

June 2001

Volume 1, Issue 2

Got Rum?™ We Do!

Featured Rums:

- Cockspur V.S.O.R. - Barbados
- Hacienda Saruro - Venezuela
- Matusalem Classic Black - USA
- Trinidadian Rums!

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Thank You!

Welcome to "Got Rum?" the premiere rum newsletter in the industry!

We are thrilled with the amazing response we have received and would like to take this opportunity to thank all of you for your interest in this wonderful distilled spirit!

We feel like we have embarked on a wonderful adventure and we are glad you have come along for the ride.

Please look forward to monthly updates to our newsletter.

Each issue will cover rum news, events, product profiles and special rum showcases.

Stay tuned for improvements based on the constructive criticism we've received from our readers, as well as sneak peaks at the editor's assignments.

If you have ideas about new sections or suggestions on how we can improve our format, please contact me at luis@rumshop.net I'd love to hear from you.

Cheers!

Luis K. Ayala
Director

RumFest 2001 - Barbados



If you really love rum, there is no better place to be than Caribbean Week's RumFests and this year's event was as good as it gets!

The week of rum-judging was culminated by a special presentation to the

world of the last remaining stores of British Royal Navy Imperial Rum, imported and distributed exclusively by [Great Spirits](#).

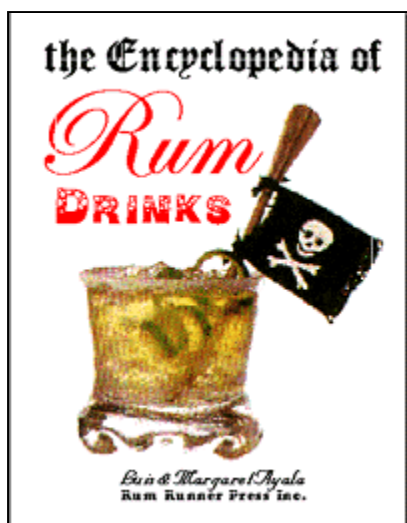
Other highlights included Ecuador's **Ron San Miguel**, unveiling their new product packaging. Also featuring a completely redesigned brand was Nicaragua's own **Flor de Caña**.

We'd like to enthusiastically thank all distillers and importers present at the expo for

making this the leading rum expo in the world!



[Caribbean Week's](#) Tim Forsythe and [Great Spirit's](#) Roseann Sessa perform the decanting ritual with British Royal Navy Imperial Rum



Rum News

“The Encyclopedia of Rum Drinks” nears completion

What started as a very simple proposition, to create the most complete collection of rum drink recipes in the world, has turned out to be much more academic and historical than it was anticipated.

While there is an almost infinite amount of modern research material available on the subject of mixed drinks, few books exist that describe the

state of mixology prior to prohibition, and even fewer that describe it in the 1800's.

Not only will [The Encyclopedia of Rum Drinks](#) be the second installment in Rum Runner Press' "Rum Trilogy", but it appears to be destined to become a must for all professional and neophyte mixologists serious about rum.

With over 1,400 rum drink recipes ranging from the late 1800's through American Prohibition and the modern era. This book has it all!

For more information about the upcoming release of this book, to schedule book signings or to get advertising information, please contact the authors at luis@rumshop.net or margaret@rumshop.net

Guatemala – Premium Rum Capital of the World?

Ask people “where do the best rums in the world come from?” and you will hear answers such as “Jamaica”, “Barbados”, “Puerto Rico”, “The Caribbean” and so forth.

Odds are no one will say “Guatemala”, but the truth is that no other rum in the history of Caribbean Week's rum tasting competitions has done (or is likely to do) what **Ron Zacapa Centenario** has

done over the last four years: consistently convince the panel of judges that it is the best Premium Rum on the planet.

