Got Rum?

JULY 2011

FROM THE CRASS TO YOUR CLASS!

CITRUS RUM CHALLENGE

RUM NEWS - ANCEL'S SHARE - RUM HISTORY - THE RUM UNIVERSITY - RUM TECHNIQUES -CITRUS RUMS - TOBACCO & RUM



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JULY 2011







Got Rum?

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WWW.GOTRUM.COM



The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.





ON THE COVER: Dripping Lime, stock photograph.

INSIDE COVER: view of Diamond Head, O'ahu, Hawai'i. Photograph © 2011 by Luis Ayala.

FROM THE EDITOR

Tools Of The Trade

often ask distillers about the glassware they use to test their rums. Many new distilleries often respond by saying that they use brandy snifters, others say they don't have a standard glass, that sometimes they use a rockstype glass, other times they use test tubes or even coffee cups.

"It is very important to be consistent", I often tell them. But it is even more important to be disciplined in the approach and identify the proper glassware for each stage of the rum production process.

A few glass shapes are better for raw, high-proof alcohol, and these should be used consistently. Other glasses are better for analyzing and dissecting aged rums at bottle proof. There are also glasses that are ideal for Spanish-style rums, while others are more appropriate for Cuban and Puerto Rican styles.

The use of proper glassware marks a watershed moment in a rum-production operation: it signifies that all the basic, immediate needs have been addressed and that effort is being focused on areas not "essential for survival." Nonetheless, it is a landmark that needs to be planned for, as it will help internal staff achieve a higher level of consistency and will communicate to consumers a more sophisticated way to enjoy the bottled product.



I wasn't always a believer in proper glassware, but after working with Riedel Glas in Austria to design the first ever rum glass, I returned home with a very high appreciation for the influence the vessel can have on the overall organoleptic experience and enjoyment of rum.

There are many books devoted to the topic of selecting glassware and the physical differences between them, but there is no better teacher than experimentation.

We are, of course, available for consultation and always happy to lend a hand.

Cheers.

Vini

Luis Ayala, Editor and Publisher

Linked in

http://www.linkedin.com/in/rumconsultant

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum?"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.

WORLD RUM NEWS

hese are some of the recent rumrelated headlines as published in the Rum Talk Blog (http://rumtalk.blogspot. com); please visit the site to read the complete stories. You can also submit articles or press releases. Visit www.gotrum.com for contact information.

June 6th

Luxco sells rum portfolio rights to Heaven Hill Distilleries

US-based Luxco, a producer, bottler, importer and marketer of beverage alcohol products, has sold the rights of Admiral Nelson's family of rums to Heaven Hill Distilleries.

Luxco said the Admiral Nelson brand is the beverage industry's growing spiced rum and the largest selling spiced rum in the US with \$40M sales last year.

June 10th

Diageo to take controlling stake in Zacapa

Global drinks giant Diageo has reached an agreement with Industrias Licoreras de Guatemala to take a 50% controlling stake in the Guatemalan Zacapa rum brand.

A statement from Diageo said: "We have now reached an agreement and, subject to the usual closing conditions, Diageo will take a 50% controlling stake in Zacapa."

"No details of the transaction are being released but we can confirm that it meets Diageo's investment criterion and is economic profit positive in year three."

June 12th

Kate Moss and friends drink 120 bottles of rum, then get 180 more flown in

Kate Moss and her pals, aided by a posse of hangerson, drank 120 bottles of exclusive Mahiki rum at the Isle of Wight rock festival on Friday night and then she had to have another 180 bottles helicoptered in.

June 14th

Barbados' Mt. Gay goes 100 Proof

Mount Gay Eclipse Black is a distinctive new rum bottled at 100 proof featuring a blend of two to seven year old rums.

June 15th

Sapporo to Ally With Bacardi Japan for Selling Wine, Rum

Sapporo Holdings Ltd. Japan's fourth-largest brewer, will ally with Bacardi Japan Ltd. to sell spirits including Dewar's scotch, targeting 10 billion yen (\$124 million) in annual sales of western-style liquor by 2016.

Sapporo will be the exclusive Bacardi distributor in the country from Oct. 1, the Tokyo-based company said in a statement. The agreement covers 29 brands including Grey Goose vodka, Bombay Sapphire gin, cognac, tequila and sparkling wine.

