

Got Rum?™ We Do!

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Featured Rums:

- Ron Churchill - Mexico
- Noa Noa Rum - Tahiti
- Ron Añejo Ocumare - Venezuela

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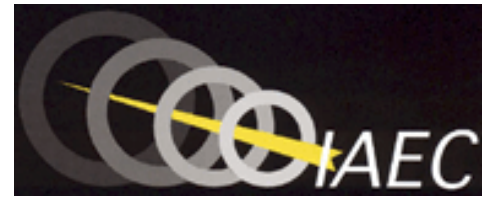
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This is going to be a great year for rum!

It gave me great pleasure to be a part of last month's Winter Gala sponsored by the Inter-American Economic Council at the Organization of American States in Washington DC. I was pleased to be a part of an event geared to promote a return to tourism in the Caribbean, but more so because this black tie event was commenced with a Caribbean Rum Tasting. It

was very nice seeing all the ambassadors and distinguished guests present

enjoying the many rums available, making a statement to the world that rum is a world-class drink well suited for even the most formal events. I have always known in my heart that the time would come when rum would be rec-



ognized side by side with the world's finest distilled spirits. Perhaps this event marks the beginning of a new era for our liquid sunshine...

Luis K. Ayala
Editor

Carnival Update, Special Promotion

As this issue of "Got Rum?" hits the streets, our own Pat Davidson is in Trinidad working (if you can call it that) hard on his Carnival 2002 Report, which will be published in the March issue. In the mean time we'd like to remind all of our readers to send us pictures of your own Carnival celebrations. If we publish your picture and/or story we'll send you a nice surprise in the mail!



We also want you to know that Rumshop.net

is running a very special offer right now: be the first person from your country to order either of our rum books and receive one free miniature bottle of Monin Mojito Syrup!

You can see the current list of countries we've received orders from by visiting our website at:

www.rumshop.net/countries.html

Romancing Rum

Before reading this article, take a snifter half-way filled with one of the many premium rums available, then find a quiet secluded spot. Maybe under the cool shade of a palm tree (if you are lucky enough to live in a climate that sustains them) or in the remote corner of your favorite bar. If you fancy tobacco, choose an aromatic cigar to accompany your rum. Light up, sit back and read on.

Riddle me this: what single segment of the distilled liquor industry offers the widest variety in product styles, the highest number of different products yet is unknown in most of the world as one able to produce premium and -to paraphrase some recent marketing trends- super premium specimens?



When one considers the amount of care that is taken in its preparation nowadays (production, quality control, labeling, marketing, etc.), it is a surprise to learn that so many people still regard rum as an unrefined spirit.

Perhaps the greatest of all distilled spirits, rum has often been linked to pirates, trading ships, treasure islands and heavenly tropical paradises. It is no wonder then, that the mere mention of the word will evoke very pleasant feelings and thoughts. Stories about the love affair between the mighty British Royal Navy and rum can fill volumes. In its early days even the American Navy had allocated rum rations for its sailors. History would not be the same if these two forces hadn't crossed paths with rum and, by the same token, rum wouldn't be the same had it not enjoyed so many adventures at sea.

The birth of rum reflects an old business maxim: "location, location, location". Barbados, the island that gave birth to the spirit is ideally nestled in the Caribbean, an area with a climate and soil perfectly suited for growing sugarcane, the sweet grass responsible for its existence.

The making of rum is a rich tapestry involving distilling and storage methods colored by subtle differences in the flavor of the cane juice or molasses, the type of oak casks employed during its aging and the climate of the region. With a rich soil, a complimentary sea climate and abundant sunlight, most Caribbean islands are blessed with the basic ingredients to produce outstanding rums.

Much of the aging in the rum industry is done in previously used oak casks. Oak is preferred to other woods because it is a hard wood, which means it will last a long time, yet it is porous enough to offer an excellent extractive medium.

The magic of rum, however, occurs with the blending (or wedding) of all different elements that make up a particular label or product. Following centuries-old traditions, yet helped by today's sophisticated technology, Master Blenders blend rums of different ages and distillation sources, each one contributing its own personality, flavor and bouquet to create an extraordinary yet consistent harmony.

Creating rum is like painting a picture. Like an artist, the Master Blender must understand all the subtleties that will affect his or her canvas. Just as a painter carefully selects the colors from the palette that will create the best results, the Master Blender determines the best types and proportions of rums that will produce the desired goal. Rums can be blended in an infinite number of proportions, thus allowing each distillery to achieve distinction from its competitors.



The molasses or sugarcane juice, oak, the dark atmosphere of the rum cellars and the blender's magical touch come together in a process which develops the full potential of the rum. The price of perfection, however, can be high.

Consumers need only to understand that there is a perfect rum to accompany every mood and every situation. Even the finest occasions can be made more memorable by enjoying them in the company of a sophisticated rum.