If you haven't tried **Ron Zacapa Centenario**, or its greatly refined “X.O.” kin, you are missing out on a great hedonistic experience. What is the key to their continuous success? Is it Guatemalan sugarcane, water, climate

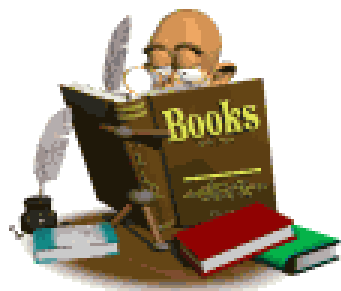
or their soil chemistry? Join us in future issues as we explore the subject with their Master Blender.



Ron Zacapa Centenario and X.O. at RumFest 2001

“I believe all Mankind will allow that scarcely a wholesome Spirit can be distilled than that call'd Rum; I mean as it is in itself pure and unadulterated. So far then is it preferable as a Spirit. For nobody can suppose their Spirits near so good, so wholesome, as those produced from Sugar.”

English pamphleteer, 1733



Book Signing - Chicago

In conjunction with [Sam's Wine & Spirits](#), [The Spirit of Hartford](#) will be hosting author Luis Ayala at Sam's Chicago store on June 14th.

Come explore the wonderful selection of rums (over 200) available at Sam's. The

Spirit of Hartford will also be offering taste samples of their Barbados Rums: [Foursquare Spice](#) and [Doorly's XO](#).

The book signing will feature “[The Rum Experience](#)”, the most complete book on rum published plus a sneak

preview of “[The Encyclopedia of Rum Drinks](#)”.

So if you plan to be in the Chicago area on June 14th, why not spend the day in the company of great spirits?

Hope to see you there!

Special Report: Royal Oak Special Reserve

Attention to quality and detail are trademarks of true devotion to one's task at hand. Few places is this more obvious than at [The House of Angostura](#).

As part of the process to achieve the coveted ISO certifications (both 9002 and 14001), the company has adopted an environmental policy, which focuses on sound production practices.

Tributes to this dedication to "the whole process" (from production to preserving the environment) are: the **Royal Warrant of Appointment (since 1903)**, the **Chaconia Medal (Gold)**, and the **Prime Minister's**

Exporter of the Year Award, which the company has received three times.

A company that pays this much attention to even the smallest detail is guaranteed to produce rums of the highest quality. But even in a field full of excellent rums, individuality is recognized and rewarded. Here's where **Angostura Special Reserve** comes in.

In an economy where mass production and deployment seems to be the answer to profitability, it is refreshing to see distilleries producing short-run, limited-existence rums.

Only 1,200 bottles of **Special Reserve** were made and [The Rum Shop](#) is proud to own bottle number 1,041.

Angostura Special Reserve (86-proof, up to 10 years old). Captivating burnt-orange amber color. As you bring this rum close to your nose, traces of wet oak, apricot preserves and hints of vanilla awaken your sense. This medium-bodied rum opens nicely in the palate, unfolding layers of raw sugarcane, molasses and dry walnuts. It finishes cleanly and smoothly, the perfect ending to an organoleptic experience that begs to be repeated.



Looking for a limited-production rum that is refined, balanced and sophisticated? Look no further; if you can get it, Angostura's Special Reserve is all that and more.

Master Blender's Corner – By Pat Davidson

For this issues interview, we had the pleasure of chatting with Peter Watson, Master Blender at Barbados' Foursquare Distillery. Here's what Peter had to say.

Q: Hi Peter, what is your official title at the distillery?
A: Hello Pat, my official title is "Master Distiller"

Q: How long have you been involved in the rum industry?
A: Over 30 years, starting as an assistant to a master distiller.

Q: What is your "normal" day like?
A: There really is no "normal" day. From the moment I get to work, my time is spent monitoring the equipment, making adjustments and fine-tuning the process. Some days I only need to taste two

samples, other days it may go on for hours. And I stay as long as it takes to make things right.



