

# **Got Rum?™ We Do!**

**February 2003**



**Rum & Romance,  
Angel's Share,  
Rum News and More!**

Got Rum? Magazine  
[www.rumshop.net](http://www.rumshop.net)



9 780970 593849

# CONTENTS

<b>Rum In The Media .....</b>	<b>2</b>
<b>From The Editor .....</b>	<b>3</b>
<b>Book Reviews .....</b>	<b>4</b>
<b>Romancing Rum .....</b>	<b>5</b>
<b>Focus on Carnival .....</b>	<b>6</b>
<b>Angel's Share .....</b>	<b>7</b>
<b>The Spirit of Cooking .....</b>	<b>8-9</b>
<b>Rum Market.....</b>	<b>10</b>
<b>Classifieds Ads .....</b>	<b>11</b>

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](mailto:info@rumshop.net)  
(512) 554-7095

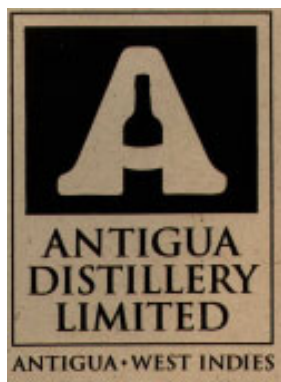
“Got Rum?” is a trademark of Rum Runner Press, Inc.

© Rum Runner Press, Inc., All Rights Reserved.

## Rum In The Media

### Nut Power Rum!

Our friend Steve Burger, Sales and Marketing Manager at Caribbean Cellars in Tortola, BVI, recently informed us about Antigua Distiller's latest product: Nut Power. This is a Peanut Rum Cream which we assume will be somewhat similar to St. Lucia Distiller's Nutz N' Rum. As soon as we are able to get our hands on some samples we'll let you know.



As most of you know, peanuts are considered to be aphrodisiacs in the Caribbean, so their combination with rum is not only a clever marketing move, but a well received one.

For more information about Antigua Distillery (makers of Cavalier Rum and English Harbour Rum), please visit their website at:

[www.antiguadistillery.com](http://www.antiguadistillery.com)



If you are planning a trip to the British Virgin Islands, make sure you stop by Caribbean Cellars, they are located on Road Town.

When you get there, ask for Steve and tell him “Howdy”. Steve is a native Texan, born and raised within “spittin’ distance” from our office here at Rum Runner Press. Their website (currently under construction) is:

[www.caribbeancellars.com](http://www.caribbeancellars.com)

## From the Editor

### The Responsibility of Knowledge

One of our goals here at Rum Runner Press is to enhance the image of rum in the world. This is a goal we try to achieve by educating all members of the market, from producers, through the distribution channel, all the way to the consumers. Since awareness is a great component of education, we support and encourage all those who organize rum competitions and events. When conducting a rum competition, especially when the results will be published, the organizer needs to be very careful to ensure that the results will be meaningful, accurate and educational.

Case in point: A travel magazine recently conducted a rum tasting competition where they ranked 40 different rums in 3 categories. The tasting was done blindly and samples were consumed neat. The results were amazingly confusing for me: historically superb rums from Guyana and Haiti came in last place, with many young rums outranking seasoned veterans (Cruzan Estate Diamond gets highest marks while Cruzan Estate Single Barrel gets lowest, to name just one example).

Creating and propagating knowledge has its responsibilities. In this case the organizers of the event failed to properly assign each rum to the appropriate category. Looking at the results, it is obvious they may have lacked tasting standards and procedures without which the scores can be as meaningless as random numbers pulled out of a hat. All rums, especially premiums, are like people: one needs to take time to get to know them very well before issuing a judgment.

In the case of the travel magazine competition, I believe their effort was not only a waste of their time, but also a disservice to the consumers who take their results as advice.

Please let me know what your thoughts are on this or any other subject.

Luis Ayala, Editor  
[luis@rumshop.net](mailto:luis@rumshop.net)



## Link to us and Win!

Over the past few months we have been told by many of our readers that when it comes to rum we are "...the web's best kept secret." While we are honored to be labeled as "best" in any category, we truly are not seeking to remain a secret. So please help us in our mission to educate the rum market by linking to our website. Simply add a link from one of your web pages to our site and send us an e-mail with the address of the linked page. Every commercial link will be entered into a drawing for a full-page ad in an upcoming issue of "**Got Rum?**". Private, non-commercial links will be entered into a drawing for a "**Bartender In A Box-Deluxe**" (visit [www.rumbook.com](http://www.rumbook.com) for details). So hurry, set up your links and notify us at: [info@rumshop.net](mailto:info@rumshop.net). To be eligible for the contest, notifications must be received by March 31, 2003.

