenzo, all rums were void of color. Don Lorenzo Mango had a very inviting orange color, one that suggested a mango taste more than the others.

Aroma

All rums had very fruity aromas. Most of them had varying amount of citrus notes, not always reminiscent of mangoes. The one rum that got closer to reproducing the natural smell of sweet, ripe mangoes was Don Lorenzo. Second place winner was Malibu.

Taste

Our taste buds had been teased and were salivating with anticipation. Despite the fact that the color and aroma of most of the rums in the lineup were not very good depictions of fresh, ripe mangoes, we still hoped that our taste buds would not disappoint us...but they did. Amazingly, none of the rums was able to capture the mango essence our palates so desperately sought. Some flavors were too bitter, others too artificial to be enjoyable. The most enjoyable of the batch, however, was Don Lorenzo again. The second place winner was Malibu Mango Flavor Rum. Our congratulations to Todhunter-Mitchell for producing the closest rendition to a mango-flavored rum in the market today.

Sweetness

When judging taste, we had to award or deduct points from each rum's taste score based on its sweetness. Rums that were too sweet were penalized just like those which were not sweet enough. When looking at the sweetness level alone, Cruzan emerged as the unanimous winner with Malibu as a close second place winner.

The Verdict

Hopefully one day in the not-so-distant future we will be able to enjoy a mango-flavored rum that will take our breath away. In the mean time we are better off enjoying a freshly sliced mango and a snifter of a favorite rum. For a quick homemade version of a mango rum, mix 3 tablespoons of Mango Flavor Tang (available in most supermarkets catering to Hispanics) in 1/2 cup of water and add 1/2 cup of white rum. Makes 1 cup.

The Spirit of Cooking - by Margaret Ayala

Mangoes have always been my favorite fruit so I am delighted to share with you some delicious rum based mango recipes. One bite of a mango and it feels like you have suddenly stepped onto a tropical island. The great thing about mangoes is that there are so many different varieties that you can really get creative in cooking with them. For example, did you know that in the island of St. Lucia (West Indies) there are over 120 different varieties of mangoes? So, let your imagination run wild and let your cutting board make some magnificent creations! If you have a recipe you would like to share with us, please e-mail me at Margaret@rumshop.net.



Mango-Blueberry Colada Salad

(pictured on opposite page)

2 Mangoes, peeled, seeded and cubed (about 1-3/4 cups)
2 C. Fresh Blueberries
1/4 C. Frozen Piña Colada mix (thawed)
1 Tbsp. Dark Rum

In a large bowl, combine mango cubes, blueberries, piña colada mix and rum. Into 4 martini glasses or dessert dishes, spoon fruit mixture, dividing evenly. Garnish with blueberries, mango slices and thin lime slices threaded onto long toothpicks, if desired. Yields: 4 portions.

Mango Smoothie

Here's a pure and simple mango refresher. For something more exotic, try the variations.

1 Very Ripe Mango
1/2 - 1 C. Milk

1/4 tsp. Vanilla Extract
1-1/2 C. Ice Cubes
Sugar (to taste)

On a board, hold the mango with one of the narrower sides facing up. Starting 1/4-inch from the stem, slice along each side of the pit to cut off the "cheeks." With a knife, carve out the fresh, cutting as close to the skin as possible or scoop out with a large spoon; cut each piece in half. Peel center section of mango; cut off the remaining fruit. In a blender, place the mango, 1/2 cup milk and vanilla; whirl until smooth, adding the ice, and additional milk and sugar as necessary.

Yields: 2-1/2 to 3 cups.

