

Got Rum?™ We Do!

February 2004

Got Rum? Magazine
www.rumshop.net



9 780970 593849

**Romancing Rum,
Rum Book Review,
Angel's Share and More!**

CONTENTS

Rum Consulting	2
From The Editor - Rum News	3
Romancing Rum	4
Rum Book Review	5
2003 Cantina Show	6
Angel's Share	7
The Spirit of Cooking	8-9
Rum Market	10-12

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 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 - Rum News

Romantic Rum

As St. Valentine's Day approaches, the thought of romance permeates the air. Long have I stated that rum is a romantic spirit but seldom have I written down my rationale behind this statement...until now.



No other distilled beverage in the world is associated with the tropics like rum is. The tropics, heavenly paradises where vacationers go to get away from the mundane aspects of their everyday lives, are thus also the destination for romantic getaways. Picture in your mind a couple holding hands on the beach while walking towards the sunset. It does not get more romantic than that! Now imagine yourself on a Caribbean cruise ship sipping cocktails while on the main deck...what type of cocktail do you imagine drinking? For most people the answer will be a rum-based cocktail.

But rum is not only associated with warm, tropical climates. As our friends at The Nepal Distilleries well know, their rum is a staple among those setting out to climb the Himalayas! So whether you are trying to keep warm as you climb an icy mountain, or trying to cool down as you bask in the warmth of a tropical beach, rum is there as a true companion, always there ready to hold your hand. All you have to do is call its name and reach out for it.

Happy St. Valentine's Day!

Luis K. Ayala
President / Editor luis@rumshop.net

We Are Growing!

Thanks to the excellent response to "**Got Rum?**", our workload has been constantly increasing, demanding more and more time from our current staff. As a result of this, we recently created a new position: Director of Marketing and Advertising. It gives me great pleasure to announce to all of you that, Mrs. Tamayra Bastidas has been appointed to that position and will soon begin coordinating different campaigns and activities for us.

Tamayra has an extensive marketing background as well as first-hand experience in the rum industry, having worked for Ron Santa Teresa in Venezuela up until recently. She brings many skills to our organization and we are thrilled to have her join our staff. Tamayra is fluent in both Spanish and English, and is eager to start communicating with all rum distillers, importers, wholesalers and retailers. You will soon start receiving regular messages from her regarding our many projects. In the mean time, please feel free to write to her at: tamayra@rumshop.net.

Rum Walk - Boyle Tours

The story of rum is the unique story of Newfoundland.

Join your guide Mike Boyle and see, hear and enjoy the colorful romantic tales about rum. Listen to real stories about romance, rebellion, rows and rascals. The unspeakable story of rum and politics will be told.

After the walk, come to a local downtown pub for refreshments. This event is suitable for all ages and the tour lasts about 70 minutes. St. John's, Newfoundland, Canada.

<http://www.boyletours.com>

Romancing Rum - by Margaret Ayala



Day greetings. Americans probably began exchanging hand-made valentines in the early 1700s. In the 1840s, Esther A. Howland began to sell the first mass-produced valentines in America.

According to the Greeting Card Association, an estimated one billion valentine cards are sent each year, making Valentine's Day the second largest card-sending holiday of the year (an estimated 2.6 billion cards are sent for Christmas). Approximately 85 percent of all valentines are purchased by women. In addition to the United States, Valentine's Day is celebrated in Canada, Mexico, the United Kingdom, France, and Australia.

Wishing all of you a Rum and Romance-filled Valentine's Day!

Celebrate Romance

Saint Valentine's Day (Feb. 14). Originally the Roman feast of Lupercalia, it was Christianized in memory of the martyr St. Valentine (d. A.D. 270). In the Middle Ages, Valentine became associated with the union of lovers under conditions of duress.

In Great Britain, Valentine's Day began to be popularly celebrated around the seventeenth century. By the middle of the eighteenth century, it was common for friends and lovers in all social classes to exchange small tokens of affection or hand-written notes. By the end of the century, printed cards began to replace written letters due to improvements in printing technology. Today the holiday is celebrated with the exchange of romantic or comic messages called "valentines."

