TO TRUE GRASS TO YOUR GLASSI

COCONUT RUM CHALLENGE

RUM NEWS - ANCEL'S SHARE - RUM HISTORY - THE RUM UNIVERSITY - RUM TECHNIQUES - COCONUT RUMS - TOBACCO & RUM





AUGUST 2011







Got Rum?

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Round Rock, Texas 78664

Tel (512) 554-7095 © 2011 by Rum Runner Press, Inc. All rights reserved.

August 2011

Editor and Publisher:
Executive Editor:
Advertising Services:

Director of Photography:

Webmaster:

luis@gotrum.com margaret@gotrum.com ads@gotrum.com web@gotrum.com

art@gotrum.com

If you would like to submit news or press releases, please forward the information to:

news@gotrum.com

You can download the free electronic version of this magazine, or purchase the printed version at:

WWW.GOTRUM.COM



The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.





ON THE COVER: Enticing setting in a tropical paradise.

INSIDE COVER: Aereal photograph of Hawaiian coast. Photograph © 2011 by Luis Ayala.

FROM THE EDITOR

Rum Responsibilities

fter reading the news of the dozens of deaths in Ecuador caused by alcohol poisoning, I can't help but think of the irresponsible acts committed by distillers who placed profit ahead of quality and poisoned unsuspecting consumers with alcohol laced with methanol.

Distilling alcohol for human consumption is an honorable trade, one rich with history and tradition, but also one full of responsibilities. Of course, the top responsibility is not to kill the consumers, but it does not end here.

Dedicated distillers represent centuries of tradition and craftsmanship, yet they also must incorporate modern day realities, such as, chemical changes in the composition of molasses, development of better yeast strains and improvements in automation systems.

With all of these variables at play, it is easy to focus only on the bottom line, on keeping the business profitable, on selling what was produced rather than on producing what will sell.

To reach the status of "Rum Master Blender," one of the things a distiller needs to do is recognize and respect the lines which must not be crossed at any cost: quality, tradition and, in the case of the Ecuador tragedy, health.

Consumers have responsibilities as well: they have the power to not purchase rums based solely on price, but on quality. They have the power to ask



questions, research history and demand adherence to traditions. Most importantly, in this era of social networking, consumers have an unprecedented power to share their findings with others.

Ecuador's authorities banned all alcohol sales in the country for 72 hours while investigators tried to get to the bottom of the problem. So far all the available reports suggest the contaminated alcohol came from clandestine distilleries and was sold in unmarked bottles.

I am hoping positive regulations and consumer attitudes will emerge from this tragedy.

Wishing for a better future,



Luis Ayala, Editor and Publisher



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

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum?"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.

WORLD RUM NEWS

hese are some of the recent rumrelated 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.

July 13th

Bacardi names new North America President as Esposito retires

Bacardi Ltd. has named Robert Furniss-Roe as president of Bacardi North America, succeeding John Esposito, who is retiring.

Furniss-Roe most recently was regional president of Latin America and vice president of global sales. He will be based in the company's Americas headquarters in Coral Gables, Florida.

July 11th

Cachaca Poesia to hit American shores

Cross Planet, an international trade company based in the US, has plans to introduce premium Brazilian sugar cane distillate, Cachaca Poesia, in the US markets by August.

The Cachaca has been available in Brazil since 2007 and has reportedly won 'Best Cachaca' in the prestigious Concours Mondial de Bruxellas. Poesia, produced in the mountains of Serra da Mantiqueira in Minas Gerais, Brazil, has sugarcane, carefully cut without being burnt as the key ingredient.

July 8th

Nevada distiller plans to combine whiskey and rum to produce "rumskey"

George Racz's distilling background is limited. His grandfather made fruit brandy on a small copper still in Transylvania when Racz was a child, and since then he has taken classes at another craft distillery in Washington.

His latest idea, a distilled combination of rum and whiskey he calls "rumskey," would also be a first in the spirits business.

