

Got Rum?™ We Do!

January 2003



**The Best &
Worst of 2002,
Angel's Share:
Exotic Rums,
Rum News and
More!**

Got Rum? Magazine
www.rumshop.net



9 780970 593849

CONTENTS

Rum In The Media	2
From The Editor	3
Book Reviews	4
Best & Worst of 2002	5-6
Angel's Share	7
The Spirit of Cooking	8-9
Rum Market.....	10
Reader's Mail	11

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 In The Media

Ron Zacapa Centenario

In a recent event (December 11, 2002), Distribuidora de Licores La Nacional (producers of world-renowned "Ron Zacapa Centenario") shared news of their fifth consecutive International Rum Festival highest ranking with the local Guatemalan media.

At hand for the encore award presentation was our editor, Luis Ayala, who shared news of the event with all those present. Shown below is Mr. Ayala alongside Mr. Roberto Garcia Botran,



at Villa Los Añejos, which is the company's new business center.

In addition to the award presentation, La Nacional also unveiled their new and improved Duty Free center at the Guatemala City International Airport (pictured above). The new store speaks of elegance and attention to detail, just like Ron Zacapa. Congratulations to Guatemala for their enthusiasm and dedication to quality.

For more information, please visit www.ronzacapa.com.

From the Editor



It is hard to believe that another year has come and gone. In this issue we celebrate some of the most positive and negative events from 2002. There were so many to choose from that narrowing the list to the ones you see in these pages was a decision based on space, not on merit. If we sense enough interest from our readers to see a more complete list, next year's January issue will reflect this.

Everyone here at Rum Runner Press would like to **THANK YOU**, the reader, for taking the time every month to read what we have to say. We are growing quickly and with growth are constantly trying to adjust our coverage to reflect what the majority wants to know. If there are topics you would like for us to cover, please let us know. We have so many exciting rums and news to bring to you this year: new products, new interviews with master blenders, new books, etc.



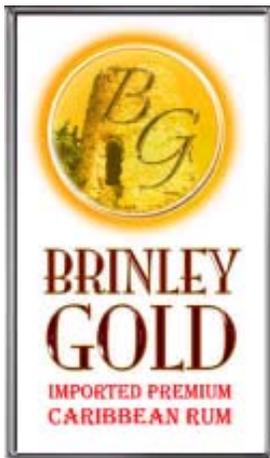
Thank you very much for being part of our family as we start our third year. The best is yet to come!

Welcome to 2003!

Luis K. Ayala

I'm always interested in hearing from you. Please contact me at luis@rumshop.net.

Brinley Rum Bringing Home the Gold!



Our friend Zach Brinley informs us that large scale production for Brinley Vanilla Rum is currently under way. Also, the St. Kitts store has been completed in record time. We can't wait to see the pictures! ATF approval is expected by January 30th. Shortly after receiving the approval, Brinley Vanilla Rum will be available in New York and New Jersey. Way to go!