## Book Reviews

### Hawai'i Tropical Rum Drinks & Cuisine by Don the Beachcomber

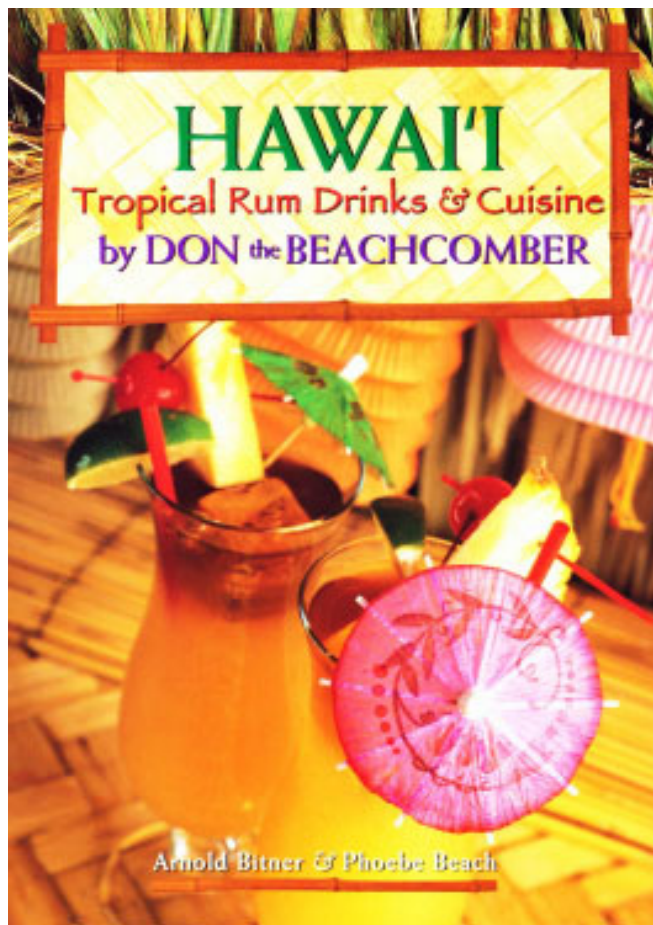
From the inside cover:

*"Inventor of more than ninety exotic rum concoctions - including the world-famous Mai Tai- Donn Beach, a.k.a. Don the Beachcomber, made an indelible mark in the world of entertaining.*

*From Hawai'i to Hollywood to Hong Kong Harbor, Don the Beachcomber's Polynesian-themed restaurants, bars, and lu'au were all the rage during the 1930s, 40s and 50s -attracting Hollywood stars such as Marlene Dietrich, Bing Crosby, Clark Gable and Vivien Leigh. While dining on tropical Asian cuisine and sipping on exotic rum punches in the branches of a banyan tree, surrounded by tiki torches, rattan furniture, flower leis and bright-colored fabrics, his guests truly knew the meaning of Aloha.*

*The secret cocktail mixtures of the master, Don the Beachcomber, are revealed for the first time, including the original Mai Tai, the Zombie, the Beachcomber's Gold, and the Vicious Virgin, along with a delectable array of his tropical cuisine recipes and an original Don the Beachcomber Party Guide. So kick off your shoes and strip down to your lava-lavas, it's lu'au time!"*

Hard-cover, 112 colorful pages of recipes, history and creativity. Written by Arnold Bitner & Phoebe Beach.



This and other books featured in "Got Rum?" can be obtained directly from our website.

Simply visit:

[www.rumshop.net](http://www.rumshop.net)

and click on "**Book Reviews**" on the navigation bar on the left side of the screen. Then click on the book cover to go straight to the ordering page.

If you have a book you'd like for us to review, please contact us at: [info@rumshop.net](mailto:info@rumshop.net) for additional details.



## Romancing Rum



This would not be a true "Valentine's Edition" if we did not talk about romance, so here it goes... Is there a particular rum or rum cocktail that always puts you in the mood for love? Perhaps a drink you and your partner shared in a romantic resort, one that even now can magically transport you back in time to that moment?

Ever since its invention rum has always fueled the imagination of bartenders and lovers alike. Share your recipes, thoughts or memories with us for a chance to win a variety of prizes.

