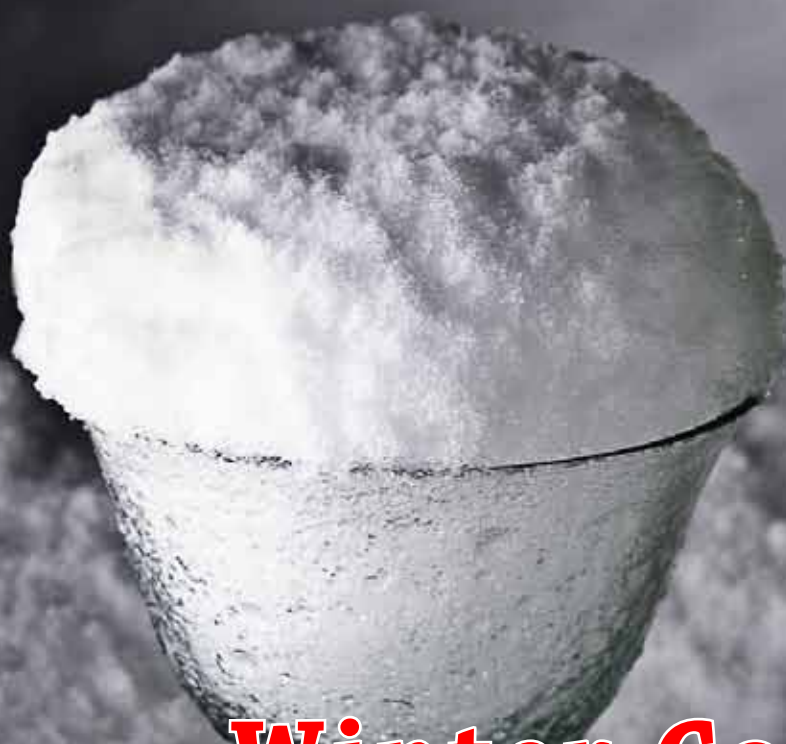


Got Rum?™

DECEMBER 2013

FROM THE GRASS TO YOUR GLASS!



Winter Cocktails

- RUM EVENTS - ANGEL'S SHARE
- RUM HISTORY - BARTENDER'S CORNER -
- RUM LIBRARY - TOBACCO & RUM



CONTENTS

DECEMBER 2013

5	FROM THE EDITOR - <i>2013 Year End Review</i>
6-9	THE ANGEL'S SHARE - <i>Rum Reviews</i>
10-11	WINTER COCKTAILS
12-13	RUM UNIVERSITY 2014 SCHEDULE
14-15	THE RUM HISTORIAN - <i>The Origin of Rum, Part V</i>
16-19	RUM AND BEER FESTIVAL 2013
20-21	RUM IN HISTORY
22-25	EXCLUSIVE INTERVIEW
26-28	PAIRING TOBACCO AND RUM
31	RUM LIBRARY - <i>Il Grande libro dei Rum</i>



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ON THE COVER: A White Winter Bottle

INSIDE COVER: Frosty Rum on the Rocks

FROM THE EDITOR

2013 Year End Review

Another rum-filled year is coming close to its end and, as always, I find myself struggling to summarize it for “Got Rum?” readers in only one page. We were blessed with the highest number of consulting requests of any year, primarily for setting up new micro rum distilleries. This is a very healthy sign of the industry, both in terms of interest in rum, financial investment conditions and governmental/local support for the craft. Often we’ve set up distilleries in cities that had not granted distillery permits since before US Prohibition; in other cases we’ve helped our clients be the first ever licensed distillery in their city!

Additional positive highlights from the year include:

- Continuity and expansion of existing rum festivals. This proves that rum’s increase in popularity and growth throughout the world is a sustainable trend, not just a passing fad.
- Rum micro distillers are starting to age more rum! This also shows us that craft rum consumers are demanding more value in the products they purchase and that aging rum is becoming feasible for well-prepared distillers (those properly positioned financially and with clear marketing differentiation).
- Tiki Mixology is helping drive sales of traditionally slow-moving rums.
- Rum-centric bars are on the rise worldwide, whether as speakeasies, Caribbean, Latin or South Pacific-inspired watering holes, these establishments are testament to the growing interest in the category.

Unfortunately every coin has two faces, and there are also negative trends we are closely monitoring:

- Un-skilled small distillers are, under the guise of “full flavored rum”, releasing products that have been improperly cut, retaining an un-healthy, often illegal concentration of methanol. These distillers always have given the trade a bad name and despite the fact that their actions are not derived from malice, their impact is almost irreparable. My message to them is clear: if you don’t want to



acquire the skills (or even pay independent labs to run tests for you) to keep methanol within acceptable ranges, **GET OUT OF THE DISTILLING BUSINESS!**

- Improper use of oak chips as a substitute for aging. In “*The History and Science of the Barrel*” we discuss at length the proper and improper way to use chips and other barrel inserts. True “aging,” however, continues to refer **EXCLUSIVELY** to time spent inside an oak barrel!

My praise and criticism towards the industry always come along with an open invitation to dialog. If you disagree with my views, or if you want help exploring ways in which you can improve your operation, do not hesitate to reach out to me.

Cheers,

A handwritten signature in black ink, appearing to read 'Luis'.

Luis Ayala, *Editor and Publisher*

LinkedIn <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.

THE ANGEL'S SHARE



My name is Paul Senft - Rum Reviewer, Tasting host, Judge and Writer. My exploration of Rums began by learning to craft Tiki cocktails for friends. I quickly learned that not all rums are created equally and that the uniqueness of the spirit can be as varied as the locales they are from. This inspired me to travel with my wife around the Caribbean, Central America, and United States visiting distilleries and learning about how each one creates their rums. I have also had the pleasure of learning from bartenders, brand ambassadors, and other enthusiasts from around the world; each one providing their own unique point of view, adding another chapter to the modern story of rum.