The real proof of quality is in the tasting. Rum is a beverage that can be enjoyed in many ways. As a digestif or an aperitif, neat, with water or coconut water, on the rocks or in a cocktail, anything is possible. The vast range of flavors and aromas make it a superb spirit to tantalize the palate. Strong rums mix well with even the wildest fruit juices without losing their flavor. As an after dinner drink, a neat glass of a premium rum is truly unbeatable.

Sitting back while sipping a fine rum is literally like drinking history. It should be treated with respect and absorbed in the manner of tradition, but above all, it should be enjoyed.

Luis K. Ayala

Rum News

New Size For Foursquare Spiced Rum

Hartford, CT (Jan 15, 2002) - FOURSQUARE SPICED RUM, available in 750 ml and 50 ml sizes in almost 40 markets in the United States proudly introduces a 1.75 liter size to the portfolio.

This new size is ideal for both on and off premise as it adds quite a presence on the shelf or back bar. The package is similar to the 750 ml as it includes the beautiful wax seal closure, however, it has a handle

in the back for easy carrying and pouring.

F O U R S Q U A R E SPICED RUM has won numerous awards since its introduction into the United States. The awards include 1) a 91 rating from the Beverage Testing Institute, 2) #1 Spiced Rum at Rum Expo 200 and 2001, and 3) medals from the San Francisco Competition 2000 and 2001 and the London Spirits Competition in 2000.

"The brand has exceeded all expectations. We are very pleased with the awards and the reception from the trade and consumers", says Sir David Seale, owner of the R. L. Seale and the Foursquare Distillery.

This award winning Barbados rum is aged for two years and then gently blended with a touch of family secret spices to produce a very smooth, unique super premium rum. It is perfect served

with ginger ale or on the rocks with a squeeze of lime. For winter months, try 'spicing' up hot cider, coffee or chocolate.

FOURSQUARE SPICED RUM is imported and marketed in the United States by THE SPIRIT OF HARTFORD, Hartford, CT. Check out their website for other recipes, information or brands in the portfolio. For more information, please contact Kay Olsen or Dolores Jones at 860-404-1776, 860-404-1777 fax.

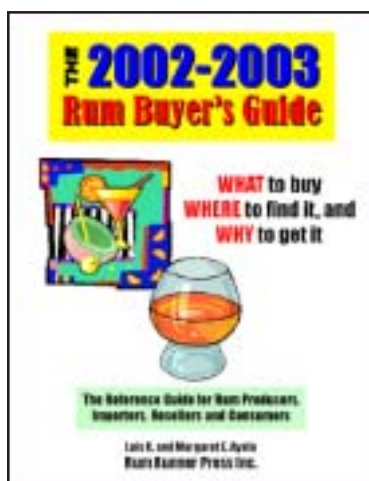
www.spiritofhartford.com

Rum Buyer's Guide and American Rum

Rum Runner Press Inc., has released the production schedules for its next two rum books, both of which will be published this year:

1) The 2002-2003 Rum Buyer's Guide.

Our goal for this book is to be able to properly represent all rum distillers, blenders, importers and wholesalers in our Rum Buyer's Guide. Best of all, basic participation in the guide is FREE! We need your help to reach our goal. Together we can truly educate rum consumers throughout the world!



2) American Rum.

This book completes the "Rum Trilogy" series along with our current titles "The Rum Experience" and "The Encyclopedia of Rum Drinks". Advertising in this book can help you reach our rum readers and make them aware of your fine products.



If you are a distiller or blender, you should receive a paper invitation in the mail soon. If you would like to access the invitation via the Internet, please go to: <http://www.rumshop.net/rumrunnerpress/invitation.htm>.

The Angel's Share

Ron Churchill - Mexico



76-Proof. This rum has an apricot-amber radiant glow and an aggressive vanilla aroma with sweet oak undertones.

Its light body is in the tradition of Cuban and Puerto Rican rums. Opens smooth and

quick, with a pronounced vanilla presence. The finish is mild and cool. Enjoy this rum neat or on the rocks, its subtle personality will not come across strong mixers. Perhaps a good companion for a mild vanilla-flavored cigar.

Made by Casa Rockefeller S.A. de C.V., Mexico City, Mexico.

Price
\$ = Under \$20

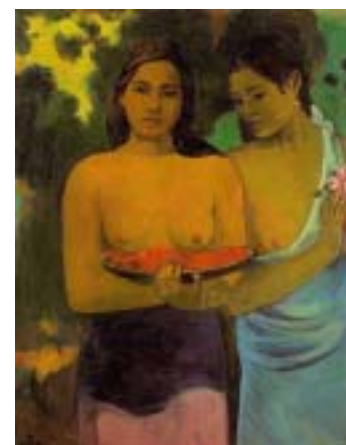
Noa Noa Rum - Tahiti



86-Proof. Intriguing copper-brown color. Clean aroma of sugar crystals and fruit preserves. Light to medium body with slight traces of island spices. This rum's finish is prolonged with an enjoyably woody aftertaste. An artful and original

combination of rum, spices and packaging that is true to the artist showcased on its label.

