

# Got Rum?™ We Do!

January 2004

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



9 780970 593849

**Happy New Year!**  
**Rum In The News,**  
**Angel's Share and More!**

## CONTENTS

<b>Rum Consulting .....</b>	<b>2</b>
<b>From The Editor .....</b>	<b>3</b>
<b>Rum In The News .....</b>	<b>4</b>
<b>Best and Worst of 2003 .....</b>	<b>5</b>
<b>2003 Cantina Show .....</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>10-12</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 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](http://www.internationalbeveragenetwork.com)

## From the Editor

### New Year Toast

Welcome to the new year! On behalf of the entire staff at Rum Runner Press, Inc., I would like to take this opportunity to thank you for your continuing interest in this magazine. 2004 marks our fourth year and we can't wait to bring you another full year of rum news, reviews, lessons and information.



Throughout the years, people around the world have marked special occasions by reciting clever, courtly phrases that have the magical effect of lifting spirits and bringing happiness to those around them. I am referring to, of course, a toast. This simple gesture is capable of transforming even the smallest gathering into a memorable celebration.

I would like to take this opportunity to wish all our readers a successful, satisfying, memorable and very happy new year. I recently ran across the following toast and decided this would be the best time for me to share it with you:

When friends with other friends contrive  
To make their glasses clink,  
Then not one sense of all the five  
Is absent from a drink.

For touch and taste and smell and sight  
Evolve in pleasant round,  
And when the flowing cups unite  
We thrill to sense of sound.



Folly to look on wine? Oh, fie  
On what teetotalers think...  
There's always five good reasons why  
Good fellows like to drink.

*E.B.A.  
1937 bar guide*

To all distillers, importers, retailers and consumer, we wish you the best. The best rum, the best customers, the best friends. Live life with good rum, great company and plenty of joy!

Please keep us in mind whenever you find new rums, try new rum recipes or dine in a new rum restaurants. Our mission to educate the world about the many faces of rum grows stronger and stronger every year.

With warmest wishes,

Luis K. Ayala  
President / Editor  
[luis@rumshop.net](mailto:luis@rumshop.net)

## Rum In The News

### Wine Spectator's Ultimate Spirits Buying Guide

In the December issue of Wine Spectator, the editors put together a list of the best spirits of the season. Only one product was selected from each industry, the selection criteria came down to two areas: a discerning selection and a thoughtful presentation.

The only rum to be selected in this spirits buying guide was Ron Zacapa Centenario.

Congratulations to our Guatemalan friends for their excellent rum and hard work!



### Hungry Thai elephants raid villages, hijack sugarcane trucks

December 9 2003. Hungry elephants have gone on the rampage in eastern Thailand, ransacking villagers' plantations and forcing sugarcane trucks to stop so they can raid their goods, a report said yesterday.

Dry-season shortages have forced the 130 elephants from Ang Lue Nai wildlife sanctuary, which sprawls over five provinces, to seek food and water in nearby settlements, the sanctuary's chief Yoo Senatham told the Bangkok Post. Yoo said the elephants had learned to pick up sugarcane dropped by drivers who took pity on them, but that the practice had taught them dangerous new habits.

He told the daily of incidents where the leader of the herd had stood in the road to block the vehicle while the others unloaded the produce with their trunks.

Faced with the shortage of natural fodder in the jungle, the animals were now "just waiting for food to be dropped, rather than looking for food. This is dangerous," he said.

Truck drivers are now banned from dropping food in the hope the elephants will stop their aggressive behaviour.

Yoo said villagers would build an electric fence to protect their crops and set up a mechanism so they could mobilise quickly to disperse the animals when they came on a raid.

Source: [www.smh.com.au/text/articles/2003/12/08/1070732147207.html](http://www.smh.com.au/text/articles/2003/12/08/1070732147207.html)

# Best and Worst of 2003

## The Best of 2003

\* **Rum Cocktails** such as the Mojito introduce large numbers of consumers to rum. Premium or Top Shelf rum cocktails allow rum producers to attract the attention of consumers who, once they try the premium rum in the cocktail, proceed to enjoy it neat.