Ready-made cards were an easy way for people to express their emotions in a time when direct expression of one's feelings was discouraged. Cheaper postage rates also contributed to an increase in the popularity of sending Valentine's



Rum Book Review

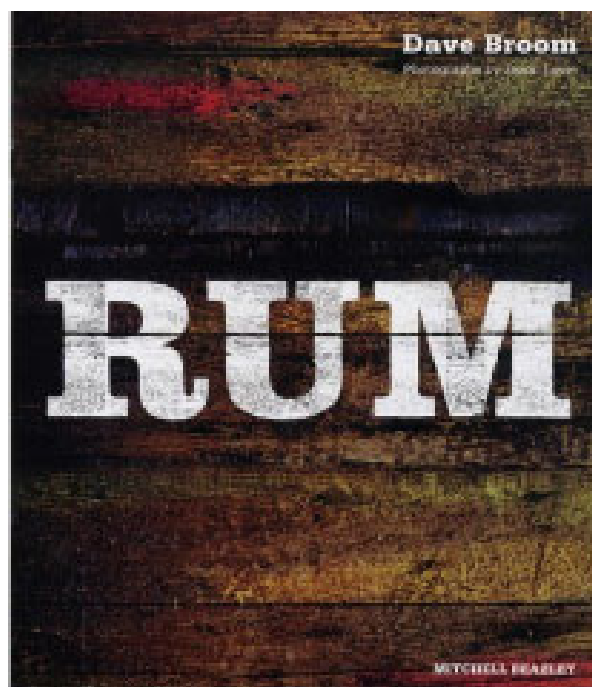
RUM - By Dave Broom

Reviewed for "Got Rum?" Magazine by Mr. Stanley G. Laite, International Rum Judge and Connoisseur

Dave Broom, the author, has won many awards for his writings on "spirits and wines" including: Glenfiddich Drink Book of the Year for 2002 (co-authored with Susy Atkins) for "Drink! Never Mind the Peanuts" (I might add this is an absolutely wonderful book-one of my favourites).

His other titles include: Handbook of Whisky, Spirits&Cocktails, Connoisseur's Guide to Whisky, Chardonnay, Cabernet- he certainly covers all aspects of the Drink World!

Jason Lowe, an award winner himself, did a magnificent job with the pictures in this book- has really captured the feel of the Caribbean.



Most photos seem very natural but a few looked a little too "posed" (page 67, 83 and 94 are examples). The picture captions are very, very clever- but maybe just a little too overdone now and then- (on page 41 he shows a picture of the juice with the caption: "As the juice flows the soul of rum starts to appear")

I loved the bright, simple but most effective maps on pages 60-61! I wish there were more! He does an excellent job with the Rums of the Caribbean World but unfortunately some other areas are too briefly treated. This book is certainly fairly current as on page 123 he shows he understands clearly the emergence of spiced and flavoured rums when he states: "The flavoured rums have appeared for two reasons: rum's versatile flavour, which melds beautifully with a vast range of ingredients, and its trendiness and appeal to a new generation of drinkers and bartenders".

His rum reviews are excellent-naturally he could not list all (your book covers many more!) – I am delighted that, like I, he rates the 15yr. old El Dorado as a Classic- good reviews of Matusalem too. Left out the lovely "Ron Del Barrilito 3 Star"! His section "How to Enjoy Rum" is well done but a little brief considering it is only two pages and a part of that deals with Cigars and Rum. His section on Cocktails is concise and well done. It is a wonderful book- a great addition to a drinker's Library- well laid out and colourful- seems accurate although I noticed he apparently referred to Edward Hamilton as Edward Thompson when he heartily recommended his and also Luis Ayala's works.

The one major fault I find in this book is that every page looks the same- a great deal of writing sometimes with neither or just a couple of sub headings – this makes the prose, although very well written, a little heavy. I much prefer, for example, your style where you include Colored headings, different colored highlights, many quotes, actual letters, etc.

I wish too he would have included diagrams, charts, tables and more maps. All in all a good book on a great topic!

Cantina Restaurant, Bar and Nightclub Show 2004

The Essentials to the Extreme

Cantina 2004 offers "The Essentials to the Extreme", this being the theme for the 3rd Annual Cantina Restaurant, Bar and Nightclub Show. Cantina 2004, co-sponsored by the Texas Restaurant Association, will be held February 8-9, 2004 in Houston, Texas. Show director, Blaine Siske, says, "We are very excited about the 2004 event as we have added more networking opportunities, expanded the educational program and will be featuring a wide variety of products on the exposition floor."