July 7th

New rum distillery to open up in central Puerto Rico

A new rum distillery will open in a former pharmaceutical plant in central Puerto Rico, helping to offset the loss of Captain Morgan rum from the island, economic officials said Wednesday.

The Club Caribe LLC distillery is scheduled to open in early 2012 in the mountain town of Cidra and will produce 2 million gallons of rum in its first year as part of a 20-year deal, said senior vice president Alberto Rivera.

July 6th

Pink Pigeon Spiced Rum Lands in the UK

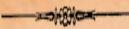
The Indian Ocean Rum Company and Berry Bros. & Rudd Spirits have announced the UK launch of Pink Pigeon, the first super premium, spiced rum from the Island of Mauritius.

M&C creates feature film to promote rum brand Havana Club

M&C Saatchi Paris and its client Havana Club have created a feature film called '7 Days in Havana' about life in the Cuban capital city in 2011.

The film, which was co-financed by the Havana Clubowner Pernod Ricard, was shot in Havana during the spring.

Each of the seven parts was directed by big names from the film world, including actor Benicio Del Toro and directors Gaspar Noé and Laurent Cantet. Each film depicts a day of the week in Havana.



UPCOMING EVENTS



SF Chefs 2011 - San Francisco, USA

August 1st - 7th

http://sfchefs2011.com/

Panama Red Premier Rum Tasting

Join the publishers at Hemingway's Island Grill for a Rum Tasting Seminar

August 15th (Estero, FI) - August 16th (Pensacola Beach, FI)

http://www.hemingwaysislandgrill.com/

Sydney Bar Show Week - Sydney, Australia

September 11th-14th http://barshow.com.au/

5th Annual S. F. Cocktail Week - San Francisco, USA

September 19th - 25th

http://sfcocktailweek.com/site/

German Rum Festival - Berlin, Germany

October 8th - 9th

http://rumfest-berlin.com/



The Rum Collective's next meeting:

Sunday, August 21st at 6pm

Liberty, 517 15th Ave E
Seattle, WA 98112
Featuring Dos Maderas
http://www.therumcollective.com





Where the finest Rum & Beer are the stars of the show...



28 - 29 October 2011

www.rumandbeerfestival.com (246) 262 0322

Never buy bad liquor again Only the best!



Get the Liquor Hub for iPhone

Download the only iPhone app that gives instant consumer and professional ratings of over 3,500 vodkas, tequilas, whiskeys, and more.

Find organic, craft-distilled, or exotic spirits anywhere, anytime.

Get the only app that pays for itself with every visit to the liquor store!

LIQUOR HUB™

Powered by Proof66.com™ for Better, Smarter Liquor

THE ANGEL'S SHARE



ockspur 12 Bajan Crafted Rum (80-Proof). This rum features an enticingly iridescent mahogany amber color with rich scents of fruit, oak and spice, reminiscent of old Spanish brandy.

The taste is every bit as complex and inviting as the aroma, starting with a generous burst of wet oak, followed by a symphony of ripe fruits (pears, apricots and banana flambé). The ending is slightly dry but satisfyingly long and laden with exquisite traces of oak.

This rum is a great example of distillation craftsmanship from Barbados. Purists will want to enjoy it neat in a snifter or with a single ice cube in a rocks glass.

Featured Cocktail - Bridgetown Stomp

Ingredients

2 oz. Cockspur 12 Rum 1/2 oz. Cinzano Sweet Vermouth 1/4 oz. Campari 1 barspoon Cio Ciarro Amaro 1 barspoon Demarera Syrup

2 dashes Regan's Orange Bitters

Directions

Strain and drain into a chilled rocks glass over ice. Garnish with an orange twist. This recipe was developed by mixologist, Julie Reiner.

www.cockspurrum.com

Pecan Street Rum (80-Proof).
One look at the number of recent distilleries in Texas is all it takes to get the message: Texans are nuts about rum and nothing proves it better than this one.

Distilled by our neighbor, Spirit of Texas, this rum has a very inviting copper orange color and a rich aroma of molasses, toasted nuts and caramelized orange peel. The rum has a medium body, a silky texture and it unfolds seamlessly in the palate.

