

Got Rum?™ We Do!

June 2003



International Rum Festival 2003

**Cool Rum Shirts,
Angel's Share,
Rum News and More!**

Got Rum? Magazine
www.rumshop.net



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Rum In The Media

Sea Wynde Second Release

New York, NY - May 6, 2003 - Great Spirits launches the second release of Sea Wynde, made from the finest casks of pure pot still rum. With glowing pre-launch reviews, the refined Sea Wynde formula brings a lighter color and a slightly sweeter, more complex taste to the rum.

Selected and refined by master blender Jim Murray, this vatting features more of the pure pot still Jamaican rum associated with the great taste of Sea Wynde. "We are extremely pleased with this new Sea Wynde recipe," said Mark Andrews, president of Great Spirits. "Jim Murray has done a brilliant job."

To learn more about Great Spirits and its brands, visit them at:

www.greatspirits.com.

Santa Teresa USA

New York - May 15, 2003 - Santa Teresa USA - importer of Ron Santa Teresa - Venezuela's oldest and best-selling fine, oak-aged rum producer- announced today the appointment of Charles Henagan as its Vice President, sales and marketing. Henagan, who has immeasurable experience in creating and growing top-branded consumer goods both nationally and globally, will oversee the selection of U.S. distributors and will manage all marketing and sales initiatives. In addition, he will have direct responsibility for the Northeast, Northern California, Georgia, Colorado and the diplomatic channel. Ron Santa Teresa, available in the United States for the first time, launched two luxury rums in January 2003: 1796-Antiguo de Solera and Rum Orange Liqueur. For additional information, please visit:

www.santateresausa.com.



The World Directory
of the Alcoholic Beverage Industry
Go to:

www.internationalbeveragenetwork.com

From the Editor

Vive la difference!

If you walk down a crowded street in just about any major U.S. city (and many others around the world) you will encounter people who speak a panoply of languages and whose skin colors span a broad range of tones.

We celebrate such diversity, because it opens our minds to different cultures and works to break down barriers of distrust and ignorance that too often divide people of varying backgrounds. But contemporary society's embrace of diversity comes with an element of caution and even discomfort. Especially when it comes to national pride.

The opening of international rum markets is forcing consumers to confront the variations between the different rum-making styles and traditions. Definitions such as "light rum" or "dark rum" fade away into insignificance as one is exposed to rums from more and more countries. Even country-centric nomenclature such as "Cuban Style" or "Jamaican Style" finds its way into multi-national use (such as European companies blending their own "Jamaican Style Rum").

It is easy to see then, that the world of rum could benefit from clearer definitions. But there is a catch. In order for definitions to be useful, they must be revised periodically to accommodate the changing times. International commerce is such an attractive prospect in today's rum industry, that even hardcore purists can't resist the temptation of deviating from their traditions to accommodate foreign palates and their purchasing power.



In an upcoming issue we will attempt to establish one such revision of the main styles of rum in today's world. In the mean time, recognize and appreciate the diversity in flavors, aromas, body and character that modern rum has to offer.

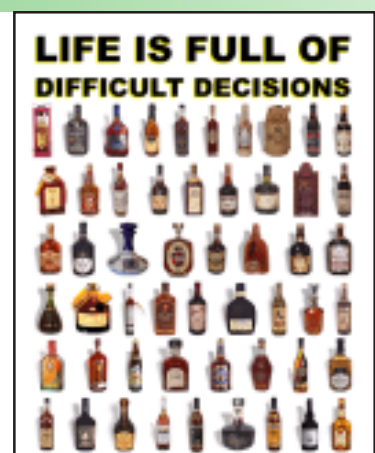
Cheers!

Luis

Cool New Shirts available at www.rumbook.com



The answer is...
RUM
 What was the question?



Puerto Rico Scores Home *Rum!*

More than 33,000 Piña Coladas Expected to Delight Fans at First Series of MLB Games to be Played in San Juan

WHO:

Puerto Rico, the rum capital of the world, will make its mark on America's favorite pastime when fans attending the first-ever series of Major League Baseball games in San Juan can order a frosty Piña Colada to go with traditional stadium fare.

WHAT:

Stateside, beer and peanuts have their own tradition, but the Piña Colada reigns in Puerto Rico where it was invented in 1951. More than 450 years of rum making tradition and superior aging and distillation practices put Puerto Rico in a league of its own when it comes to rum.