June 22nd

Angostura unveiled new re-pack for 1824 and 1919

Angostura, the world's most awarded rum, has unveiled their new super premium repack for Angostura 1919 and Angostura 1824 at this year's Vinexpo. Both super premium rums have undergone a facelift to reveal elegant, new look bottles, labelling and packaging.

June 23rd

Pusser's rum wins trademark battle but loses war as bartenders boycot

Pusser's rum wins trademark against New York bar, forcing them to give up the name "Painkiller," but in the process the rum company managed to infuriate bartenders who are defiantly advertising Painkiller cocktails made with other rums.



Tales of the Cocktail - New Orleans, Louisiana

July 20th - 24th

http://www.talesofthecocktail.com/

SF Chefs 2011 - San Francisco, USA

August 1st - 7th

http://sfchefs2011.com/

5th Annual S. F. Cocktail Week - San Francisco, USA

September 19th - 25th

http://sfcocktailweek.com/site/

German Rum Festival - Berlin, Germany

October 8th - 9th

http://rumfest-berlin.com/

2011 Caribbean Rum & Beer Festival - Barbados

October 28th - 29th

http://www.rumandbeerfestival.com/

"Here's to the maiden of bashful fifteen;
Here's to the widow of fifty;
Here's to the flaunting, extravagant queen;
And here's to the housewife that's thrifty.

Let the toast pass,
Drink to the lass,
I'll warrant she'll prove
an excuse for the glass."

By Richard Brinsley Sheridan, Irish-born playwright and poet



Where the finest Rum & Beer are the stars of the show...



28 - 29 October 2011

www.rumandbeerfestival.com (246) 262 0322

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THE ANGEL'S SHARE



Siesta Key White Rum (80-Proof).
This rum has a crystalline clear presentation with an inviting shine, and is very well filtered.

The aroma is that of fresh, sweet sugarcane juices with mild hints of vanilla and butterscotch.

The body is silky and uniform, the rum opens up smoothly and finishes sweetly with only a touch of butterscotch and spice, which complement the aroma perfectly. The aftertaste is brief but enjoyable.

This rum is very clean, making it extremely versatile, but it is also well distilled, and can be enjoyed on the rocks or with a touch of water.

Featured Cocktail - Siesta Key Lime Martini

Ingredients

1-1/2 parts Siesta Key Silver Rum 1 part premium orange liqueur 1-1/2 parts freshly squeezed key lime juice

Directions

Rim the glass with 1/2 tablespoon super fine sugar. Garnish with a lime wheel.



anama Red (108-Proof). This rum has a very inviting dark copperred color and an enigmatic shimmer. The aroma is remarkably smooth for a rum with such a high proof, laden with hibiscus, peaches and wet oak.

The body is medium and smoothly envelops the palate, where the flavors effortlessly make themselves known: first the fresh sugarcane, then the orangeblossom honey and then the smooth wet oak. The finish entertains the taste buds and makes them beg for more like few other rums can, ending with a note of caramelized cinnamon baked pears.

Surprisingly for an over proof, this is an excellent sipping rum, not just a great mixer. We highly recommend it.

Featured Cocktail - Panama Red Head

Ingredients

1-1/2 oz. Panama Red Over Proof Rum 4 oz. V8 or Clamato Juice 1 Slice of Lime Worcestershire Sauce Black Pepper Sea Salt (for rimming glass)

Directions

Rim the serving glass with the sea salt and fill with ice. Combine rum, V8 (or Clamato Juice) and the juice from the slice of lime. Add Worcestershire Sauce and black pepper to taste. Pour into glass, garnish with a celery stick and a black olive.

Add a dash of Tabasco Sauce to turn this into a Hot Red Head.



THE ANGEL'S SHARE



ailean Texas Gulf Coast Rum Reserve XO (80-Proof). This rum has a very attractive honey amber color, acquired as a result of aging in double charred small American oak casks.

The aroma is fruit-forward, very reminiscent of Brandy and Armagnac, showcasing apples, pineapples and ephemeral traces of bananas. Beyond the fruit, the nose is rewarded with complex layers of toasted oak that give the rum an intensely nutty bouquet.