Q: How are the rums made today different from the ones made 100 years ago?
A: Today's rums are more consistent in quality, taste and color. For example, today we have mini computers that we use as color guides to determine the

exact color of our rums.

Q: Which one is your favorite rum from the ones you make? In other words, if we go to your house on a weekend, which one are you more likely to be drinking?
A: That would be our Old Brigand 10 year old. I like this rum because it is **genuine**, it has no additives.

Q: That's interesting. Which other of your rums are genuine?

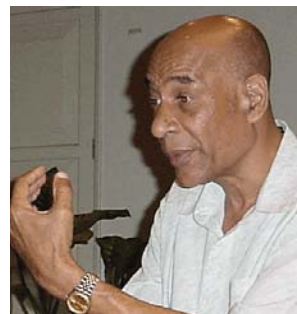
A: Doorly's 5 Year old is another genuine or natural rum we make.

Q: Which rum is the oldest one you produce?

A: Currently that would be Doorly's XO.

Q: What question do you get asked most?

A: (with a smile) "How do you make rum?"



"...Old Brigand 10 year old. I like this rum because it is genuine. It has no additives...."

-Peter Watson

Pat Davidson is the President of the Rum Appreciation Society. You can reach him at pat@rumshop.net

The Angel's Share

Cockspur V.S.O.R.

Cockspur V.S.O.R. (up to 10-year old blend, 86-proof).

The name "V.S.O.R." stands for "Very Special Old Rum." It has a nice, almost iridescent amber glow. Full-bodied with slight hints of vanilla. Opens nicely on the palate. Long lasting finish. The most refined rum made by Cockspur. Enjoy it neat or on the rocks.

Excerpt from
[The Rum Experience](#)

Malibu and Cockspur rum are made at the West India Rum Distillery in Brighton, Black Rock, Barbados.

On the beach next to the Distillery is the Malibu Visitor's Center which opened in 1996. The Visitor Center is built in the style of a

traditional Barbados "chattel house" and opens out into a central courtyard, which extends to a cocktail bar, catering facilities, bandstand, changing rooms and a dining area that leads down out to the beach.

The famous Cockspur

brand (established in 1884), with its proud and colorful 'rooster' symbol has been an integral part of Barbados life since Danish merchant Valdemar Hanschell set up his first ship's chandlery and liquor store there in the 1800's.



Hacienda Saruro Rum Liqueur

Hacienda Saruro Rum Liqueur (70-proof). Radiant amber color with copper undertones. This rum's appeal begins as its clean aroma of molasses with distinctive wooden notes fills your nose.

Upon contact with the palate, its complex structure, previously hidden from the nose,

starts to unravel bringing out layer upon layer of fruitiness, raw sugar and spices. Smooth long finish that begs to be repeated.

According to the producer: "Hacienda Saruro is the first Venezuelan Premium Rum Liqueur made with 100% aged rums. This fine liqueur honors the

sugarcane state where all Cacique rums are born: Hacienda Saruro. It has an aromatic and appealing dry fruit flavor with vanilla hints that provides a long lingering aftertaste.

Enjoy it on the rocks, as an aperitif or as an after-dinner drink."

Matusalem Classic Black

in 1872 two Spanish brothers, Benjamin and Eduardo Camp decided to establish a distillery in Santiago de Cuba. They used the expertise and skills they brought from their native land to develop a secret formula for distilling, aging and blending that produced a mellow, light and refined rum. This secret formula was to pass on from one generation to the next. They called their rum "Ron

Matusalem." In Cuba, Ron Matusalem is known as "the cognac of rums."

Today, Florida-based [Matusalem & Co](#) maintains this rum tradition.

Classic Black (80-proof).

A distinctive dark red amber color with a rich aroma reminiscent of vanilla, butterscotch and currants. Opens up beautifully in the mouth

revealing its full array of sweet and mild flavors and complexity. A smooth and long finish. Can be enjoyed neat, on the rocks or as a serious mixer for those special drinks where the rum flavor must compete for the spotlight.

