

Got Rum?™ We Do!

DECEMBER 2002

2002 Year in Review

Angel's Share: Spiced Rum

Rum News and More!

Got Rum? Magazine
www.rumshop.net



9 780970 593849

CONTENTS

Rum In The Media	2
From The Editor	3
Book Reviews.....	4
Bartender's Corner	5
Angel's Share	6
The Spirit of Cooking	7-8
Rum Market.....	9-10
Classified Ads.....	10
Reader's Mail	11

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 In The Media

Whaler's Rum

Heaven Hill Distilleries Inc., producers of Whaler's Rums has launched a new campaign under the “March to the Beat of a Different Rum” slogan. Their lineup is made up of: Vanille, Killer Coconut, Great White Hawaiian Spiced and Rare Reserve Dark.

For more information, please visit www.whalersrum.com.

Bacardi's Ciclón

Following the paths of Bacardi Limón and O, Ciclón (which is a combination of 90% gold rum, 10% blue agave tequila and a hint of lime) will benefit from a reported \$15 million dollar marketing investment.

For more information, please visit www.bacardi.com.

Ron Zacapa Centenario

Distribuidora de Licores La Nacional, makers of world renowned Zacapa Centenario will host a press conference in Guatemala. During the event, the company will proudly present to the media the Platinum Award it received at this year's International Rum Festival in St. John's, Newfoundland, Canada. Our editor, Luis Ayala, will be present to cover the event for the January issue of “Got Rum?”.

For more information, please visit www.ronzacapa.com.

Do you want to have news about your company or products featured in this section? Send Press Releases and other rum-related announcements to: info@rumshop.net.

From the Editor

Welcome to our December 2002 issue. It is hard for me to believe the year is almost over. It seems as if it was only last month that we launched this publication. Today we are on our second year and more than 30,000 readers around the world keep us motivated every month to continue our rum education programs.

A lot has taken place in 2002, but for me the highlight was meeting many of you in person at the International Rum Festival in St. John's, Newfoundland earlier this year.

We often spend a lot of time talking about new rums coming into the market, praising (or criticizing) creative ad campaigns, but at the end it always comes down to people. The people who make things happen, the people for whom things are made and the lucky people whose jobs are to record events for history. The better a distiller knows his people (employees and customers), the better he will be at meeting their needs. The rest will take care of itself.

Perhaps this is why I particularly enjoy working with smaller distillers and importers, since

it is easier for me to relate to the everyday struggles of a person with a name, as opposed to a corporate identity with a stock exchange symbol.

In a world where it is easiest to confuse consumers with marketing gimmicks and smoke and mirrors, it is rewarding to see so many distilleries still focusing on what is important: being true to tradition and honest to consumers.

Let's end the year on a good note and start the new one with the best intentions, renewed effort and positive energy!

I'm always interested in hearing from you. Please contact me at luis@rumshop.net.

Happy New Year!

Luis K. Ayala



New Look for Website!

We are pleased to share with you that our website now has a new look. We recently updated our website to make it easier for you to navigate. We strive to give you the best so any and all suggestions are welcome.

We need your feedback to help us improve and better your experience as you browse through our site.

Please send comments and/or suggestions to info@rumshop.net.



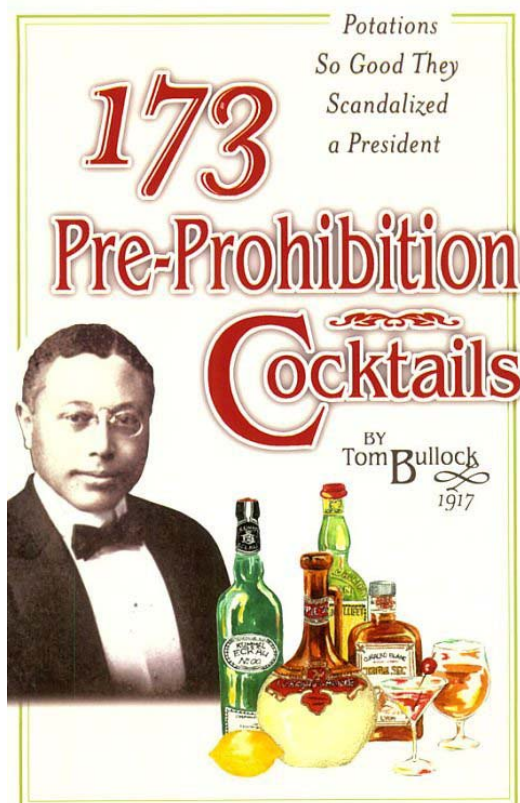
Book Reviews

173 Pre-Prohibition Cocktails - by Tom Bullock (1917)

When accused of being an alcoholic, former president Teddy Roosevelt confessed under oath to drinking "just part of one julep" made for him by master bartender Tom Bullock. The St. Louis Post-Dispatch replied with:

"To believe that a red-blooded man, and a true Colonel at that, ever stopped with just a part of one of those refreshments...is to strain credulity too far. Are the Colonel's powers of self-restraint altogether transcendent? Have we found the living superman at last?"

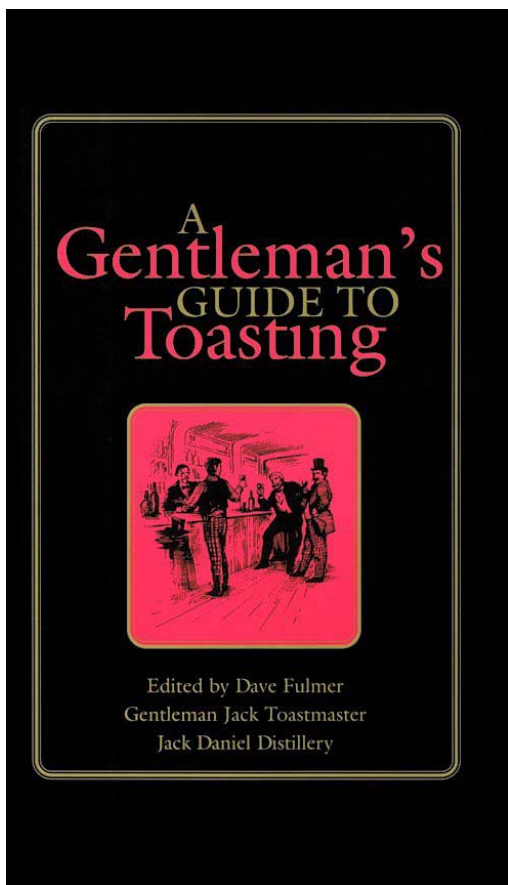
This book contains special recipes from a special era. If you honor them with your time and ingredients, they'll honor you back.
ISBN 0-9654333-2-3



A Gentleman's Guide To Toasting - by Dave Fulmer

From the book jacket: Dave Fulmer is a historian, musician, actor, director and writer who has made a lifelong study of small town hospitality and social customs. His knowledge of small town life has earned him the title of official historian for the Jack Daniel Distillery, the nation's oldest registered distillery. As the distillery's official historian, Fulmer has produced films, written "Bottles, Barrels and Tennessee Jugs," and initiated the revival of Mr. Jack Daniel's Original Silver Cornet Band. Fulmer divides his time between Berkeley, California and Lynchburg, Tennessee, where he currently serves as the Gentleman Jack toastmaster for the distillery.

This book is a must for those interested in the art of combining mouth watering beverages with gracious and genteel phrases.
ISBN 0-8487-1057-6



The Bartender's Corner

We have hand picked the following recipes from the book "The Encyclopedia of Rum Drinks." All of the recipes are meant to be served hot. What better way to get in the spirit of winter!

Spicey Scott

½ oz. Butterscotch Schnapps
½ oz. Spiced Rum
3 oz. Hot Cocoa

Add equal parts of liqueur to hot chocolate or cocoa and top with whipped cream and shaved chocolate, cinnamon or nutmeg.

Snowberry

¾ oz. Spiced Rum
½ oz. Strawberry Schnapps
5 oz. Water
½ oz. Simple Syrup
½ oz. Lemon Juice
1 tsp. Grenadine
1 Cinnamon stick

Heat liquids and serve in a heated mug. Garnish with a cinnamon stick.



Cinnamon Toast

1 ¼ oz. Spiced Rum
6 oz. Hot Apple Cider
1 oz. Irish Cream
1 oz. Goldschläger

Rim glass with sugar and cinnamon. Add hot cider and the rest of the ingredients.

