

# Got Rum?™ We Do!

## Featured Rums:

- British Royal Navy Imperial Rum
- Ron del Barrilito 3 Star
- Flor de Caña Black Label
- Cruzan Vanilla Rum

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## Rum Education

Have you ever been around people who enjoy sipping fine cognacs and single malts? Have you ever heard them speak of the elegance, sophistication and class those distilled spirits have? Have you ever offered them your finest rum only to hear back comments such as "pretty good" or "quite good", but rarely "as good as it gets"?

It has happened to me, and the humorous and often irrational excuses they offer for their less-than-perfect assessments of rum are indicative of mindsets that have not yet come to terms with the reality that is de-

fined by most rums in existence today.

Yes, I'll be one of the first to admit that rum's origins are humbling, that in its earliest days rum was far from being the drink of choice for special occasions and that during Prohibition the USA saw some of the lowest quality rums ever made. On the other hand, however, I'm also quick to note that ounce by ounce, premium rums today offer consumers more bang for their money than any other premium distilled spirit. Today's rums, unlike cognacs and other old-world "high-end" products, represent a

harmonious blend of tradition and adventure. This balancing act of old manufacturing techniques and new blending, aging and bottling technologies allows rum producers to tantalize our palates with more flavored products than any other sector. So while I'm saddened by the reactions of a few closed minds, I'm motivated by the thousands of readers of this newsletter who share my belief that rum is the greatest distilled spirit of all times. To you I raise my glass! Cheers!

Luis Ayala, Publisher  
[luis@rumshop.net](mailto:luis@rumshop.net)

## Special buy on Mojito Six-Pack

The mojito syrup has been selling so good thanks to all of you, that we've decided to make it available in sets of six bottles, for those looking for a better price per bottle.

activities, make sure you have plenty mojito syrup to quench your thirst and that of your closest friends and relatives.

To order, go to [www.rumshop.net](http://www.rumshop.net) and click on Mojitos!



It really is that easy!

As we get closer and closer to this year's Rum Festival, we receive more and more questions in the mail from our readers around the world. To help us better inform you about the event, we have asked our dear friend Tim Forsythe to answer some of the most common questions we hear on a daily basis:

**Q: Hi Tim, can you tell our readers a little bit about the upcoming International Rum Festival?**

**A:** IRF2002 is taking place in St. John's, Newfoundland, Canada, from September 1<sup>st</sup> through 5<sup>th</sup> at the Fairmont Hotel. We decided to bring the festival to Canada's Maritime Provinces because they are big rum drinkers. The more west you go in Canada the less rum is consumed and the more whiskey, rye, scotch is consumed. The western provinces grow the grains that produce these spirits. Of all the Maritime provinces Newfoundland has the highest per capita consumption of rum.

Despite their appetite for rum the bulk of what they are drinking is white rum. They really haven't been introduced to the incredible range of Premium, Spiced & Flavored, and amber rums that we will be presenting to them in September.



**Q: Who should attend this event (distillers, blenders, exporters, brokers, importers, wholesalers, resellers, etc.)?**

**A:** IRF2002 will present a tremendous opportunity for all of those who produce, buy, sell, distribute, and simply enjoy rum. The Nova Scotia Liquor Corporation has invited the four Atlantic Canada Liquor Corporations to join them in a "Round Table" presentation to everyone in the industry in an effort to identify new rum products for Canadian markets. The Liquor Corporations do not buy directly from distillers so there are many opportunities for agents, distributors, re-blenders, bottlers, etc. Newfoundland & Nova Scotia jointly sell approximately 350,000 cases of rum per year.

**Q: Are the rums (and distilleries) participating in the event limited to those currently imported by the NLC?**

**A:** All rum companies from anywhere on the planet are welcome and have the same potential opportunity. There will be many private interest groups attending who are looking to get involved in either representation or the production of new rum products - flavored rum coolers, rum mixed with 15,000 year-old iceberg water, etc.