The initial sensation is that of sweetness, which is then quickly followed by robust coffee and toasted nuts. The finish is prolonged, on the dry side and manages to retain the attention of the taste buds long after the last sip.

Featured Cocktail -Blueberry Pomegranate Mojito

Ingredients

9 small Blueberries
1 Lime (wedge and squeeze)
4-6 Mint Leaves
3/4 oz Simple Syrup
1/2 oz Pomegranate Juice
2 oz Pecan Street Rum

Directions

Muddle first three ingredients at the bottom of a rocks glass. Fill the glass with ice, shake hard and top off with Soda water.

www.spiritoftx.com



THE ANGEL'S SHARE



oloa Kaua'i Gold Hawaiian Rum (80-Proof). This young rum has a very light honey color, which suggests an equally light body.

The aroma is clean, fresh and has hints of vanilla, pineapples and Muscat grapes. Once in the palate, the rum opens up vigorously, with a strong caramel taste, which slowly diminishes into a dry, spicy finish.

Enjoy this Hawaiian rum in a cocktail with fresh fruit juices!

Featured Cocktail - Pineapple Express

Ingredients

2 oz. Kōloa Rum Company™ - Kaua`i Gold Rum

4 1" Fresh, Ripe Pineapple Chunks
1/2 Kaffir Lime Leaf, or 1 tsp. Kaffir Lime

Dime-sized slice of peeled Ginger, 1/8" thick

Directions

In a large shaker glass muddle ginger with lime leaf or juice, add pineapple and continue muddling. Add rum and ice to 2/3 of a glass, shake. Remove ginger and lime leaf, pour into highball glass. Do not strain.

Created by Nilo Badua of 22° North Restaurant & Bar, Kaua'i

www.koloarum.com

Order online www.hitimewine.net

This dark Bahamian rum features a rich reddish-copper color and an aroma of toffee and chocolate.

The taste is as bold as the color and aroma, unleashing waves of roasted coffee beans coated in dark chocolate riding atop a sea of vanilla.

The finish is dry and spicy, with a lingering coffee note, which makes it very pleasant.

The rum's character lends itself perfectly for Hot Toddies, Black or White Russians or any other cocktail where a touch of coffee is welcomed, but hard-core rum drinkers will want to enjoy it neat while puffing a good Maduro cigar.

Featured Cocktail - Original Rum Runner

Ingredients

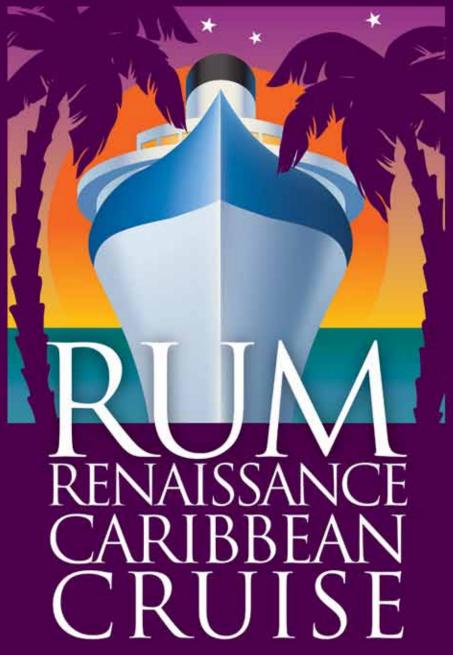
- 1 oz Ricardo Dark Rum
- 1 oz Ricardo Light or Gold Rum
- 1 oz Pineapple Juice
- 1 oz Orange Juice
- 1 oz Blackberry Liqueur
- 1 oz Banana Liqueur
- Splash of Grenadine on top

Directions

Combine all ingredients in a rocks glass filled with ice. Garnish with a lime wedge and serve.

www.rumrunnerimport.com







Nov 12-19

aboard the Celebrity Summit Experience a week of delicious cruising through the Eastern Caribbean islands, discovering the birthplaces of great rums, savoring the best rums of the region with rum seminars, tasting events, rum shopping, excursions to rum distilleries and visitor centers.

www.RumRenaissanceCruise.com





Puerto Rico • Barbados • St. Lucia • Antigua • St. Maarten • St. Thomas







Black Bite

- 1 Part Malibu Black
- Cinnamon Sugar
- Lime Wedge

Serve a chilled shot of Black with a wedge of lime dipped in cinnamon and sugar.