Café Jeavons

1 tsp. Coconut Syrup
Black Coffee
1 oz. Dark Rum
1 oz. Cognac
Orange Peel
1 Generous Tbsp. Vanilla Ice Cream
Pinch Cinnamon

Pour coconut syrup and hot coffee into a large, heat-proof mug that has been rinsed with hot water. Stir until syrup is dissolved. Add rum, cognac and orange peel. Float ice cream. Sprinkle with cinnamon.

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

The Angel's Share: Spiced Rums



Ron Colonial - Guatemala

Ron Colonial Reserva Especial (5-Year, 76-Proof). A mellow and subtle aroma of spices, and dry fruits matches the rum's silky and radiant amber color.

Unfolds smoothly in the palate, with layers of pecans, raisins and mild traces of caramel. The finish is very clean and mildly sweet.

Another great rum from La Nacional in Guatemala.

Available in the familiar glass bottle and also in the eye-catching ceramic container.



El Dorado Demerara Spice Rum - Guyana

El Dorado Demerara Spice Rum (80-Proof). Demerara sugar has long been considered a delicacy in the culinary world. Demerara Distillers uses the same sugarcane employed in the production of the famous sugar to ferment and distill molasses into their renowned "El Dorado" rums. This rum has an elegant and inviting bronzed-

amber color. It opens smoothly yet it has a full body and a rich taste. Elements of vanilla, nutmeg and cinnamon envelop the taste buds. The finish is slightly sweet, with lasting olfactory remnants.

Smooth enough to consume straight and bold enough to survive most mixers.



Kweyol Spice Rum - St. Lucia

Kweyol Spice Rum with Bois Bande (80-Proof). Bois Bandé (Roupela montana, proteacea) is the bark of a tree famed in parts of the Caribbean for its properties as an aphrodisiac.

What happens when you combine this tree bark with St. Lucian rum? Well, the result is Kwèyòl Spice Rum, a delightfully fragrant rum with aroma of

vanilla and cinnamon. The taste is not as sweet as the aroma may suggest, yet it is intricate, with traces of oak, bitters and nuts.

If you want to explore the world of aphrodisiacs, the mystery of the islands or simply want a change of routine, this rum is definitely worth a try.

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

The Spirit of Cooking - by Margaret Ayala

Cornish Hens with Rum

- 2 Cornish game hens, cut in half lengthwise
- 2 Tbsp Dark Rum
- Juice of one Lime
- 1 1/2 Tbsp Honey
- 1 Garlic Clove, crushed
- 1/8 tsp Salt
- 1 Tbsp Coriander Seeds
- 1/2 tsp Black Peppercorns

Wash hens and pat dry. Mix together rum, lime juice, honey, garlic, and salt. Rub mixture all over hens and marinate at least 30 minutes. Coarsely crush coriander seeds and peppercorns together with a mortar and pestle. Remove hens from marinade, reserving the marinade. Press crushed coriander seeds and peppercorns into skin side of hens. Grill over hot coals for 20 - 25 minutes, turning frequently and basting with reserved marinade.



Rum-Glazed Sweet Potato, Apple, and Chestnut Gratin

- 3 lb Sweet Potatoes, pricked several times with a skewer
- 3 Golden Delicious Apples
- 1/4 C Fresh Lemon Juice
- 1 C Halved vacuum-packed roasted chestnuts
- 3/4 stick Unsalted Butter
- 1/2 C Firmly packed light Brown Sugar
- 1/2 C Honey
- 2 Tbsp Dark Rum
- 1/2 tsp Cinnamon
- 1/2 tsp Ground Ginger
- 1/4 tsp Ground Mace

Preheat the oven to 400 degrees. Bake the sweet potatoes in the middle of the oven for 45 minutes to 1 hour, or until tender. Let them cool. Peel the sweet potatoes and cut them diagonally into 1/4-inch slices. Peel the apples and cut them length-wise into eighths. In a bowl toss the apples with lemon juice and arrange them with the sweet potato slices in a buttered 14-inch gratin dish. Sprinkle with the chestnuts. In a stainless steel or enameled saucepan cook the remaining ingredients over moderate heat, stirring, until the sugar is dissolved. Spoon the mixture over the sweet potatoes and apples and bake the gratin in the middle of the oven, basting occasionally, for 30 minutes, or until the apples are just tender and the sweet potatoes are heated through. The uncooked gratin, can be assembled 1 day ahead and kept refrigerated, covered. Bake, uncovered, basting occasionally, for 40 minutes. Put the gratin under a preheated broiler about 4 inches from the heat until the edges are browned lightly. Yield: 8 servings.