Categories include:

- 1) best love potion (rum-based cocktail)**
- 2) best romantic getaway (in a rum-producing country)**
- 3) best bar/party story (involving rum)**

Send your messages to:  
**[info@rumshop.net](mailto:info@rumshop.net)** and keep an eye on  
future editions of "**Got Rum?**" for the  
results!

## Focus On Carnival - by Margaret Ayala

Carnival is an annual celebration of life found in many countries throughout the world. It was first started in Italy where it became quite famous. From there it spread to France, Spain and other Catholic countries in Europe. As the French, Spanish and Portuguese began to take over the Americas they also began to incorporate their traditions and celebrations. One of the largest known today is in Trinidad and Tobago. It was first introduced there around 1785 by French Catholic settlers.

This great event takes place right before the first day of lent. For five days each year, the whole country forgets all differences to celebrate life! Even schools play a major role in sponsoring this event as a way of teaching young students about their roots and cultures. Communities work together to develop strong friendships and great respect for the many cultures that make up Trinidad.

Groups gather many months before carnival to begin preparation of their costumes, which must be able to move and dance across stages and streets and not fall apart! It has become an important aspect in Carnival to parade around the villages in circles as to bring good fortune, heal problems and calm angry ancestors. Natural and man-made materials are used to transform the costumes into some of the most amazing works of art your eyes have seen or could only dream of! Africans incorporated the use of feathers from influence of their motherlands where they used them on masks and headdresses as a way of showing that humans could rise from problems, pains, heartbreaks and illnesses.

Another exciting aspects of Caribbean carnival is the appearance of more than one to two hundred steel pan players, a tradition which



was started in the early 20th century. These steel bands -with months of practice- will create some of the most beautiful music and it can all be enjoyed from the streets to the stadiums.

Carnival celebrations are now found throughout the Caribbean Islands of Barbados, Jamaica, Grenada, Dominica, Haiti, Cuba, St. Thomas and St. Marten. Also throughout Central and South America in Belize, Panama and Brazil. Even large cities in Canada and the U.S.A. such as Toronto, Brooklyn, Miami and San Francisco.

I'm very excited to share with you the schedule of this year's Carnival in Trinidad and Tobago: the main celebration is set to take place on March 3rd and 4th. Be there if you can!



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

## The Angel's Share: White Rums



### Ron Matusalem Platino - Dominican Rep.

**Ron Matusalem Platino (80-Proof).** Perhaps the only white rum in the world capped with a cork, an item traditionally reserved for the finest premium rums.

The aroma is refreshingly cool and mildly sweet. In the palate it opens exceedingly smooth, revealing light traces of vanilla

and oak. The finish is superb: smooth, extended and amazingly enjoyable for a white rum. Ron Matusalem Platino is great for light cocktails but is best enjoyed neat or with an ice cube. If you've never tried a sipping white rum, this is your perfect opportunity to get started.

[www.matusalem.com](http://www.matusalem.com)



### Ron Cacique Blanco - Venezuela

**Ron Premium Cacique Blanco (80-Proof).** Distilled from fermented molasses, this rum has all the characteristics of a typical white rum: clean, light and mild.

After the maturation period inside the oak barrels, this rum is processed through a very so-

phisticated filtration system which gives it its transparency.

This rum's aroma features hints of sweetness with only a trace of molasses. The taste is straightforward and unassuming, making it a great candidate for mixed drinks. The finish is sharp, short and simple.



### Cruzan Estate Light Rum - USVI

**Cruzan Estate Light Rum (80-Proof, 2-Year).** This rum is one of the most recent additions to Cruzan's line of traditional (unflavored) rums.

A much-anticipated entry into the White Rum Category, this product brings to the market a clean and neat personality.

The aroma is peculiarly sweet with mild traces of molasses.

Once in the palate it opens up to release lightly fruity sugariness. The finish is clean and slightly warm.

Great for most types of cocktails, from Mojitos to Piña Coladas. Another great rum by Cruzan. For more information, please visit them at:

[www.cruzanrum.com](http://www.cruzanrum.com)

Want to have your rums reviewed? Write to [info@rumshop.net](mailto:info@rumshop.net) for details.