In the palate, the rum's flavors match its olfactory persona, first with the fruit, followed quickly by oak tannins and finishing with a slightly dry nutmeg spice.

The overall experience is very enjoyable, so much so that the senses beg for the finish to linger a few seconds longer than it does. Overall, an excellent aged rum from Texas that is sure to set the standard for all those to come in the future.

Featured Cocktail - Tiki Horizon

Ingredients

2 oz Railean Reserve XO Rum ½ oz Lemon Juice ½ oz Fresh Orange Juice 1 oz Pineapple Juice ½ oz Falernum Syrup 2-3 dashes of aromatic bitters Pomegranate grenadine

Directions

Shake rum, juices, and Falernum with ice. Strain into glass over crushed ice then sink grenadine to bottom. Drop bitters on top. Garnish with an orange wedge and a cherry flag.

Mango Rum (70-Proof). This rum has a very brilliant burnt-orange topaz color. The initial aroma is intensely fruity, but after letting the rum breathe for a couple of minutes inside an un-covered snifter, the peach reveals itself, full of ripe nectar, followed at last by the mango.

The body is thick and unctuous, and the flavors rapidly permeate the palate. The flavors are released in the following order: first succulent ripe peaches, then caramelized orange peels and lastly fresh squeezed mangos.

The finish is sweet and lingers for a very long time. This rum is perfect over crushed ice, with iced tea or mixed with citrus-flavored sodas.

Featured Cocktail - Prichard's Peach Pie

Ingredients

2 oz. Prichard's Peach Mango Rum

2 tbsps sweetened condensed milk

1 tsp lemon juice

1 cup crushed ice

1 peeled and sliced peach

Directions

Put ice, rum, condensed milk and lemon juice into a blender and blend until smooth. Turn off blender and add sliced peaches. Pulse blender to chop peaches rather than blending them.

Rim cold squall glass by dipping rim in lemon juice and then dip into graham cracker crumbs. Garnish with a few sprinkles of graham cracker crumbs.





Know Your Rum





www.rumbook.com



rumtalk.blogspot.com



www.rumuniversity.com





Tropical Pleasure

- oz. Rhum Orange Liqueur
- 1 oz. Pineapple Juice
- 1 oz. Lime Juice

Pour all ingredients in a shaker and mix. Pour mixture over ice in a tall skinny glass. Garnish with a wheel of orange and maraschino cherry.

www.ronsantateresa.com



Most Versatile

Bacardi Limón & Cranberry

- 1 part Bacardi Limón
- 3 parts Cranberry Juice

Pour all ingredients over ice and stir. Garnish with lemon

wedge.

www.bacardi.com



CITRUS RUM

ALCOHOL STRENGTH (HIGH TO LOW):

Santa Teresa Orange Rhum 40% ABV / 80-Proof

Brinley Gold Lime Rum 36% ABV / 72-Proof

Bacardi Limon 35% ABV / 70-Proof

Parrot Bay 21% ABV / 42-Proof

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Freshest Aroma

Parrot Bay Key Lime Mojito

- 2 1/2 oz. Captain Morgan Parrot Bay Key Lime Rum
- 2 1.2 oz. Club Soda
- 2 Sprigs Mint
- 1 Lime Wedge

Muddle the mint. Fill the glass with ice, then ad Captain Morgan Parrot Bay Key Lime Rum and club soda. Garnish with a lime wedge.

www.thebar.com



CHALLENGE



SWEETNESS (HIGHEST IS SWEETEST):

Brinley Gold Lime Rum 10 out of 10

Santa Teresa Orange Rhum 8.5 out of 10

Parrot Bay 7 out of 10

Bacardi Limon 4.5 out of 10



Fruitiest Taste



Brinley Lime Mojito

- 2 oz. Brinley Gold Lime Rum
- 3 oz. Club Soda
- 1/2 Lime
- 6 Mint Leaves

In a large glass, muddle the 1/2 lime, mint leaves and sugar together with a pestle or spoon. Pour in Brinley Lime Rum and club soda. Garnish with sprigs of mint and a lime wheel.

www.brinleygoldrum.com





June 17, 2011 Austin, Texas USA

CELEBRATE TEXAS COCKTAILS









The first "MIX: Celebrate Texas Cocktails" event, presented by Google Places, was held at the historic Mansion (Texas Federation of Women's Clubs) in downtown Austin. Mixologists Jason Stevens (from East Side Show Room) and Joe Eifler (from The Tipsy Texan) crafted cocktails using spirits from the 13 Texas-born and bred distilleries.