**Q: Where can we go on-line to get the latest information regarding this event?**

**A:** Our official IRF2002 website should be up and running by the time your readers see this interview. The website is: [www.rumfestival.com](http://www.rumfestival.com)

**Q: What is the deadline for rum producers to register for the great event?**

**A:** Participants should not wait beyond mid-July to register. The rums have to be sent to Newfoundland and go through a clearing process via the NLC.

Bring your camera. Newfoundland is breathtakingly beautiful in September!

## Rum News: American Mixologist On-Line

Our dear friends at BarMedia are hard at work reviewing excellent rums for your summertime enjoyment! If you have not checked out their site already, you are really missing out, especially if you are a member of the beverage industry.

This month's issue of

"American Mixologist Online" showcases:

**Cruzan's** ever growing line of exquisite tropical flavored rums (from the US Virgin Islands),

**Foursquare Spiced Rum** (from Barbados),

**Gosling's Black Seal Rum** (from Bermuda)



and **Whaler's Original Vanille Rum** (from Hawaii).

While at their site, check out their many books and perhaps read a sample issue of their newsletter. If you are serious about mastering the art of managing an on-premise business, consider a one-year subscription. It will be money well-spent.

Think you are an expert in mixology? Check out the "Trivia" section of the site with questions such as:

Q: What classic rum drink was named for a mine located near Santiago, Cuba at the turn of the century?

The answer to this and many other questions at:

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



## Rum News: F. Paul Pacult's "Cognacs of the Caribbean"

A tasting of super-premium oak-aged rums took place on May 15, 2002 at Keens Steakhouse in Manhattan. This tasting was part of the ongoing Masters Series at Keens Steakhouse hosted by F. Paul Pacult. Paul is the Editor/Publisher of the Spirit Journal; Special Projects Editor, The New York Times Magazine; Wine & Spirits Editor, Sky; Spirits Tasting Director and Contributing Editor, Wine Enthusiast Magazine.

Rums tasted were: ANGOSTURA 1919; APPLETON ESTATE EXTRA; BACARDI 8 YEAR OLD; BARBANCOURT RESERVE 15 YEAR OLD; BRITISH ROYAL NAVY IMPERIAL, CRUZAN DIAMOND ESTATE; DOORLY'S XO; MOUNT GAY EXTRA OLD; RON ZACAPA CENTENARIO; SAINT JAMES HORS D'AGE; SEA WYNDE, and WESTERHALL PLANTATION.

The tasting sold out with 65 consumers attending the sit-down tasting. The top three audience favorites based on an informal hand count at the end of the tasting were:

**First Place:** Ron Zacapa Centenario (Guatemala)

**Second Place:** Appleton Estate Extra (Jamaica)

**Third Place:** Doorly's XO (Barbados)

Mojitos and Planter's Punches were served at the bar afterwards. For information on future tastings in the Masters Series log on to:

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





## Reader's Mail

**Q:** Dear Rum Shop, why is it that the section of the newsletter where you feature 3 rums every month is called "Angel's Share"?

**A:** That is an excellent question! Once rum has been distilled it is placed inside wooden barrels for aging. These barrels are always filled to their maximum capacity and then are transported to the aging facilities.

Once maturation has reached the desired stage, the barrels are opened and their contents emptied. Invariably all barrels opened will have less rum in them at this point than when they were first filled. While this can be easily explained scientifically (due to evaporation/perspiration), the colorful folklore surrounding the distilleries has a more romantic explanation for the volume discrepancies: the "angels"

guarding the barrels are the ones who've consumed the missing rum. A small price to pay for such celestial protection! Thus the name "The Angel's Share."



## Special Report: British Royal Navy Imperial Rum

Ever since we first mentioned this rum to you in our News section in May of 2001, we have been hearing from so many of you that we've decided to feature it as a "Special Report" item. More than a rum, British Royal Navy Imperial Rum is a living piece of history that deserves a place in all serious rum collections.