\* **The Rum University.** When we launched The Rum University in July of 2003 we knew that consumers around the world were thirsty for rum information but nothing could have prepared us for the overwhelmingly positive response the lessons have received. Between July and December of 2003, over 15,000 students have visited the university's website on a regular basis to download the lessons.

\* **Ordering Rum on-line!** We now offer one of the largest selections of rum to our customers in the USA, over 250 different product presentations with more coming soon!

## The Worst of 2003

\* **Lack of International Regulation** in the rum industry allows substandard products to be sold in the market. Some of these products could not be sold as rum in countries that have taken steps to protect the quality of rum. The same lack of regulation can be blamed for loose or non-existent standards in labeling practices which can be annoyingly misleading.

\* **Fire in Grenada Sugar Factory:** the company had approximately 20,000 cases of rum in storage at the time. The loss to the company is expected to run into millions of dollars as a result of structural damage and loss of products. You can read more and view pictures of the fire at: [www.clarkescourtrum.com/fire.htm](http://www.clarkescourtrum.com/fire.htm). Fortunately, as the company reports, the fire has not affected their ability to continue to produce their range of products. We extend our wishes for a quick rebuilding process to all our friends at the Grenada Sugar Factory.

## 2003 Honorable Mentions

\* Most requested rum in the USA (not yet imported): One Barrel Rum from Traveller's Distillery, Belize.

\* Most requested rum drink recipe: Mamajuana (Damajuana), a rum-based potion commonly found in the Dominican Republic.

\* Most popular rum cocktail: Mojito.

\* Most creative rum bottle presentation: Coyopa (multimedia electronic label with lights and sound).



## 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)

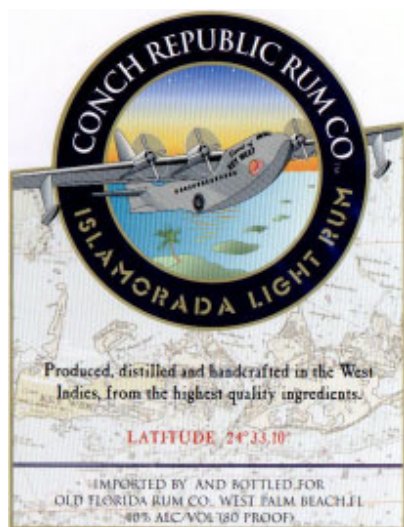
The Cantina 2004 educational program promises to address the hottest issues in the industry. Siske says, "In planning for 2004, we have worked with an advisory board, consisting of industry professionals, to assist in selection of the topics and speakers included in the program."

#### 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](mailto:bsiske@mpire-events.com) [www.cantinaexpo.com](http://www.cantinaexpo.com)

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

## The Angel's Share



### Islamorada Light Rum - Conch Republic

**Islamorada Light Rum (80-Proof).** The story of the Conch Republic is rebellious and charming at the same time. When it comes to rum, there is no better combination of emotions than that. The aroma of the rum is sweet and slightly fruity. The flavor propagates itself through the taste buds warmly and quickly, releasing sweet, slightly dry notes. The aroma lingers in the palate long

after the rum has been ingested. This rum is flavorful enough to be consumed with carbonated water and a twist of lime, but is probably best enjoyed as a mixer in light to medium flavored cocktails. For more information, including the story of the Conch Republic, please visit :

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



### Santa Cruz Virgin Islands Rum - USVI

**Santa Cruz Gold Virgin Islands Rum (80-Proof).** The rum from Santa Cruz (as St. Croix was known in its early days), is very often mentioned in antique bartender books as the quintessential light rum of those days.

amber golden, the aroma is mild with hints of molasses. In the palate it opens warmly with a predominant caramel thrust that yields quickly to a sweet, dry aftertaste.

This rum, still produced in the US Virgin Islands, is distilled at the Cruzan Rum Distillery in Frederiksted. The color is dark

Even though it is not the finest the USVI has to offer, rum aficionados looking for authentic ingredients to complete old cocktail recipes will be pleased to have this rum.