The desire to share this information led me to create www.RumJourney.com where I share my experiences and reviews in the hopes that I would inspire others in their own explorations. It is my wish in the pages of "Got Rum?" to be your host and provide you with my impressions of rums available in the world market. Hopefully my tasting notes will inspire you to try the rums and make your own opinions. The world is full of good rums and the journey is always best experienced with others. Cheers!



Ron Barceló Imperial 30th Anniversary Rum

Julian Barcelo began developing his rums in 1929; a year later in the city of Santo Domingo he founded Barceló & Co. They began by focusing on producing Blanco and Viejo Barceló rums. As time passed they added six more rums to their line. In the 1980's Miguel Barceló created his signature rum - Ron Barceló Imperial Premium Blend. He took 10 year old rum and aged it for

two more years in specially built American white oak and Chateau D'Yquem barrels. Now each year the Barceló family releases 9000 bottles of Ron Barceló Imperial Blend worldwide. For 2013 they created Ron Barceló Premium Imperial Blend 30 Aniversario with the United States receiving an allocation of only 600 bottles. This award winning rum is bottled at 43% alcohol by volume and comes in a unique 750ml bottle.

Appearance/Presentation

On the shelf there is no way this rum does not stand out. The bottle is encased inside a gold tin with an image of the bottle etched into the side. A bold "30 Anivesario" takes center stage and makes it clear the company has something special it wants us to try. Once you open the sealed tin, you find the specially designed bottle settled on a wooden stand. In gold letters "Ron Barceló Imperial Premium Blend" flows along the curve of the bottle with the raised image of the Barceló crest nestled in the left hand corner. Secured with a black neck wrap, it thankfully has an easy pull tab that reveals a black wooden cap securing the synthetic cork in the bottle.

On the back we found our bottle was numbered 625 of 2012.

In the bottle and glass the rum is dark brown with garnet hues. Swirling the snifter creates nice



THE ANGEL'S SHARE

thick legs that slowly descend and cling to its side. No surprise, as I tilt the glass a lovely green halo appears around the perimeter where the rum kisses the glass. This indicates the rum has definitely been influenced by the barrel it was aged in.

Nose

The lovely smell of caramel and coffee rises from the glass. I sit and savor as the aroma unfolds. As this first wave subsides I pick up creamy vanilla and oak. Next I pick up sweet raisins, orange peel, nutmeg, toffee, and just a faint hint of tobacco.

Palate

I let the glass rest for a moment, then take my first sip. This is the type of rum that you let sit on your tongue and enjoy as it sinks away. The promised caramel is there, followed by a rich mocha-toffee swirl that provides a full bodied mouth feel. Other sips reveal dark chocolate, roasted almonds, tangy cherry, dried orange peel, and a touch of nutmeg; a light spicy pepper pop hits as the rum slowly lingers and fades.

Review

Every once in a while I have the pleasure of discovering a new rum that challenges and pushes my experience and expands it. Miguel Barcelo's creation is a true celebration and expression of the art of blending and crafting of a quality spirit. This rum has a lovely subtle flavor profile that any rum connoisseur will want to explore and savor. Take your time with it and enjoy the experience. Drinking this one too quickly would be a crime.

George Bowman Rum

While vacationing in Venice Beach, Florida I happened upon this rum. The bottle really stood out and the dark liquid intrigued me. When I got home I started researching the rum and learned it is produced by A. Smith Bowman distillery located in Fredericksburg, Virginia.

They are a family distillery based on the Sunset Hills estate farm founded in 1926. Their lineup includes three whiskies, vodka, gin, and this dark rum. They source the pot still rum from the Caribbean in small batches, blend it to 80 proof and bottle it onsite.

Appearance/Presentation

The squat round bottle is capped with a wood and cork stopper. The white security strip looks like an old world stamp. The embossed front provides the basic information while the back label shares the history of colonial rum.

The rum has a dark mahogany color with gold amber hues. Swirling the liquid in the glass creates a thick ring that forms nice large legs that run down the side of the glass.

Nose

When I pour the rum in the glass the smell of molasses immediately fills the air. I let it settle and discover charred oak, hints of lemongrass, brown sugar, vanilla, and light roasted coconut.

Interestingly enough, after I had finished my first sample the molasses note lingered in the empty glass for quite some time afterwards.

Palate

First sip is loaded with oak tannins and as I continue to sip I begin dissecting the other flavors in the pot still. I discover dried coconut, cocoa, tobacco, and leather. The sweet honey- molasses note comes out and lingers with the tingle of the alcohol into the finish.

Review

It is always fun to pick a bottle up off the shelf that is a complete unknown, roll the dice and get a solid win. This rum has a lot of good things going on and I am happy with the dynamic complexity of the spirit.

Pot still rums as a rule can be tricky and the enigmatic label does not give you any clues about the age and lineage of the rum other than it is aged and sourced from the Caribbean.

I am sure it would be functional in any rum cocktail you wanted to put it in but I enjoy sipping neat so much I will probably save my bottle for that purpose. If you see it on the shelf and want to experience a quality small batch spirit this is the rum for you.



www.asmithbowman.com

WINTER COCKTAILS

Hot Buttered Rum

1 teaspoon light brown sugar
1/4 teaspoon finely minced lemon rind
3 pinches of cinnamon
1 pinch of ground cloves
1 pinch of nutmeg
1 1/2 oz. of golden rum
Boiling water
1 generous teaspoon of unsalted butter

In a china or glass mug rinsed with boiling water, put the light brown sugar, the lemon rind, cinnamon, cloves, and nutmeg. Pour in the rum, fill the mug with boiling water, and drop in the butter.



