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July 2003

THE Rum

UNIVERSITY



JRF 2003

**12 Most Romantic Rums,
Angel's Share,
Rum News and More!**

Got Rum? Magazine
www.rumshop.net



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Rum In The Media

Sea Wynde on TV

New York, N.Y., June 17, 2003 - Great Spirits Company, importer and marketer of premium alcoholic beverages, has garnered placement for all its brands, including Boru Vodka, Celtic Crossing Liqueur®, Knappogue Castle® Irish Single Malt Whiskey and Sea Wynde® Rum, on the set of Oxygen Networks' new reality game show, "Can You Tell".

Starring comedian Tony Rock, "Can You Tell" is set against a colorful bar scene that showcases Great Spirits' brands. Featuring today's hottest new comedians, the show entertains as contestants are hilariously interrogated about a facet of their private life. Launched June 16 by Oxygen, the fastest growing network on cable, the series will air for ten weeks, each episode airing three times a day.

www.greatspirits.com

Bacardi Going Public?

According to reports, Bacardi Ltd. is in talks with investment banks Morgan Stanley, Credit Suisse First Boston and Merrill Lynch & Co. regarding a potential Initial Public Offering of stock. The estimated value of the company is US \$7.9 billion dollars. www.bacardi.com

Inner Circle Rum gets two Gold Medals!

2003 - Monde Selection has awarded Inner Circle Rum two gold medals at this year's tastings. Monde Selection is an independent, Belgium based institute that judges food and beverage on only one criteria - taste. Only the very best products are awarded the Gold Medal. Visit www.monde-selection.com and www.innercirclerum.com for more information.

Stuart Gilbert, Founder/Managing Director
 Email: stuatg@innercirclerum.com



The World Directory
 of the Alcoholic Beverage Industry
 Go to:

www.internationalbeveragenetwork.com

From the Editor

The Rum University

Over the years we have heard the cries for help from consumers, retailers, wholesalers, importers and producers alike, all eagerly looking for a way to either increase their knowledge about rum or to increase rum awareness in the market.



As part of our mission to answer this call, four years ago my wife Margaret and I established Rum Runner Press, Inc. as an avenue for us to publish our rum books. Our mission to educate the market and the industry, however, did not stop there: three years ago we started publishing our free monthly magazine "Got Rum?". Today, despite the fact that "Got Rum?" has a healthy circulation of around 30,000 readers around the world, our mission continues...

It gives me great pleasure to announce to you our latest and greatest step towards a well-educated rum world: The Rum University! This on-line educational institution will allow us to reach our goal faster and more efficiently than we dreamed possible. As part of the launch of The Rum University, our first 12-lesson course is now available to all those wishing to enroll. The course is called: **Rum Appreciation in the 21st Century**. Lesson I is available for download right now, Lesson II will be available in August and so on until Lesson XII in June of 2004.

I would also like to thank the many companies who were able to take advantage of the opportunity to sponsor a lesson. Their support sends a strong message to the entire industry, a message of concern, service and solidarity.

Here are the Lessons and their sponsors:

Lesson I - Origin of Rum: A Brief History
Sponsored by "Got Rum?" Magazine

Lesson II - Exploring the Foundation of all Rum: White Rums. Sponsored by Brinley Rum

Lesson III - A Matter of Proof: A Volatile Subject. Sponsored by West Indies Spirits

Lesson IV - Distillation Methods Part I: Pot Still Rums. Sponsored by Prichards Distillery

Lesson V - Distillation Methods Part II: Column Still Rums. Sponsored by Bacardi

Lesson VI - French Rhums: Agricultural vs. Industrial Methods. Sponsored by Goslings

Lesson VII - Black, Dark and Spiced Rums: A Taste For Every Palate. Sponsored by The Nepal Distilleries

Lesson VIII - Premium Rums Part I: From the Early Years to Maturity. Sponsored by Appleton

Lesson IX - Premium Rums Part II: Separating Men from Boys. Sponsored by Varela Hermanos

Lesson X - Beyond Premium. Sponsored by Industrias Licoreras de Guatemala

Lesson XI - The Perfect Rum Bar: Putting It All Together. Sponsored by Bar Media

Lesson XII - From Humble Origins to Works of Art: Closing Remarks. Sponsored by Rum Runner Press, Inc.