### Rhum Barbancourt 8 Years - Haiti

**Rhum Barbancourt Réserve Spéciale (8 Years Old, 86-Proof).** Much has been said and written about this rum throughout the years. Haitian rum, thanks to Barbancourt, could claim its own category of rum, since their style (and the resulting product) is so different from other countries and distilleries, even those from the French West Indies.

This pot-stilled rum is light amber in color, the aroma is pleasantly sweet with traces of wet oak and mild hints of vanilla. It unwraps in the mouth revealing layers of raw sugar, toasted nuts and dry fruits. The finish is a delicate balance between light oakiness and mild sweetness. A fine sipping rum that deserves to be enjoyed in a snifter.

[www.barbancourt.com](http://www.barbancourt.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

### Rum-Walnut- Raisin Zucchini Bread

1 C. Raisins  
 1/2 C. Dark Rum  
 3 C. All-Purpose Flour  
 2 tsp. Cinnamon  
 1/2 tsp. Cloves  
 1 1/2 tsp. Baking Soda  
 1 tsp. Baking Powder  
 1 tsp. Salt  
 2 C. Brown Sugar  
 1 1/4 C. Olive Oil  
 2 tsp. Vanilla  
 2 C. Grated Zucchini  
 1 C. Chopped Walnuts



Place raisins and rum in a tightly sealed jar and shake vigorously. Let it sit for at least one hour shaking it occasionally. Preheat oven at 350 degrees. Grease and flour two loaf pans (approx. 8 1/2 x 4 1/2 in.).

Combine flour, cinnamon, cloves, baking soda, baking powder and salt. Sift together in a medium size bowl and set aside. In a large bowl, whisk sugar, oil and vanilla until smooth. Add zucchini and mix. Add combined dry ingredients and stir just until batter is evenly mixed and there are no unblended drifts of flour. In a saucepan, heat walnuts continuously stirring so that it does not burn. Then stir in walnuts along with the raisins and remaining rum. Divide batter evenly between prepared loaf pans, filling each half full.

Place the pans in the center of the oven and bake for about 50 to 55 minutes, or until center of loaf is cooked. Remove from oven and let it cool for about 10 minutes. Remove bread from pans and place (top side up) on a rack to cool completely. Loaves can be stored for up to 3 days in a tightly sealed plastic bag or can be frozen for longer storage.

### Broiled Shrimp in Spicy Garlic Rum Sauce

2 1/2 lb. Raw Large Shrimp (peeled, deveined and with tails left on)  
 1 3/4 tsp. Salt (divided)  
 3 to 4 Dashes Tabasco (depending how spicy you want it)  
 3/4 C. Dark Rum  
 Juice of 1 Lime  
 1 1/2 Tbsp. Worcestershire Sauce  
 1 tsp. Ground Cumin  
 4 Tbsp. Butter  
 1/2 C. Olive Oil



6 Garlic Cloves (finely chopped)  
 ½ tsp. Black Pepper  
 ½ C. Dry Bread Crumbs  
 1 Lime (quartered)  
 2 Tbsp. Parsley (finely chopped)

Place shrimp in a large bowl and toss with ¾ teaspoon salt and Tabasco. In a small bowl, combine rum, lime juice, Worcestershire and cumin. Whisk together and pour mixture over the shrimp. Toss the shrimp to coat them evenly, seal bowl with plastic wrap tightly and refrigerate for at least 1 hour.



Preheat broiler to high heat. In a small saucepan heat the butter and olive oil over low heat. When mixture is hot and foamy add the garlic and stir for about 1 to 2 minutes, until the aroma of the garlic is released making sure that the garlic does not burn. Remove 3 tablespoon fulls of the marinade from the shrimp dish and add to the garlic mixture. Bring to a simmer and cook for about 1 minute. Remove the shrimp from the marinade with a slotted spoon and discard the remaining marinade. Place the shrimp in a shallow ovenproof dish that will hold them all in one layer. Pour (in equal amounts) the garlic mixture over each shrimp then sprinkle the remaining salt, black pepper, and bread crumbs over the shrimp. Broil shrimp until golden and bubbling (about 7 to 8 minutes). Remove from oven and let cool for 5 minutes. Squeeze a little lime juice over each and garnish with parsley. Yields 6 servings.