Hot Rum Toddy

1 oz of gold or aged rum
1 tablespoon mild honey
2 teaspoons fresh lemon juice
1/4 cup boiling-hot water

Put rum, honey, and lemon juice in a 6-ounce mug or wide cup. Top off with hot water and stir until honey is dissolved.

Decorate with star anise and a lemon wedge.





Hot Spiced Cider

1 1/4 oz. Spiced Rum
6 oz. Hot Apple Cider

Combine rum and hot apple cider, serve in a glass cup.

Garnish with a cinnamon stick and an apple slice (optional).

This drink features elegant simplicity at its best!



Spiced Orange Coffee

1 1/4 oz. Spiced Rum
1/4 oz. Grand Marnier
1 cup freshly brewed coffee
whipped cream

Add your favorite Spiced Rum, Grand Marnier and coffee to a tall serving cup.

Top with whipped cream and dust cinnamon or nutmeg on top (optional).

THE TMRum UNIVERSITY

Established in 2004 by Rum Runner Press, Inc.

THE Rum UNIVERSITY 2014 Schedule

January

27th through 31st: available for Private Training

February

Contact us for Availability

March

USA - Public Training (Denver, Colorado area)

April

April 28 through May 2nd: available for Private Training

May

Spain - May 28th through 30th: available for Private Training

June

Contact us for Availability

July

July 28th - August 1st: available for Private Training

August

Contact us for Availability

September

Contact us for Availability

October

Central America Training (location to be determined)

November

Contact us for Availability

December

USA, VIP: December 1st through 5th

Question: What is a VIP CLASS?

Answer: Most of our classes take place at our distilleries and/or aging warehouses throughout the world. A few classes, however, are offered from the intimacy of Luis and Margaret Ayala's home in Texas, USA. These are offered only to a small number of attendees and include access to the private collection of rum, cigar pairing and more!

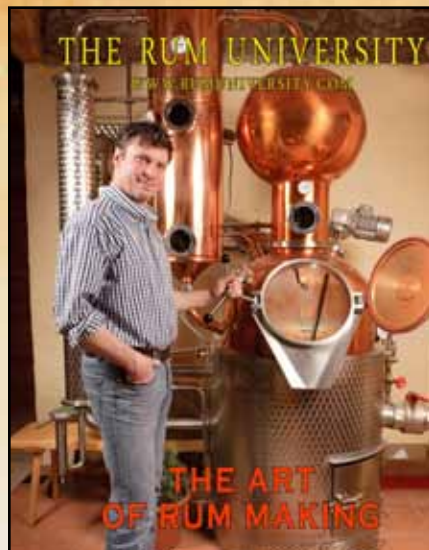


About Your Instructor:

For over twenty years, Luis Ayala has relentlessly pursued the establishment and adoption of quality standards in the production and marketing of rum. His efforts have taken him from being a celebrated author and organizer of international rum festivals to being one of the driving forces behind the rise of some of the most prestigious rum distilleries and private labels. To this day he has formulated over a dozen award-winning rums for third parties.

He is as comfortable sharing his rum knowledge in front of university students or corporate executives as he is working in the laboratories and distilleries with chemists and engineers.

Our Most Popular Courses



The Art of Rum Making
(2 Day)



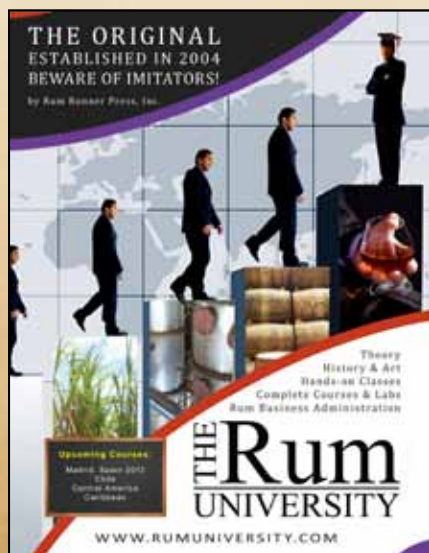
History and Science
of the Barrel (1 Day)



The Art of Rum Blending
(2 Day)

Additional Courses

- The Classifications of Rum (1 Day, for Brand Ambassadors, Journalists, Bloggers and Rum Afficionados).
- Advanced Rum Tasting Techniques (1 Day, for Brand Ambassadors, Journalists, Bloggers and Rum Afficionados).
- The Business of Rum (5 Days, for current or future Craft Distillery Owners).
- Developing a Private Label Rum (2 Days, for current or future Brand Owners).
- Custom Training Programs for Master Blenders, Aging Warehouse Managers, Laboratory Technicians and other Industry Members.



For more information, please visit:

www.rumuniversity.com

or call us at:

+1 855 RUM-TIPS ext. 3 (+1-855-786-8477)

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All in-person Rum University courses are available in Spanish and in English.

THE RUM HISTORIAN



My name is Marco Pierini, I was born 59 years ago in a small town in Tuscany (Italy) where I still live. A long time ago I got a degree in Philosophy in Florence, Italy and I studied Political Science in Madrid, Spain. But my real passion has always been History. Through History I have always tried to understand the world and humans. Life brought me to work in tourism, event organization and vocational training. I own and run a small tourist business in my seaside town. A few years ago I discovered rum and it was love at first sight. Now, with my young business partner Francesco Rufini, I run a bar on the beach, La casa del Rum (The House of Rum) and we distribute Premium Rums across Tuscany.

Most importantly, I have returned back to my initial passion: History. Only this time, it involves the History of Rum.