Three of these 13 distilleries are proudly making rum in the tradition of the Lone Start state. These are, clockwise from the top left:

Graham Barnes Distilling (makers of Treaty Oak Platinum Rum)

Spirit of Texas (makers of Pecan Street Rum)

Railean Distillers (makers of Texas White, Reserve XO and Small Cask Reserve Railean Rums)

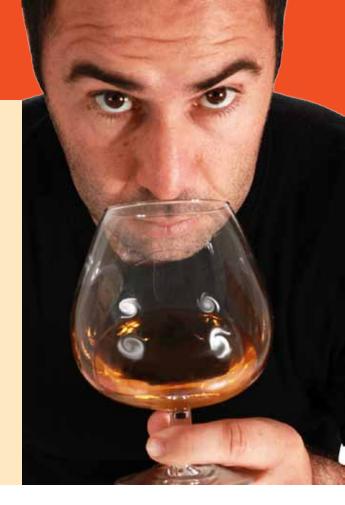
Bartender's Corner

by Dr. Ron A. Ñejo

r. Ron is a seasoned bartender completely devoted to exploring the many facets of rum. It has been said that he has rum running through his veins.

He is used to serving up fine spirits and words of wisdom to all those lucky enough to find an open seat at his bar. Fortunately for us, Dr. Ron has agreed to be a regular contributor to "Got Rum?" magazine, where he will happily answer questions on topics ranging from mixology to relationships and etiquette.

Questions for Dr. Ron should be directed to: web@gotrum.com. Selected questions will be answered in upcoming issues of the magazine.



: I like drinking my aged rums straight, served in a snifter, but sometimes when I order the rum "straight" at the bar, they will give it to me in a tequila shot glass or in a rocks glass. Can I complain to the bartender? I don't want to appear to be a snob.

Bartenders enjoy having happy customers. If your drink is delivered to you in the wrong type of glass, then you will not enjoy it and you will not be as happy with it as you should be. Always specify what type of glass you'd like your rum poured in when you place your order. If you get it in the wrong type of glass, kindly ask the bartender to transfer the drink to a different glass. No respectable bartender will feel offended by this type of request.

: My girlfriend insists on drinking my good sipping rums mixed with coke. It drives me nuts, but she won't listen to me. What can I do to change her?

Change is always easiest when it comes from within, so I suggest giving her the tools and experiences to make her more rum savvy. You could start by letting her taste test rums of different ages, from young to old and tell you what she likes and dislikes about each one. Then have her try the same rums in cocktails. If she can't tell the difference between an expensive and a not-so-expensive rum when mixed with coke, appeal to her sense of thrift. If, on the other hand, she insists on mixing the good stuff, consider it a small price to pay to keep your girlfriend happy!



1521 - Spanish conquistadors found the city of San Juan, Puerto Rico, paving the city's streets with stones brought as ballast in ships from Spain.

July Through The Years

1588 - Lord Howard writes to the British Admiralty that "Nothing doth displease the seaman as to sour beer." The standard beer ration per sailor was one gallon per day. Beer would eventually be replaced by rum, which would keep well during long journeys.

1521 1621 1671

1551 - English and Welsh alehouses are licensed for the first time (Ale Houses Act of 1551)





1855 - Prohibition laws are adopted by Delaware, Indiana, Iowa, Michigan, New Hampshire, New York, and the Nebraska Territory

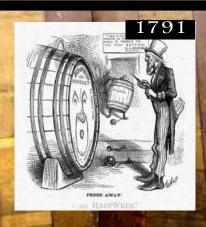
1791 - Congress imposes a 9¢-per-gallon tax on whiskey to discourage frontier farmers, blacksmiths, and storekeepers from diverting grain needed for food to use as distillery mash (and from competing with rum made in New England).