First place winner in the Regular Rums category at the 1999 and 2000 Caribbean Week Rum Tasting Competition.



Excerpt from
[The Rum Experience](#)

Rum In History – A look at Prohibition, Part 2

Of all the law enforcement agencies charged with suppressing illegal liquor traffic during prohibition, the Coast Guard was perhaps the most challenged. For the law enforcement crews, it was a hard, thankless job with few of the rewards and recognition that usually accompany participation in a "normal" war.

Coast Guard personnel, reflecting American society as a whole, had mixed attitudes toward Prohibition. Yet under the law, they had no alternative but to conduct their assigned duties with zeal and dedication, utilizing all the resources

at its command. Liquor being smuggled into the country could come from three different sources: the Canadian border, the Mexican border or from the sea.

Those smuggling liquor by land had certain advantages: liquor was not contraband until it crossed the American border, which meant there were 6,000 miles of border territory from which to choose their point of entry. Between Clinton County and Quebec, there were thirty-three miles of frontier, dissected by twenty roads (unpaved, yet passable). Only one of these roads was paved,

running through Rouses Point, which local people came to call the "Rum Trail" between Albany and Montreal.

1924 Department of Commerce figures indicated that two thirds of the liquor being smuggled into the U.S. came from Canada, the remainder one-third from the Atlantic.

Smuggling of liquor on the Pacific coast was a minor operation compared to that on the Atlantic and the Gulf of Mexico, where five main points of entry had been created. The largest and most important was the New York area, including Long

Island and the New Jersey shore. It was here that Rum Row was established.



Since its conception the Coast Guard has been the smallest of the armed services of the United States. It was originally created as the Revenue Marine in 1790 as part of the Tariff Act, which authorized the construction of 10 revenue cutters to be used in the enforcement of customs regulations.

Reader's Mail

Q: Dear Sirs, I'm looking for a good rum to cook and bake with. Can you make a recommendation?

A: Popular around the world, Caribbean rums are usually found as the main ingredients in a variety of exotic drinks and cocktails. The use of rum in cooking, however, has not been widespread outside the Caribbean.

Just imagine how many of your favorite recipes, from savory dishes to deserts, can be magically transported to another realm by simply adding to them a small amount of the nectar of the tropics. Rum in the Caribbean is

more than just a drink: very often it is a symbol of the local culture and its heritage. For this reason, it should be easy to imagine rum as an ingredient in many traditional dishes, beyond the popular "rum balls" and "rum cake."

Here are a few suggestions to help you select the right rum for your recipe:

If the intended dish will feature a complexity of subtle flavors, and all you want is a hint of the tropics, add white rum to it.

If the recipe has strong flavors that could be

embellished even more, then choose a nice, rich, dark rum.

For dishes already incorporating fruit elements, perhaps a dash or two of a spiced rum would do.

An excellent rum for cakes and baked desserts, if you can find it, is **Coruba Rum** from Jamaica.

You get the picture. Have fun, experiment and enjoy what is perhaps the world's most underrated distilled spirit today!

"...it should be easy to imagine rum as an ingredient in many traditional dishes, beyond the popular "rum balls" and "rum cake..."

If you have questions for us, please e-mail them to: luís@rumshop.net

Special Report: Trinidad

Geography



Trinidad is the most southerly of a chain of islands stretching from Florida in North America to Venezuela in South America and enclosing the Caribbean Sea.

The island is separated from Venezuela by the Gulf of Paria, one of the finest natural harbors in the world. The Gulf of Paria is entered from the north by the Dragon's Mouth (Boca del Dragon)

and from the south by the Serpent's Mouth (Boca de la Sierpe), names given by Christopher Columbus.

The island of Trinidad is roughly rectangular in shape with promontories at the north-west and south-west corners.

It is between these two peninsulas that the Gulf of Paria lies.