Because rum is not only a great spirit, it's produced in scores of countries, by thousands of companies, with an extraordinary variety of production processes, of flavours and spices. It has a terrible and fascinating history, made of slaves and pirates, imperial fleets and revolutions and a long etcetera. And it has a complicated, interesting present too, made of political and commercial wars, of big multinationals that dominate the market, but also of many small and medium-sized enterprises that resist trivialization. It is a world which deserves to be known well so that it can be appreciated as it deserves.

All this I try to cover in my Italian blog on Rum: www.ilsecolodelrum.it

THE ORIGIN OF RUM - A QUEST PART 5: BACK TO RICHARD LIGON

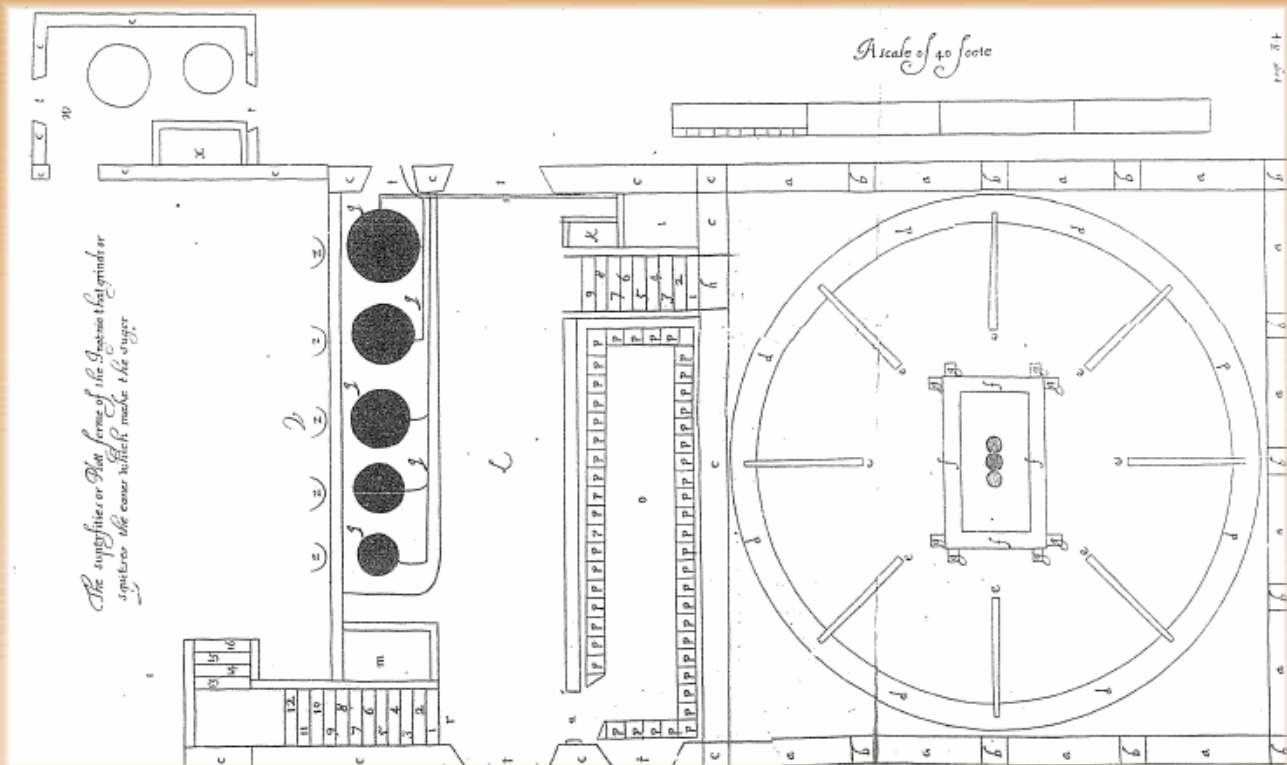
Ligon's book is not only the story of a journey, written to entertain its readers. It is also a practical guide for merchants and investors eager to start doing business with Barbados.

Therefore, Ligon is always extremely precise and accurate. Opportunities, resources, risks, techniques and costs are analyzed painstakingly, in details, including the scale drawing of a sugar mill and the best months to bring to Barbados the goods the island needs. And, naturally, special attention is paid to sugar, the great wealth of the island.

However, when he speaks about how sugarcane cultivation in Barbados started, Ligon is uncharacteristically vague, almost reticent. Let us examine his words closely.

As we know, the first colonists tried to grow various crops, including tobacco, but with little success. Then came the breakthrough.

"At the time we landed on this Island, which was in the beginnings of September, 1647, we were informed, partly by those Planters we found there, and partly by our own observation, that



Plan of a Barbados sugar factory with adjoining rum distillery, from Richard Ligon's *A True and Exact History of the Island of Barbados* (1673).

the great works of Sugar-making, was but newly practiced by the inhabitants there. Some of the most industrious men, having gotten Plants from Pernambuco, a place in Brazil, and made trial of them at the Barbados; ”

The English colonists did not possess the technical knowledge necessary to grow sugarcane and then produce sugar in an efficient, profitable way, so for “two or three years” their attempts yielded poor results.

“But they finding their errors by their daily practice began a little to mend; and, by new directions from Brazil, sometimes by strangers, and now and then by their own people ... were content sometimes to make a voyage thither, to improve their knowledge in a thing they so much desired.”

Anyway, concludes Ligon, only at the time of his departure, in 1650, had sugarcane cultivation and sugar production become really efficient and extremely profitable.

Drawing on the memory of my University readings I would say that these are troubled, obscure passages, where the author drops hints, a long way from his usual clarity and preciseness.

