

# Got Rum?™ We Do!

**July 2004**

Got Rum? Magazine  
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**Rum News,  
AMERICAN RUM!,  
& The Spirit of Cooking!**

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## 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

### Lessons from the past

Researching for our latest book "American Rum" has been extremely rewarding. We have learned so much about distilleries we didn't even know existed. We have also acquired a lot of appreciation for the value of rum in building New England's economy. So much so, in fact, that we can categorically say now that without rum, the United States of America would not have become the economic and political powerhouse it is today. The flip side of the coin is also true: slave trade (the cornerstone of triangular trade), can be blamed on rum and its appeal as a commodity.



Today we know that it was due to the British's blockade and taxation practices that American Colonials had to look for alternatives to the molasses they could no longer purchase from the West Indies. This need, coupled with a growing surplus of grain production in the country, would deal a horrendous blow to the booming New England rum industry of the time.

Yet knowing history does not prevent it from being repeated. In the words of Eric Hoffer, author of "The Passionate State of Mind":

"The wisdom of others remains dull till it is writ over with our own blood. We are essentially apart from the world; it bursts into our consciousness only when it sinks its teeth and nails into us."

Agreeing or disagreeing with the past does nothing to change it. We can only hope that "American Rum", along with other rum books

published recently, is able to shed enough light on the subject of blockades, embargoes, war and trade to prevent the "teeth of wisdom" from chewing away the future of rum.

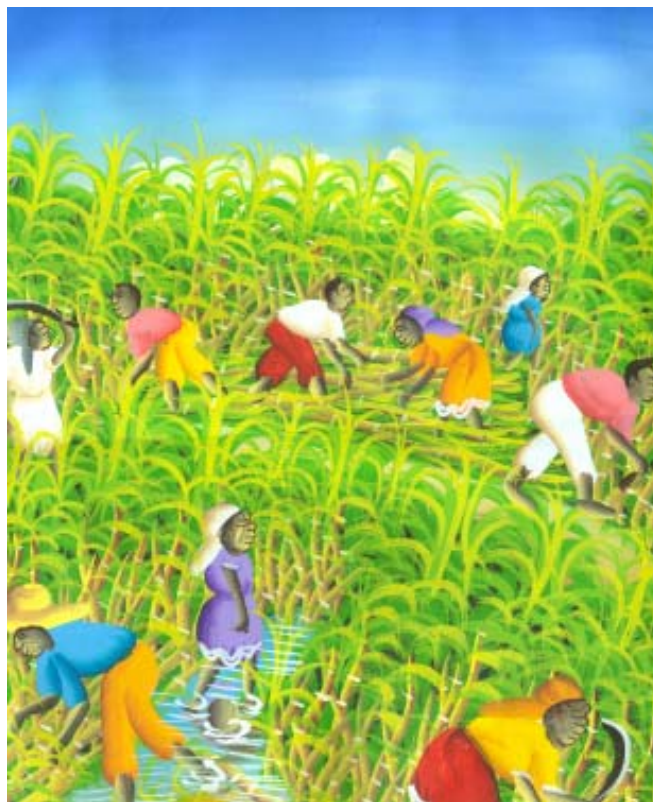
Luis Ayala, Publisher

### June's "Got Rum?" Cover

We have received numerous e-mails from our readers inquiring about the cover for June's issue.

The image is a detail from a larger painting (oil on canvas) we acquired from a local artist during our recent trip to Panama. It is titled "Cortando Caña" ("Cutting Cane").

The author's Nome de Plume is "Devis." This painting is now a part of the Ayala Rum Collection and a constant reminder to us of the great time we had visiting Panama.



## Rum In The News

This article comes to us from the Cuban Tourism Directory:

Monday, June 28, 2004. Cuban Rum Gains Ground in Spanish Market.

Havana.- The Cuban rum Arecha, produced by the Unión de Bebidas y Refrescos (UBR), has gained ground in the Spanish market, thanks to the support it has received from the firm Borton World Brands. The Valencia-based firm is the exclusive distributor of that Premium rum in various Spanish regions.

Executives from Borton World Brands, which is a major supplier to the hotel sector, pointed out that the company commercializes high-quality whiskey and vodka.

