

Got Rum?™ We Do!

Rum Runner Press Inc.
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Featured Rums:

- Zaya Rum - Guatemala
- Myers' Legend - Jamaica
- Rhum Clément - Martinique
- Sunset Light - Saint Vincent

Featured Sections

Special Report 2

Rum news 3

Rum In History 4

The Angel's

Share 5

Special News 6

Bartender's

Corner 7

Rum Books 8

A Toast - by Luis Ayala

There are few things I enjoy more in life than spending time with friends, especially when the occasion also involves drinking fine rums (did I need to say this?).

When I think about my drinking habits and those of my colleagues, I can't help but think about all those poor souls who abuse their drink of choice without regard to themselves nor those around them.

As we start 2002, I would like to dedicate this newsletter to a special group of people. These people were best described by Albert Steven Crockett in The Old Waldorf-Astoria Bar Book:

*"To those Ladies and Gentlemen,
who make of drinking
one of the pleasures of life,
not one of its evils;
who achieve content
long before capacity is reached
or overtaxed;
and who, whatever they drink,
prove able to carry it,
keep their heads and remain civilized.
Even in their cups,
their example is commended
to posterity".*

Carnival is Around the Corner!

It is January and this can only mean one thing: countdown to Carnival!

Without a doubt the best Carnival celebration in the Caribbean takes place in **Trinidad & Tobago** and this year Pat Davidson will be on location to observe and "absorb" the essence of this magnificent event.

Stay tuned for complete coverage in upcoming is-

CARNIVAL

sues. Also, if you are planning to attend Carnival (in Trinidad or elsewhere), please take pictures and send us your thoughts and impressions. We'll publish the stories and photographs

in a special "Carnival Editorial" so those unfortunate people unable to travel to the Caribbean can live vicariously through this publication.

Have fun out there!

Special Report: Zaya Rum - 12 Year Old Gran Reserva



Ron Zaya Gran Reserva (80-proof, 12-year old).

Sumptuous ironwood color with iridescent roasted coffee hues. Multifarious aroma of new and old oak pooled with gentle hints of fruit preserves. Opens smooth and mildly sweet in the palate, disclosing traces of vanilla and nutmeg. The finish is exceptionally long, leaving behind a tribute to its true age. This medium-bodied rum is truly meant to be enjoyed neat, on the rocks or with the slightest amount of fresh coconut water.

It is very nice to see that companies such as Wilson Daniels observe and recognize the growth in the premium rum sector and are able to participate in it with such a great product.

This rum recently scored 92 points and was awarded a Gold Medal by the BTI.

\$\$ = 20 to 50 (US Dlls.)

Where to get it:

If your local retailer does not carry this rum, contact Wilson Daniels for the nearest authorized dealer in your area

www.wilsondaniels.com



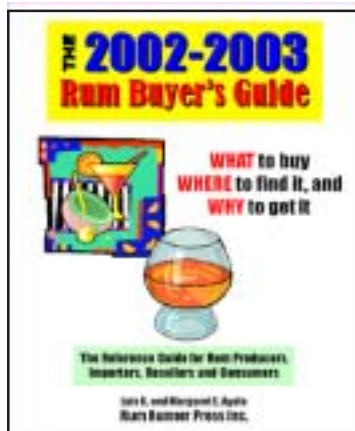
If you think this rum bottle looks somewhat familiar, you are right: the unmistakable weaved design on the neck has been immortalized by Ron Zacapa Centenario. This fine rum is produced exclusively for Wilson Daniels by La Nacional, makers of Zacapa Centenario, with the same attention to detail and quality that has earned them world-wide fame.

According to Wilson Daniels, this rum is double distilled in copper pot stills, then gently aged for a full 12 years prior to bottling.



Rum News

New Book: The 2002-2003 Rum Buyer's Guide



Invitations are being sent this month from our offices to all the rum producers in our database.

If you are one such producer and do not receive the invitation from us by the first week in February,

please contact us so we may fax or e-mail the information to you.

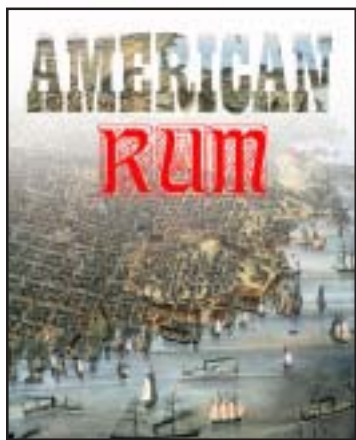
Do not miss the opportunity to be part of the first reference work of its type in the rum industry!