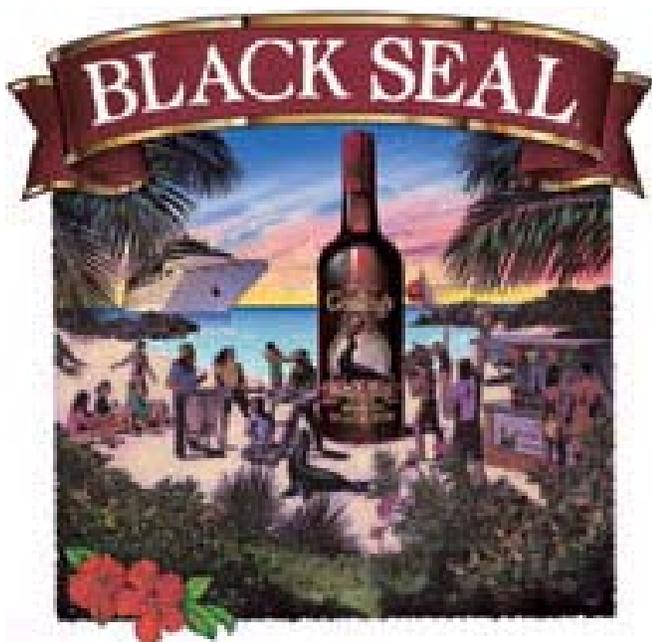
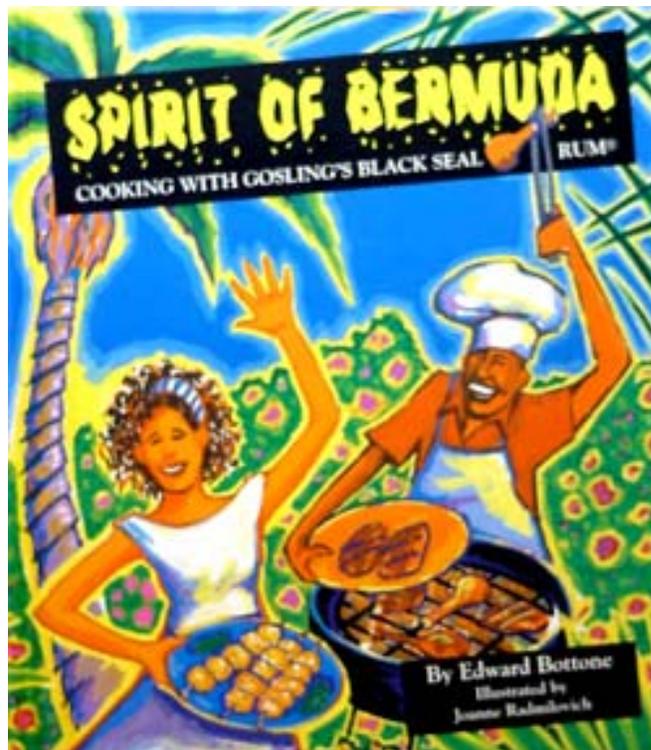
For more information, please contact Zach Brinley at Tel: (973) 227-7881, Fax: (973) 227-8063, or visit them on the web at: www.brinleygoldrum.com.

Book Reviews

Spirit of Bermuda

The Spirit of Bermuda is one of the most pleasant rum-based cookbooks we've reviewed in a long time. Not only does it present the reader with a rich and diverse selection of recipes, it also offers instruction as to the origin of traditional recipes and historical facts about Bermuda. Needless to say, all the recipes use Bermuda's one and only Gosling's Black Seal Rum.

The book's list of chapters will quickly give you an idea as to the depth of the research that author and friend Edward Bottone went through in order to create this piece: "Introduction," "The Bermuda Bar," "Soups & Starters," "Main Courses," "Sides, Salads & Sandwiches," "Cooking Outdoors," "Holiday Traditions" and "Desserts."



One of the favorite spring time fruits at the Ayala household (in central Texas) is loquat.

Much to our surprise, browsing through the Spirit of Bermuda we learned that loquats are as abundant in Bermuda as palm trees are in the tropics. These recipes are:

- Loquat Liqueur
- Duck with Loquat Sauce
- Loquat Chutney
- Loquat Cheesecake
- Loquat Upside-Down Cake and Loquat Jam

The book is beautifully bound and illustrated. It comes in a colorful hardcover presentation (approximately 7.25" wide by 8.25" tall). It has 132 pages and can be obtained directly from Gosling's website at: www.blackseal.com.

At \$19.95 (plus S&H), this is one of the best-valued additions to every rum lover's library.

The Best and Worst of 2002

Best of the Year

Premium Quality

A quick look at the number of premium (and super-premium) rums available in the market is a clear indication of their growing acceptance among discriminating consumers.

International Rum Festival

The 2002 installment of the International Rum Festival represented a move, not only geographical (from Barbados to Canada), but also from an ideological perspective. The focus of the event has grown from being a competition only to one that now includes public exhibitions and a strong focus on establishing relationships between the participating rum producers and importers/distributors. The oldest and best rum festival in the world continues to improve year after year.

