

Got Rum?™ We Do!

December 2004



Got Rum? Magazine
www.rumshop.net



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**Rum News,
Rum Movie Review,
Angel's Share and more!**

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Produced by Rum Runner Press, Inc.

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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 Caribbean is Recovering

Grenada is one of the many examples of Caribbean nations recovering from hurricane Ivan's destruction. The road to recovery, however, is arduous, requiring hard work, capital, and patience.



Now more than ever, our friends in the Caribbean basin need our support in the form of Tourism, aid and with the purchase of their products, including rum.

The photographs below show the aftermath of Ivan's devastation on the left, along with current snaps depicting the results of clean up and re-building.

We are thankful to all readers who sent money to help with the recovery, but much more is needed.

To learn how you can help those in need, please contact the Red Cross or any other aid organization in your area.

Luis K. Ayala,
Editor



Petit Bacaye beach after the hurricane



Petit Bacaye beach today



Boats in the marina after the hurricane



Boats in the marina today

Rum In The News

Children killed in sugarcane blaze

TEGUCIGALPA, Honduras (Reuters) -- At least eleven children burned to death on Monday, November 29th, and five other people were seriously injured when a fire set at a sugar cane field in southern Honduras burned out of control, police said.

The children, between 7 and 17 years old, were on the edge of the sugar cane field in Santa Cruz de Marcovia hunting small animals flushed out by the flames when sudden winds caused the fire to spread unexpectedly, police spokesman Leonel Saucedo said.

"Sadly, 11 children between 7 and 17 burned to death, and another five people, among them two children 9 and 17, were seriously burned," he said.

The Associated Press reported later Tuesday that at least 13 children had died in the blaze and two more, including a minor, were injured.

Sugar cane is routinely burned at harvest time to clean the plants, and local youngsters often come out to hunt rabbits, armadillos and other animals.

Hopefully tragic events such as this one will encourage all other sugarcane growers to exercise more caution when burning their fields in the future.

Castle Brands Named Us Importer For Gosling's Rum

Malcolm Gosling Moves to the U.S. to Support Expansion of his Family's Rum Brand in America. Gosling's Export (Bermuda) (GXB), a subsidiary of Bermuda based Gosling's Brothers Ltd., has entered into an innovative new importer agreement with Castle Brands (USA) Corp, a rapidly growing, New York-based importer of premium spirits. GXB and Castle Brands have formed a marketing joint venture, led by Malcolm Gosling, serving as president and CEO.

For further information about Castle Brands Inc. please contact:

Roseann Sessa
Vice President - Marketing
800-882-8140

Congratulations to Gosling's Brothers Ltd., for their excellent choice of importer!



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



The Angel's Share

Demerara Rum Cream Liqueur - Guyana

Demerara Golden Rum Cream Liqueur (33-Proof).

There is no better time of the year to enjoy cream liqueurs than now and there are no better cream liqueurs than those made with rum! This product combines an exceptional cream base with a very agreeable rum to create a remarkable Rum Cream true to Demerara Distiller's reputation. The aroma is sensuous and decadent, an intriguing mix of

chocolate, nutmeg, coffee, vanilla and butterscotch. The taste goes even further, carried by the liqueur's velvety complexity, leaving your mouth anxiously awaiting the next sip. This is by far the best rum cream liqueur in the market today. Perfect for sipping, mixing with coffee, adding to cakes, ice cream and more.

For availability in the USA, please call **(800) 422-2129**.



Happy Rum - Trinidad & Tobago + USVI

Happy Rum (80-Proof). This rum has one of the most inventive presentations we have come across lately. It is a blend of aged Trinidadian rum and "fresh" US Virgin Islands rum.

vodka-like, with only a hint of sweetness as a backdrop. The taste combines soft notes of vanilla and sugar.