Variations: Replace the milk with either one of the following:

1/2 to 1 C. Fruit Sorbet
1/2 C. Peach-Flavored Yogurt
1/2 Banana cut in chunks and 1/2 to 3/4 C. Water
1/2 C. Canned Crushed Pineapple (in juice)
1/2 C. Bottled Piña Colada Drink Mix and 1/4 C. Dark Rum
1/2 C. Cold Apple Juice
1/2 C. Cold White Cranberry Juice and 2 Tbsp. Lime Juice
1/2 C. Cold Guava Juice (or nectar)
1/2 C. Buttermilk and a couple of spoonfuls of Honey
1/4 C. each Sweetened Condensed Milk, Water and Lime Juice

Easy Sautéed Mango Topping

In a skillet heat 1 peeled and chopped mango in a couple of tablespoons of butter and a dash of rum. Serve over vanilla ice cream or slices of pound cake.



Mango Rum Cake, by Sanjiv Singh

This recipe is adapted from one that appeared in the LA Times food section. The recipe calls for a ready-made cake mix. Keep looking in the baking section of your grocery store until you find the right one. It's wonderful served warm with peach ice cream.

1 C. Peeled Mango, diced
 1 (18.5 oz) box of "Butter Recipe Golden Cake Mix"
 3 Eggs
 1/2 C. Pureed Ripe Mango
 1/4 C. Butter, softened
 1/2 C. Light Rum
 1/6 C. Water

Spray the bottom of a 10 inch tube or bundt pan with a non-stick vegetable spray (or grease with margarine) and dust with flour. Arrange mango cubes in the bottom of the pan. Blend rum, water, eggs, butter and pureed mango. Add cake mix and beat at medium speed for 4 minutes.

Pour batter into prepared pan and bake immediately in a preheated 375F oven for 45 minutes, or until a toothpick inserted into the cake comes out clean. Cool 20 minutes in pan. Loosen and remove from pan onto serving plate. Yields: 10 servings.

Malibu Rum Rusher recipe

From the Dinner Co-op

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

Combine the Malibu coconut, pineapple and mango rum with the orange juice and grenadine in a blender with half a cup of crushed ice. Blend until slushy; add more ice if required. Pour into a piña-colada glass and serve.

Banana, Strawberry And Mango Rum Flambe

2 Bananas, sliced (ripe but not soft)
 1/2 C. Strawberries, quartered
 50 ml. Dark Rum
 3 Tbsp. Brown Sugar
 2 Tbsp. Butter
 1 Mango, cleaned and diced
 Fresh Mint, garnish
 4 Chocolate Baskets (available at Urban Fare)
 1 C. Lemon Citron Cream (refer to recipe)

Heat a sauté pan and add butter until melted. Add brown sugar and blend. Add bananas, strawberries and mango, cook on medium heat for approximately 4-5 minutes. Add rum and light with a match to flambé. Continue cooking until the flame goes out.

Cool the mixture so that it doesn't melt the chocolate baskets (place the mixture in a bowl and place another bowl of ice underneath). Add 1 cup of lemon citron cream, toss gently. Fill fruit into chocolate baskets and garnish with fresh mint leaf. Can also be layered with a good gelato.

Vanilla Sorbet with Mango Rum-Raisin Topping

This makes a great light dessert after a filling meal.

2 C. Diced Mango
 1/3 C. Golden Raisins
 1/2 - 1 oz. Dark Rum
 Vanilla Sorbet

Before dinner, combine mango with raisins and rum in a bowl. Cover and refrigerate. At serving time, spoon sorbet into bowls and top with mango mixture. Serves 4.

Ice Cream with Rum Mango Sauce

1 Ripe Mango, peeled and diced
 3/4 C. Pineapple Juice
 2 Tbsp. Honey
 2 Tbsp. Dark Rum
 2 Tbsp. Fresh Lime Juice
 2 tsp. Cornstarch
 1 Tbsp. Water
 Grated zest of 1 Lime
 Vanilla Ice Cream

Purée the diced mango in an electric blender or food processor until smooth. Combine the puréed mango with the pineapple juice, honey, rum and lime juice in a small saucepan. Bring to a simmer over moderate heat. Mix the cornstarch and water and add to the mango mixture. Cook over moderate heat, stirring constantly, for 2 to 3 minutes, until the sauce thickens. Add the lime zest and remove from the heat. Serve warm or chilled over ice cream. Makes about 1 cup, to serve 4 to 6.