Please visit www.RumUniversity.com for additional information and to download Lesson I. As always, I look forward to hearing your thoughts, ideas and reactions.

Luis Ayala <luis@rumshop.net>
Publisher

SIZZLE IN THE CARIBBEAN - THE 12 MOST ROMANTIC RUMS

by Robert Plotkin

It pleases us immensely to bring you Robert Plotkin's writing on the subject of rum. Mr. Plotkin is a veritable walking encyclopedia on all matters related to the adult beverage and one of the most loyal friends Rum could ask for. We hope our good fortune continues to shine on us so we may continue sharing his thoughts and words with you.

Not everyone can jaunt off to the Caribbean, but sipping a fine old rum may be the next best thing. There is a cachet surrounding añejo rum. They are made in exotic places, and imbued with rich aromas and captivating flavors. And that's exactly how they should be marketed as romantic adventures in a glass.

Sipping añejo rums has clicked in a big way and they are poised to be the next megatrend in the beverage business. Smooth and luxurious, aged rums have more in common with a cognac or sherry than they do with their unaged counterparts. They are elegant, sophisticated spirits best appreciated in a brandy sniffer. Connoisseur consumerism has definitely found a new preoccupation.

One marketing advantage aged rum enjoy over other spirits, such as brandy or single malt scotch, is that it is relatively inexpensive. Appleton Estate Extra, which is aged in wood for twelve years, wholesales for about \$20 per 750ml. Compared to most twelve-year-old spirits, that's a considerable bargain.

So, are you looking for a romance? For those who raised their hand, here is our list of the 12 most romantic rums the Caribbean has to offer.

ANGOSTURA 1824 LIMITED RESERVE RUM < Introduced in 1999, Angostura 1824 Limited Reserve Rum is a luxurious, top-shelf añejo. The rums used in the blend are taken from select casks of mature, continuous distilled rums aged for a minimum of 12 years in charred American oak bourbon barrels. The rums are skillfully hand-blended in small batches and then recasked. When the rum has reached its optimum maturity, it is then hand-drawn, filtered and hand-bottled.

APPLETON ESTATE < Appleton Estate in Jamaica is the fifth largest producer of rum in the world. Appleton Estate Extra Rum is a blend of pot still and continuous still rums that are aged in American white oak barrels up to 18 years. The youngest rum in the blend is 12-years old. After blending, Appleton Estate Extra is rested in large oak vats to allow the blend to "marry" into one, well-defined expression. This is a lot of rum for the money, one of the best buys in the category.

BACARDI 8 RESERVA SUPERIOR < Once reserved solely for the Bacardi family's private consumption, Bacardi 8 Reserva Superior is a classic añejo rum. Crafted using the original recipe and aging process created by Don Facundo Bacardi in 1862, Bacardi 8 is a blend of continuous-distilled and pot-distilled rums. The rums are filtered through charcoal and aged a minimum of eight years in hand-selected, charred American white oak barrels. Bacardi 8 Reserva Superior is a luxurious rum, one to be savored neat in an unhurried moment.

CRUZAN ESTATE SINGLE-BARREL RUM < Introduced in 1997, Cruzan Single Barrel Estate Rum is a handcrafted, limited production rum made from a blend of triple-distilled rums produced in Cruzan's five-column continuous still. The constituent rums are aged between five and twelve years in 55-gallon, charred American oak bourbon barrels. After blending, the rum is placed in a new American white oak cask for secondary aging, the inside of which has been heavily charred. This allows the elements of the blend to "marry" together and further mature. Cruzan Estate Single-Barrel Rum is impressively similar in character to a light cognac, with rum notes in the bouquet and a pronounced brandy finish.