Here is what our friend Robert Plotkin thinks of this rum:

*A contender has stepped up to vie for the distinction of rarest and most, most exclusive and intriguing Caribbean rum available in the United States. British Royal Navy Imperial Rum is arguably the most fascinating, his-*

*torically relevant spirit we've had the privilege to review in quite a while.*

*This magnificent rum is a blend of alembic spirits distilled in Jamaica and Guyana that are aged in American oak barrels and casked at 108 proof. The pure pot still rum has a prominent bouquet with notes of smoky toasted oak, bread yeast, molasses and vanilla. Its lush, full body engages the entire palate with a rush of tightly compacted flavors, notably malt, caramel and vanilla. Its long, warm and sultry finish is reminiscent of an aged malt whisky.*

*Importer Mark Andrews of the Great Spirits Company received dispensa-*

*tion to market British Royal Navy Imperial Rum in its original 4.54 liter demijohn flagons and to affix the stainless steel label onto the woven wickerwork. The rum comes with an elegant*

*decanter. Sipping this extraordinary spirit is a rare and remarkable encounter. It's a slice of history well worth experiencing.*

For more information:  
[www.greatspirits.com](http://www.greatspirits.com)



## The Angel's Share

### Ron del Barrilito 3 Stars - Puerto Rico



**Ron del Barrilito Three Star (6-Year plus, 86-Proof).**

Beautiful coppergolden color with traces of burnt-orange. Inviting essence of currants and berries lay the foundation for an overall fruity aroma. This rum's light to medium body opens nicely on the palate, re-

vealing layers of vanilla, walnuts and light cinnamon. Strong Brandy-like character. Pleasantly-smooth finish. Enjoy it straight or as part of an awesome Rum-and-Coke!

Once fermented and distilled from the sugarcane grown on the Hacienda, today's Ron del Barrilito

is blended using the family's secret recipe. Rums are aged in European oak wine barrels already blended and diluted to bottling strength. This process gives Barrilito its unique and distinctive character. Only 11,000 cases are produced annually, most of which are consumed in the local market.

### Flor de Caña Black Label - Nicaragua



**Flor de Caña Etiqueta Negra/Black Label (5-Year, 80-Proof).**

Dark amber color with orange overtones. This rum showcases a distinctive oak aroma and a rich flavor to match its color. Bold enough to mix in drinks yet smooth enough to be

enjoyed straight or on the rocks.

**Compañía Licorera de Nicaragua** was the first Nicaraguan company to receive ISO 9002 certification for quality control. Its facilities include 5 distillation columns, using the multiple effect system.

Annual distillation capacity is over 65 million liters. Light rum is used for the White rum, the Golden rum is a combination of light and semi-heavy alcohols, while the Black label is made with all semi-heavy alcohols. Aging is done in 185 or 195 liter white oak casks.

### Cruzan Vanilla Rum - US Virgin Islands



While mankind's fascination with vanilla is a subject we'll explore in depth on a future issue, it is worth noting here and now that few natural essences have the worldwide mass appeal of vanilla. From ice cream to cigars to pastries, even Coca-Cola has released a vanilla-flavored Coke! It is no wonder why Cruzan de-

cided to produce a vanilla-flavored rum!

**Cruzan Vanilla Rum (55-Proof).** The vanilla essence emanates from the bottle the second you open it, much like a genie coming out of a magic lamp. The aroma is distinctive and mellow with sweet undertones. The rum itself is not overly sweet, allowing

the vanilla's character to dominate the scene. Makes for a very versatile and innovative mixer. Just remember to adjust the proportion of rum in the cocktails to make up for the lower proof. If you fancy cigars, like I do, I'm sure you'll start thinking of several of them the second your tongue is teased by this elegant rum.