Just looking at the packaging suggests the product will put a smile on your face. The aroma is mild and very clean, almost

The finish is short and warm, making this a good rum for mixing, not for sipping. For more information, please visit:

www.happyrum.com



Newfoundland Screech - Jamaica

Screech (80-Proof). How do you come up with a name like "Screech"? As the story goes, an American officer was having his first taste of local Newfoundland hospitality when, imitating the custom of his host, downed his drink in one gulp. The American's blood-curdling howl brought the sympathetic and curious from miles around. The first to arrive was a garrulous old

American sergeant who pounded on the door and demanded, "What the cripes was that ungodly screech?" And thus the legend was born.

The rum's dark reddish-mahogany color perfectly matches its full aroma and body, both laced with fruit, spice, nut, molasses and caramel elements.

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

The Spirit of Cooking - by Margaret Ayala

Veal Shanks Braised with Rum, with Rum Mashed Sweet Potatoes and Black Beans

Recipe courtesy Emeril Lagasse, 2003

1/4 C. All-purpose Flour
 1 tsp. Salt
 1 tsp. Freshly Ground Black Pepper
 4 Lrg. Veal Shanks (about 12-oz. ea.), tied with twine to keep meat on bone during cooking
 2 Tbsp. Olive Oil
 1 Med. Onion (chopped)
 2 Carrots (peeled and chopped)
 2 Ribs Celery (chopped)
 1 Tbsp. Tomato Paste
 1 C. Spiced Dark Rum
 2 Cinnamon Sticks
 2 Bay Leaves
 1 tsp. Fresh Thyme
 3 C. Veal Stock (or beef stock), warm
 1 Pickled Jalapeño
 1 Tbsp. Brown Sugar
 1/8 tsp. Cayenne
 1/8 tsp. Worcestershire Sauce
 1/8 tsp. Hot Pepper Sauce (or to taste)

In a shallow bowl, season the flour with 1 teaspoon of salt and 1 teaspoon of black pepper. Lightly season the shanks with salt and pepper on all sides, then dredge in the seasoned flour to coat. Shake to remove any excess.

In a large Dutch oven or pot, heat the oil over medium-high heat. Add the shanks and brown on all sides, about 5 minutes. Transfer to a plate. Add the onions, carrots, and celery and cook, stirring, until soft, about 3 minutes. Add the tomato paste and cook for 2 minutes. Return the shanks to the pot and add the rum. Stir to deglaze the pan. Cook until most of the rum has burned off, about 2 minutes. Add the cinnamon, bay leaves, thyme and stock and bring to a simmer. Add the jalapeno pepper.

Cover and gently simmer until meat is tender and falling off the bone, about 2 hours.

Remove the shanks from the pan. Remove and discard the cinnamon sticks, bay leaves, and jalapeno pepper. Add the brown sugar to the sauce and season with the cayenne,

Worcestershire sauce and hot sauce. Adjust the seasoning, to taste. With an immersion blender, puree the liquids in the pan.

To serve, discard the strings from the veal. Divide the sweet potatoes and beans among 4 large plates and arrange the shanks on top. Pour the thickened sauce back over the shanks and serve immediately.

Rum Mashed Sweet Potatoes

2 Lbs. Sweet Potatoes
 1/2 C. Heavy Cream
 1/4 C. Dark Rum
 3 Tbsp. Packed Light Brown Sugar
 1 Tbsp. Molasses
 1/8 tsp. Salt

Preheat the oven to 425 degrees F. Place the potatoes on a foil-lined baking sheet and bake until tender and starting to ooze, 50 minutes to 1 hour, depending upon their size. Remove from the oven and let sit until cool enough to handle.

Peel the sweet potatoes and transfer the flesh to a large bowl. Add the cream, rum, brown sugar, molasses, and salt, and beat on high speed with an electric mixer until smooth. Yield: about 4 cups

Black Beans

1/2 lb. Dry Black Beans, picked over and soaked overnight in water to cover
 1/2 C. Chopped Yellow Onions

1/4 C. Chopped Carrots
 1/4 C. Rib Celery, peeled and medium diced
 1 Tbsp. Minced Garlic
 1 Bay Leaf
 1/2 tsp. Chopped Fresh Thyme Leaves
 4 C. Chicken Stock
 1/2 Red Onion (finely diced)
 2 Tbsp. Chopped Cilantro Leaves

In a medium, heavy pot, combine all the ingredients except onions and cilantro and bring to a boil. Reduce the heat and simmer uncovered, skimming the surface occasionally to remove any foam that rises to the top, until the beans are plump and tender, about 2 hours.