The facts are clear: sugarcane cultivation and sugar production in Barbados are, as of 1647, quite recent. The sugarcane plants were brought from Pernambuco, in Brazil, and so was the necessary technical knowledge. Also with the help of unidentified foreigners who, it is hard to understand why, give away to the English colonists, i.e., sure competitors and potential enemies, the knowhow indispensable to succeed.

In order to try and decode the obscurity of these passages by Ligon, we have to get back to the context in which the English colonization of Barbados took place, to History with a capital letter. We started from the English Revolution and now we are going to finish with the European Colonial Empires in America.

But it's enough for now. Goodbye until the next, and final installment.

GRENADA
CARRIACOU • PETITE MARTINIQUE



CARIBBEAN
RUM & BEER
FESTIVAL



For a rum lover, there is no reward quite as pleasing as being surrounded by fine rums in a friendly tropical environment. Perhaps this is why we don't mind working so hard during the year: we know that come November, we'll head down to lovely Grenada, where we will recharge our batteries surrounded by our increasingly large circle of friends.

A very special 'Thank You' to the Grenada Board of Tourism for their support of their festival. For information about Grenada and the Grenadines, please visit www.grenadagrenadines.com

Photographs © 2013 by Lisa Malchow

The Festival



The sights and sounds of the festival, held at the Youth Center, Grand Anse, St. George, Grenada.



The Rum Competition



(Above) The rum lineup was a testament to the hard work conducted all year long by the organizers of the festival. The judges were very pleased with the wide selection of rums from around the world.

(Below) Judges, from left to right: Dave Russell, Philip Ili Barake, Carl Kanto, Mike Streeter, Margaret Ayala, Jonathan Collymore, Paul Senft, Bob Leonard and Luis Ayala.

Turn to page 30 for the official competition results.



The Rum Cocktail Competition



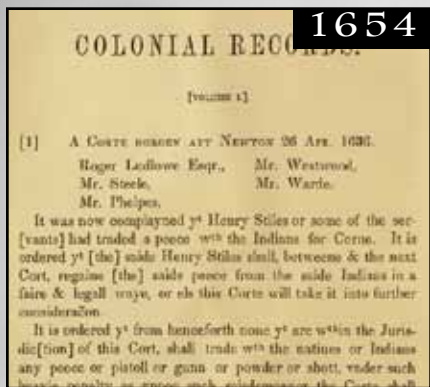
The Rum Cocktail Competition featured a friendly-yet-heated challenge between Ms. Leicia James (above, center, standing next to event organizer Cheryl Collymore) and Mr. David Snaggs (above, right). The rum industry won by inheriting new cocktails developed during the face-off, but at the end only one bartender could go home with the prize, and this year it was Leicia. Congratulations!



Tel: 246 262 0314
www.rumandbeerfestival.com
info@rumandbeerfestival.com



RUM IN HISTORY



December Through The Years

1654 - The Connecticut Court prohibits the import of Barbados rum

1790 - Captain William Bligh arrives in St. Vincent with breadfruit sprouts from Tahiti.

1654

1704

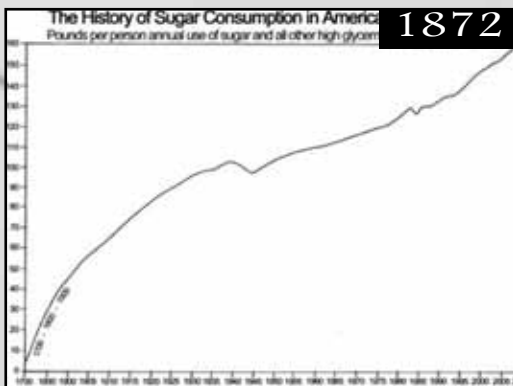
1754

1804

1789 - The first bourbon whiskey is distilled by Baptist Minister Elijah Craig in the bluegrass country established as Kentucky County. Craig's corn whiskey would eventually become more popular than rum or brandy in America.



Ever wondered what happened in the month of **DECEMBER** throughout history?



EXCLUSIVE INTERVIEW



On behalf of the entire “Got Rum?” staff, I want to thank Marco Pierini (right) and Francesco Rufini (left) from *BarBagnoRoma*, which operates under the brand name *La Casa del Rum* (The House of Rum) for taking the time to grant us this interview.

Their business is located in Follonica, a little town on the coast of Tuscany, Italy. They take pride in serving the best rums they can, so much that they have even become the importers for some of the products they want to offer to their customers. I wish them great success!

Margaret Ayala,
Publisher

Q: How did you get started in the rum industry?

Well, I, Marco, run a little tourist firm on the beach. Some years ago Francesco began to work with me during the summer. Then we decided to improve the beach bar that was part of my business. We decided its specialty should be rum and rum cocktails. At the beginning we had no specific expertise in that field, but we loved this new enterprise and we worked hard to improve our skills and knowledge.

Q: When did you open La Casa del Rum and why?

The new course of the bar began in 2008, but it was only in 2010 that we started to offer a wide selection of non commercial, rare, good, premium rums and special cocktails made with them. We were conscious that in our town a quality rum and cocktails bar did not exist and that people would appreciate it.

Q: What are some things your customers can expect when they walk into La Casa del Rum?

Two little nice terraces on the beach. One on the promenade, the other overlooking the sea, few meters from the shore. 80 kinds of rum, all of them quality rums, without the most famous commercial brands that you can get in every shop and supermarket. 40 cocktails made with those rums, fresh fruit and the best syrups.

Q: What are your hours of operation? Are you open all year long?

The bar opens at 10 am as a normal beach bar (coffee, soft drinks, ice creams, salads etc.) and stays open till 7 pm. Then it closes for the cleaning and for a change of atmosphere and opens again at 10 pm as La Casa del Rum till 3 am. We are open only in the summer, from June to September.



