

Got Rum? TM

JUNE 2011

FROM THE GRASS TO YOUR GLASS!

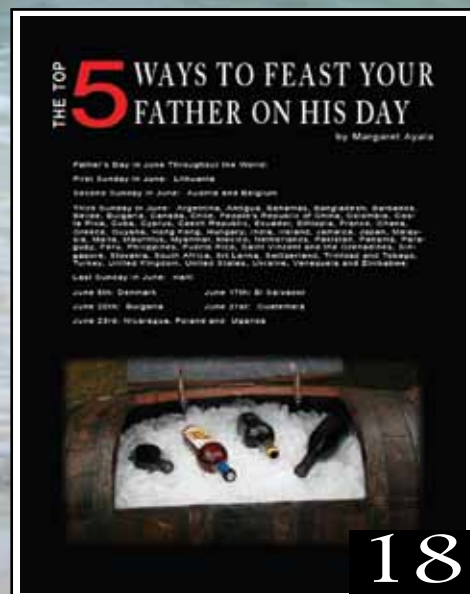
**RUM NEWS - ANGEL'S SHARE - RUM HISTORY
- THE RUM UNIVERSITY - RUM TECHNIQUES -
RUMS FOR DAD - TOBACCO & RUM**



CONTENTS

JUNE 2011

- 5 FROM THE EDITOR - *Start With The End In Mind*
- 6-7 NEWS FROM AROUND THE WORLD
- 8 RUM LIBRARY - *173 Pre-Prohibition Cocktails*
- 10-13 THE ANGEL'S SHARE - *Reviews & Cocktails*
- 16-17 RUM IN HISTORY
- 18-19 FATHER'S DAY SPECIAL
- 20-21 THE RUM UNIVERSITY - *Rum Classifications, Part 3*
- 23-25 RUM TECHNIQUES - *Organoleptic Assessments, Part 3*
- 24 THE RUM LAB - *Making Bay Rum*
- 30 TOBACCO AND RUM



Got Rum?

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Round Rock, Texas 78664

Tel (512) 554-7095
© 2011 by Rum Runner Press, Inc.
All rights reserved.

June 2011

Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Advertising Services:	ads@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

If you would like to submit news or press releases, please forward the information to:

news@gotrum.com

You can download the free electronic version of this magazine, or purchase the printed version at:

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.



facebook.com/GotRum

follow us on
twitter

@Got_Rum

ON THE COVER: New oak barrels being toasted at the Independent Stave Company.

INSIDE COVER: Serene beach scene, St. Kitts.
All photographs © 2011 by Luis Ayala.



FROM THE EDITOR

Start With The End In Mind

One of the biggest challenges faced by new micro-distillers is answering the question of identity. *"What type of rum are you making?"* I always ask our consulting clients. Very often, the question of style is not one asked during the planning phase, but rather comes as an afterthought, once the facility has been designed and the equipment has been purchased.

"How do you differentiate your rums from those of your competitors?" This is another question that –unfortunately– baffles many craft distillers. *"We do everything by hand"* or *"we distill in small batches"* tend to be the most common answers and, while they will satisfy casual consumers, educated trade people and connoisseurs will dig deeper only to find out that most distillers simply don't have a veritable differentiator.

Having a true identity in this industry should not be an afterthought; it should be at the forefront of the distillery planning. Everything from raw ingredients, fermentation style, distillation equipment, aging, blending and packaging says something about the personality of the finished product, so why leave these questions un-answered until the end?

We have helped clients define -often re-define- themselves in order to create a consistent message to consumers, and this task is less expensive and less time consuming when it happens early on.



How do you know when your rums have a well-defined personality? Here are some of the indicators we use:

- You can explain your rum's differentiators with concise, verifiable facts.
- Your packaging and collateral reinforce the rum's style.
- Cocktail recipes highlight the rum's character, rather than mask it.
- Consumers become believers, even brand ambassadors.
- Products have acceptance beyond the local market.

Let us know if you need help defining your identity and differentiators. We will be happy to walk alongside you in this journey of self-discovery!