Discard the bay leaf and add the red onion and cilantro. Adjust the seasoning to taste.
 Yield: about 2 1/4 cups

Coconut Mango Bread Pudding with Caramel Rum Sauce and Fried Coconut Strips

Recipe courtesy Emeril Lagasse, 2002

2 Tbsp. Unsalted Butter, softened, plus 2 Tbsp. melted unsalted butter
 4 Lrg. Eggs
 3 C. Unsweetened Coconut Milk
 1 C. Coco Lopez
 1/2 C. Packed Light Brown Sugar
 1/4 C. Dark Rum
 1 tsp. Pure Vanilla Extract
 1 tsp. Fresh Grated Ginger
 3/4 tsp. Ground Cinnamon
 1/2 tsp. Fresh Ground Nutmeg
 6 C. 1/2-in. Cubes Day-old Bread
 1 1/2 C. Mango (diced small)
 Fried Coconut Strips, recipe follows, garnish
 Caramel Rum Sauce, recipe follows
 1 cup coarsely grated fresh coconut

Preheat the oven to 350 degrees F. Generously butter a 10 by 14-inch baking dish with the softened butter. Whisk the eggs in a large bowl.

Add the coconut milk, Coco Lopez, brown sugar, rum, 2 tablespoons melted butter, vanilla, ginger, cinnamon, and nutmeg, and whisk well to combine. Add the bread and mango, and stir well. Pour into the prepared dish. Bake until firm when pressed in the center, about 1 hour. Cool on a wire rack until just warm, about 20 minutes. Serve warm, sprinkled with the fried coconut strips and drizzled with the caramel rum sauce.

Caramel Rum Sauce

3 C. Heavy Cream
 1/2 C. Dark Rum
 1/2 C. Granulated Sugar
 1/4 C. Cornstarch

In a medium non-stick saucepan, combine 2 3/4 cups of the cream with the rum and sugar. Bring to a simmer over medium heat, stirring to dissolve the sugar. Remove from the heat. In a small bowl, dissolve the cornstarch in the remaining 1/4 cup cream. Add to the warm rum mixture and return to medium heat. Simmer, stirring, until the mixture thickens, 4 to 5 minutes. Remove from the heat and serve warm with the bread pudding. Yield: about 3 cups

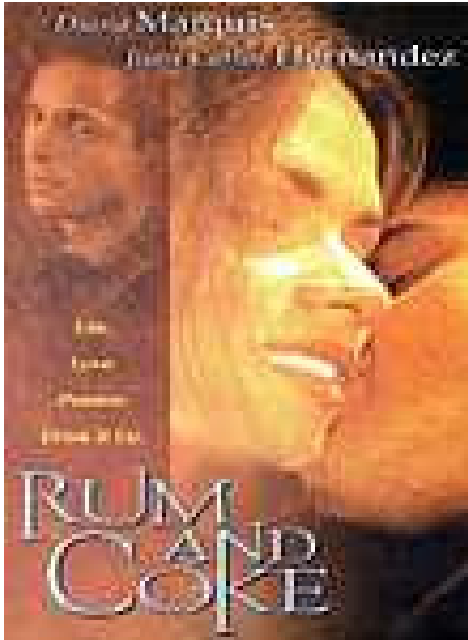
Fried Coconut Strips

Canola (or vegetable oil), for frying
 1 C. Coconut Ribbons (white meat of coconut only, in long)
 1 Tbsp. Powdered Sugar
 Fill a 6-quart pot halfway with oil and heat to 360 degrees F.

In 2 batches, add the coconut to the oil and cook, turning with a slotted spoon, until golden brown, about 1 minute. Remove with a slotted spoon and drain on paper towels.