## The Spirit of Cooking - by Margaret Ayala

### Island Chicken Salad with Citrus Rum Dressing

#### CHICKEN:

- 1 Tbsp Soy Sauce
- 1 Tbsp Cider Vinegar
- 1 Tbsp Olive Oil
- 1 Tbsp Water
- 1 Tbsp Onion, minced
- 1 1/2 tsp Sugar
- 1 1/2 tsp Dried Thyme
- 1 tsp Ground Allspice
- 1/2 tsp Cinnamon
- 1/2 tsp Pepper
- 1/8 tsp Cayenne
- 1 lb B & S chicken breasts
- 1 head Lettuce

#### DRESSING:

- 2 Tbsp Orange Juice
- 2 Tbsp Vegetable Oil
- 1 Tbsp Lime Juice
- 1 Tbsp Water
- 1 Tbsp Honey
- 1/4 tsp Ground Ginger



- 1/4 tsp Garlic Powder
- 1/2 tsp Dark Rum
- 1/4 tsp Ground Nutmeg

Chicken: Combine all, except last 3 ingredients, in a plastic bag and squish to blend. Add chicken toss to coat. Chill for 2-3 hours. Remove and broil 6-8 minutes. Cut into strips and serve on a bed of lettuce and assorted veggies. Top with dressing.

Dressing: Combine, chill and pour over salad.

### Wok-Braised Lobster Tails in Creamy Rum Sauce

- 2 Lobsters Tails - (8 oz ea)
- 1/4 C Butter
- 1 C Onion, finely-diced
- 1/2 tsp freshly-cracked Black Pepper
- 1 C Fish or Chicken Stock (or canned chicken broth)
- 1/2 C Evaporated Milk
- 2 Tbsp. Oyster-flavored Sauce
- 1 tsp Fish Sauce
- 1/3 C Dark Rum
- 2 Tbsp. Cilantro Leaves, whole
- 1/4 C Basil Leaves, whole
- Fresh cilantro sprig



Butterfly the lobster tails: Clip off the fins along outer edges of the shell. Bend the tail backwards - against its natural curve - cracking several joints in the shell. (That will prevent the tails from curling during cooking.) Place the tail, shell-side up, on a cutting board. Using a large, sturdy knife and starting from the thick end of the tail, cut through the top shell and into the meat. Don't cut all the way through to the bottom, thinner shell. Open up the lobster shell to expose the meat.

Melt the butter in a wok over high heat until bubbling. Quickly add the onion and pepper and cook, stirring, until the onion is soft but not browned, about 1 minute. Pour the fish stock, evaporated milk, oyster-flavored sauce and fish sauce into the wok and bring to a boil. Adjust the heat so the liquid is simmering and place the lobster tails, meat-side down, on top of the onion broth. Cover and simmer until the lobster meat is opaque, 6 to 8 minutes. Transfer the lobster to a plate and set aside. Pour the rum into the wok and increase the heat to high. Boil until the sauce is reduced by half, 30 seconds to 2 minutes, or until the sauce is as thick and rich as you like. This recipe yields 4 servings.



## Walnut Pudding, Mixed Fruit and Rum Flavored Cream

8 Walnuts  
1/2 tsp Ground Cinnamon  
5 Eggs  
190 gm Icing Sugar  
250 ml Double Cream  
3 tbl Dark Rum  
Selection of Mixed Fruit

Finely grate the walnuts in a food processor or coffee mill. Mix the walnuts with the ground cinnamon. Beat the egg yolks and icing sugar until thick and creamy. Stir in the walnut mixture. Beat the egg white until stiff and feed into the walnut mixture. Grease a heatproof mixing bowl with butter and sprinkle with granulated sugar. Pour in the batter. Tie foil over the pudding and cook for 45 minutes in a pan of lightly boiling water. The pudding should rise well. Let the pudding cool and then turn out onto a serving plate. Whip the double cream until quite firm and then fold in the dark rum. To serve, put a slice of the pudding on a plate with a mixture of summer fruits and serve with the rum cream.



the Encyclopedia of

*Rum*  
DRINKS



*Luis & Margaret Ayala*  
**Rum Runner Press Inc.**

# Classified Ads

## Consumers Seeking Rums

Seeking Ron Barceló Imperial from the Dominican Republic. Are there any importers/distributors in the United Kingdom? If so, please contact Fiona at: [fiona\\_rayner@hotmail.com](mailto:fiona_rayner@hotmail.com)

While on vacation in Jamaica recently, we purchased a bottle of Sangster's Jamaica Rum Cream. Is there any way to purchase some and have it shipped to our home here in the U.S.? [rklane@brightok.net](mailto:rklane@brightok.net)

I just returned from Jamaica, and would like to purchase some World's End Coconut Rum Cream. Can you help me? [trspat@earthlink.net](mailto:trspat@earthlink.net)

Do you know of any place that you can buy Malibu Lime Rum other than Barbados and Paris? We just loved it when we tried it in Barbados last year. We did bring some home but have run out. Can you buy it from the Malibu factory and have it shipped to San Diego, CA? [sjacobs3@san.rr.com](mailto:sjacobs3@san.rr.com)

We are trying to find a specific rum we fell in love with during a trip to Jamaica. This rum was featured in your August 2002 newsletter. It is called "Wray & Nephews Coco Mania Coconut Jamaican Rum". Although it didn't rank well in your study overall, we are desperate to replenish our quickly emptying bottles we got from the trip. Do you know anyone that carries this rum and where I may be able to find it!?! Any help would be GREATLY appreciated!!