Smoothest Pleasure

Cruzan Piña Colada Martini

- 1 part Cruzan Coconut Rum
- 1 Part Cruzan Pineapple Rum
- Pineapple Juice

Combine the Cruzan rums together into a mixing glass with ice and add a splash of pineapple juice. Stir and strain into a martini glass. Garnish with a pineapple wedge.



COCONUT RUM

Alcohol Strength (low to high)

- Admiral Nelson 42-Proof
- Cruzan Coconut 42-Proof
- Parrot Bay Coconut 42-Proof
- Malibu Black 70-Proof



Boldest Taste

Parrot Bay Coconut

- 2.5 oz. Parrot Bay Coconut
- 2.5 oz. Juice (orange, cranberry, pineapple)

Mix these (or any of your favorite juices) with Parrot Bay for a truly tropical taste experience.





Most Aromatic

CHALLENGE

Sweetness (high to low)

- Cruzan Coconut
- Parrot Bay Coconut
- Admiral Nelson
- Malibu Black 70-Proof



Bay Breeze

- 1.5 oz. Admiral Nelson's Coconut Rum
- · 3 oz. Pineapple Juice
- 1 oz. Cranberry Juice
- Splash of Orange Juice

Mix ingredients thoroughly in a Collins glass filled with ice. Garnish with fruit (pineapple, orange or lime). Add a cherry sip stick and serve.

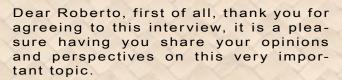
Got Rum? - Exclusive Interview

n June 10, 2011, we reported on the agreement between Diageo and Industrias Licoreras de Guatemala (ILG) whereas Diageo took a 50% controlling stake in the Guatemalan rum brand (see rumtalk. blogspot.com).

Ever since the world learned about Ron Zacapa Centenario, it has been regarded as one of the finest examples of rum craftsmanship. Its style and presentation are now imitated by other companies who want to benefit from the trend started by Zacapa over a decade ago.

We are grateful to Mr. Roberto García Botrán, President of ILG for granting us this exclusive interview.

-Publishers



Q: Could you characterize the negotiations with Diageo that resulted in them getting a 50% controlling stake in Ron Zacapa Centenario?

As you can imagine, it was difficult for the board members to agree to the terms, but we all wanted Zacapa to become a global brand, so we had to move in that direction.

Q: Did you feel this was "just another negotiation" from Diageo?

I don't think this was "just another negotiation" for them. After all, we've been working together for 3 years. During this time, teams from both companies have gotten to know each other very well, which definitely helped when it was time to negotiate.

Q: What does this purchase mean for ILG, both medium and long term?

This sale means a lot to ILG, because it is going to let us place Zacapa where it belongs and it also opens up doors for us to conduct future business with Diageo, such as selling them bulk rum, strategic productions, etc. In today's



world, it is important to take advantage of opportunities while not losing track of the future. What could be perceived as an opportunity for a single brand today can turn into something much larger tomorrow.

Q: Would you like to send a message to our readers and consumers regarding the impact this purchase may have on the quality of Ron Zacapa Centenario?

To all of your readers and consumers of Zacapa I would like to say that they can remain calm regarding the quality of their brand. Our sales projections are in agreement with our current and future aging capacity. The Zacapa brand will continue to be the best rum in the world.

Q: I still remember when we awarded Zacapa its first gold medal in Barbados in 1998. It is amazing to look back and see Zacapa's incredible rise to the top. To what do you attribute this unusual success?

I attribute Zacapa's success to three areas: the quality of the rum, the passion of the people working behind the brand and our ability to make the right decisions at the right times.