DOORLEY'S X.O. BARBADIAN RUM < This superior spirit is crafted in Barbados by R. L. Seale & Company. The rum is a blend of barrel-aged spirits that undergo a second maturation in Spanish oak Oloroso sherry casks. This special aging process makes Doorley's X.O. a rare treat. The sherry influence can be perceived in the bouquet, texture, palate and finish of this exceptional rum. R. L. Seale &

Company also produces an award winning, super-premium spiced rum named Foursquare Spiced Rum and superpremium R. L. Seale's, a marvelous, 10-year old blended Bajan rum.

GOSLING'S BLACK SEAL RUM ‹ The oldest surviving business in Bermuda, Gosling Brothers has been making famed Black Seal Rum since 1860. For over 50 years the well-aged, extremely dark rum was sold only by draught, with local patrons bringing in their own bottles to be filled. To this day, Gosling's Black Seal Rum is created according to the original family recipe from a premium blend of three-year old rums. It is understandable why the brand is the best selling spirit in Bermuda.

KANICHE RUM ‹ Kaniche rums were first distilled in the 17th century on the French islands of Martinique and Guadeloupe. They are made from freshly harvested, pure sugar cane juice, not molasses, and distilled in copper alembic stills. Kaniche Guadeloupe Rum is a sterling amber rum aged 10-years in oak barrels. It is extremely aromatic and flavorful. A blend of old rums, Kaniche Martinique Rum is aged 12-years in small cognac casks. It is highly aromatic and has remarkable finesse and complexity.

MOUNT GAY EXTRA OLD RUM ‹ Three years development, Mount Gay Extra Old Rum is a blend comprised of some of the oldest and most prized rums in the Mount Gay reserves. The mature pot still and continuous still rums selected for the blend range between 12 and 17 years in maturity. Extra Old is remarkably light and delicate, not unlike the body of an aged alembic brandy. Extra Old is in every sense a luxurious rum and not surprisingly it has garnered numerous awards at international competitions.

PYRAT XO RESERVE RUM ‹ Introduced in 1998, Pyrat XO Reserve is made from a blend of nine, well aged alembic rums. These barrel-aged spirits were obtained from seven distillers throughout the Caribbean, then further matured in custom, 55-gallon French oak barrels according to the Solera aging system. The nine rums in the blend have a range in age from 8 to 40 years. Pyrat XO Reserve is a marvelous treat from start to finish. PYRAT CASK 23 RUM is crafted from the same blend of nine, barrel-aged alembic rums as the XO Reserve, al-

though the rums are used in different proportions. The rums are Solera aged and range in age from 8 to 40 years. This luxurious, thoroughly engaging rum is brimming with high-ester character and taste. Only three thousand hand-blown, cork-finished bottles (750ml) are produced each year at a price tag of \$250.

RHUM BARBANCOURT ESTATE RÉSERVE DU DOMAINE ‹ This exceptional Haitian rum was once the private reserve of the Barbancourt distillery, consumed during special functions held at the estate. Rhum Barbancourt Estate Réserve du Domaine is distilled from fresh cane juice and fermented for 3 days. The rum is double distilled, first in a single-column still and then in a copper alembic still. It is then aged a minimum of 15 years in large, French oak vats. The extended aging has a profound affect on the rum. It has tremendous complexity and a character full of charm and sophistication.

SAINT JAMES HORS D'AGE RHUM ‹ The top-of-the-line Saint James Hors d'Age is a skillfully crafted blend of barrel-aged agricole rums aged a minimum of 6 years. The various rums are aged in 200-liter Limousin oak casks in Saint James expansive warehouses. Considering how rapidly spirits age in the tropical Martinique climate, it is an extremely well aged spirit. The Saint James Hors D'Age is a magnificent rum, certainly in the upper echelons of the category. It richly deserves the numerous awards and medals it has accrued.

SEA WYNDE BRITISH ROYAL NAVY RUM ‹ Introduced in 2000, Sea Wynde is an ultra-premium rum made in the traditional British naval style. It is crafted from a blend of five, molasses-based, pure pot still rums from Jamaica and Guyana. The rums were aged in oak casks and range in age from five to eleven years old. Sea Wynde is crammed full of character and brimming at the seams with delicious flavors and aromas. It's another masterstroke from spirits expert Jim Murray and company.