Q: Do you do any food and/or cigar pairings with rums at La Casa del Rum? Do you offer rum tastings?

We cannot offer cooked meals, we have little space and Italian regulations on food production and sale are very complicated. The terraces are open, there are no glass windows and it is possible to smoke. For next summer we plan to organize cigar pairings with the help of some cigar experts.

Q: What rums are you selling the most of at La Casa del Rum ? Why?

In the normal price category, we sell Ron Montero the most. It is a light rum produced in Spain by the only rum distillery in continental Europe. Among the premium rums, our best seller is Rum Quorhum, a brand located in the Dominican Republic with Cuban know-how and experts. Also Seale's 10 years sells extremely well, it is produced by Foursquare Distillery in Barbados. The reason is that these are good rums at a reasonable price and also that we love them and so we often recommend them to our clients.



Q: In addition to selling rums at La Casa del Rum, you also distribute rums in Italy, what rums are you currently distributing? Are you looking to distribute more rums?

Yes, we distribute Montero, Quorhum, Seale's and Ron Hero (a new rum from which we expect great things) in Tuscany and in few other cities in Italy. In one month's time we hope to offer our own rum: 2004 La Casa del Rum N° 1 . It is a single barrel limited edition of less than 300 bottles. We are very proud of it.

Q: How is the rum market in Italy different from the rest of Europe?

In spite of the difficult economic period we live in, the Italian way of life is still centered on quality things. You know, the 3 efs: Food, Fashion and Ferrari. In the beverage market it is the same. In Italy adult consumers prefer to drink less, but drink better. They are willing to spend their money on premium and super premium rums, maybe more than in other countries. But they want something really good inside the bottle.



Q: I also understand you have a blog, can you tell us about your blog?

Our blog is www.ilsecolodelrum.it (The century of rum). Our aim is to try and inform the readers about rum: festivals, business, tastings, history etc. We are sorry, but it is only in Italian.

Q: If people want to contact you, how may they reach you?

They can visit our website www.lacasadelrum.it or write to info@barbagnoroma.it.

The website is only in Italian, but people can write to us also in English and Spanish.

Q: Is there a particular message (or comment) you would like to share with our readers?

The name of the blog is our message: Il Secolo del Rum i.e. The Century of Rum. With the due respect owed to other famous spirits, like Whisky and Brandy, we think they are somewhat outdated and that rum is the spirit of our century.

PAIRING TOBACCO & RUM



My name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.

I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).

Cast Away

Whenever I want to conduct a cigar and rum pairing I must wait for the right moment and inspiration. For this month's pairing I was planning to do the pairing during my visit to Grenada as part of the 2013 Caribbean Rum and Beer Festival. Not only that, but I wanted to incorporate Luis Ayala and Paul Senft from this prestigious magazine. It was not an easy task, as every time we wanted to sit down to light up the cigars we had to change our plans due to the arrival of friends or the opportunity to visit sights around this lovely island. It simply was not working out.

Our time to do the pairing was running out, but at the end we had the best possible setting to wrap up the year. On our last day in Grenada, we gathered with our friends under the generous shade of an almond tree, something of a tradition for us after concluding our duties with the festival.

Together with our friends, we formed a large circle of chairs and, soon thereafter, the beers started to come out of the cooler, followed quickly by the rum, which we enjoyed mixed with the freshest coconut water, recently obtained a short distance away. The combination of the coconut water and the rum produced a cocktail that was simple, elegant, refreshing and rehydrating at the same time.



Photograph by Paul Senft



Realizing the magnificence of the occasion, I decided to bring out the cigars. This being the last pairing of the calendar year, I wanted to take full advantage to have a long and enjoyable smoke, so I selected Double Coronas from Hoyo de Monterrey, from Cuba. These cigars, released to the market in 2007, have tobacco leaves harvested in 2004. The ring gauge is 49 and the length is 194mm and it features the famous band from Galera Prominente. We had the cigars ready, but were still missing a key ingredient: the rum! Trust me, after tasting around 70 rums during the competition it was very hard to select one for this momentous occasion.

At the end, we opted to simplify our lives. This is, after all, the way things are done in the Caribbean. The first option was a light Bajan rum that was already in the cooler, right

next to the coconut water: I am referring to Mount Gay Eclipse. The fresh coconut water combined with the Eclipse to produce a very light drink, perhaps too light to match with the smooth tobacco aromas from the first third of the Hoyo de Monterrey, but the combination was genuinely unique.

When we approached the second third of the cigar, our palates started demanding something a bit stronger, so we opted to change our base rums from Eclipse to Angostura 1824 in its new presentation, also kept fresh in the cooler. The rum's temperature allowed for the ice in our drinks to last a bit longer than normal, given the ambient climate. The alcohol notes from the 1824 were very well balanced at this low temperature, showcasing all the traits typically associated with Angostura rums, such as wet cinnamon and very dark, almost burnt caramel, both perfect companions for the cigar.

There was no better way to do the pairing than submerged up to our chests in the ocean, since the temperature was inviting and the waves low and infrequent. Once in the water, we took turns focusing seriously (believe it or not) on the pairing and discussing the joys of being part of the rum industry. We planned future gatherings, discussed trends and projects and



much more. The speed at which each person smoked the cigar varied, as did the influence from the wind depending on the person's orientation (face, side or back towards the wind). The pairing was perfect for the occasion, allowing us to enjoy both the rum and the cigar.

For Paul this was his first Cuban cigar and he definitely enjoyed it, especially the first two thirds. As he approached the last third it was apparent in his face that his level of enjoyment of the cigar had decreased somewhat. "How far is it OK to smoke the cigar?" he asked me. This was a great question, and the only possible answer was "smoke only as long as you find it enjoyable". For some people this threshold arrives sooner, for others later, but it doesn't make sense to go beyond that magical point and risk ruining an enjoyable experience only because we didn't know when to end it.