Q: Do you have any plans to increase the rum portfolio under the Zacapa



brand by adding a white, spiced or other rum?

At this time we don't have any plans to add any more, since we are working very hard to develop the three presentations we already have (Zacapa 23, 15 and X.O.). Of course this does not mean we won't consider it in the future. We are always ready to satisfy the demands from our consumers.

Q: Ron Zacapa's presentation has changed significantly from its original appearance. Are there plans to change it even more in the coming years?

We'll make small changes to Zacapa 23 and substantial changes to Zacapa X.O. in order to achieve a more refined presentation, one that will match the uniqueness of the rum inside the bottle.

Q: Many people believe that each bottle of Zacapa acts as a small "ambassador" wherever it may be, promoting the best Guatemala has to offer. How do you feel about this?

Zacapa is definitely a product that brings a lot of national pride to all Guatemalans and this is why it is the best ambassador abroad.

Q: The majority of rum consumers enjoy their rum in cocktails, even

those rums perfectly suitable for sipping. Does it offend you to know that people may prepare a Cuba Libre or some other cocktail using Zacapa?

We believe that the best way to enjoy Zacapa is neat or with a couple of ice cubes, but at the end of the day people can drink it any way they please. As the producers, we can only suggest ways to enjoy it, but consumers always have the last word. Personally, I am not offended because my ultimate goal is to give consumers an excellent rum that will please them the best possible way.

Q: What is your preferred way to enjoy Zacapa and how often do you consume it?

My favorite way to drink Zacapa is with two ice cubes. I usually drink it this way about twice a week.

Q: Do you have any plans to expand the "Villa Los Añejos" (tasting room/ art gallery/meeting place) concept to other countries?

We have been exploring the possibility of expanding the concept in Central America, but at this time it is not one of our priorities.



Aged Above the Clouds







1492 - Christopher Columbus weighs anchor August 3, with 52 men aboard his flagship the 100-ton Santa Maria, 18 aboard the 50-ton Pinta commanded by Martin Alonso Pinzón, and another 18 aboard the 40-ton Niña.

August Through The Years

1560 - Venice gets its first coffee house. The city is a major sugar-refining center, using raw sugar imported through Lisbon, but Europe's chief sugar refiner is Antwerp which refines as much sugar in a fortnight as Venice does in a year.

1492 1542 1592

1505 - Spanish conquistadors found the city of Havana, Cuba.





1740 - The Royal Navy's rum ration is diluted by Admiral Edward Vernon, nicknamed "Old Grog" because he wears a grogram (grosgrain) cloak in foul weather. "Grog" will become a slang word for liquor, "groggy" for drunken dizziness

1731 - Half a pint of rum in two equal tots (servings) becomes the official daily ration for all hands in the British Royal Navy.

1642 1692

1630 - As sugarcane is grown and processed in the French West Indies, the supply of sugar in France increases. Lemonade is invented in Paris and quickly gains popularity 1735 - English distillers produce gin at a rate of 5.4 million gallons per year, nearly a gallon for every man, woman, and child









Classifications of Rum, Part 5

n this issue, we explore the classifications of rum based on the blending technique employed in its production. If you missed Parts 1 through 4, please visit the website (www. gotrum.com) and download the previous issues.

Single Barrel: In its purest form, a *Single Barrel Rum* is one where each bottle of the finished product is clearly identified with the barrel that it was filled from (usually a barrel number and a bottle number). Some countries allow the distilleries to "top off" barrels using rum from other barrels of the same age. Reducing the amount of air in the barrels this way reduces the amount lost to evaporation (the *angel's share*).

A typical 200 liter barrel will yield at most a batch of 22 cases of 12 750ml bottles each. Because barrels tend to vary a lot (due to tannins, resins, etc.), each batch will have characteristics that make it unique from other batches. Some companies empty hundreds of barrels of rum into a large wooden mixing vat, where the rum rests for weeks or months before being bottled, calling the resulting product a "single barrel", referring to the mixing vat, rather than to the individual barrels.

Single barrel rums are typically more expensive than other types and are less consistent over time.