Inner Circle Rum

Few events can measure up to the revival of lost classics. Inner Circle Rum (Australia) is one such product which, having been lost in 1986, was recently rescued from the past by Sydney businessman Stuart Gilbert. Today Inner Circle Rum is being produced by Stuart Gilbert using the same yeast, formula and ingredients as the original was made decades ago. Welcome Back!

2nd Annual Rum Cake Competition

Promoting rum in all its forms is not only our mission, it is also our pleasure. And what better pleasure than having your cake and eat it too! 2002's 2nd Annual Rum Cake Competition

showed the world that rum cakes are as varied and exotic as rums themselves. We can barely wait until the fourth quarter of 2003 to see what the next competition brings to the table.

Mojitos

Through the decades, some cocktails have had the distinction of promoting rum better than others. The Mojito is slowly and steadily becoming this decade's flagship rum cocktail, a trend we enjoy both watching and drinking. In response to this increasing popularity, we will soon be adding new mojito mixes to our product line. Stay tuned, you won't want to miss it!

"Got Rum?" On-Line Store



Our store continues to grow in response to the needs of our customers. Our move to a new dedicated server and a new internet service provider will be completed soon. We apologize for any inconveniences this may cause our readers and customers, but unfortunately for us, growing pains are a very common side effect of growing. We are convinced the move is necessary as it will allow us to better serve our readers and customers.

The Best and Worst of 2002 - Continued

Worst of the Year

Cuban Sugar Crisis

A few months ago I read the following news article on **CNN.com** regarding the future of the sugar industry in Cuba. Without abundant supplies of sugar, Cuban rums will also be doomed. Perhaps some of our Cuban friends can send us an update for a future issue.

Cuba kisses sugar goodbye as a main export. August 10, 2002 Posted: 1:25 PM EDT (1725 GMT) CNN Havana Bureau Chief Lucia Newman contributed to this report.

SANTA CRUZ DEL NORTE, Cuba (CNN) -- In Cuba, where a revolution took hold in the 1950s, a second revolution of sorts is under way as the nation moves away from dependence on the sugar industry.

The Cienfuegos Mill and refinery complex, built in 1917 in Santa Cruz del Norte by the American Hershey chocolate dynasty and confiscated by Cuba in the 1959 revolution, is one of about 75 mills that have been shut down in the past two months. Only about 75 others remain up and running.

This year alone at least 100,000 workers will be laid off as the communist state struggles to restructure an industry on which Cuba depended for centuries.

Despite Cuba's ranking as fourth in the world among sugar-exporting countries, government officials blame the change on low prices. World sugar prices are half what they were a decade ago and Cuba's outdated and inefficient industry can't compete.

"I think the most difficult thing is the concept of such a big change," said Gen. Ulises Rosales Del Toro, Cuba's sugar minister. "It's such a transformation."

The transformation will be incomplete, however, until Cuba's leaders answer the question, "What next?"

Part of the answer might be tourism, currently Cuba's main source of income. An electric train used to transport workers to the Hershey mill is now used to haul tourists to the mill, which, along with other mills, is being converted into a museum.

Another part of the answer might be to turn sugar fields into fields full of cattle -- or switching from sugar grains to another kind of grain, rice, might aid the titanic turnaround.

Castro warns against drinking rum

On Tuesday, December 3rd, 2002, Cuban President Castro asked a crowd of medical students: "How much damage has rum caused any society?" "How many deaths from the irresponsibility of accidents and alcoholic drinks?"

Castro urged Cubans to celebrate the New Year "but without rum. It's not that there is going to be a dry law. No. Those who want to buy will pay a lot."

"If there is one thing I can assure you, it's that neither cigarettes nor rum will ever be sold cheaply in this country," said Castro.

While on the surface this warning appears to be fueled by good intentions alone, once coupled with the previous article one begins to wonder if the rum crisis has already begun.