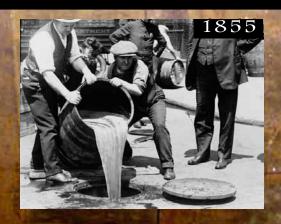
1721 1821

1709 - Barbados has 409 windmills and 76 animal-powered cane mills, becoming the leading sugar producer of all the Caribbean Islands.

1824 - The Royal Navy reduces its daily rum ration from half a pint to a quarter pint, and tea becomes part of the daily ration.









Classifications of Rum, Part 4

When classifying rum based on its age, all products fall within two main catogores: Unaged and Aged. Aged rums can then be sub-categorized into young, medium, old and very old. Terms such as *Reserva*, *Añejo*, *Viejo*, *Antiguo* and *Envejecido* are often employed on labels and/or product names. They all connote aging, but none of these suggests a particular number of years.

Unaged: Technically, unaged rum is not rum, but rather aguardiente, which is ethyl alcohol with or without a lot of congeners, depending on the distillation method. There have been claims by some companies that their products are "bottle-aged" or "aged in stainless steel containers." Both of these mean the alcohol is unaged, as only time spent inside a wooden barrel constitutes as aging.

Observations:

- 1 Rum does not age in stainless steel containers or glass bottles, contrary to claims made by some creative marketers and misinformed writers.
- 2 Adding wood chips to rum does not constitute aging either, unless the combination of rum and chips is then stored inside an oak barrel.



Stainless Steel Tank, NOT for aging!

Aged: The age of a rum refers exclusively to the amount of time the rum spent inside a wooden (typically oak) barrel prior to bottling.

In the USA, if a rum label displays an age statement, by law this age has to be that of the youngest rum in the blend (if the rum is blended). In Europe, the same rum's label can instead display the age of the oldest barrel-aged rum in the blend (if the rum is blended).

Some countries allow barrels in their aging warehouses to be topped off, which reduces the amount of air space and thus reduces the amount of rum lost to evaporation. Other countries do not allow topping, resulting in higher evaporation losses each year.

It is also important to note the weather conditions of the aging warehouse and/or country: hotter climates will age a rum faster than cooler climates. So a 3 year old rum aged in Barbados will mature as much or more than a 6 year old rum aged in Scotland.

Age alone is not an indicator of quality, as climate (natural and artificial) dictate how the rum interacts with the barrel while in the aging warehouses. Knowing where a rum comes from, the laws of that country, and the age statement (if one is provided) on the label, are all pieces of the puzzle needed to fully understand a rum's character.

Why is aging important?

When first distilled, sugarcane ethanol (raw alcohol) has a crystalline and absolutely transparent appearance. When distilled with the purpose of creating rum, the distinctive flavors found in the distillate are the result of many compounds produced during alcoholic fermentation (for more on fermentation see Classifications of Rum, Part 2).

When aged in wooden barrels, these fragrances and flavors are modified and enhanced, therefore Master Blenders pay maximum attention during the aging stage in order to create a harmony between the original freshness and the maturity of fragrance that only wood can give.

Distillates are excellent dissolvers and can easily extract substances contained in the wood such as lignin. Since wood is porous, it allows the distillate within the barrel to transpire over time, the result is that lignin and many other substances oxidize and offer unmistakable fragrances such as vanilla, tobacco and sweet spices, as well as intense and mature aromas of cocoa, liquorice and cinnamon.

It is only through barrel aging that sugarcane ethanol becomes rum (many rum producing countries do not allow anything younger than 2-3 years to be called "rum"). It is also during aging that rum takes on hues ranging from light straw-color to darker and amber shades, depending on the length of aging and the type of wood used. The most common wood used to make barrels for aging rum is oak (both French and American oak), among the most expensive are cherry-wood, acacia and almond wood.



A look inside a wooden cask. Source: El Pantera

The Rum Lab making lime rum liqueur

Lime liqueur is a refreshing beverage that is easy to make and satisfying to consume. It must be made ahead of time, so plan accordingly. Once made, however, it is one of the most versatile beverages one could ask for.

Serve it mixed with club soda over crushed ice, neat as an aperitif, in a cordial glass as a digestif, or as a mixer in recipes from mojitos to Long Island Iced Teas.