Solera: The Solera method is sometimes employed in the blending of rums. Originally developed by the Spanish and often used in the production of Sherries, it consists of a series of barrels placed in long rows, stacked four, five or more levels high, each row containing a different "vintage."

Rum ready to be bottled is drawn from the bottom level of barrels. Only about one third of the rum in each barrel is removed. At this point, rum from the barrels above is used to refill the bottom barrels and so forth until all the levels are full again. Each year, as the new rum is added to the top barrel, some rum is moved down to the next level for aging. As a result, the young rum picks up some of the characteristics of the older rum and provides

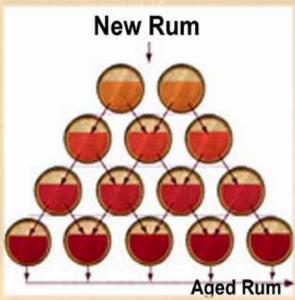


consistent quality year after year.

Solera rums are typically the most consistent over time, but are also more laborious.

Traditional or Classic: Blending is not a science, it is the art of mixing different rums of different types and ages together, and when desired, adding flavoring or coloring agents. Most rums produced in the world are traditionally blended after maturation to achieve the particular characteristics desired.

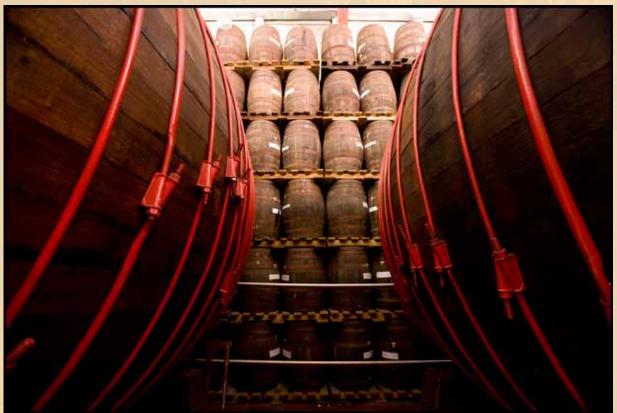
Blending usually takes place in very large containers where individual barrels are emptied and mixed together to ensure product consistency. Some distilleries will blend pot still and column



still rums together to come up with a light, yet complex character. Other companies will mix column still rums of different ages and styles (some lighter, some heavier) in order to achieve unique flavor profiles.

Traditionally or Classically blended rums are the most common in the world because in the complex world of blending, they are the easiest to produce.

Next Month: Classifications of rum based on age



Aging warehouse, Industrias Licoreras de Guatemala.

RUM TECHNIQUES

The Organoleptic Assessment of Rum - Part 5

s 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.

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

flavor

noun

\'fla-vər\

Definition

a (archaic): odor, fragrance

b: the quality of something that affects the sense of taste

c: the blend of taste and smell sensations evoked by a substance in the mouth <the flavor of rum>.

Origin

Middle English *flavour*, modification of Anglo-French *flaur*, *flour*, from Vulgar Latin **flator*, alteration of Latin *flatus* breath, act of blowing. First Known Use: 14th century

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

Make sure to get the September issue, where we'll wrap up the explanation of terms and will begin covering the different rum testing methods.

2.1 TYPES OF TESTS

The methods of organoleptic testing may be divided into two types - objective response tests and subjective response tests. In both cases the results are treated in an objective manner.

In the objective response type tests, the subject attempts to be objective in his evaluation regardless of his own personal feelings. He may not care for a particular product presented to him for evaluation, but he does know what constitutes good or poor quality in this product and he attempts to evaluate it on this basis. He is acting as a "flavour machine". It sometimes happens that tasters who do not care for a particular product may be sensitive to a certain ingredient in that product. For this reason they make excellent tasters for the detection of this ingredient. Objective panels are small and well trained.

In the subjective response type tests the taster records his own personal evaluation without any attempt to be objective. His response should be spontaneous with a complete absence of outside influence or training. The purpose of this type of test is to measure psychological factors as well as quality. Subjective response panels are as large as necessary to include a fair sampling of the market.