Best of all, basic inclu-

sion in the book is FREE!

So keep an eye on your mailbox and make sure to send us the required information by the deadline so all your fine rums can be presented to the world!

New Book: American Rum



The much anticipated release of Part III of **The Rum Trilogy** (along with *The Rum Experience* and *The Encyclopedia of Rum Drinks*) nears completion as **American Rum** approaches the home stretch.

American Rum focuses on rum in the U.S.A. (and territories) from Colonial days through the big wars on to modern days.

This book is a tribute to the ingenuity of the early settlers, to the

defiance of complete societies and the resilience of rum.

A special section of the book is devoted to small American distillers who thru hard work still maintain this tradition alive. Stay tuned!

2002 Citrus Rum Challenge



Spice up your New Year and Spring into action! 2002 will add a twist to your life as it presents the first lineup of its class: a citrus-only rum competition!

It is all coming to you this spring, marking the beginning of "Mojito Season" in March (remember we're in Texas

and winter around here does not last that long!).

Entries so far include (in no particular order):

DonQ Limón, Flor de Caña Limón, Malibu Lime, Bacardi Limón, Baraima Limón, Cruzan Junkanu, Santa Teresa Orange, Cruzan Orange and Ron Botrán

Extra Light Limón.

If you know (or produce) a citrus rum not mentioned above, please contact us ASAP to ensure your company's participation.

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Rum In History

The following is a reproduction from an original document at the American Antiquarian Society. The original was printed for the benefit of the Mass. Legislature, and it was sold for 6 cents, equal in those days to the price of a "Glass of Grog".

AN EULOGIUM ON

1837 In Small and convenient
quantities for Rich or
Poor, without distinction

R U M,

1839, Fifteen gallons or none,
That the Rich may riot in
luxury, and the poor laborer
toil on, with cold water!

ARISE! ye pimpled, tippling race arise!
From every town and village tavern come!
Shew your red noses, and o'erflowing eyes,
And help your poet chant the praise of *Rum*—
The cordial drop, the morning dram, I sing.
The mid-day toddy, and the evening sling.

Hail, mighty *Rum*! and by this general name
I call each species—*Whiskey, Gin or Brandy*:
(The kinds are various—but effect the same;
And so I chuse a name that's short and handy:
For reader, know, it takes a deal of time,
To make a crooked word lie smooth in rhyme.)

Hail mighty *Rum*! thy song inspiring merit
Is known to many a bard in these our days:
Apollo's drink they find, is void of spirit—
Mere chicken-broth—insipid as their lays:
And pleas'd, they'd give a riv'let—aye, a sea
Of clear *cold water*, for one quart of thee!

Hail mighty *Rum*! how wond'rous is thy pow'r!
Unwarm'd by thee, how would our spirits fail!
When dark December comes with aspect sour,
And, sharp as razor, blows the northern gale!
And yet thou'rt grateful in that sultry day,
When raging Sirius darts his fervid ray.

Hail mighty *Rum*! to thee the wretched fly,
And find a sweet oblivion of their woes:
Lock'd in thy arms, as in the grave, they lie—
Forget their kindred—and forgive their foes:
And Lethe's stream (so much extoll'd by some
In ancient times) I shrewdly guess was *Rum*.

Hail mighty *Rum*! what can thy power withstand?
E'en lordly Reason flies thy dreadful face;
And health and joy, and all the lovely band
Of social virtues, shun thy dwelling place;
For in whatever breast it rears it's throne:
Like Turkish monarchs, *Rum* must rule alone.—

When our bold fathers cross'd the Atlantic wave,
And here arriv'd—a weak defenceless band,
Pray what became of all the tribes so brave—
The rightful owners of this happy land?
Were they sent headlong to the realms below,
"By doom of battle?" friend, I answer no.

Our Fathers were too wise to think of war:
They knew the woodlands were not quickly past;
They might have met with many an ugly scar—
Lost many a fore-top—and been beat at last:
But *Rum*, assisted by his son *Disease*,
Perform'd the business with surprising ease.

And would our western brethren be less proud, or
In other words, throw by the gun and drum—
For ducks and squirrels save their lead and powder,
And send the tawny rogues some pipes of *Rum*—
I dare predict, they all would gladly suck it,
And every mother's son, soon "*kick the bucket*."