Chocolate Rum Fondue

7 oz Plain Chocolate
 1 1/2 Tbsp White Rum
 1 oz Butter
 2 Tbsp Greek Yogurt
 1/4 pt Whipping/double cream
 Fruit pieces or marshmallows to dip

Melt rum, chocolate and butter together in a pan on low heat. Remove from heat, and stir in yogurt and cream. Serve with fruit pieces/marshmallows. Serves 4.

Note - instead of the rum and chocolate you can substitute Toblerone to give a sweeter fondue. You can also add extra nuts if you like.

For those of you who like to end your evening dinner with a hot cup of tea or coffee, may we suggest either a rum-based spiced cider or coffee:



Crockpot Spiced Rum Cider

4 Cinnamon sticks, broken
 1 tsp Allspice, whole
 1 tsp Whole Cloves
 7 C Apple Juice
 1/3 C Packed Brown Sugar
 Margarine or Butter
 1 C Rum

Recipe by: Jo Anne Merrill, Preparation Time: 4:00

Tie cinnamon, allspice, and cloves in spice bag or cheesecloth. In a crockpot, combine spice bag, apple juice, rum and brown sugar. Cover; cook on low-heat setting for 3 to 4 hours. Discard spice bag. Ladle hot punch into cups; float about 1/2 teaspoon of butter on top. Yield: 10 servings.



Buttered Rum Coffee

1/3 C Ground Coffee
 1/4 tsp Freshly Ground Nutmeg
 2 Tbsp Dark Rum
 1/8 tsp Liquid Butter Flavoring

Place coffee and nutmeg in a blender or food processor fitted with a steel blade. In a cup, combine remaining ingredients. With processor running, add flavorings. Stop processor and scrape sides of container with a spatula. Process 10 seconds longer. Store in refrigerator. Yields: Mix for eight 6-ounce servings.



The Best Rum In The World

In 2001 and 2002, the Beverage Testing Institute of Chicago tested premium rums from around the world.

Ron Zacapa Centenario received the highest Score with 98 points out of a possible 100.

In 1998, the International Rum Festival discovered **Ron Zacapa Centenario**. Since then, it has received four consecutive Gold Medals along with the #1 Rating.



Ron Zacapa Centenario

Born in the Caribbean Basin

AGED FOR 23 YEARS

A product of fine sugar cane
from the rich volcanic soil
of its native Guatemala



www.ronzacapa.com

TASTE THE SPIRIT *in* GOSLING'S GOURMET BLACK SEAL RUM CAKES



Special Holiday Edition



Three 'Got Rum ?™'
Award Winning Flavors

BLACK SEAL Rum Chocolate Cake

BLACK SEAL Rum Swizzle Cake

Dark n' Stormy® Island Spice Cake

To Order: 1-800-584-9416

www.sussies.com

Classified Ads

Are you looking for a rum and can't find it? Do you want to exchange rum collectibles (such as miniature bottles)?

Send us your ads at info@rumshop.net. They will be posted free of charge! Due to the limited space, we will only publish those ads that fit in the space available each month.

Vance Charwood <Vance@cbsys.co.uk>

I am trying to find the email address for Wood and Company, 204 Talgarth Road London W6 8BN.

I am trying to find any outlets who supply this most delicious of rums on the continent, where I can pick up a case or two not having to pay England's ridiculous duty amounts.

Please email me if you have any information to vance@cbsys.co.uk Thanks

Gordon Taylor <gtaylor@bear.com>

Hi, I'm trying to buy flor de caña in New York City (Manhattan) to bring back to Ireland for my sister's wedding. Do you know of any retailers who carry it? Thanks.

Darryl Sandquist <Darryl.Sandquist@tmpl.ca>

Hello, I am searching for a rum in Calgary Canada but I can't seem to find it anywhere. I'm hoping maybe you can point me in a direction to get my hands on it. It is: Santa Teresa 1796, a Product of Venezuela. Any help would be appreciated. Thank You in advance.

Reader's Mail

We at "Got Rum?" aim to please our readers and, as long as you want to talk about a particular subject, we will be happy to oblige.