Cold Mango and Rum Soup

(Sopa Fria de Mango y Ron)

5 Med. Mangoes, peeled and cut into small pieces
 1 C. Coconut Milk
 1 C. Milk
 1/2 tsp. Ground Cinnamon
 3 Tbsp. Honey
 3 Tbsp. Golden Rum
 Freshly Grated Nutmeg (for garnish)

Puree the mango in a blender or food processor, then pass through a sieve. Combine the mango puree with the remaining ingredients except the nutmeg. Garnish with the nutmeg. Makes 6 Servings.

Mango Rum Cocktail

1 Mango, peeled and sliced
 1 can Frozen Pineapple-Orange Concentrate
 3/4 C. Rum
 Ice

Put the first three ingredients into a blender and fill with ice cubes. Blend until mixed but still mushy. Serve in stemmed glasses.



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



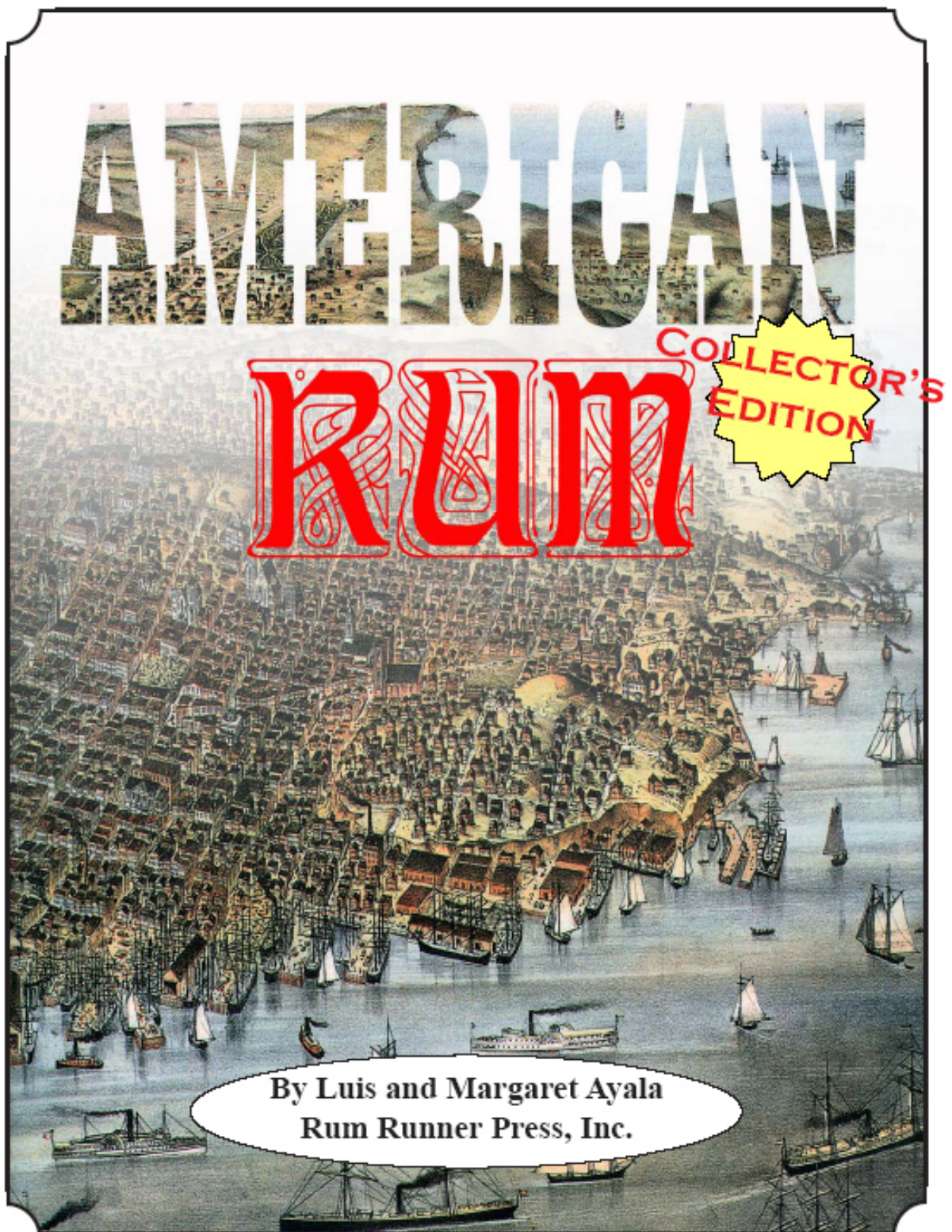
MONIN Mojito

*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*



American Rum



Rum Books Available from RumShop.net

(Order the Collector's Editions from us and save 50% over Amazon.com)

Rum Runner Press Inc.

107 Rock Chalk Ct.
Round Rock, TX
78664
USA

PHONE:
(512) 554-7095

FAX:
(512) 671-6753

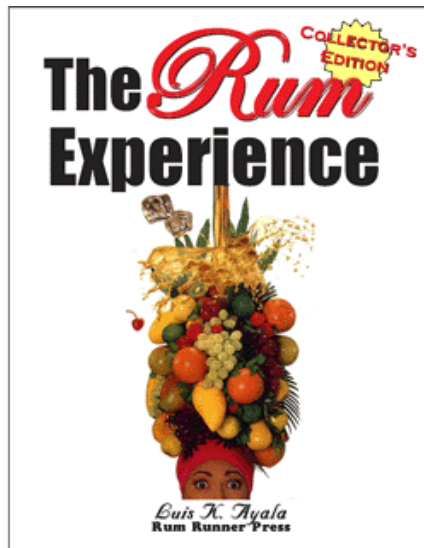
E-MAIL:
info@rumshop.net

Please contact us if you
are interested in having
your products reviewed
by us

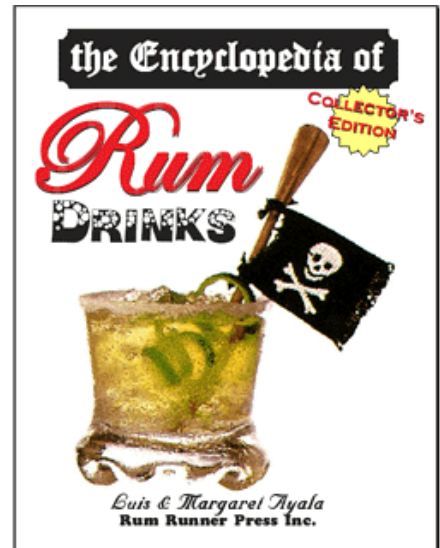
We're on the Web!

See us at:

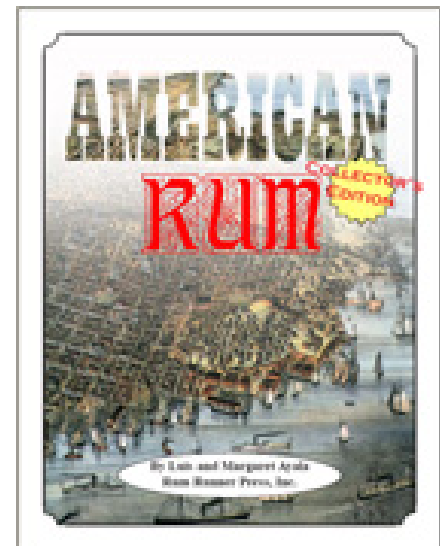
www.rumshop.net



Click to order



Click to order



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.