But, see! the ingratitude of Adam's race!
Tho' all these clever things to *Rum* we owe—
Gallons of ink are squirted in his face,
And his bruise'd back is bang'd with many a blow
Some *hounds* of note have rung his funeral knell,
And every *puppy* joins the general yell.

So have I seen (the simile is fine,
And wonderfully pat, tho' rather old)
When rising Phoebus shot his rays benign,
A flock of sheep come skipping from the fold:
Some restless sheep cries b-a-a—and all the throng,
Ewes, rams, lambs, wethers, bellowing pour along.

In this the christian world will all unite,
And thus obey the great commands which be
To pray for those who cheat us, wrangle, fight,
(An extra stretch) of love and charity:
And after having run this mighty rig,
Think they deserve a slice of "*Striped Pig*."

Hail mighty *Rum*! thy autocratic power
Is seen and felt throughout this wide domain:
Canst change to mirthful smiles, the visage sour,
Like pleasant sunshine after wind and rain:
Thy *brainless* foes can never make a plug,
That e'er can stop a "*Fifteen Gallon Jug*."

Then let them rail, nor heed their senseless clamor
In *State-house, Pulpit*, or where e'er they be,
One single stroke of thy *puissant* hammer
Will strike them dumb, & make the wretches flee:
No law, nor gospel will they more remember,
On know bright rosy May, from bleak December

Then fear not, *Rum*, tho' fiercely they assail,
And none but I, the bard, thy cause defend,
Think not thy foes, tho' numerous, shall prevail,
Thy power diminish, or thy being end:
Tho' spurn'd from table, and the public eye,
In the snug closet, thou shalt safely lie.

And oft, when Sol's proud chariot quits the sky,
And humbler Cynthia mounts her one-horse chair,
To that snug closet shall thy votary fly,
And, wrap in darkness, keep his orgies there—
Lift the full bottle, joyous to his head,
Then great as Caesar, reel sublime to bed.

The Angel's Share

Myers' Legend Jamaican Rum - by Pat Davidson



Myer Legend (80-Proof, 10-Year Old).

Dark caramel color that jumps out with unmistakable Jamaican pot still fragrance. The initial taste is clear and smooth with hints of blackstrap molasses and honey. Ends with

a noticeable bitter caramel taste with hindering spices and cloves. Well aged with distinctive oak and dried fruit presence. A full bodied, slow sipping rum that leaves one with no questions as to its origin and history.

This rum is one of four especially produced by Caribbean distilleries for Seagram. If you go to a retail store with a strong Seagram presence you are almost guaranteed to find it.

\$\$ = 20 to 50 (US Dlls.)

Rhum Clément - by Pat Davidson



Rhum Clément (88-Proof, 6-Year Old).

Light amber colored rum with subtle sweet aromas similar to those of delicate tropical flowers with a slight butterscotch flavor in the beginning.

Halfway through, the presence of oak is

savored and one can distinctly taste the marriage of complex flavors and age. Not your typical French rum.

Due to its uniqueness, and the fact that this rum is no longer produced, this is a highly recommended

rum to add to ones collection. A true treasure for rum lovers!

Due to the current state of production, this rum is not widely available outside of Martinique.

Sunset Light Rum - by Luis Ayala



Sunset Light Rum "SLR" (80-Proof).

Clean, radiantly crystalline color. Unusually appealing and pleasant aroma of clean, raw sugar, uncharacteristic in most white rums, cheerfully invites you to try it. SLR opens nicely in the palate, with just a touch of sugary sweetness,

followed by a brief and fresh aftertaste.

I've never been very fond of white rums, but I must make an exception here. If I had to create one myself, it would be very close to this!

Following the steps of St. Vincent's most popular rum (St.

Vincent's Strong Rum), this "milder" version of the old classic is sure to command a following of its own in no time at all.

Imported by:

West Indies Spirits.
www.realrum.com

Special News: Rum Tasting at the Organization of American States

FOR IMMEDIATE RELEASE

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Inter-American Economic Council to Host Rum Tasting at the Organization of American States in Washington, DC on January 23, 2002