Stadium vendors will sell the \$3.00 drinks with shouts of "Piña Colada's Here!" and through stadium concession stands. In order for the fans to enjoy more than 33,000 of one of the world's most famous frozen drinks, the following "home rum" stats come into play:

- * Almost 300,000 ounces of Piña Colada mix
- * More than 2,600 cans of pineapple juice
- * 800 pounds of ice
- * 33,000 cherries and chunks of pineapple
- * Countless bottles of Don Q -- one of Puerto Rico's world class rums

WHERE:

Hiram Bithorn Stadium, San Juan, Puerto Rico

WHEN:

New York Mets (April 11-14)
Atlanta Braves (April 15-17)
Cincinnati Reds (April 18-20)
Anaheim Angels (June 3-5)
Texas Rangers (June 6-8)
Florida Marlins (September 5-7)
Chicago Cubs (September 9-11)

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The Rum University

The opening of the Rum University is getting closer and closer!

The University's first offering is titled "**Rum Appreciation in the 21st Century**" and will be comprised of 12 information and activity-filled lessons!



Stay tuned for additional information on this ground-breaking event!

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

The Angel's Share: White Rums



Mekhong Special Thai Rum - Thailand

Mekhong Special Thai Rum (70-Proof). Distilled and blended by the Bangyikhan Distillery in Pathumthani, this is the first and only Thai rum to come our way. The color is light amber, the aroma is clean, slightly fruity and mildly sweet. Once in the palate it

opens up slightly on the warm side, releasing caramel and slight oak flavors. The finish lingers a few seconds and dissipates from the mouth leaving a dry feeling. A young rum which has quickly aged in the barrels due to the high temperature and tropical climate of its hometown.



Macoucherie Rum - Dominica

Macoucherie Rum (100-Proof). Distilled and bottled by Shillingford Estates Ltd. using a single copper distillation column. This rum is produced using sugarcane grown in the distillery's estate. The sugarcane is crushed (three times) using a water-powered mill. Dominican rum, as opposed to that from the Dominican Republic, is made in the French tradition, directly from

the sugarcane juice, thus the aroma is very wholesome and highly fruity. The product's proof makes it a bit strong to be sipped straight, a problem easily solved by adding a bit of water, an ice cube or some coconut water. Once in the palate, it quickly asserts itself as a young rum (perhaps no more than 18 months) which could, in time, mature greatly into a sipping product.



Ron Varadero Oro 5 Años - Cuba

Ron Varadero Oro 5 Años (76-Proof). Distilled and bottled by Cuba Ron Corporation. Last month's review of Ron Liberación unleashed a flood of e-mails requesting more Cuban rums in Angel's Share, so here is one more! Beaming amber-orange color with soft oak and vanilla scents. Opens promptly and slightly warm, revealing heavy traces of caramel, which give it a bitter, even spicy fin-

ish. True to its Cuban tradition, this rum is light, clean and free of heavy distilled alcohols. The use of too much caramel, however, is either making up for younger rums in the blend or for the overuse of old barrels whose magic has ran out. Not quite a sipping rum, but definitely a great mixer, especially for Hemingway's favorite drinks.

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

International Rum Festival 2003

Event Schedule

August 19th

2-5 PM Judging 1 (Closed door)

7-10 PM Judging 2 (Closed door)

August 20th

2-5 PM Judging 3 (Closed door)
Public Session 1

7-10 PM Judging 4 (Closed door)
Public Session 2

August 21st

2-5 PM Judging 5 (Closed door)
Public Session 3

7-10 PM Judging 6 (Closed door)
Public Session 4

August 22nd

2-5 PM Judging 7 (Closed door)
Public Session 5

7-10 PM Public Session 6

August 23rd

2-5 PM Public Session 7

7-10 PM Public Session 8

August 24th

2-5 PM Awards BBQ



International Rum Festival

Public Events

Tickets will be limited to 300 per Public Session and will be sold through Newfoundland Liquor Corporation stores from July 1 - August 17th.

Visitors will be able to sample rums at each exhibiting company's booth and will be able to purchase many of the rums entered into the competition at the on-site NLC store.

Judging

Judging is not open to the general public.

Please visit www.rumfest.com for additional information about the event.

International Rum Festival 2003

Please Fax Completed Form to: (204) 586-1568

PRODUCT INFORMATION & SHIPMENT FORM

DISTILLER:

Company:

Tel/Fax:

Contact:

SUPPLIER:

Company:

Tel/Fax:

Contact:

CUSTOMS BROKER:

Company:

Tel/Fax:

Contact:

PRODUCT NAME:	# OF BOTTLES	VOL (Milliliters)	FOB Price

The Spirit of Cooking - by Margaret Ayala

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
1/3 C. Dry White Wine (or apple juice)
¾ tsp. Finely-Chopped Fresh Dill Weed (or 1/4 tsp Dried Dill)
¾ tsp. Salt
¼ tsp. Crushed Red Pepper
¾ C. Heavy Whipping Cream

Pour rum over raisins. Let stand 30 minutes. Cook onions in 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. 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.