A stylized, handwritten signature in black ink, which appears to read 'Luis'.

Luis Ayala, *Editor and Publisher*



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

WORLD RUM NEWS

These are some of the recent rum-related 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.gotrums.com for contact information.

May 27th

Red Stripe to bottle Smirnoff, Gold Label rum in Kingston

Red Stripe Jamaica has invested US\$1.8 million (J\$153 million) in a new spirits bottling line as the vodka market opens up domestically, allowing it to produce onsite under two labels owned by parent Diageo, and in the process shed some of its carrying costs.

Bundaberg sees the white with new rum

If Bundaberg Rum requires any further evidence there is a market for a white version of their famous rum, they only need look out the window. Nine days out from the launch of the new Bundaberg Five white rum, and campers are already assembling at the distillery gate. Three men arrived yesterday, with another three joining the line today, all wanting to securing the first of 10,000 numbered bottles.

May 24th

Cuban grandfathers roll up with rum and cigars

They smoke cigars, drink rum and sing and dance to their hearts' content. That's the secret to the men who are the heart of the long run of the show, The Grandfathers of Cuban Music.

The band members are: singer Reynaldo Creagh, 94, guitarist Maracaibo, 86, and pianist Maestro Rubalcaba, 85. The three have been working together for years and are now considered the masters of Cuban music. They are currently touring Australia with a group of 12 additional members, paying homage to the original spirit of the music of Cuba.

"Bacardi Together" Campaign Launched Today

Bacardi today announced the launch of a new marketing campaign called "Bacardi Together". The effort includes a 30-second television commercial entitled "Inventions," which shows how many things have been invented to help bring people together, including Bacardi.

May 18th

St. Louis bartender's rum drink wins competition

T.J. Vytlačil, a bartender at Clayton's DeMun Oyster Bar, won part of a national cocktail competition last weekend in New York. His "Love Burns" rum drink earned him first place in the fruit-forward category, good for \$1,000 and a trip to Puerto Rico.

May 15th

Hospice group benefits from rum tasting event

Hospice Southeastern Connecticut was the beneficiary of the Mystic River Mudheads Sailing Association's third annual Rum Tasting on May 6. The event at the Mystic Arts Center, where Hospice supporters tasted and compared several kinds of rum, raised more than \$4,000.

Proceeds from ticket sales and a silent auction will provide funds to help patients and families during bereavement care.

May 14th

Cocktail Gala Kicks Off Five-Day Booze Party With Padma Lakshmi, Rum Bus

Lesley Townsend found out in a New York minute just how popular her first Manhattan Cocktail Classic was when 2,000 tickets for the second one went on sale on April 1st at midnight. The tickets sold out in only a minute.

UPCOMING RUM EVENTS

2011 Bacchanalia - Key West, Florida

June 10th - 13th

<http://www.keywestbacchanalia.com/site/>

The Bar and Wine Show - New York City, New York

June 28th - 29th

<http://www.newyorkbarshow.com/>

Tales of the Cocktail - New Orleans, Louisiana

July 20th - 24th

<http://www.talesofthecocktail.com/>

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/>



The Rum Collective's next meeting:

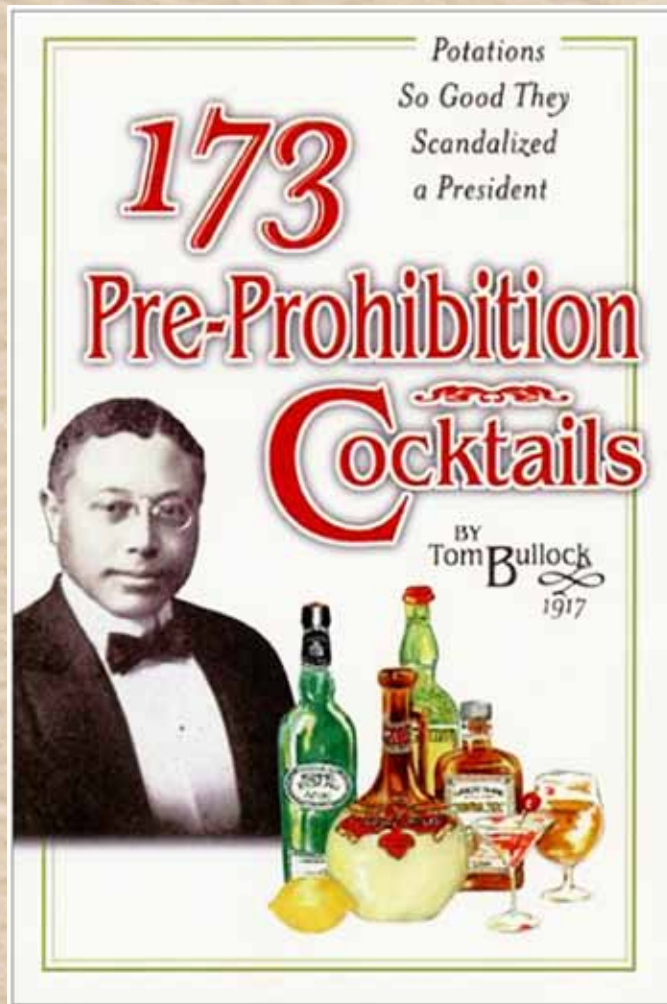
Naga Lounge, 601 108th Ave NE, Ste 100
Bellevue, WA 98004

Saturday, June 25, 2011 at 5pm

Featuring Novo Fogo Cachacas and more, with guest
lecturer Dragos Axinte, owner/proprietor
of Novo Fogo.

www.therumcollective.com

RUM LIBRARY



Cocktail books abound but few of them have withstood the test of time the way “173 Pre-Prohibition Cocktails” has. Not only was Mr. Tom Bullock a creative and well-trained barman, he was the leading mixologist of an era that revered good drinks more than any other era.

When it was first published in 1917, this book provided thirst-quenching recipes when the American nation needed it most; World War I was in full swing, a flu epidemic was in the process of killing 22 million people worldwide and American women were fighting for the right to vote.

Mr. Bullock, an American of African descent, was born shortly after the end of the Civil War and, while legally a free man, was in “a geography of the mind where he did not yet have the same rights as other men.”

Perhaps it was this condition that motivated Mr. Bullock to excel in his pursuit of perfection, we will never know for sure. What we do know is that all who knew him appreciated his skills. Such was his fame that when Theodore Roosevelt, accused of being a drunkard, claimed to only have tried “part of one (of Tom’s) Juleps,” the St. Louis Post-Dispatch ran a story which included the following passage:

“To believe that a red-blooded man, and a true Colonel at that, ever stopped with just a part of one of those refreshments that have made St. Louis hospitality proverbial and become one of our most distinctive genre institutions, is to strain credulity too far. Are the Colonel’s powers of self restraint altogether transcendent? Have we found the living super-man at last?”

When the Colonel says that he consumed just a part of one he doubtless meant that he did not swallow the mint itself, munch the ice and devour the very cup.”

We bought the book to learn the secrets behind the legendary Julep cocktail that scandalized president Roosevelt, but ended up falling in love with all the recipes and the techniques employed in their preparation.