As one of the fastest growing hospitality and entertainment regions in the country, Cantina is designed for the interests of restaurant, bar and nightclub owners, managers and bartenders in the Southwest region. The show is primarily marketed to Texas, Louisiana, Oklahoma, New Mexico and Arkansas and is designed with the interests of this region in mind. When asked what makes Cantina different than other industry events, Siske commented, "CANTINA is the whole package and it's a great deal. Not many events can offer the quality and quantity of education that CANTINA has. It's information and ideas that you can take back and put to use immediately. Plus, the exhibits have tons of new products and services, the exhibitors are there to make deals and the club crawl is a great opportunity to network and see some of the hottest clubs and lounges in Houston. You can't beat the experience."

This two-day program, offers a complete balance of education, networking and hands-on events. The following is an overview of the activities included in a full-conference registration.

Sunday, February 8

11:00 a.m. – 12:00 p.m.	Keynote Presentation/Cantina Kickoff
12:00 p.m. – 6:00 p.m.	Exhibit Hall Open
1:30 p.m. – 3:00 p.m.	Seminars (Luis Ayala will present "A Spirit Tasting - The Wonders of Rum")
3:00 p.m. – 7:00 p.m.	Grand Wine Taste / Grand Star Competition Awards
3:30 p.m. – 5:00 p.m.	Seminars
7:00 p.m. – 2:00 a.m.	Cantina Concept Tour / Club Crawl

Monday, February 9

11:00 A.M. – 12:00 PM	Monday Morning Eye Opener Keynote
12:00 PM – 5:00 PM	Exhibit Hall Open
12:30 PM – 2:00 PM	Seminars
2:30 PM – 4:00 PM	Seminars
4:45 PM	*Grand Prize Giveaway in the Exhibit Hall (*Must be present to win)

The Cantina 2004 educational program promises to address the hottest issues in the industry. Siske says, "In planning for 2004, we have worked with an advisory board, consisting of industry professionals, to assist in selection of the topics and speakers included in the program."

CONTACT:

Blaine Siske
 Cantina Restaurant, Bar & Nightclub Show
 P.O. Box 271498, Flower Mound, TX 75027
 Phone: 866-236-6879, Email: bsiske@mpire-events.com www.cantinaexpo.com

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

The Angel's Share



Extreme Banana Rum - USA

Players Extreme Banana Rum (42-Proof). "To capture the essence of bananas in a bottle" is a tough challenge, but it is one that was taken and conquered by Extreme Beverage Company in Clifton, New Jersey. The aroma is that sweet ripe bananas, it permeates the air in the room the moment you pour the rum out of the bottle. The taste is primarily sweet on the front end, with a

backslash of banana flavors quickly following, it ends on a slightly cool note. The aftertaste is clean and the aroma is persistent, outlasting the empty glass by a mile. Mixologists watch out, this rum can add a tremendous amount of flexibility to your repertoire! This is definitely a fun and appealing rum to experiment with.

www.extremebeverage.com



Fernandes Black Label - Trinidad & Tobago

Fernandes Black Label Rum (80-Proof). Despite its name, the rum's color is not black or dark. It is, in fact, a brilliant golden amber, which contrasts with and enhances the color of the bottle's label. The opening aroma is that of a clean rum, it is quickly followed by sugary notes intertwined with wet oak. The gustatory experience reinforces this pattern, as the rum discloses its secrets in the palate,

first the warm feeling of the alcohol dispersing through the taste buds, then the soft yet unmistakable presence of oak. The finish is sweet, slightly dry and very pleasant.

This rum will be best enjoyed on the rocks, with coconut water or with very light flavored mixers. Anything stronger will overpower the rum's gentle character.



Classic Rum Port Morant 10 Y.O. - Guyana

Classic Rum Demerara Port Morant 10 Years Old (92-Proof). This rum was distilled in Guyana in 1989, then sold to Bristol Spirits in England where it was aged and then bottled in 1999. England's cooler climate allowed the rum to mature under very different conditions than those typically found in the Caribbean, producing a very distinctive result. Despite its Guyanese origin, the rum is

lighter in color than most other Demerara rums in the market. The aroma is a decisively fruity and pronouncedly oaky. The taste can overwhelm the senses with its multifaceted personality: preserved fruit, sweet vanilla, dry oak and a spicy finish.