In the case of the Cuban rum, they sell it in Andalusia, Asturias, Galicia, Castilla León, the Basque Country and the Community of Valencia, and have plans to expand to other regions.

For Borton World Brands, the most important thing is that Arecha is made using natural and traditional methods, thus guaranteeing a high-quality product.

Promotion and distribution of the Cuban rum is backed up by events in which the most genuine Cuban music and other expressions of Cuban culture are present.

## "Got Rum?" Readership is now 45,000 per month!

Our readership has steadily increased each and every month since we started publishing "Got Rum?" four years ago. We are very grateful for the support and encouragement we receive from our readers. It is a pleasure to share our knowledge and passion with such a caring and enthusiastic crowd.

## Rum University Certificates

It is hard to believe that a year has gone by since we started publishing the lessons for The Rum University ([www.rumuniversity.com](http://www.rumuniversity.com)). Since then, tens of thousands of people have taken the time to download and study them.

Those of you who have completed the course can now go to the University's website to download and print your Certificates.



# Alcohol, Carbohydrates and Calories

It seems that nowadays everyone is counting either calories or carbohydrates. Here at Rum Runner Press, we often receive e-mails and phone calls from people wanting to know where rum stands, compared to other alcoholic beverages. In an attempt to shed some light on the topic, we've put together the following list:

## Beer

12-ounce regular beer: 13g carb, 150 cal

12-ounce light beer: 5g carb, 100 cal

## Gin drinks

Gin and Tonic (2 oz gin, 4 oz tonic water): 21g carb, 178 cal

Gin Martini (2.5 oz gin, splash of dry vermouth): 0 carb, 175 cal

## Rum drinks

Daiquiri (1.5 oz rum, 5 oz Mr & Mrs. T. Daiquiri Mix): 49g carb, 314 cal

Rum & Coke (2 oz rum, 4 oz regular cola): 13g carb, 182 cal

Rum & Diet Coke (2 oz rum, 4 oz diet cola): 0 carb, 133 cal

## Tequila drinks

Frozen Margarita (2 oz tequila, 4.5 oz Jose Cuervo Margarita Mix, salt): 27g carb, 246 cal

Margarita on the Rocks (1.5 oz tequila, 1 oz triple sec, 1 oz fresh lime juice): 8g carb, 182 cal

Long Island Ice Tea (3/4 oz each tequila, rum, gin and vodka; 1/2 oz triple sec, splash lemon juice, 2 tsp. sugar, splash of cola) :8g carb, 275 cal

## Vodka drinks

Vodka Collins (1.5 oz vodka, 3 oz sweet/sour mix, 3.5 oz club soda): 17g carb, 175 cal

Vodka Martini (2.5 oz vodka, splash of dry vermouth, 2 olives): 0g carb, 184 cal

Bloody Mary (1.5 oz vodka, 4.5 oz Mr & Mrs. T. Bloody Mary Mix): 5g carb, 123 cal

Seabreeze (1.5 oz vodka, 4 oz cranberry juice, 1 oz grapefruit juice): 18g carb, 172 cal

## Whiskey drinks

Whiskey Sour (1.5 oz whiskey, 3 oz sour mix, splash of cherry juice and bitters): 17g carb, 175 cal