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

The Angel's Share: Exotic Rums



Ron Miel Canario - Spain

Ron Miel Canario (60-Proof). This rum derives its name from its place of origin: the Canary Islands of Spain. Here it is blended with honey to produce this original beverage. When it comes to infusing rums with flavors, few ingredients are as natural as honey, with a sweetness that overlaps that of the sugarcane. This rum's dark

amber color is perfectly complemented by a clean and fragrant aroma of honey. In the palate, the honey and the rum dance harmoniously. When the music stops, the only thing standing is the spirit of the honey, slowly fading away. Consume it neat or risk losing its delicate flavor and aroma.



Palo Fino - Venezuela

Palo Fino (60-Proof). An initial look at this rum suggest this is just another white rum. A closer look reveals, however, that the ingredients include sugar and "herbs concentrate."

The aroma is similar to that of Bois Bandé, sweet and slightly licorice-like. The rum opens

quickly in the palate, not as sweetly as the aroma suggests. The body is light and the after-taste is dry but very aromatic. Neither the taste nor the aroma are strong enough to survive bold mixers. A solitary ice cube, a splash of coconut water or fresh sugarcane juice might be all it needs.



Ti Tasse Coffee Rum Liqueur - St. Lucia

Ti Tasse Coffee Rum Liqueur (50-Proof). If you ever wondered which country produces the highest number of flavored rums, you need not look further than St. Lucia. This beautiful island-nation is blessed with natural resources and passionate people.

This rum's aroma of toasted coffee beans is the first thing you notice as you bring the

glass close to you. The taste reinforces the aroma, elevating it to coffee nirvana with a sweet, clean (not a trace of bitterness) sensation. The after-taste lingers for what seems like an eternity. Enjoy it neat, on the rocks, with milk or on your favorite ice cream!

For more information, please visit: www.sludistillers.com

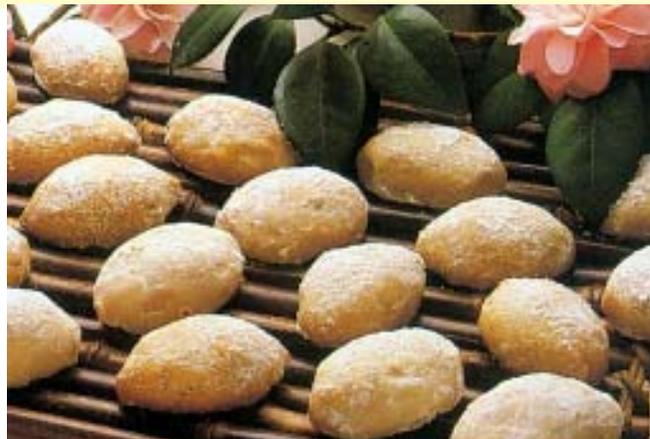
Want to have your rums reviewed? Write to info@rumshop.net for details.

The Spirit of Cooking - by Margaret Ayala

Rum Buns

- 1 pkt Hot Roll Mix - (16 oz)
- 2 cup Confectioners' Sugar
- 1 bot McCormick Rum Extract - (1 oz)
- 4 tsp Water
- 3 Tsp Butter (or Margarine) softened
- McCormick Ground Cinnamon to taste

Lightly grease 12-cup muffin pan and set aside. Prepare hot roll mix according to package directions. Cover with damp towel and let rise in warm, draft-free place until dough doubles in size. Punch dough down and turn out onto lightly floured surface. Roll out to 10- by 12-inch rectangle. Place sugar in bowl and stir in rum extract and water. Mix until smooth. Spread softened butter over surface of dough and spread half of sugar mixture over butter. Sprinkle with cinnamon. Roll up dough from 1 long side and pinch edge of dough to seal. Cut into twelve 1-inch slices. Place slices, cut-side down, in prepared muffin pan. Cover with damp towel and let rise in warm, draft-free place until dough doubles in size. Bake in oven at 350 degree for 25 minutes. Remove from pan immediately and drizzle remaining half of sugar mixture over buns. Serve warm. This recipe yields 12 buns. "Back of the Box Recipes at www.backofthebox.com"