## Master Blender's Corner - by Pat Davidson

I recently read an article on wine tasting by Jon Cohen which I found on the internet (hopefully we can all learn lessons from all categories of alcoholic beverages). It frightened me into thinking about what rum has sometimes hinted at becoming, due mainly through advertising work of several smaller distilleries. Hopefully you have read the back labels of some wine bottles. It is enough to make me gag with verbal congestion. Who thinks up terms like, "superb nose" or "legendary concentration of elegance," a grape that is "Rubenesque"? And, by the way, what is a "stylish grape"? What does "harmonious" or "dense" mean anyway? Give me a brake!

Let me breath deeply and remember the ultimate reason that makes possible the creation of great rums: money in the cash register. Hence the need for marketing departments.

When I started writing this article I knew what point I wanted to bring to you and hopefully to the industry. I started reading the labels on rum bottles. I found three main avenues of labeling.

The first is just a front label. Nice bottle, nicely labeled but void of verbiage that "talks" you into buying it. Surprisingly, one of the largest distilleries in the Caribbean, Angostura, has only front labels. Knowing something about the executives of this distillery, I would believe them to say, "our rum speaks for itself."

Next category is the Informative or History Lesson. Tortuga Rum Co. (Cayman Islands) gives a brief lesson about sailors first discovering the islands covered with turtles and believing they were the deserted sailors of past battles. Diplomático (Venezuela) talks about men of political power and their love of aged and refined rum. Beenleigh (Australia) talks of the founding of the distillery along the banks of the Albert River. Ron Arehucas (Canary

Islands) speaks of traditional aging in cedar barrels. Don Q Anejo (Puerto Rico) talks about the family tradition and blending only from choice barrels of three to twelve years. Cockspur VSOR (Barbados) is a lengthy lesson taking a reader from the first barrel to the present. It is well done. Believe me, anyone with a hint of appreciation for the process will taste more in that first sip after reading its historical lineage.



The third category ranges from a Siren's Song, come hither young rum drinker, to pulling the truth so thin it resembles a Congressional session in Washington DC. N.O. Rum (New Orleans), a city known for extravagance, has a well written informative, come try me label. I can live with that. Gossling's Black Seal (Bermuda) has one of the best history "and the red lights are on" combination labels. But other labels that say they use only the best sugar cane need to also explain to me what is a bad sugar cane?

It is often said that any advertising is good advertising, so here is my contribution and gold star, label award to Kaniche. You be the judge on who runs the marketing department at Kaniche from Martinique and Guadeloupe. It says, "Centuries ago long before Christopher Columbus discovered America, Caribbean natives on the island of Martinique (or Guadeloupe, depending on which bottle you are reading) invented the process of turning their excellent quality sugar cane into rum". Unless my history books are mistaken, I understood sugar cane was brought to the Caribbean islands from India, many years later AFTER the arrival of Columbus.

So I encourage you to stop into your local liquor store and read some labels. Notice what you're drinking. I also encourage you to leave the snooty verbiage to the vintners and when discussing rum, call it for what it is in simple terms.



## The Spirit of Cooking - by Margaret Ayala

### Angie's Rum Walnut Truffles

1/3 C. Heavy Cream  
1 Tbsp. Dark Rum  
112 oz. Semi-sweet Chocolate Chips  
1 C. White Chocolate, finely ground  
¾ C. Walnuts, coarsely ground

In a medium-sized saucepan bring cream to a light boil over low heat. Remove from heat. Pour in semi-sweet chocolate chips. Cover and let sit 3 to 4 minutes. Meanwhile, in a shallow bowl mix walnuts and rum. Toss to blend. Uncover chocolate chips and mix with a wooden spoon until creamy in texture. Pour over nut mixture and stir until the nuts are coated. Refrigerate until fudgy (approximately 4 to 6 hours or overnight). Roll into one inch balls then immediately roll into ground white chocolate. Place in mini cupcake holders and enjoy. Note: Keep refrigerated if not being served. Copyright credit: 1996 by Angie Garrod, 1997 Lifetime Entertainment.