Manhattan (2.5 oz whiskey, 1 oz sweet vermouth): 4g carb, 210 cal

## Wine/Champagne

6-ounce white wine: 1.4g carb, 120 cal

6-ounce red wine: 3g carb, 128 cal

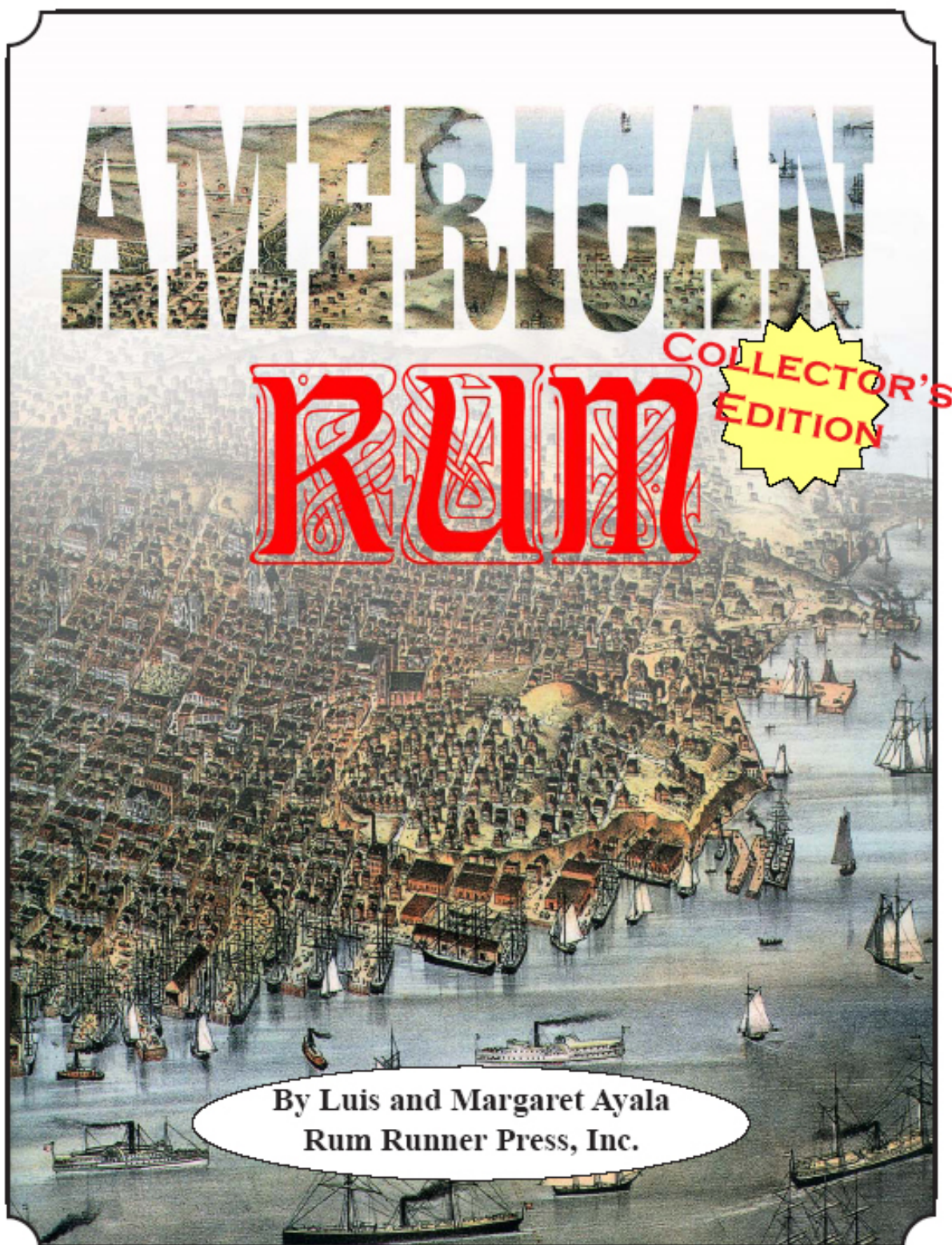
6-ounce rosé wine: 2.5g carb, 128 cal

6-ounce sweet dessert wine: 21g carb, 270 cal

6.5-ounce champagne: 6.5g carb, 163 cal

Straight up: A 1.5-ounce of any 80 proof has zero carbs and 100 calories.

## American Rum



## American Rum: Interview with the Authors

### Q: Why did you decide to write this book?

**Margaret:** Well, many years ago we had a vision of three books about rum. We called these books “The Rum Trilogy.” In our minds, there would be a book that explained the history and types of rum from around the world. This first book was “The Rum Experience.” A second book would present the most complete list of rum cocktails ever produced, this book was “The Encyclopedia of Rum Drinks.” The third book would build on the foundation from the first two books to explain the impact of American Rum (New England rum, in general terms) and American Oak (from Bourbon barrels) on the global rum scene. This third book is “American Rum” and it represents a very big milestone for Rum Runner Press.