Pan Sautéed Filet of Beef with Spicy Rum-Black Pepper Glaze

- 2 tbl Unsalted Butter
- 1 Red Onion, finely chopped
- 3 Garlic Cloves finely chopped
- 1 cup Dark Rum
- 3 cup Chicken Stock
- 2 tbl Ancho Puree
- 1/4 cup Molasses
- 2 tsp Coarsely-Ground Black Pepper
- 4 Filet Mignon Steaks - (8 oz ea)
- Salt to taste



Melt butter in medium saucepan over medium heat and sweat onions and garlic. Add rum, bring to a boil and reduce to 1/4 cup. Add stock, bring to a boil and reduce heat. Whisk in ancho puree, molasses and pepper and simmer until reduced to 1 cup. Preheat grill. Season steaks on both sides with salt. Cook for 2 to 3 minutes on each side until medium-rare. This recipe yields 4 servings.

Comments: Original title as listed is "Pan Sautéed Filet Of Beef With Spicy Rum-Black Pepper Glaze And Wild Mushroom Salad." "HOT OFF THE GRILL with Bobby Flay - (Show # HG-1C65) - from the TV FOOD NETWORK"

Macadamia Rum Mousse Pie

MACADAMIA CRUMB CRUST & TOPPING:

1 cup Finely Chopped Macadamia pieces
 1 1/4 cup Unbleached, All-Purpose Flour
 1/8 tsp Salt
 1/2 cup Sugar
 1/2 tsp Cinnamon
 1 stk Unsalted Butter, melted and cooled

MACADAMIA RUM FILLING:

1 1/2 cup Heavy cream
 1/3 cup Water
 1 1/2 Envelopes Unflavored Gelatin
 4 Egg Yolks
 1/3 cup Dark Rum
 1/2 cup Light Brown Sugar
 1/2 cup Chopped, Toasted Macadamias
 1 cup Heavy Cream (for finishing, optional)



Preheat the oven to 400 degrees. For the crumb crust, combine the nuts, flour, salt, sugar, and cinnamon in a mixing bowl, and stir to mix well. Stir in the melted butter and continue stirring until the mixture has absorbed the butter. Break the mixture into even 1/2 to 1/4 inch crumbs, rubbing with the fingertips. Place half the crumb mixture into a 9 inch Pyrex pie pan and press with the fingertips to line the pan evenly. Place the remaining crumb mixture, in an even 1/2 inch layer on a cookie sheet. Bake the crust and crumbs on the middle rack of the oven about 20 minutes, until crisp and light golden in color. Cool the crust and crumbs on racks.

For the Mousse Filling, whip the cream until it holds soft peaks and set it aside in the refrigerator. Sprinkle the gelatin on the water in a small, heatproof bowl. Allow to soak 5 minutes, then place over a small pan of simmering water to melt while preparing the filling. When the gelatin is melted, remove from the pan and allow to cool. In the bowl of an electric mixer, or another heatproof bowl, whisk the egg yolks. Whisk in the rum, then the sugar. Place over a pan of gently simmering water and whisk constantly until thickened, about 3 minutes.

If the yolk mixture becomes too hot, it may scramble. Remove the bowl from the water and beat by machine, on medium speed, until cooled to room temperature. Whisk in the dissolved gelatin, then fold in the whipped cream and the chopped nuts. Pour the filling into the cooled shell and smooth the top. Cover loosely with plastic wrap and chill until set at least 6 hours. To finish the pie, top with the baked crumbs. Or whip the optional cream, spread half on the mousse and top with the crumbs. Then, pipe a border of rosettes of the remaining cream around the edge of the pie with a pastry bag fitted with a star tube. Yield: one 9 inch pie

*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*



Reader's Mail

Q: Dear RumShop: I am completely in love with the Dominican rum drink, Mamajuana.