Strictly speaking, objective and subjective tests should not be combined into one evaluation. The presence of the objective part of the test may have some influence on the subjective response. However, in some cases it is impractical to run separate tests, because of a limited number of samples. In such cases the "would buy" question can be used. At the completion of the objective part of the test, the taster is asked the following question:

"Would you buy this product"? (yes or no)

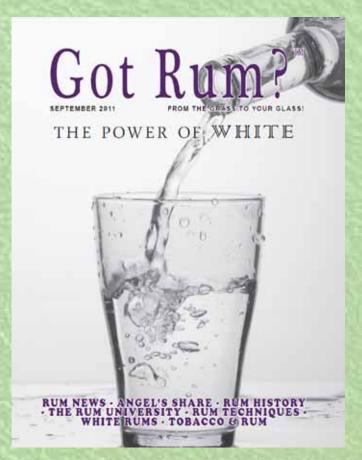
This method gives some indication of the acceptability of the product, but it should not be compared in any way with a consumer test.

Objective and subjective methods are listed in separate charts in Section 3. (If you know the purpose of your test and the number of samples and tasters available, you should not have any difficulty) Look over the general directions for testing and consider the analysis of data before the test is run as it may have some bearing upon the procedure - number of samples etc., then follow the selected procedure as described in Section 5. Evaluate the results according to the method you have previously decided upon. Check on your method to make sure

that you have actually measured the factor in question. Most organoleptic tests are reliable or reproducible under the same conditions.

continued on page 29

COMING UP



SEPTEMBER 2011

Join us as we explore the foundation of all rums: white rums. From the extra neutral to the unrefined, white rums are the most widelyconsumed type of rum in the world.

We will explore historically significant white rums, current leading brands throughout the world and little known facts about this wonderful spirit.

Producers: submit your white rum for free inclusion in September's issue.

Send an email to margaret@ gotrum.com for more details.

Consumers: nominate your favorite white rum by sending an email to: news@gotrum.com.



OCTOBER 2011

Variety is the spice of life and spiced rums are the life of the party! If you love spiced rums and want to learn how to make your own, then you should not miss this issue.

We will review the leading spiced rums as well as the history behind their key ingredients. Are peanuts an aphrodisiac? What is the difference between Bois Boinde and Mamajuana?

Producers: submit your spiced rum for free inclusion in October's issue.

Send an email to margaret@gotrum.com for more details.

Consumers: nominate your favorite spiced rum by sending an email to: news@gotrum.com.

2.2 EXPLANATION OF TERMS

Acceptability Test: Subjective test which determines the overall appeal of a product to a specified population. (Acceptability should not be used interchangeably with preference, since one product can be preferred to another, and yet both products may be unacceptable.

After-Taste: Taste, odour, and feeling sensations occurring or lingering after a material has been swallowed.

Aroma: A distinctive characteristic suggestion of fragrance of odour,

Astringency: Quality perceived due to the complex sensations caused by shrinking, drawing or puckering of the skin surfaces of the mouth, accompanied by a driving of blood from the tissues. A dry feeling in the mouth.

Bitterness: A quality of taste sensation. The taste of quinine sulphate being a typical example.

Bouquet: The very first sensation received by the nose and is of very short duration.

Burning: As related to taste is used most often to describe the sensation of heat caused by the application of "inadequate stimulus" to the sense system, e.g. that of pepper, mustard, or other strong spices. It arises from the skin senses, including that of pain as well as those of temperature when the "adequate stimulus" such as hot material, is applied.

Difference Tests: Objective taste tests which attempt to eliminate psychological factors from the tasting judgment and in which there is either a right or wrong answer so that results which are statistically analysable can be obtained.

Duo-Trio Test: A type of difference test in which a known standard is served first. Two additional samples are then served to the taster one at a time. The taster is then asked which of the two samples matches the known sample (the first sample used).

Flavour: The total effect of the test and feeling sensations stimulated by a substance in the mouth.