### Q: What was the hardest subject to research for American Rum?

**Luis:** Definitely “Temperance” and “Prohibition” as these two topics are extremely “dry” (Luis says laughing). Kidding aside, the toughest thing to do was to get an idea of what the oldest rums produced in New England tasted like. There are very few written accounts of the taste and we still do not have a very clear idea. It is possible that we will never know for sure.

### Q: In addition to writing your books, you have also been very busy publishing “Got Rum?” and the lessons for The Rum University. Why do all this?

**Margaret:** We are very passionate about rum. The more time we spend getting to know the distillers and learning about their past, the more we realize the impact rum had and continues to have in our societies. Once we gained this knowledge, it became obvious to us that it was our responsibility to share it and ensure that it would not disappear with time.

### Q: Is there a particular order in which the Rum Trilogy books should be read?

**Luis:** That is a good question. I believe that if someone is going to set out to read all three, The Rum Experience should definitely be the starting point. Once finished, depending on how thirsty the reader is, perhaps The Encyclopedia could offer a few suggestions for drinks to quench the thirst and rest the eyes. Finishing with American Rum would drive the point home, as there are many pieces of information (in the Chronology, for example) that tie in with modern times and explain why things are the way they are.

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

## The Angel's Share



### Hallmark Jamaican Rum - Jamaica

**Hallmark Jamaican Rum (92-Proof, 17 Year Old).** This rum was distilled in 1983 and bottled in 2000. The color is a brilliant pale amber, the initial bouquet is very fruity, with predominant notes of fruit and wet sugar. In the palate it opens up slightly warm but not too aggressive. The initial rush is that of heavy alcohols (fusel oil), followed by

spices and, at last, oak. The bouquet is sugary, almost as if one had taken a bite off of a piece of raw sugarcane.

A bit rough as a sipper, but could be a good mixer for those who enjoy the presence of rich, heavy alcohols in their rums.



### Hallmark Demerara 1980 - Guyana

**Hallmark Demerara Rum 1980 (92-Proof, 20 Year Old).** Distilled in 1980 and bottled in 2000. This rum's color is copper-amber, eager to shimmer under the lightest provocation, very inviting.

equally superb, with a harmonious blend of wet oak, nutmeg and a hint of vanilla. The finish is delicate and predominantly oaky.

The aroma is a well-balanced combination of oak and currants, very brandy-like. The taste is

A fine rum to sip after a meal, with or without the company of a fine cigar.



### Hallmark Demerara 25 - Guyana

**Hallmark Demerara Rum 25 Year Old (90-Proof, 25 Year Old).** The color is that of dark mahogany, very congruent with a quarter-of-a-century old rum from Guyana.

The aroma is a potpourri of molasses, oak and allspice. Once in the palate it rewards the taster with a robust taste of oak, followed by hints of fruit preserves

and vanilla. The finish is long and rich in caramel. It is also perhaps a bit dry due to the high level of tannins in the rum. A great rum for those who like to sip full-bodied rums or who are looking for a strong rum to mix with younger ones to produce personalized blends. This rum brings a lot of character to the table.

Want to have your rums reviewed? Write to [information@rumshop.net](mailto:information@rumshop.net) for details.

## The Spirit of Cooking - by Margaret Ayala

In celebration of the launching of "American Rum," I'd like to share with you some rum recipes from the colonial days. These and many others can be found in our book. As always, I encourage you to try them and send me your comments.



### Cornish Hens with Rum

2 Cornish Game Hens  
2 Tbsp. Dark Rum  
Juice of One Lime  
1 1/2 Tbsp. Honey  
1 Garlic Clove (crushed)  
1/8 tsp. Salt  
1 Tbsp. Coriander Seeds  
1/2 tsp. Black Peppercorns

Cut hens in half lengthwise, wash and pat dry. Mix together rum, lime juice, honey, garlic and salt. Rub mixture all over hens and marinate at least 30 minutes. Coarsely crush coriander seeds and peppercorns together with a mortar and pestle. Remove hens from marinade, reserving the marinade. Press crushed coriander seeds and peppercorns into skin side of hens. Grill over hot coals for 20 - 25 minutes, turning frequently and basting with reserved marinade. Yields: 2 servings.