Is there any way I can get my hands on a bottle of those herbs and honey outside of making a visit to Santo Domingo myself? Do you know of anyone doing mailorder on the stuff or is there a recipe online?

I've looked everywhere. Please help.

A: Thanks for the message. We've received a lot of inquires regarding the Mamajuana and are beginning to look into the possibility of importing the ingredients. It may not be an easy task, as many of these things would have to be approved by the Food & Drug Administration, a long and costly process.

As far as procuring the ingredients yourself, it may be possible to find a herbalist that will have the exact ingredients or suitable replacements.

Our research indicates that there are several variations of Mamajuanas, depending on the region you buy it and the purpose: some Mamajuanas are made to enhance male virility while others are made to cleanse the body of impurities.

A partial list of ingredients I've researched over time includes (herb names are in Spanish and are very specific to the Dominican Republic):

Pegapalo
gangú
gina
maravellí



bohuco (bejuco) indio
bohuco (bejuco) chino
bohuco (bejuco) cartón
tres costillas
fish or shellfish pieces/powder
honey (from bees)
red wine or rum (those who can't tolerate rum use wine, but rum is the preferred and most common ingredient)

My goal is to find the scientific name of the herbs/roots so I can take it to our local herbalist here in central Texas.

If you have luck in your area, would you please let me know? You would not believe the number of people around here who ask about this stuff!

Cheers from Texas

Note to our readers: if you are a botanist, or know one who lives in the Dominican Republic, could you contact them for us and ask for their assistance in this matter? We'd like to identify all the herbs in this article. Thanks a million!

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

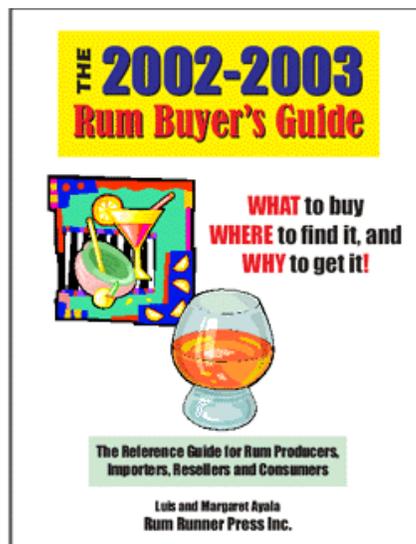
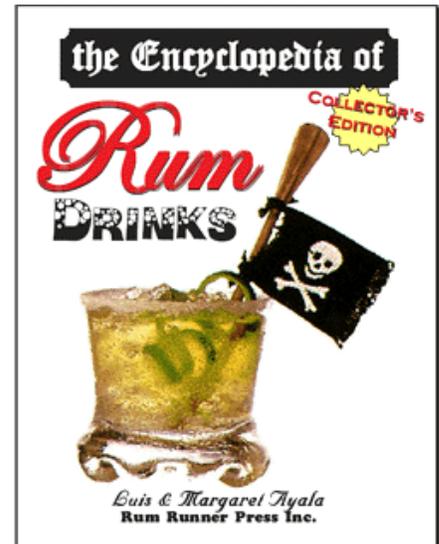
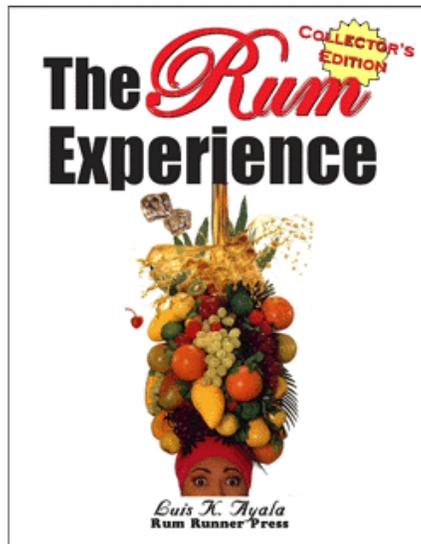
E-MAIL:
luis@rumshop.net

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/



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.