Ingredients:

1 1/4 Cups of sugar

1 Cup of water

3 Tbsp of lime zest

1/4 Cup fresh-squeezed lime juice 2 cups of 80-proof clean, well rectified, white rum

4-6 drops of green food coloring (optional)

Instructions:

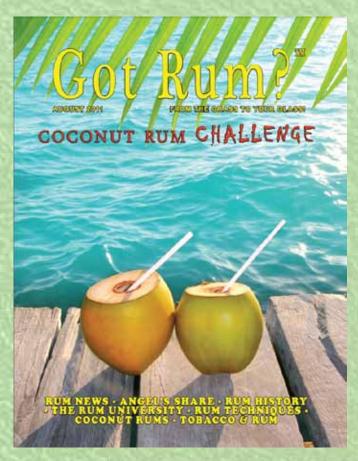
Start by making a simple syrup using the water and the sugar (bring both to a boil, stirring constantly). Once the syrup is clear, remove it from the heat and let it cool for a few minutes

Pour the simple syrup into a 1-quart jar with a matching lid. Incorporate the lime zest, lime juice, white rum and food coloring (if desired).

Seal the jar and let it rest in a dark, cool place for 1 to 2 months. Rack or filter into a decanter and enjoy!



COMING UP



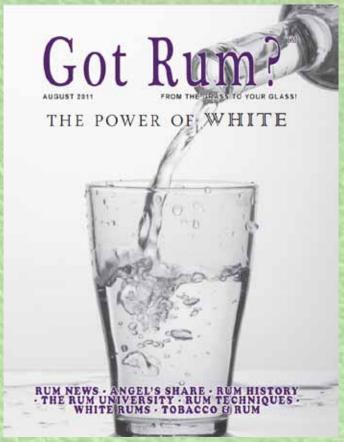
AUGUST 2011

We will be featuring coconut flavored rums and liqueurs, ranking them by sweetness, coconut flavor, coconut aroma and alcohol strength.

Readers will be able to select their perfect coconut rum based on their own preferences.

Producers: submit your coconut rum for free inclusion in August's issue. Send an email to margaret@gotrum.com for more details.

Consumers: nominate your favorite coconut rum by sending an email to: news@gotrum.com.



SEPTEMBER 2011

Join us as we explore the foundation of all rums: white rums. From the extra neutral to the unrefined, white rums are the most widely-consumed type of rum in the world.

We will explore historically significant white rums, current leading brands throughout the world and little known facts about this wonderful spirit.

Producers: submit your white rum for free inclusion in September's issue. Send an email to margaret@gotrum.com for more details.

Consumers: nominate your favorite white rum by sending an email to: news@gotrum.com.

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RUM TECHNIQUES

The Organoleptic Assessment of Rum - Part 4

s part of our commitment to educate industry members and consumers alike, we are pleased to re-publish content from "A guide book for the organoleptic assessment of rum," by A. P. Saranin.

The guide was originally published in Bundaberg, Queensland, Australia, and is a detailed work covering the delicate job of formally evaluating rums and rum samples.

Our gratitude goes out to Dr. Alex Saranin and the fine people at The

s part of our commitment to Millaquin Sugar Co. Ltd. and The educate industry members Bundaberg Distilling Co. Ltd., for and consumers alike, we are making this material available to us.

Each issue of "Got Rum?" will include additional pages of this guide-book until all the pages have been published. At that point we will move on to another piece of historically-significant material.

As always, we want your suggestions for future topics, so we can continue bringing you the most relevant information possible.

sensory

adjective

\'sen(t)s-rē, 'sen(t)-sə-rē\

Definition

1: of or relating to sensation or to the senses <sensory stimulation>

2: conveying nerve impulses from the sense organs to the nerve centers: afferent <sensory neurons>

Origin

First known use: 1749

From the Latin sensorius, from sentire to feel.

Did you enjoy this article? Do you want to read more?

Make sure to get the August issue, where we'll continue this interesting topic with the section titled "Types of Tests and Terms Used."

1.3 GENERAL REMARKS ON TASTING

The individual co-efficient of sensory perception of a person is acquired through persistent interest and education and general use of sensory faculties. Naturally, heredity and environment play an important role in development of the required sensitivity to aroma and flavour as well as the ability of their appreciation. In organoleptic testing, the results obtained depend not only on the sensibilities, but also on momentary causes such as well-being of the person, emotional and psychological state and the physical environments during the testing period.