ROBERT PLOTKIN is the president of the National Bar & Restaurant Association and author of numerous books including *Caribe Rum* ‹ The Original Guide to Caribbean Rum and Drinks. He can be reached at Barmedia, 1-800-421-7179, or e-mail him at barinfo@barmedia.com.

International Rum Festival 2003

Frequently Asked Questions:

Q: What is the International Rum Festival?

A: It is the longest-running, largest rum-only festival in the world! The festival roots go back to Barbados, the birthplace of rum. The first event took place back in 1990! It has grown from being a Caribbean-centric festival to being a true international event, where rums from all continents are taste-tested by expert judges. In addition to the tasting competition, the International Rum Festival is also comprised of Public Sessions where members of the general public can sample some of the same rums tasted by the judges. The public sessions also serve as a great opportunity for companies to showcase their products to the many potential importers and distributors attending the show. As an added bonus, exhibitors may also SELL their rum to the public during the many open sessions. That's right: the Newfoundland Liquor Corporation will have a "Rum Shop" on the exhibit floor where anyone will be able to buy rum. If you are interested in selling your rums, you MUST complete and fax a Product Information Form ASAP!

Q: Do the rums entered into the Festival need to be approved for sale in Canada? A: No! Since the event is coordinated hand-in-hand with the Newfoundland Liquor Corporation (the organization in charge of importing, distributing and retailing rums in Newfoundland), special arrangements have been made to allow those rums not yet approved for importation into Canada to be entered. This allows all the Liquor Corporations present to get a first-hand impression of potential additions to their product lines.

Q: Who can enter rums into the Festival? A: Distillers, Importers, Distributors and Retailers can all enter rums into the competition. Companies wishing to send their representatives can also rent an exhibit space for their booth, details can be obtained by downloading the Registration Form.



International Rum Festival

Q: Why is the event being held in St. John's, Newfoundland? A: Newfoundlanders are the highest per capita rum consumers in North America! As a direct result of last year's International Rum Festival, 15 new rum brands were listed by the liquor corporations of Newfoundland, Nova Scotia and New Brunswick. Do you want your rum brand to be the next one listed by them? Visit www.rumshop.net to view pictures from last year's event.

Q: What is the deadline to register for the International Rum Festival? A: To guarantee the processing of all paperwork needed, your Registration Form and Product Information Forms must be received by Mr. Tim Forsythe by July 1st, 2003. Registrations received after July 1st are not guaranteed to be processed and may be subject to late fees.

Q: Where should the rums be sent to? A: Send all rums to:

International Rum Festival
c/o The Newfoundland Liquor Corporation
80 Kenmount Road
St. John's, Newfoundland, Canada A1B 3V1
Tel (709) 724-1100

Please visit www.RumFest.com to download all the forms and for additional information.

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

The Angel's Share: White Rums



Ron Baraima Black - Mexico

Ron Baraima Black (76-Proof). Despite the product's name, this is a White rum whose nomenclature comes to life through the creative and elegant presentation.

The initial aroma is fresh and sweet with vanilla murmurs. A second nosing reveals light traces of oak. Once in the pal-

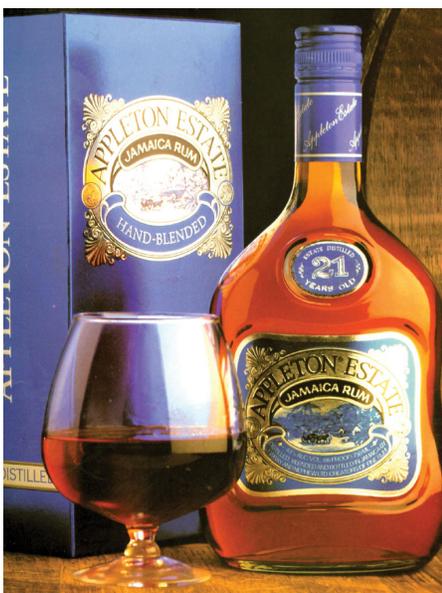
ate, it opens warm yet very clean and slightly sweet. The sugary finish is prolonged and ends with a touch of bitterness. Produced in Venezuela for the Mexican market, this rum is clean enough to be consumed on the rocks, or with plain water, but its true spirit shines through at its best when mixed in sweeter cocktails.