### Barbecued Rum Chicken

6- Boneless skinless chicken breasts (4 oz. each)  
2/3 C. Dark Rum  
1/3 C. Orange Juice  
1/3 C. Soy Sauce  
2 Tbsp. Honey  
1 Tbsp. Fresh Garlic, finely chopped  
1 tsp. Dried Thyme Leaves

In a small bowl combine all ingredients except chicken. In large resealable plastic food bag place 2/3 cup marinade, add chicken. Tightly seal bag. Turn bag several times to coat chicken well. Refrigerate, turning occasionally, at least 4 hours or overnight. Refrigerate remaining marinade in separate covered container. Prepare grill, placing coals to one side; heat until coals are ash white. Make aluminum foil drip pan; place opposite coals. Remove chicken from marinade. Discard marinade. Place chicken on grill over drip pan. Grill, turning once, until chicken is no longer pink (approx. 15 to 20 minutes). Meanwhile, in a 1-quart saucepan cook remaining marinade over medium heat until

mixture comes to a full boil (2 to 3 minutes). Continue cooking until slightly reduced (7 to 8 minutes). Drizzle over chicken.

Broil Directions: Prepare chicken as directed above. Broil 4 to 6 inches from heat until chicken is no longer pink (12 to 14 minutes). Continue as directed above.

Prep time: 5 minutes

Marinating time: 4 hours

Grill time: 15 minutes

Technique: Indirect cooking on the grill heats the food evenly from the sides rather than from the center. If using a charcoal grill, open all the vents, divide charcoal briquets evenly and arrange them in the grill leaving space in the center. Light the coals. When they are ash white, place a foil drip pan between the coals and put the cooking grate in place. Set the food on the center of the grate, then put the lid on the grill. Do not lift the lid or turn the meat unless the recipe instructs.

### Carrots with Rum Raisins

½ C. Rum  
½ C. Raisins  
8 Pearl Onions, peeled and cut in half  
3 Tbsp. Margarine or Butter  
2 Lb. Baby Carrots  
¾ tsp. Fresh Dill Weed, finely chopped

Pour rum over raisins. Let stand 30 minutes. Cook onions and margarine in 3-quart saucepan over low heat 5 minutes, stirring occasionally, until onions begin to soften. Stir in carrots and raisins (with rum). Cook, stirring occasionally, until liquid has evaporated. Stir in wine, dill weed, salt and red pepper. Cover and cook over medium heat 25 minutes, stirring occasionally, until carrots are tender. Stir in whipping cream. Heat to boiling. Boil uncovered 5 minutes, stirring occasionally. This recipe yields 8 servings. Comments: Remove the skins from the pearl onions quickly by dunking them in boiling water for about 30 seconds. Once cool enough to touch, the skins will slip right off. Back of the Box Recipes at [www.backofthebox.com](http://www.backofthebox.com)



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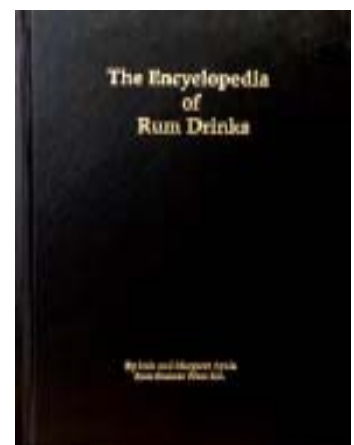
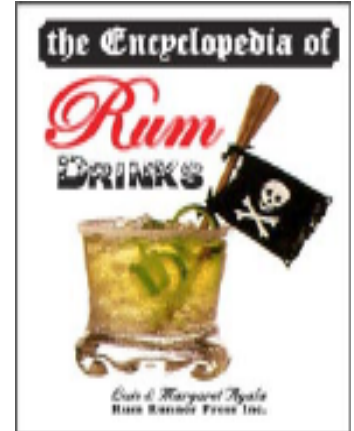
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the world about the many  
faces of rum.

2) To help rum distillers and  
blenders spread the word  
about their wonderful  
products.

3) To promote the respon-  
sible and sensible enjoy-  
ment of what is perhaps the  
world's most underrated  
distilled spirit today.

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