[MMorton@activision.com](mailto:MMorton@activision.com)

A friend brought a bottle of Santa Teresa 1796 with the title "Colonial ; Ron Anejo de Solera" on the bottle. I like it, but I can't find it here in Dallas. Do they have an importer that you know about? Is there anyone in the US that has this line? Thanks! [SIHarmon@aol.com](mailto:SIHarmon@aol.com)



## Rum Producers Seeking Importers

Hello, I'm a distiller in Tahiti, we are looking for importers for our rhums. Please consult our site the web for information on Noa Noa rum.

Marc Jones  
TAHITIAN IMPORT EXPORT  
PO. BOX 380-593 TAMANU  
TAHITI 98718 FRENCH POLYNESIA  
PHONE + 689 58 48 42  
FAX + 689 58 30 54

[www.tahitirhum.com](http://www.tahitirhum.com) [www.tahitiariki.com](http://www.tahitiariki.com)  
[www.vanillaproducts.org](http://www.vanillaproducts.org) [www.noanoanoni.org](http://www.noanoanoni.org)  
e-mail : [jones@mail.pf](mailto:jones@mail.pf)

Do you want your ad to appear here? Classifieds ads are a convenient and efficient way of reaching out for help and, best of all, they are Free! Ads are included on a first come basis only while space is available. Send your ad to:

[info@rumshop.net](mailto:info@rumshop.net), subject: "Classified Ad"



# 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

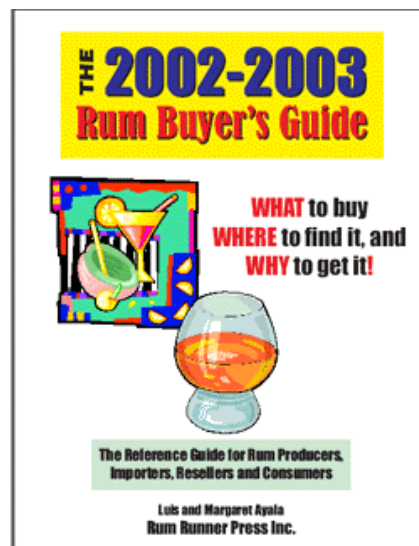
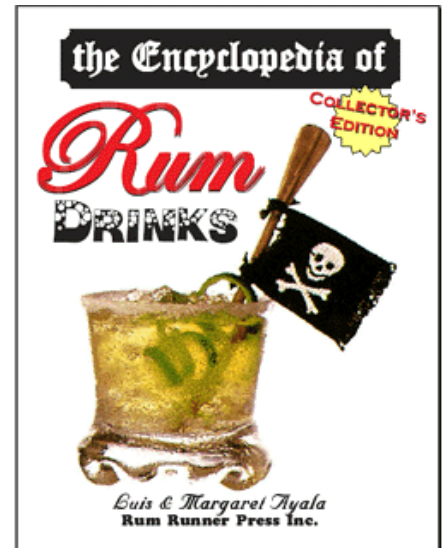
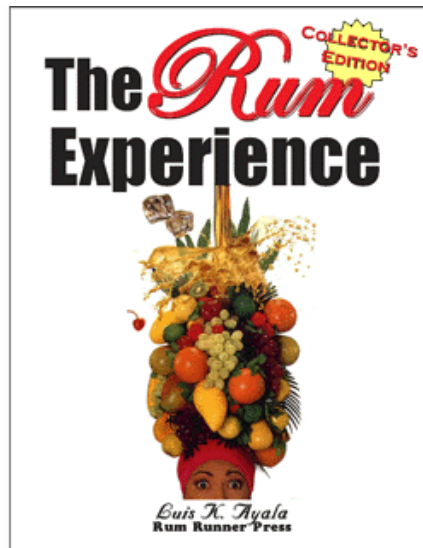
FAX:  
(512) 671-6753

E-MAIL:  
[luis@rumshop.net](mailto: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/](http://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.