Washington, DC - January 2, 2002 - Barry S. Featherman, President of the Inter-American Economic Council, announces that the Council will host a Rum Tasting during the Council's Winter Gala to be held in the Majestic Hall of the Americas at the Organization of American States. As of today, Confirmed Brands to be sampled during the tasting include Barcelo, Foursquare, Doorley's, a variety of Rums from West Indies Spirits, Westerhall, and Tortuga Rum. The tasting will take place on January 23, 2002. The Gala is designed to promote a return to Tourism to the Caribbean which has been hard hit by the September 11 Tragedy. Accordingly, the Council will also host a Silent Auction. The Silent Auction will be conducted under the patronage of Nelson Oduber, Prime Minister of Aruba. It will offer exciting opportunities to experience the best of the Caribbean, its hotel resorts, beaches, its cuisine and its people. To register for the Gala visit the Council's Website at www.inter-american.org

The Inter-American Economic Council Provides Senior Government Officials, Leading Business Executives and Academic Professionals a forum to discuss critical issues affecting Latin America and the Caribbean by engaging the public and private sectors in meaningful dialogs and by launching initiatives to address significant economic issues. The Council has entered into a Cooperative Agreement with the Organization of American States [OAS] and is accredited to the OAS.

For information visit the Council's Website:

<http://www.inter-american.org>

Contact: Barry S. Featherman, Esq., President

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Bartender's Corner - by Pat Davidson

Welcome to a new year as we drink to our favorite beverage! During the holidays I had some friends visit me from a northern state. During their stay, knowing the rum enthusiast that I am, they began to ask me questions about rum. Then the silly people kept encouraging me, so I gave them more and more, which is a dangerous thing to do unless time is not a factor. Nothing is sacred at my house when I get an idea for a new taste. I caught myself getting excited about mixing this with that and I felt their amusement and enjoyment watching my enthusiasm. Nothing is worse than to get a mixology idea and not have the ingredients, which brings me to the purpose of this month's column.

It's cold outside and it seems like a perfect time to check over your supplies so as to not be caught short. Also it's a good time to consider a late holiday gift for yourself. ***The Encyclopedia of Rum Drinks*** is hot off the press and contains over 1,400 rum recipes and is available directly from our web site (www.rumshop.net).

Here's a basic list of rums and ingredients you should have:

Pot Still Rums e.g. Goslings Black Seal or Old Monk.

Premium Rums e.g. Matusalem Gran Reserve, Pampero Aniversario or Appleton Estates 12.

Spiced and Flavored Rums e.g. Four Square Spice or Red Rum.

White Rums and **Regular Rums** (too numerous to mention).

French Rhums (at least one bottle) check our past issues for French rum tasting notes.

RC Cola for mixing, try it instead of Coke, if available in your area.

Ginger Ale for mixing with Spiced Rums.

Angostura Bitters: few cocktails are complete without it!

Coconut Water and **Sugarcane Juice** (buy canned if possible, otherwise get fresh).

Falernum (see July 2001 issue of "Got Rum?" for recipe, if you can't buy it).

Rum Punch. Be brave and make it from scratch whenever possible. Commercial punch is also OK. e.g. Angostura is terrific if you can find it.

Small Snifters or **Shot Glasses.** I suggest two or three per person so each can taste and compare rums side by side, back and forth.



I've tried to pick rum products that are more commonly available but please email me for other ideas or products in your area.

As discussed many times in this column, if possible, avoid getting stuffy with rum. We have all seen the movie depiction of a pretentious wine tasting. Remember that rum comes from the islands. When have you ever seen yourself (on an island) or a native getting pompous about enjoying life? Go create a taste adventure!

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We're on the Web!

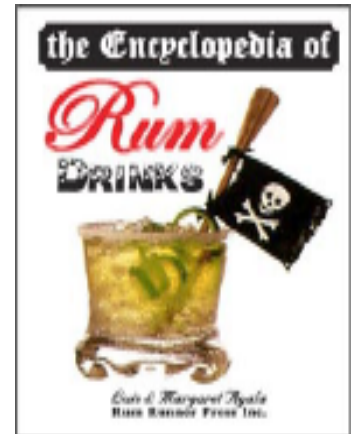
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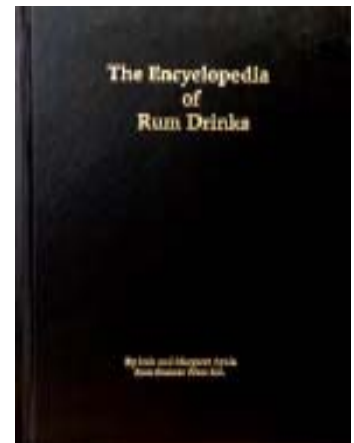
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About Our Organization...

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 responsible and sensible enjoyment of what is perhaps the world's most underrated distilled spirit today.

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