La Belle Creole Cacao Creole - St. Lucia

La Belle Creole - Cacao Creole (50-Proof). The word "cacao" is the name of a tree, which produces large pods (up to 10 inches long). Each pod contains up to 40 seeds that are commonly referred to as "cacao beans." These beans are then fermented, dried in the sun, roasted and ground to obtain a liquid referred to as "chocolate liquor." St. Lucia Distillers has combined the essence of this

chocolate liquor with a clean rum base along with a moderate amount of sweeteners to achieve a great tasting chocolate-flavored rum liquor. The aroma is predominantly that of roasted cacao beans riding a wave of caramel. The flavor is deep and the alcohol strength low, making this a good candidate for sipping or for topping your favorite dessert.



Appleton Estate 21 Years Old - Jamaica

Appleton Estate 21 Years Old (86-Proof). Jamaican rums have gained a reputation around the world for being rich, robust and full-flavored spirits.

A 21-year-old product by Appleton Estate could only improve on this stereotype by taking each one of these characteristics to its ultimate level. The color is rich, seductive and suggestive of wholesomeness.

The aroma is an orchestra hall where fruitiness and oakiness fight each other for the spotlight. The taste is so deep and rich that it is almost enigmatic. The aftertaste of raw sugarcane and oak alone is worth the cost of admission.

The production of this rum was limited to 12,000 bottles in 2002.

www.appletonrum.com

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

The Spirit of Cooking - by Margaret Ayala

Maple-Rum Baked Beans

- 2 C. Dried Navy Beans
- 2 Tbsp Sesame Oil, dark
- 1 sm Onion, peeled
- 1 C. Maple Syrup (pure)
- ¼ C. Dark Rum
- 2 tsp Salt
- 1 tsp Dry Mustard



Soak beans in water to cover 8 hrs or overnight.

Preheat oven to 300 degrees F. Drain beans, rinse and add to a heavy kettle with 6 cups of fresh water. Bring to a boil; lower heat and simmer for 10 minutes. Drain beans, reserving cooking water. Place beans in bean pot or ovenproof casserole; mix with sesame oil. Place onion in center of pot. In small bowl, mix maple syrup, rum, salt, dry mustard and 1/2 cup of the reserved bean liquid. Pour mixture over beans. Add just enough bean liquid to cover beans. Cover pot; bake for 2 hours. Add remaining bean liquid. Stir well; bake until beans are soft and liquid is nearly absorbed, 1 1/2 - 2 hrs more. Add water as needed. Uncover casserole during the last 30 minutes of baking. Serve hot. Makes 8 side dish servings (or 6 as a main dish).

Helpful Hints:

To prepare beans in a slow cooker, simmer soaked beans in 6 C water in saucepan until beans are tender, 40 - 60 min. Drain, reserving cooking liquid. Add beans to slow cooker with 1/2 C reserved bean cooking liquid, chopped onion and remaining ingredients. Cook on high 5 - 6 hrs, or low 10 to 12 hrs. Try soaking beans using the quick soak method. Cover beans with 6 C water in a heavy pot, bring to a boil, boil gently 2 min, turn off heat, cover and let stand 1 hr. Drain; proceed with recipe.

Lime and Rum Fish with King Prawns

- 1 Fish steak
- 3 Tiger prawns, shelled and de veined
- 4 oz. Lime Juice
- 1 Long Red Chilli
- 1 Tbsp. Cracked Pepper Corns
- ½ Bottle White Rum
- 1 Ring Pineapple
- 1 Sweet Potato

Cook the potatoes in coconut milk, drain and puree. Marinade the fish steak (you can use shark,



tuna steak or similar) in the lime juice, peppercorns and chilli. Heat the griddle pan on high heat and place the fish on one half and the pineapple on the other half. Turn each once marked/cooked on one side. Towards the end of cooking the fish, heat a large frying pan with a dash of oil. Place the prawns into the frying pan together with the marinade juices and chilli, add a generous splash of Rum and cook for 1 minute on a fierce heat. To serve, place the pureed potato in the center of the plate. Lay the fish on top with the chargrilled pineapple. Pour the prawns and liquor on top. Garnish with half lime slices.