The gradation of intensities of stimuli is an important factor. If one tastes a product of strong aroma and flavour at the start of the session, it is difficult to assess samples with lesser aroma and flavour. The sensory organs impressed by a strong stimulus rapidly lose their sense of order and can only be impressed by a stronger excitation. That is why it is convenient to graduate the samples to be examined in order of their increasing tasting intensity.

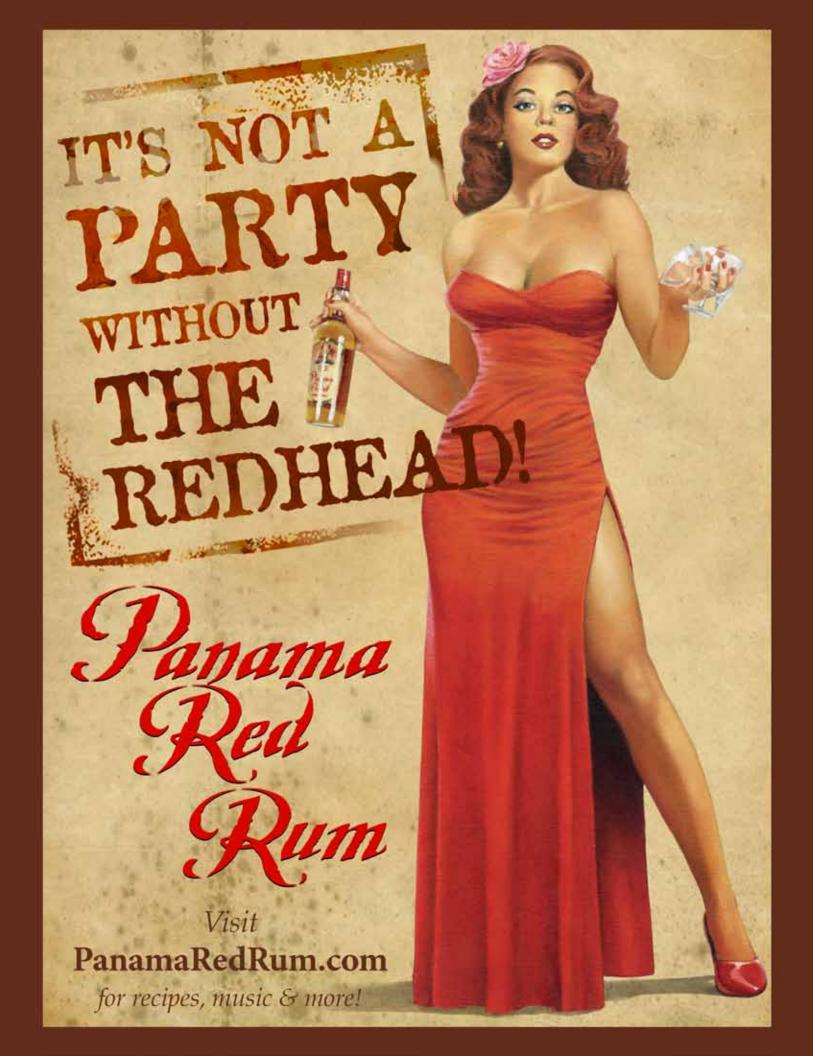
For this reason and also in order to avoid sensory fatigue the tasters need to have pauses between samples. When off-quality or lingering aroma or taste are suspected, means of palate-clearing, such as rinsing the mouth with water or chewing bread are provided. Sometimes saliva alone is sufficient. In this connection it can be stated with some reservation that "All our tastes are measured against our own saliva" is applicable. A pause should be allowed so that saliva returns to normal state. Some authorities advise two minute intervals between successive tests. Usually the tasters should be allowed to take their own time.

Responses to sensory stimuli attain higher accuracy and reproducibility in situations where most causes of distraction, such as conversation, noise, smells etc. are eliminated. Tasting, therefore, should be carried out in a special room and preferably in individual booths, and well isolated from interfering causes.