## Rhubarb 'N' Rum Pie

1 9" Pie Shell (unbaked)  
 2 Tbsp. Butter  
 1 C. Sugar  
 ¼ C. Flour  
 2 Eggs (separated)  
 2 C. Rhubarb, cut-up  
 1 C. Milk  
 3 Tbsp. Dark Rum  
 ¼ tsp. Salt  
 ¼ tsp. Ground Nutmeg  
 ¼ tsp. Ground Cinnamon  
 Whipped Cream



Preheat oven at 350 degrees. Bake pastry shell for 5 minutes then remove from oven. In a bowl cream together butter and sugar. Beat in flour and then the egg yolks. Stir in rhubarb, milk, rum, salt, nutmeg, and cinnamon. In a separate bowl beat egg whites until soft peaks form then fold into the rhubarb mixture.

Pour mixture into pie shell. Bake at 350 degrees for about 50 minutes or until rhubarb is tender. Remove from oven and let it cool for about 5 minutes. Top with whipped cream and serve.



Now Available At:

[WWW.RUMSHOP.NET](http://WWW.RUMSHOP.NET)

# THE Rum UNIVERSITY



**R.U. READY?**

**[www.rumuniversity.com](http://www.rumuniversity.com)**

**Lesson VII 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

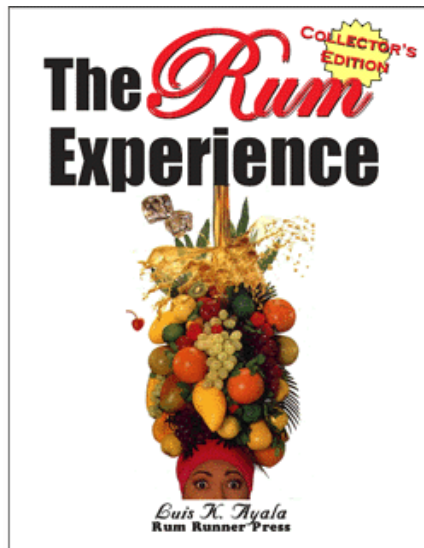
E-MAIL:  
[info@rumshop.net](mailto:info@rumshop.net)

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

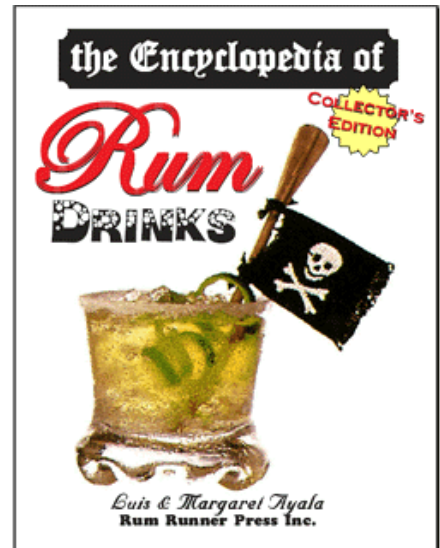
We're on the Web!

See us at:

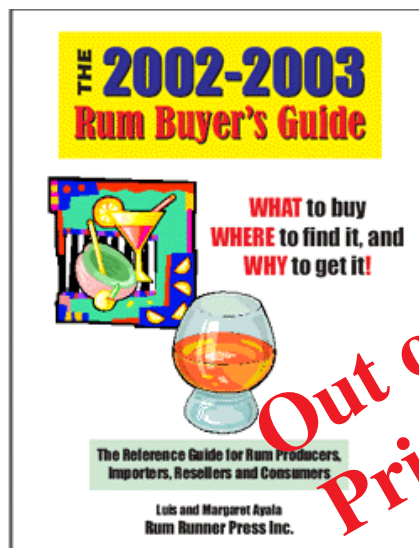
[www.rumshop.net](http://www.rumshop.net)



Click to order



Click to order



## 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.