The Dragon's Mouth is about 19 km (11.87 miles) wide, and is subdivided into four channels by the islands of Monos, Huevos and Chacachacare which stand in the sea like stepping-stones between Trinidad and Venezuela.

The Serpent's Mouth measures about 14 km (8.75 miles) across.

Culture



The culture of Trinidad and Tobago is a reflection of a creative and vibrant, ethnically mixed and cosmopolitan society.

The gay rhythm of the steel band music, the pulsating beat of the tassa drums, the entertaining calypsoes and chutney songs, the romantic swaying of paranderos at parang time, all tell the tale of a people emerging

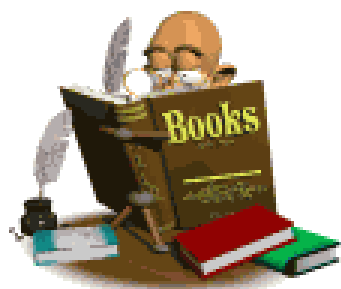
from four centuries of colonialism, independence and republic rule.

The contribution of the East Indians to national cultural survival is of tremendous significance.

The lighting up for Divali, the rhythmic swaying of the Holi Dancers at Phagwah, East Indian planting and harvesting songs, all bear open

testimony to the rich cultural diversity of a people in a land where "every creed and race find an equal place." In a land where a blend of Spanish, French, English, African, East Indian, Chinese, Portuguese, Syrian and other minority groups tell the story of growth as a people.

Tourism



Tourism is a major contributor to the economic development of the country and the tourism potential of Trinidad and Tobago is outstanding. Trinidad and Tobago has recently decided to diversify its economy through, among other things, development of the tourism sector.

The concept of tourism is geared not only to the foreign visitor but to the needs of the local population.

There is much to see and examine by drawing attention to the promotion of cultural festivals, art forms, and historical and natural scenic sites. The Government of Trinidad

and Tobago proposes to promote the islands as ecotourism centers based on the pristine conditions of their reefs, forests, flora and fauna.

Tourism in Tobago will also be developed to take into account the socio-cultural and environmental values of the country.

Trinidad from a Visitor's perspective – by Pat Davidson

When we flew over the island, on approach, the hills and mountains jumped up as did the deep green of the forests. What such a spectacular view, I am constantly amazed with the variety and individualism each of the Caribbean islands has to offer.

Upon arrival in the airport, the one thing that set this airport aside from other island's was their listing of the taxi's rates to different destinations.

Having traveled around the world and having found myself with a larger taxi bill than expected, this was truly a pleasant surprise.

Having traveled to other islands, I have noticed that it is common practice on most places to have narrow streets. Having been on these roads, it is still to my

surprise that I have never gotten used to leaning into the hillside as buses roar past the 10-inch dirt path adjacent to the road.

This is not the case with Trinidad. I was amazed at how wide the roads were, with ample space for sidewalks and, most importantly, they were well-built roads.

The roads we traveled on were not rutted and showed no signs of repairs stacked on older repairs. I also noticed that their highways had overpasses as well as on and off ramps. All I could think was "Trinidad truly had some awesome roads!"

Trinidad is certainly a resourceful Island. They are able to provide (for the most part) for their own needs.

They have their own steel mill and ample supply of natural gas and oil.

Trinidad is also unique in the sense that some of their impoverished areas, still shacks, are located on the island's beautiful mountainsides while some of the elite live on reclaimed flat tidal basins.

We were headed to the House of Angostura, which was a 30-minute drive from the airport. Upon our arrival, the security guard at the main entrance first greeted us. When we told him who we were, he immediately knew of our arrival (this is very reassuring when traveling on a time schedule in a foreign country!). Within moments, our gracious hostess arrived and escorted us into the office area of the distillery.



View of the Brad Street across the Kapok hotel

Angostura's Rum Museum

Few places capture history and the struggle of people as museums do. And for people who love rum, what could possibly be better than a rum museum?