Fragrancy: A pleasing olfactory quality. A property of odours which are distinctly pleasant smelling.

TOBACCO AND RUM

um and cigars go together so well, perhaps because of the tropical climate sugarcane and tobacco have in common. Or maybe it is due to the same level of attention to detail that goes into producing them. Regardless, 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? Please let us know!

THE CIGAR

THE RUM



Ashton Majesty 6 x 56



A consistently pleasurable smoke for all cigar lovers, the Ashton Classic has a medium body with nuances of peppery spice.

The blend of 3 to 4 year old Dominican tobacco, along with its rich golden Connecticut shade wrapper creates an extremely well blended rich taste.

The draw of this cigar from beginning to end is never disappointing.

The Ashton Classic is truly a smoke for anytime and anywhere and, like an old friend, never lets you down.

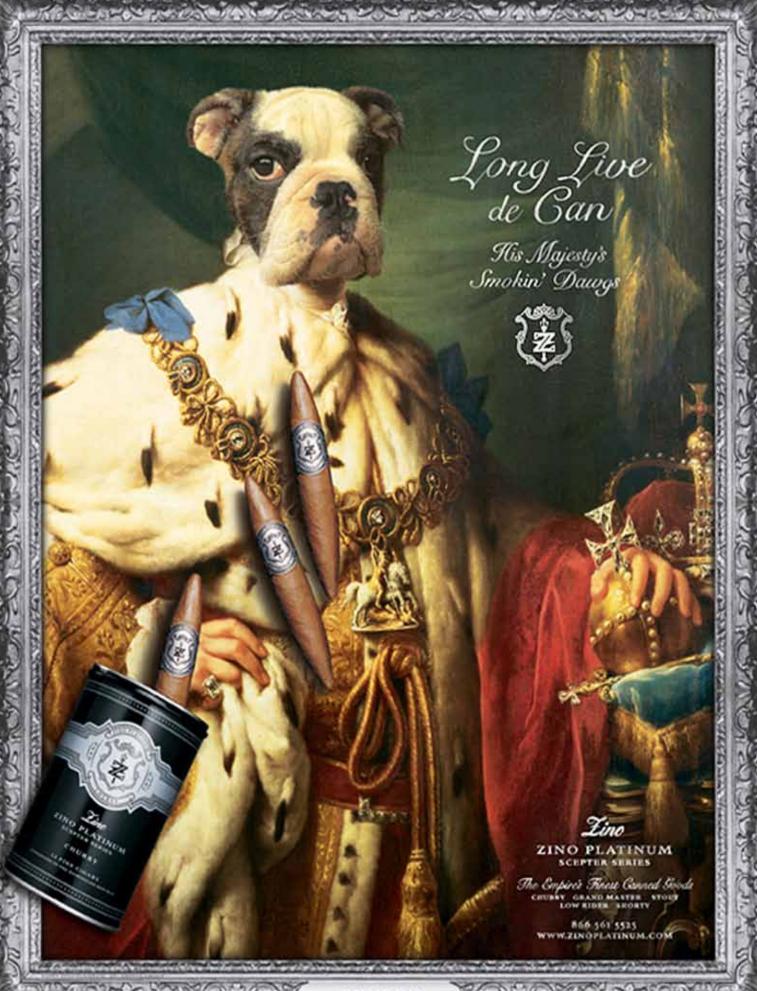


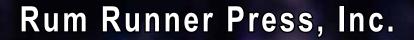
This rum is without a doubt Cruzan's most refined offering. Each bottle comes individually numbered and contains a blend of rums up to 12 years in age.

The rums are first traditionally aged, then selected casks are blended together and are aged for up to an additional 12 months in new, larger casks, from where the rum is taken at bottling time.

The aroma is fruity and delicately oaky, the taste reveals a subtle combination of oak and raw sugar sweetness. This rum is very reminiscent of double distillates such as cognacs and armagnacs. We love the character and the fact that it is not overly sweet.









Expert Rum Formulation, Bulk Rum Sourcing, Competitive Analysis, Corporate Training Programs and much, much more...

www.rumshop.net