Luis and I stayed in the water a bit longer, until we finished the cigars. It was such a lovely experience and I wanted to prolong it as much as possible that I almost burnt my fingers holding the ever-shorter cigar!

It is very clear to me that every time I am back in Grenada I will seek the company of my friends, who'll probably be already waiting for me sitting down in a circle, under the shade of "our" almond tree. Hopefully this is the start of a long tradition of cigar and rum pairings for December! In the meantime, I wish you happy holidays, surrounded by your friends and family. I wish that all of us get to enjoy great rums and cigars in 2014!

Cheers,
Philip Ili Barake
Philip@GotRum.com



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www.GotRum.com Tel/Fax: (855) RUM-TIPS Page 10 of 11

Magazine & Website
2013 Rates and Editorial

Demographics

Circulation
"Got Rum?" has a combined (printed and electronic) monthly readership of close to 100,000, not including PDFs that are re-posted in other websites or forwarded via email.

Male/Female Audience

Male	59%
Female	41%

Age Groups

Under 21	1%
21-30	20%
31-40	26%
41-50	27%
51-60	23%
Over 61	3%

USA Distribution
(States with % readership greater than 1%):

California	21.59%
Washington	12.83%
New York	8.40%
Texas	4.98%
Virginia	3.97%
Florida	2.25%
Georgia	1.62%
Arizona	1.38%

International Distribution
(Countries with % readership greater than 1%):

United States	69.19%
Russian Federation	4.18%
Japan	3.73%
United Kingdom	3.27%
Canada	2.76%
Ukraine	1.64%
Germany	1.59%
France	1.27%
Australia	1.08%

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Magazine & Website
2013 Rates and Editorial

Columns

From the Editor
Observations and commentary about the state of the rum industry, recent rum-related events and more. by Luis Ayala.

The Angel's Share
Named after the rum evaporation loss in the aging warehouses, this column is dedicated to the organoleptic assessment of commercially-available rums and their cocktails.

Bartender's Corner
Dr. Ron A. Nejo is a seasoned bartender completely devoted to exploring the many facets of rum. He has been said that he has rum running through his veins. He is used to serving up fine spirits and offering words of wisdom to all those lucky enough to find an open seat at his bar. In this section of "Got Rum?" Dr. Ron addresses topics ranging from mixology to relationships and etiquette.

The Rum Library
Join us as we review rum books published around the world, as well as, conduct interviews with authors to get a behind-the-scenes look at what inspired them to write their masterpieces.

The Rum Lab
Have you ever wondered how to make your own spiced rum, perhaps your very own Bay Rum aftershave or even a Mamajuana? The Rum Lab offers technical know-how for those interested in mastering the recipes behind many perennial favorites.

Exclusive Interview
Reading about rums, books and events is not enough to fully understand the politics, techniques and motivations fueling today's rum industry. Join us as we interview the people behind the curtain and unfold their stories and their passion for rum. We've interviewed Distillery CEOs, Master Distillers and Blenders, Festival Organizers, Rum Marketers, Trade Association Directors, Policy Makers and many other figures of the industry.

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Magazine & Website
2013 Rates and Editorial

Columns (continued)

Rum in History
Learn what historical events took place each month, helping shape the rum industry. From the propagation of sugarcane in the new world to innovations in distillation, we take you on a journey of discovery and enlightenment.

The Rum University
The Rum University is constantly offering new courses and lessons through its official website (RumUniversity.com). Due to the relationship with the institution, some material is produced exclusively for "Got Rum?" or is available to our readers before being published by the University.

Tobacco and Rum
Are you ready to relax and enjoy some of the best pleasures life offers? Let our Cigar Sommelier guide you through the amazing world of Cigar and Rum pairings, from simple combinations to entire dining experiences!

Features

Citrus Rums
Join us as we review the best Lemon, Lime and Orange flavored rums and rum liqueurs the industry has to offer. We will tell you which ones you can sip and which ones you should mix.

Spiced Rums
Do you like vanilla, cinnamon, nutmeg and clove? Do you like rum? Explore with us the space where these two worlds intersect to produce a wide range of spiced rums.

Spooky Drinks (Halloween Special)
Some rums and cocktails are indelibly associated with warm Caribbean beach-front resorts while others are inexorably tied to fright and mischief. Gather up the courage to explore the dark world of cocktails such as the Bone Shaker, VooDoo Doctor and the Cursed Tiki!

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2013 Caribbean Alcohol Beverage Rum Results

The results for the 2013 CAB Rum Taste Contest which took place in Grenada on 21st November 2013 have been announced. They are as follows;

Category: White Rum

GOLD Westerhall 12 Degrees Rum (Westerhall Estate Ltd, Grenada)
SILVER Appleton White (Appleton Estate, Jamaica)
BRONZE Clarke's Court Superior White Rum (Grenada Distillers Ltd, Grenada)

Category: Overproof Rum

GOLD Clarke's Court Pure White Rum (Grenada Distillers Ltd, Grenada)
SILVER Westerhall White Jack Rum (Westerhall Estate Ltd, Grenada)
BRONZE Westerhall Jack Iron (Westerhall Estate Ltd, Grenada)

Category: Flavoured Rum

GOLD Blue Chair Bay Coconut Rum (Fishbowl Spirits, USA)
SILVER Clarke's Court Mojito Rum (Grenada Distillers Ltd, Grenada)
BRONZE Siesta Key Spiced Rum (Drum Circle Distilling, USA)