The House of Angostura's Rum Museum is the perfect place to visit when you want to absorb information about the origins of the Angostura Distillery, as well as the history behind the world famous Angostura Bitters.



understanding and appreciation of both rum and bitters.

The Andrew Sisters had it right when they sang...

"if you ever go to Trinidad, they make you feel so very glad!..."



If you ever visit Trinidad, do take the time to visit the Rum Museum at The House Of Angostura. Their friendly staff will make sure all your questions are answered, and you will leave with a much greater



Special Report: Trinidad - Angostura's Rums

Fernandes Black Label



One of the nicest things about visiting distilleries around the world is that, invariably, you will run into rums you were not aware existed.

Some of these are so-so, others are just "ok", but then, rarely, you'll find the "rare gem", the one rum you want to make sure you pack in your bags to

take back home.

The situation I just described presented itself on our recent visit to Trinidad last month.

I first tried this rum with fresh coconut water: what a delicious combination! Then I tried it on the rocks, where it was also quite enjoyable. Finally I

tried it as a rum and coke, with just as pleasant results. This rum is well balanced, strong enough to come through your favorite mixer, yet delicate enough to be enjoyed by itself. If you are lucky enough to live in an area where this rum can be bought, you owe it to yourself to give it a shot.

Luis

Angostura 1824



According to The House of Angostura: Every step in creating Angostura 1824 rum receives the personal attention of our master blender.

This special rum is hand-casked, hand drawn and hand-bottled. The result is a truly superior rum that is extremely smooth, with a rich, sweet nose, hints

of smokiness, and a uniquely layered taste that sets it above all other rums.

The House Of Angostura has combined age old skills to create this multi-faceted spirit. Its amber color pleases the eye. Its captivating aroma marries hints of vanilla, orange zest, honey, raisins and

delicate spices.

On the palate, it is rich with spices with herbal notes, providing a very long and pleasant taste. It may be savored neat or on the rocks. In sum, this rum is the noble embodiment of a lengthy tradition of hand-crafted excellence."

Fernandes "Vat 19" Rum



The strong mature flavor of Fernandes Vat 19 Gold Rum was forged out of a mystical land where many cultures converged into one strikingly beautiful note.

This rich heritage, as well as the vitality and passion of the Trinidadian people, are all incarnated in the essence of this pure

expression of blending mastery.

Following tasting note is an excerpt from [The Rum Experience](#):

Vat 19 Golden Trinidad Rum (3 and 4-year blend, 86-proof). Full-bodied rum, medium-dry on the palate, and smooth drinking experience.

Also referred to as "liquid sunshine," Vat 19 evokes the carnival atmosphere of the Caribbean. Matured in old oak barrels, it is the best refreshment for the heat, dance, color and music of carnival.

Enjoy it with lots of ice, cola, orange juice or lemonade. Taste the Spirit of Trinidad.

Bartender's Corner – by Pat Davidson

Welcome back to the best, hands-on area of this newsletter. Where you are the provider of enjoyment while you read our newsletter.

The purpose of this venue is to keep you from being predictable in your rum habits. This month I want to discuss and remind you of a product that has probably gone unnoticed in your liquor cabinet. Angostura Bitters.

We recently had the privilege of exploring the current home of this magical product in Trinidad. Few (if any) 175-year-old home remedies are still being

sold today and are still based on the original recipe!

Every island has home remedies that include local rums taken internally or used externally. And this product has been touted to cure most ailments at one time or another. But this article is for neglected taste buds. A quick search found over 140 different rum recipes using Angostura Bitters. I have tried several since my visit. We started asking locals how it was used in their homes and found everything imaginable from marinade for meat to use over vanilla ice cream.

In keeping with my monthly challenge to you, this month find five items to splash a few drops of bitters into, from steaks to sandwiches.

May I start you off by pulling out that dusty rum recipe you used at your last party that calls for Angostura Bitters? Then leave the bottle accessible for other taste delights.