Extensive research into human responses to aroma and flavour have shown that certain periods of the daily cycle are preferable for organoleptic testing. Mid-morning and mid-afternoon appear to be the periods of the highest sensory perception.

Distilled spirits are generally tasted in a tall glass, having thin walls on a tall slender base and with a narrow upper part in order to concentrate the odour into the nose. The examination begins

continued on page 29



with a short sniff, followed by more detailed assessment of aroma and then tasting by the mouth.

In distilled spirits the odour of ethyl alcohol is liable to mask the other more gentle and fragrant odours when they are in minute quantities. In order to reveal the more gentle odours the following procedures have been found to be successful:-

- (a) Cover the glass with the palm of the hand and shake the glass. This will provoke escape of the volatile constituents into the empty space of the glass and it will become saturated with the vapours Remove the palm and smell the emanating aroma.
- (b) Pour a few drops of the sample into a thin walled and conically shaped glass and warm the glass with the heat of the hands while imparting to the glass circulatory movement. This will provoke evaporation of the sample and the aroma of the vapours can be easily identified by sniffing.
- (c) Pour out a few drops of the rum into the palms of the hands and rub the palms together in order to cause evaporation of the alcohol. The remaining odour is then more easily appreciated and identified with greater resolution. This procedure helps to establish the presence of rum oil components having higher aromatic qualities.

Of all the distilled spirits, rum is the only beverage that, if properly produced, will have pleasant aroma and taste the moment it is distilled. The subsequent treatment and maturing is helpful in enhancing the inherent qualities. For this reason, organoleptic techniques are most useful and valuable in manufacturing operations. The tasters after some experience are usually able to assess the quality of fresh rums as regards the aroma and flavour they will attain after the maturing period.

Survey of literature on the subject of organoleptic qualities of distilled spirits reveals a number of attempts by panels and experts to define the desirable characteristics of a good rum. Space does not provide for review of the published material. One feels, however, that the views put forward in the definitions of the basic qualities of a good rum can be summarized as follows:-

Good rum should have interesting head, smooth body and vanishing tail.

This means that the head or the introductory phase, perceived by olfaction, should reveal a presence of a pleasant, subtle and fragrant aroma, calling as well as challenging to further association of tasting by the mouth. When taken into the mouth it should exhibit smooth and mellow body resulting in a satisfying experience. When swallowed the after-taste or the tail effect should vanish without leaving any objectionable breath or any physiological reactions at a later date.

TOBACCO AND RUM

um and cigars go together so well, perhaps because of the tropical climate sugarcane and tobacco have in common. Or maybe it is due to the same level of attention to detail that goes into producing them. Regardless, enjoying the right pairing can transport the consumer to a magical place.

But how does one know which cigar goes perfectly with which rum? Pairing cigars and rums is like blending a rum: one must be fully aware of which flavors and aromas each ingredient contributes, and one must know how these flavors and aromas interact with each other. The rest is simple: experiment, experiment, experiment!

In this article, we feature a great combination of tobacco and rum, hopefully you will find it as enjoyable as we have. Do you have a favorite pairing? Please let us know!

THE CIGAR

Z

Zino Z-Class Series 654-T

In a world dominated by cigars made from single harvests, it is refreshing and rewarding to enjoy Zino cigars that feature Nicaraguan and Honduran longfillers framed in Peruvian binders and capped in dark Dominican wrappers.

These carefully-selected and aged tobaccos create a spicy, medium-to-full bodied cigar. While Z-Class is the fullest-bodied and most complex Zino Platinum to date, each shape has its own unique strength and flavor.

This generous cigar is perfect for demanding connoiseurs who are tired of the ordinary and are willing to step outside of most people's comfort zone.

THE RUM



Flor de Caña 18 Year Old



The fertile Nicaraguan soils that gave birth to the tobacco longfillers employed in the production of the Zino Z-Class cigar also gave birth to the outstanding sugarcane employed as the foundation of Flor de Caña 18 Year Old Rum.

The rum's color is shimmering dark and enigmatic. The aroma is rich with fruits and oak, very reminiscent of the finest

brandies. All it takes is one sip in the palate for one to know that this rum proudly represents the distillery and the country that produced it. Enjoy it neat in a snifter, at room temperature or slightly warmer.



His Majesty's Smokin' Dawys



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