Sprinkle with the powdered sugar while still warm, and sprinkle over the bread pudding.
 Yield: 1 cup

Rum Movie Review: Rum and Coke



Rum and Coke (2001)

Suggested via e-mail by a "Got Rum?" reader.

Starring: Diana Marquis, Juan Carlos Hernandez
Directed by: Maria Escobedo

Linda is a bright, confident and independent daughter of Cuban immigrants who has vowed to stay away from all Latino men. Her passionless life is all planned until she meets Jose, a handsome, aggressive and charming firefighter.

The movie's high point is its emphasis on remembering (and being true to) one's heritage. Unfortunately for rum lovers, aside from the title, the movie has nothing to do with Cuban rum in particular or rum in general. Sorry!

If you have a rum-related movie recommendation, please send it to information@rumshop.net

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consumers
really want?**

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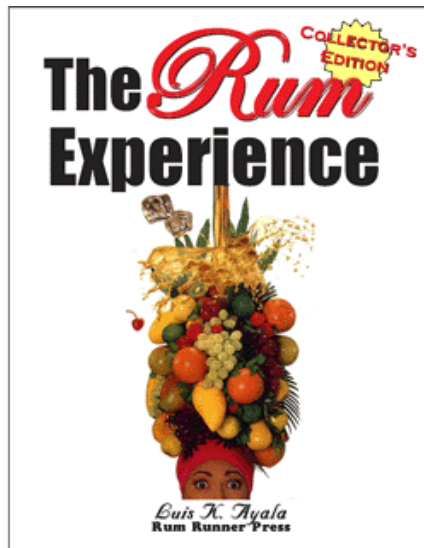
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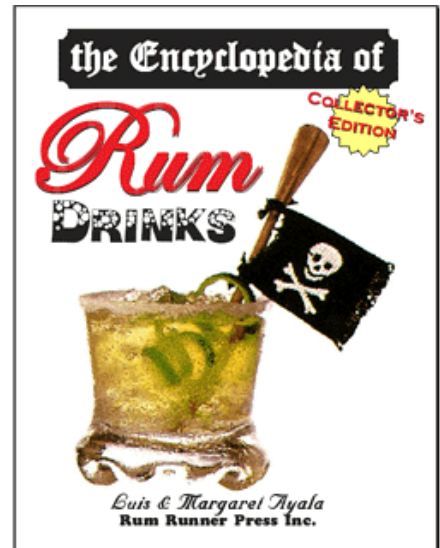
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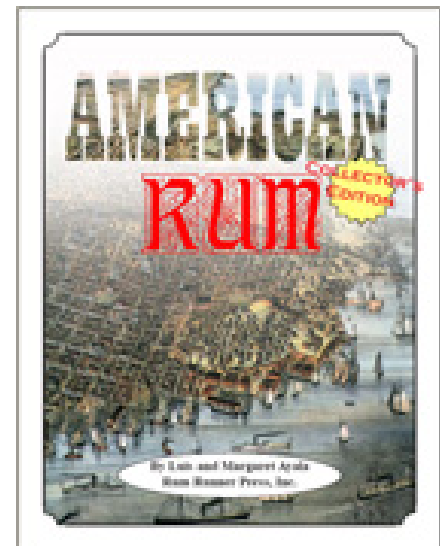
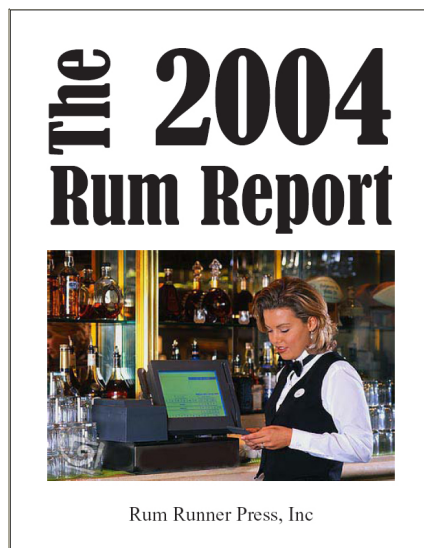
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Our Mission:

- 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.