Apricot Rum Cake

1 Pkg Yellow Cake Mix
4 Lrg Eggs
 $\frac{3}{4}$ C. Oil
 $\frac{3}{4}$ C. Apricot Nectar

GLAZE:

$\frac{1}{2}$ C. Butter
 $\frac{2}{3}$ C. Sugar
 $\frac{1}{3}$ C. Dark Rum

Combine cake mix, eggs, oil and apricot nectar and beat with mixer 10 minutes. Pour into lightly greased and floured tube pan and bake for 50 minutes at 325 F. Combine butter, sugar and rum in saucepan and bring to a boil. Stick cake with long pronged fork; slowly pour glaze over top and sides. May be frozen.



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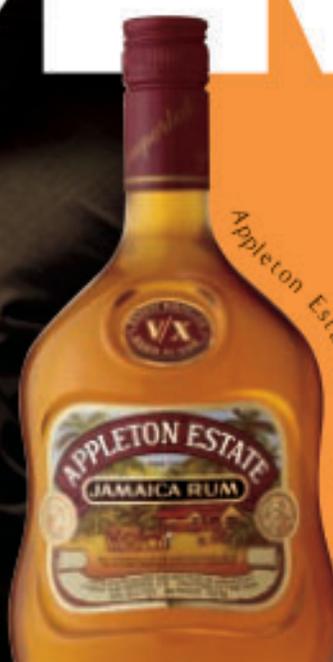
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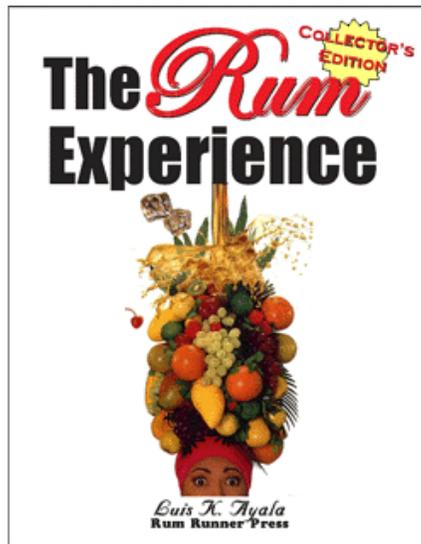
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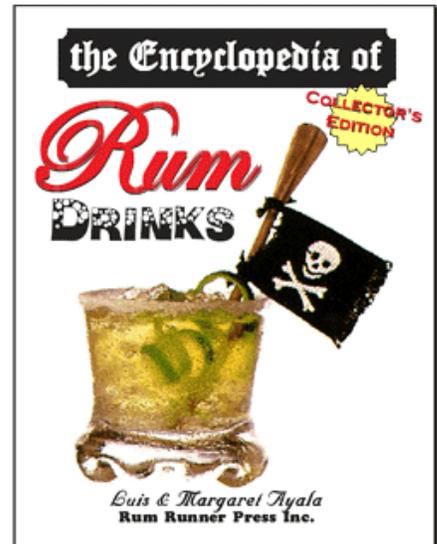
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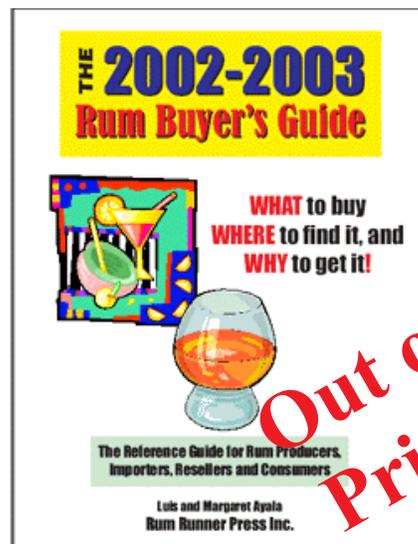
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Our Mission:

- 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.