### Colonial Hot Buttered Rum

2 C. Brown Sugar (firmly packed)  
1/2 C. Butter (or margarine)  
1 Pinch Salt

3 Sticks Cinnamon  
6 Whole Cloves  
1/2 tsp. Ground Nutmeg  
2 C. Rum  
Heavy Cream (whipped)  
Ground Nutmeg (for topping)

Put all ingredients (except rum, cream and nutmeg) into crockpot. Add 2 quarts hot water. Stir well. Cover pot and cook on low for 5 hours. Add rum; stir to blend. Serve from pot in warm mugs with a scoop of whipped cream and dust nutmeg on top.

### Martha Washington's Rum Punch

3 oz. White Rum  
3 oz. Dark Rum  
3 oz. Orange Curacao  
4 oz. Simple Syrup  
4 oz. Lemon Juice  
4 oz. Fresh Orange Juice  
3 Lemons (quartered)  
1 Orange (quartered)  
1/2 tsp. Grated Nutmeg  
3 Cinnamon Sticks (broken)  
6 Cloves  
12 oz. Boiling Water

In a container, mash the orange, lemons, cinnamon sticks, cloves and nutmeg. Add syrup, lemon and orange juice. Pour the boiling water over the mixture in a container. Let it cool for a few minutes then add the white rum, dark rum and orange curacao. Strain well into a pitcher or punch bowl and serve over ice in goblets. Decorate with wheels of lemon and orange. Dust with a little nutmeg and cinnamon.

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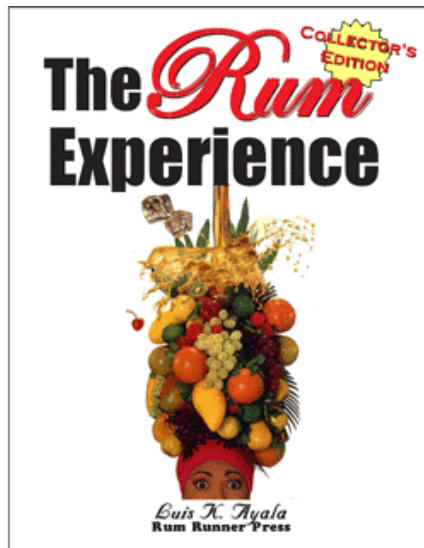
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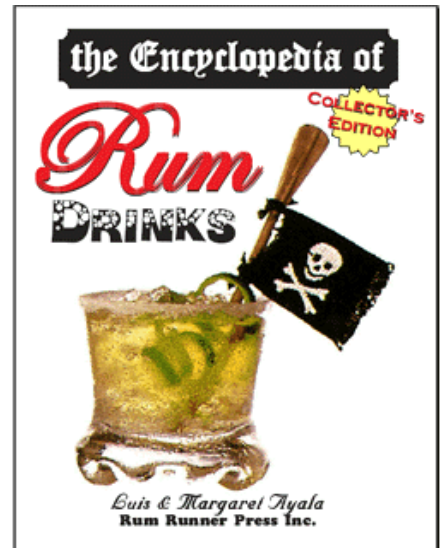
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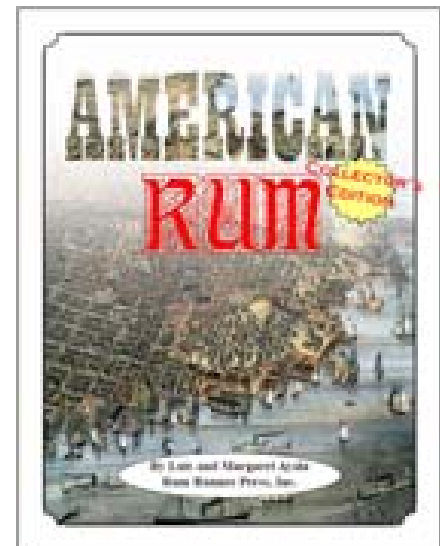
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## Our Mission:

- 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.