Category: Rum Punch

GOLD VSRP Rum Punch (Cutters, Barbados)
SILVER XM Estate Royal Mango Rum Punch (Banks DIH Ltd, Guyana)
BRONZE Angostura Rum Punch (Angostura Distillers, Trinidad & Tobago)

Category: Brown Rum

GOLD 4th Umpire (Aone, Barbados)
SILVER Westerhall Superb Light (Westerhall Estate Ltd, Grenada)
BRONZE Ron Abuelo Anejo (Ron Abuelo Distillery, Panama)

Category: Aged Rum (5 – 9 years)

GOLD Westerhall Vintage Rum (Westerhall Estate Ltd, Grenada)
SILVER Borgoe 8 Year Old Rum (SAB, Suriname)
BRONZE Captain Bligh XO (St Vincent Distillery, St Vincent)

Category: Aged Rum (10 – 14 years)

GOLD XM Royal 10 Year Old Rum (Banks DIH Ltd, Guyana)
SILVER XM Special 12 Year Old Rum (Banks DIH Ltd, Guyana)
BRONZE Cockspur VSOR Rum (West Indies Distillery, Barbados)

Category: Aged Rum (15 years and over)

GOLD Borgoe 15 Year Old Rum (SAB, Suriname)
SILVER XM Supreme 15 Year Old Rum (Banks DIH Ltd, Guyana)
BRONZE Ron Matusalem 15 Solera Rum (Ron Matusalem, Cuba)

The blind tasting competition took place during the just concluded 2013 Caribbean Rum & Beer Festival held in Grenada, hosted at the Grenada Cultural Centre.

In a closed room session the judging panel sampled over 60 rums and made their decisions based upon four criterions; Appearance, Aroma, Taste and Overall Impression. This year the judging panel included the editors of "Got Rum?" Magazine, Luis and Margaret Ayala, in conjunction with members of the XP Panel including Dave Russell, Mike Streeter, Bob Leonard, Paul Senft, as well as Carl Kanto, Philip Ili Barake and Jonathan Collymore.

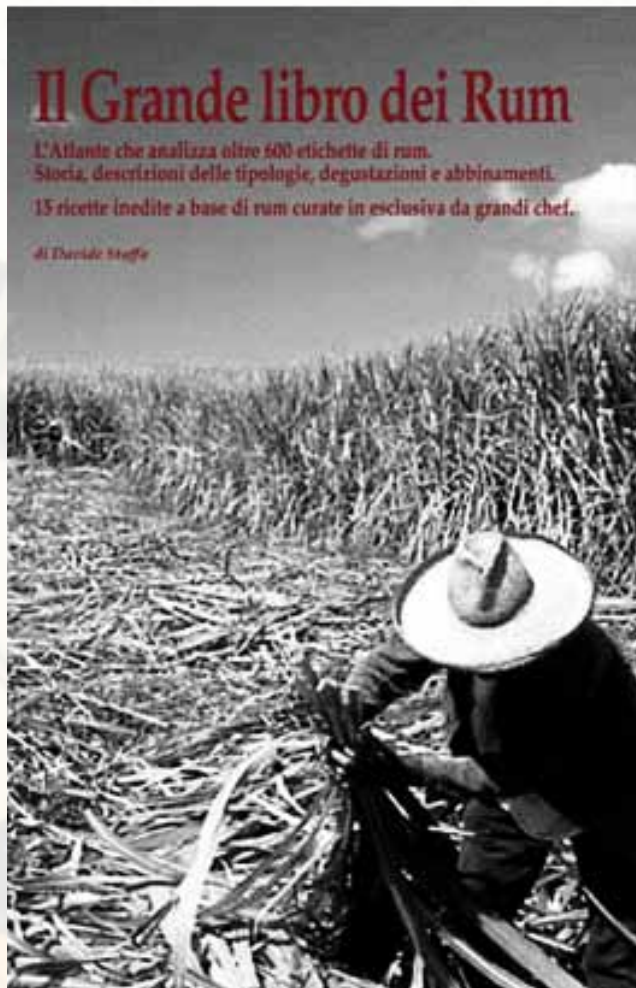
The Caribbean Rum & Beer Festival is set to become the Caribbean's premier promotion and retailing event for rum and beer beverages. The 5th Festival will be held in November 2014.

Abigail Smith
Press Officer
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RUM LIBRARY



I had the pleasure of meeting Mr. Davide Staffa (sommelier vice campione Italiano AIS 2009) during October's rum festival in Italy (ShowRum). Mr. Staffa was generous enough to present me with an autographed copy of his recently published book, which quickly earned a distinguished place at the Ayala Rum Library. The book is titled "*Il Grande libro dei Rum*" (The Big Book of Rum), a title that is perfectly fitting, as this hard-cover has almost 700 pages of pure rum information!

The book is divided into multiple chapters that take the reader through all facets of rum, from the origin of the name, its historical role (commerce and

piracy), how it is produced (fermentation, distillation and aging) to the rum brands in the world, which are grouped geographically.

The amount of color photographs make this book very inviting, while Mr. Staffa's writing and depth of knowledge make it engaging. *Il Grande libro dei Rum* serves as a modern snapshot of the world industry. Certainly many new companies will be added in future years and, sadly, some current producers or brands will disappear. Without books like this one, however, all these comings and goings would slip by unnoticed.

As someone who is familiar with the rigors of writing, editing, publishing and promoting books, I applaud Mr. Staffa's passion and effort in putting together this book.

Even though the book is written entirely in Italian, I thoroughly recommend it to all rum aficionados, regardless of their language.

The book is published and distributed by Papi Editore Sas (Gruppo editoriale Degusta). The ISBN is 9788888369112.

¡Bravissimo!

Luis Ayala



Please let us know if there is a book you want us to review in a future edition of "Got Rum?". We are always looking for new and exciting material!

-Editors

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