This is definitely a rum to be sipped neat, in a snifter. Anything else would be disrespectful. A great find.

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

The Spirit of Cooking - by Margaret Ayala

Mango Rum Soup

5 med. Mangoes
 1 ½ C. Coconut Milk
 1 ½ C. Milk
 3 Tbsp. Honey
 1 tsp. Lemon Juice
 ½ tsp. Ground Cinnamon
 4 Tbsp. Dark Rum
 ½ tsp. Salt
 Half-and-Half (or Milk) to thin soup
 Freshly Grated Nutmeg
 Coconut Flakes



Peel, seed and chop mangoes into medium size cubes. Then puree the mangoes adding each of the other ingredients one at a time in a blender until smooth. Pour the mixture into a container. Stir in the half-and-half (or milk) to thin soup until you reach a desired consistency. Then refrigerate for about 2 hours or until completely chilled. When ready to serve sample the soup for any additional seasoning. Pour into soup bowls and garnish with grated nutmeg and coconut flakes. Yields: 4 to 5 servings.

Sweet and Tart Fried Chicken

4 Chicken Breasts
 4 Tbsp. Dark Rum
 3 Limes (juice and zest)
 1 Tbsp. Soy Sauce
 4 Tbsp. Olive Oil
 1 Tbsp. Olive Oil
 1 Whole Garlic
 2 Tbsp. Dark Molasses Sugar
 Salt and Black Pepper



Wash and pat dry the chicken. Make slashes through the skin to allow the flavors to penetrate.

Cut the garlic bulb in half horizontally and rub the chicken with the cut bulb. Sprinkle with lime zest and rub this into the flesh. Put the chicken in a dish. Season it add all but 1 tbsp of the oil and the cut garlic. Heat the lime juice, soy and molasses in a pan until it is dissolved. Then add the rum. Pour the mixture over the chicken and refrigerate for about 3 to 4 hours to marinate. Make sure to turn the pieces occasionally. Then chicken is ready to be cooked in a pan or skillet! To ensure that chicken is fully cooked, need to cook for approximately 15 minutes turning occasionally. Remove the chicken from the pan. In the same pan heat the remaining marinade, but first remove the garlic from the marinade. Chicken is then ready to be served on a platter. You can either pour the marinade over the chicken or place extra marinade in a bowl to be used as a sauce.

Orange Spiced Rum Flan

1 C. Sugar
 6 Tbsp. Dark Rum
 1 $\frac{3}{4}$ C. Milk
 $\frac{1}{4}$ C. Orange Juice
 6 Large Eggs
 1 tsp. Finely Grated Orange Peel
 $\frac{1}{4}$ tsp. Salt
 $\frac{1}{4}$ tsp. Ground Nutmeg
 $\frac{1}{4}$ tsp. Ground Cinnamon
 Boiling Water
 Orange Wheel



Preheat oven to 350 degrees Fahrenheit. Grease 8 4-ounce custard cups; place cups in roasting pan and set aside. Stir together $\frac{2}{3}$ cup of sugar and 3 tablespoons of rum in a small saucepan until blended. Cook over medium heat until mixture turns a golden color (approx. 6 minutes). Continue cooking, stirring constantly, until mixture becomes a deep amber color. Remove from heat and immediately divide mixture into each custard cup. In a bowl whisk together milk, orange juice, eggs, orange peel, salt, nutmeg, cinnamon and remaining sugar and rum until blended. Pour into cups. Pour boiling water into roasting pan around the cups until the water cover half of the cups height. Bake for 45 minutes or until knife inserted in center of custard comes out clean. Remove cups from water bath and let cool on wire rack completely. Then refrigerate until custard is completely chilled (about 3 hours). To serve, gently loosen the custard from the cups with a knife and invert onto a dessert plate. Garnish with orange wheel.