Price
\$\$ = 20 to 50



Gauguin's "Two Tahitian Women with Mango Blossoms"

Ocumare Ron Añejo Selecto - Venezuela



80-Proof. Attractive dark amber color with an equally inviting bouquet. Its traces of clean ethanol speak of careful distillation while its traces of oak attest to time spent in maturation.

Opens unassumingly in the palate, revealing its true Amazonian character. The finish is brief and slightly dry with just a hint of caramel. We were first introduced to this rum while in Mexico last year, but

have since seen it in a variety of retail outlets in the USA.

Price
\$\$ = 20 to 50

Romantic Rums

Few rums capture the essence of romance as those designed inspired by stories of passion and intrigue. A perfect example of this is the "La Belle Creole" line of rums from St. Lucia Distillers. Here's the story behind them:

...Long ago on the French Island of Martinique, a young lady was given the secret with which to charm her suitors by her Governess, "Tante". The infamous mademoiselle was courted by young men from near and far. She was hailed as "La Belle Creole". Legend has it she never married and she continued well into her old age to serve her delectable liquors to unsuspecting young men. Now "La Belle Creole" is here for you!

Taste the fantasy, a delicate blend of the finest Caribbean Rum and exquisite tropical fruits and spices. Try "La Belle Creole" straight up, on the rocks, with a mixer, in your coffee and for a treat try it in your desserts or on ice cream.



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Amorous Rum Dinners - By Margaret Ayala

Appetizer:

Rum-Nut Brie

1 ½ Tbsp. Brown Sugar
1 ½ Tbsp. Chopped Pecans (or cashews)
2 tsp. Rum
4 oz. Round Brie Cheese
Crackers

Preheat the oven to 500° F. Stir together the sugar, nuts and rum. Place the cheese in an ovenproof dish and bake for about 4 to 5 minutes. Pile the sugar mixture on top of the cheese and bake for an additional 2 to 3 minutes, or until the sugar melts. Serve with crackers. (Serves 6).

Main Course:

Rum Punch Drunken Chicken

3 lb. Chicken Pieces
2 Tbsp. Oil
1 tsp. Salt
1/8 tsp. Black Pepper
¾ c. Light Corn Syrup
½ c. Rum
Dash Tabasco Hot Pepper Sauce
¼ c. Lime Juice
1 Tbsp. Cornstarch
1-2 tsp. Grated Lime Peel

Heat oil in large heavy saucepan and fry chicken until golden brown. Season with salt and pepper. Mix together corn syrup, rum, Tabasco and lime juice. Spoon 3 Tbsp. of mixture over chicken. Cover and cook for 40 minutes on low heat. Remove chicken to a serving dish and keep warm.

Add cornstarch to the remaining syrup mixture and stir into pan, stirring constantly until sauce thickens (about 6 mins.). Spoon sauce over chicken and garnish with lime peel. (Serves 4-6).

Dessert:

Easy Rum Tiramisú

1/3 c. Sugar
2 Tbsp. Water
2 Egg Whites
3 Tbsp. Dark Rum
6 oz. Light Cream Cheese (room temperature)
½ c. Strong Coffee
9 Lady Fingers (split in halves)
1 oz. Semisweet Chocolate (finely chopped or grated)

Bring sugar and water to a boil in a saucepan over high heat, stirring to dissolve sugar. Boil uncovered 1 minute and remove from heat. Beat egg whites to soft peaks with an electric mixer. With machine running on medium speed, slowly pour hot sugar syrup into egg whites and continue beating until whites are stiff and glossy. Continue beating about 2 minutes, until mixture is cool. Beat in cream cheese 2 Tbsp. at a time at high speed until smooth. Combine coffee and rum in a bowl. Dip cut sides of half the ladyfingers into coffee mixture. Arrange rounded side up in a single layer in the bottom of a serving bowl. Spread with half the cheese mixture and sprinkle with half the chocolate.

Dip remaining ladyfingers in coffee mixture and arrange rounded side up over cheese layer. Drizzle any remaining coffee mixture over ladyfingers and spread with remaining cheese mixture. Sprinkle with remaining chocolate. Serve immediately or refrigerate up to 12 hours.

These and many more recipes can be found in our books "The Rum Experience" and "The Encyclopedia of Rum Drinks". Please visit us at www.rumshop.net for more details.

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Rum Books Available from RumShop.net

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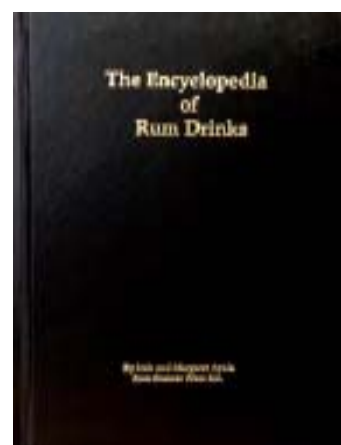
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Our mission:

1) To educate people around
the world about the many
faces of rum.

2) To help rum distillers and
blenders spread the word
about their wonderful
products.

3) To promote the respon-
sible and sensible enjoy-
ment of what is perhaps the
world's most underrated
distilled spirit today.

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