If you have been with us for a while, you know we've approached the subject of the "mamajuana" several times. Just recently, we received the following e-mail and decided to go into the subject a little deeper.

"I'm having trouble finding a recipe to make Mamajuana.....I just returned from Punta Cana (Dominican Republic) and bought a bottle of the wood chips and roots. I was told to make it homemade I add red wine, honey and rum. Is this right? How much of each do I add? Thank you for your help, Kristina"

Well, Kristina, here we go:

First a definition. Demijohn: [DEHM-ee-jon] A large squat bottle with a short narrow neck and usually covered in wicker. Demijohns can hold from 1 to 10 gallons. The word is thought to be derived from the French "Dame Jeanne" (Lady Jane), a term which is also still used to describe this bottle.

In the Spanish-speaking countries, Dame Jeanne was transformed into "Dama Juana" and later, in some places, into "Mama Juana" (mother Jane).

In the Dominican Republic, the practice of blending local rum with herbs and spices goes back a long time and is rooted on the belief that such combinations have medical and spiritual healing properties.

When blending rum with local ingredients, it is a matter of practicality to seek the largest containers possible, "Mama Juanas" in this case.



It was only a matter before the name used to identify the container would also be used to label its contents.

The basic mamajuana is made with: rum (Brugal), roots, bark, leaves, honey, wine and sometimes even shells. As with most homemade concoctions, proportions (and ingredients) vary from one household to another. One of our sources suggest the following as a starting point:

Place dry ingredients (roots, bark, etc.) in large container.

Pour equal amounts of rum and red wine until the container is almost full.

Add about 1/2 cup of honey for each liter of rum and wine combined.

Cover, shake and let sit for 15 days. Taste and add more honey if desired.

As you take liquid out of the jar, you can replace with more rum and wine, just remember to let it sit for two more weeks to "age" properly.

Hope this helps you, let us know your results so we can help others!

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

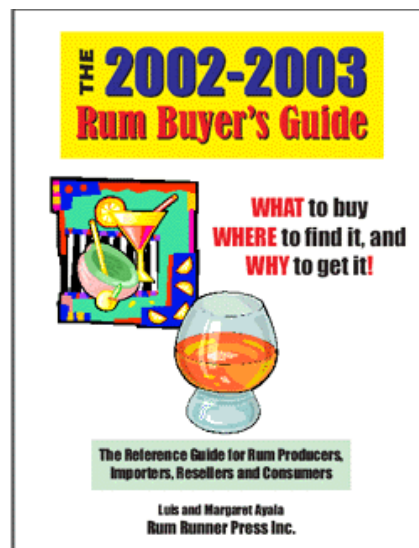
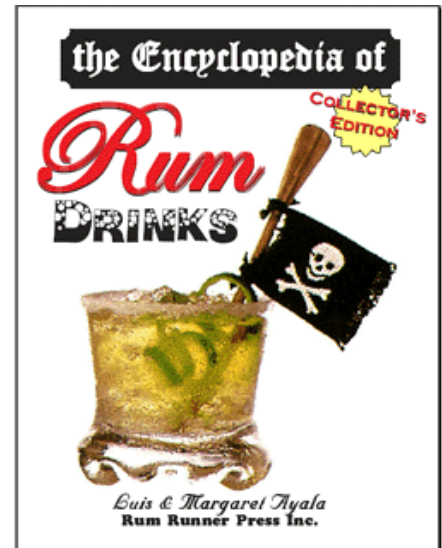
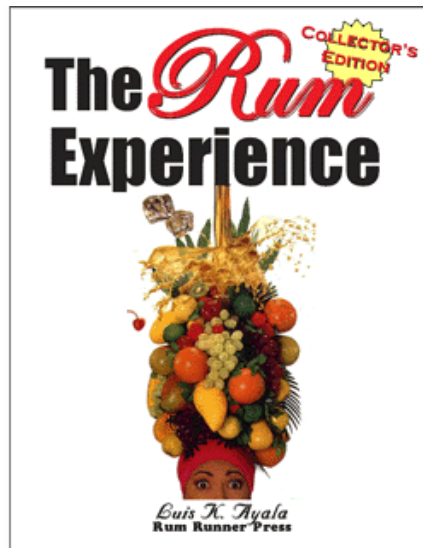
E-MAIL:
luis@rumshop.net

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/



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.