Crockpot Rum and Coke Chicken

5 Chicken Breasts (boneless and skinless)
¾ C. Coca Cola
¼ C. Rum
1 Tbsp. Cinnamon
½ Tbsp. Nutmeg
2 Tbsp. Brown Sugar

Place chicken breasts in crock pot. Pour remaining ingredients over chicken. Cook on medium setting for 5-6 hours.



Cheesecake Mousse with Rum-Poached Plums

- 1 C. Water
- 1/3 C. Granulated Sugar
- 2 Tbsp. Dark Rum
- 2 Plums
- ½ C. Whipped Cream Cheese (about 3 oz.)
- 3 Tbsp. Confectioners' Sugar
- ½ tsp. Vanilla
- ½ C. Well-chilled Heavy Cream

Have ready a bowl of ice and cold water. In a small saucepan simmer 1 cup water, granulated sugar, and rum, stirring occasionally, 10 minutes. Pit plums and cut each plum into 12 wedges. Simmer plums in syrup until tender, 2 to 3 minutes.

Transfer plum mixture to a bowl and set it in bowl of ice water. Let plum mixture stand, stirring occasionally, until chilled. In a bowl whisk together cream cheese, confectioners' sugar, vanilla, and a pinch salt until smooth. In another bowl beat heavy cream until it holds soft peaks and whisk into cream-cheese mixture.

Divide mixture between 2 goblets and chill, covered, 15 minutes. Serve mousse topped with plums and some syrup. Yield: 2 servings.



Bartender's Corner Suggested Drink

Singing Orchard

- 1 oz. Myers's Original Dark Rum
- 1 oz. Cream of Coconut
- 4 oz. Pineapple Juice
- ¼ oz. Raspberry Liqueur
- 3 dashes of Grenadine

Thoroughly blend first 4 ingredients with a large scoop of crushed ice. Pour into large goblet and top with grenadine. Garnish with pineapple flag or flower.





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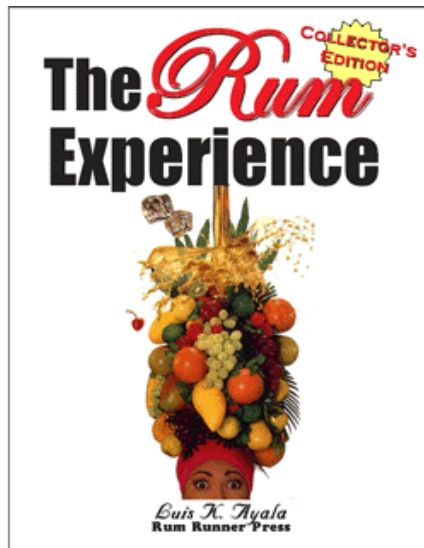
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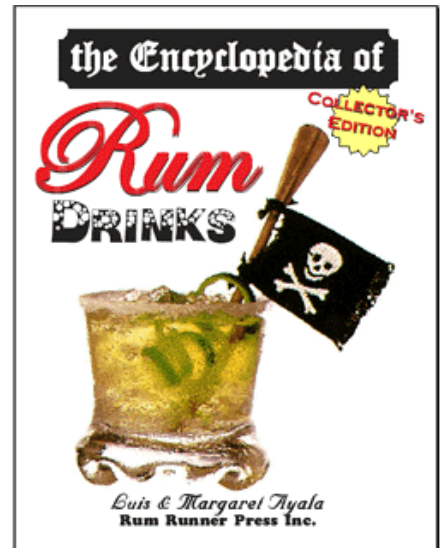
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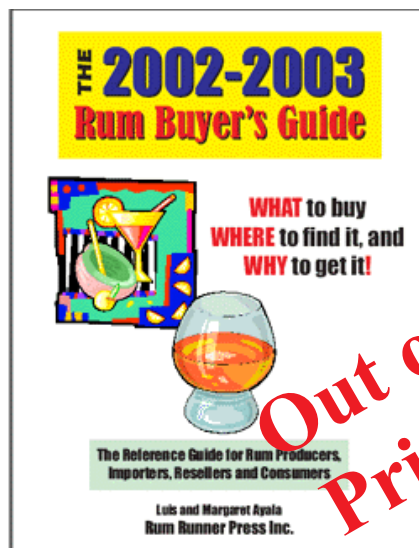
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Our Mission:

- 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.