If you find something irresistible using Angostura Bitters like ripe fruit from your backyard or that Coleman's Mustard and rum marinade you just made up for your pork chops, take a minute and let us know.

"The purpose of this venue is to keep you from being predictable in your rum habits"

Pat Davidson, President of the Rum Appreciation Society. You can reach him at pat@rumshop.net

Suggested Reading

If you are really interested in getting to know everything there is to know about Angostura Bitters, then you owe it to yourself to get a copy of **The Taste That Changed The World**.

The book is an elegant compilation of drink and food recipes, some of which date back to the late 1800's. Altogether there are 160 "food" recipes and over 140 drink recipes.

If you are wondering just how long Angostura Bitters have been around, may we suggest you read the following excerpt of a letter written by Mark Twain to his wife in 1874:

"Livvy, my darling,

I want you to be sure to have in the bathroom, when I arrive, a bottle of scotch whisky, a lemon, some crushed sugar and a bottle of Angostura Bitters. Ever since I have been in London I have taken in a wine glass what is called a cock-tail (made with these ingredients) before breakfast, before dinner, and just before going to bed...

To this I attribute the fact that up to this day my digestion has been wonderful – simply perfect...

Now, my dear, if you will give the order now, to have these things put in the bathroom and left there til I come, they will be there when I arrive. Will you?...

I love to picture myself ringing the bell, at midnight –then a pause of a second or two- then the turning of the bolt, and "who is it?"- then ever so many kisses- then I drinking my cock-tail and undressing, and you standing by- then to bed, and – everything happy and jolly as it should be.

*Yours with love,
Mark"*



"A proud legacy, Angostura Aromatic Bitters has passed, as the precious thing that it is, from one hand to another over the centuries, and is now poised to enhance lifestyles in the new millennium."

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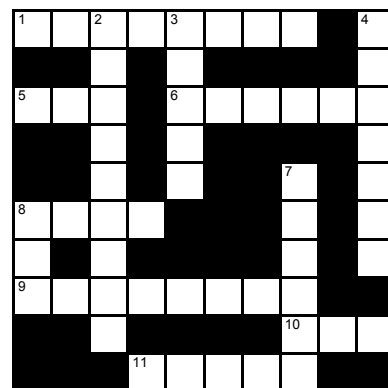
Test your Rum IQ – Solutions in Next Issue

Across

1. Antigua Distiller's most famous rum
5. Spanish for Rum
6. Trade name of barrel builder
8. French for Rum
9. Boiled residue obtained after extracting sugar from sugarcane juice
10. Type of wood most often used to make barrels
11. Home of Suntury rum

Down

2. Country of origin of Cacique rums
3. St. ____ Distillers, makers of Bounty Rum
4. Home of Gossling's Black Seal Rum
7. Rum is also know as this person's blood
8. English for Ron



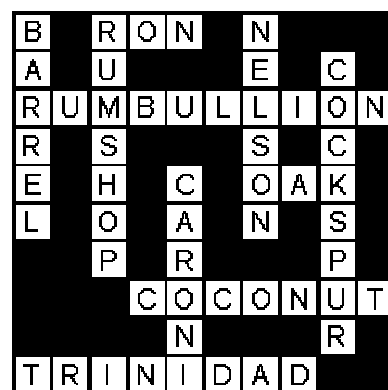
Solution to Last Month's Puzzle

Across

2. Spanish for Rum
5. Earlier name given to rum
7. Type of wood most used in the making of rum barrels
8. Malibu rum's original flavor
9. Home of the famous Jack Iron rum

Down

1. Container used to age rum
2. Rum establishment commonly found in the Caribbean (2 words)
3. Rum is also known as this person's blood
4. Makers of Barbados "Old Gold" rum
6. Trinidadian makers of Stallion rum



About Our Organization...

Our mission:

) To educate people around the world about the many faces of rum.

2) To help rum distillers and blenders 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

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