Strawberry Rum Valentine's Cake

1 Package White Cake Mix (approx. 18 oz.)
 1 Package Strawberry Flavored Gelatin
 4 Large Eggs
 $\frac{3}{4}$ C. Vegetable Oil
 $\frac{1}{4}$ C. Water
 $\frac{1}{2}$ C. Dark Rum (seperate into 2 $\frac{1}{4}$ cups)
 1 Package Frozen Strawberries
 2 C. Powdered Sugar
 $\frac{1}{2}$ C. Butter, softened



Preheat oven to 350°F. Grease and flour two 8-inch heart shaped baking pans. Combine cake mix and gelatin in large mixing bowl. Add eggs, oil, water, $\frac{1}{4}$ cup of rum and half of the strawberries. Beat for 3 minutes or until well blended. Pour batter into baking pans and bake for 40 minutes or until a wooden pick inserted into center comes out clean. Let cool for 10 minutes in pans then remove from pans and place on a cooling rack to cool completely. In a bowl combine powdered sugar, butter, remaining rum and strawberries. Beat with an electric mixer on medium speed until smooth. Place one layer of cake on serving plate and spread one-third of frosting over top. Place second layer of cake on top of first and spread remaining frosting over top and down the sides. To decorate the cake you can either use fresh strawberries or raspberries.

Now You Can Serve The Hottest Cool Cocktail On The Planet!!



MONIN Mojito

*Shake 1 oz. MONIN Mojito Mint
with 1 1/2 oz. rum, the juice of
1/2 lime and 5 oz. club soda and ice.
Serve in a 16 oz. glass and garnish with
a mint sprig or lime wheel.*

*Get your Monin Mojito at:
www.rumshop.net*



THE Rum UNIVERSITY



R.U. READY?

www.rumuniversity.com

Lesson VIII is now ready for download!

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

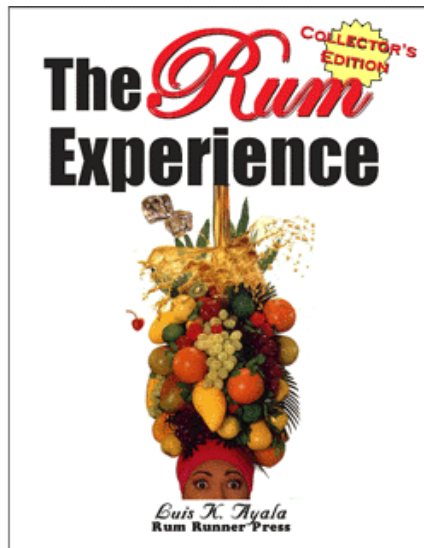
E-MAIL:
info@rumshop.net

Please contact us if you
are interested in having
your products reviewed
by us

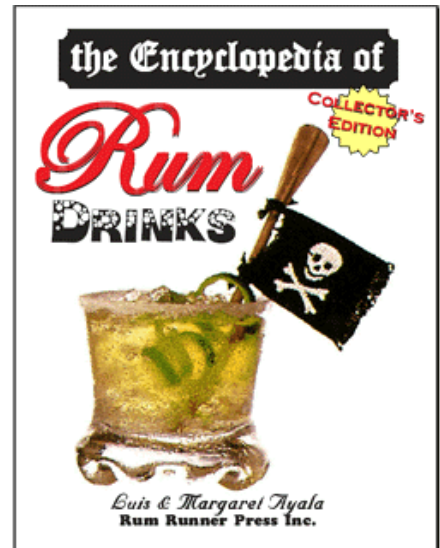
We're on the Web!

See us at:

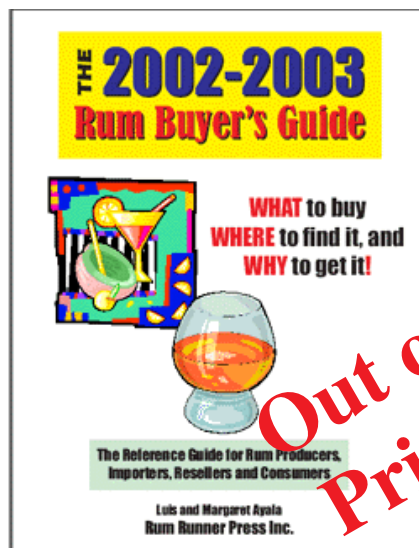
www.rumshop.net



Click to order



Click to order



Out of
Print



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.