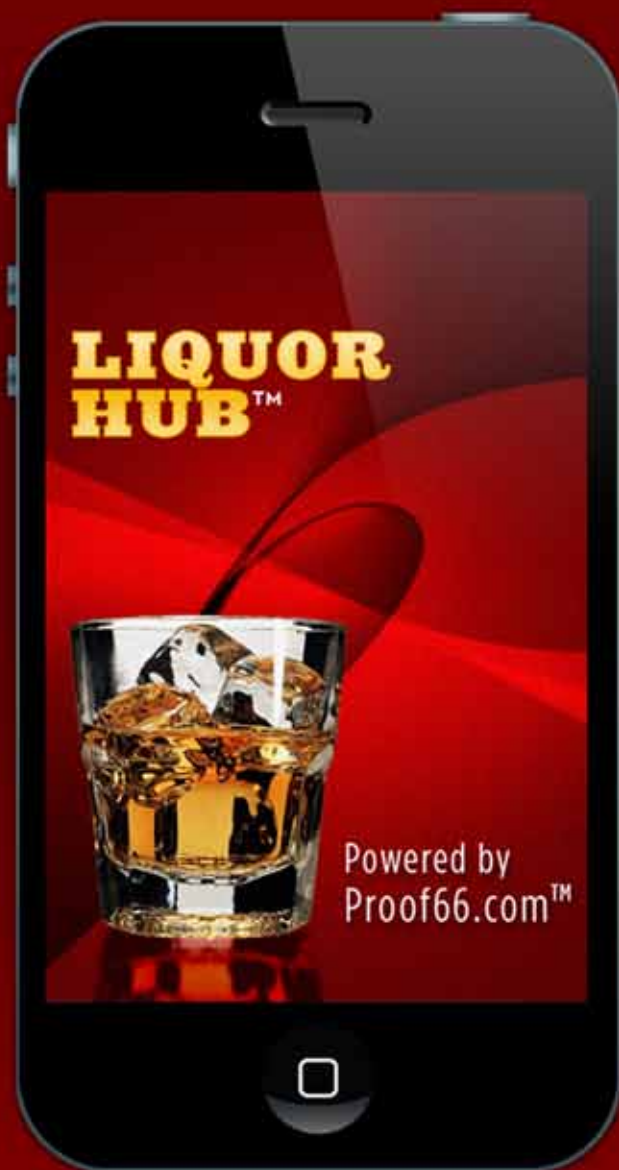
If you are serious about cocktail history, this is a book you can’t do without.

To Tom Bullock!

-Margaret Ayala



Never buy bad liquor again Only the best!



Get the Liquor Hub for iPhone

Download the only iPhone app that gives instant consumer and professional ratings of over 3,500 vodkas, tequilas, whiskeys, and more.

Find organic, craft-distilled, or exotic spirits anywhere, anytime.

Get the only app that pays for itself with every visit to the liquor store!

LIQUOR HUB™

Powered by Proof66.com™
for Better, Smarter Liquor

THE ANGEL'S SHARE



Zafra Master Reserve (80-Proof, 21-Year Old), distilled, aged and blended in Panama.

Color: Captivatingly iridescent dark amber color with copper and mahogany hues, magnifying and refracting even the faintest ray of light into a shimmering frenzy.

Aroma: To assess the aroma is to be transported to a rum cellar, its air filled with the essence of oak that only careful and prolonged aging can extract from the casks. The presence of oak in the nose is proportional to the age of the rum and is balanced perfectly with fruit and spice, resulting in an aroma that is elegant and inviting.

Taste: The rum opens up exceedingly smooth in the palate, where every olfactory component's presence is confirmed and developed further. The oak is sweet, assertive, yet not dominating, the fruit and spice elements unfold to reveal very mild traces of currants, pears and apricots, caressed with a gentle touch of vanilla and nutmeg. All elements collaborate seamlessly to engage and reward the senses.

Finish: Long after consuming the last sip, the residual elements continue to beg the senses to repeat the experience, curious and hopeful to be transported again to the magical rum cellar, even if only for a few seconds more. The finish is as exquisite, elegant and inviting as the rest of this rum, rounding up the organoleptic marvel that is Zafra Master Reserve.

This rum is a must for serious rum connoisseurs and discriminating consumers.

Santa Teresa Orange Rhum Liqueur (80-Proof). In a world that seems to be saturated with spiced and flavored rums that employ un-aged alcohol in their production, it is refreshing to come across a product that challenges the norm. This Orange Rum Liqueur is the real thing: the alcohol strength is that of traditional rums, yet it manages to be as smooth as rums with half the proof.

The secret: Santa Teresa Orange is blended using true aged rums and a maceration of fresh oranges. The result is so simple it is elegant: true aroma of fresh oranges, exquisite citrus taste that is not too sweet and a very palatable base of oaky rum. The finish is exceedingly aromatic and seductive. This is quite possibly the best citrus-flavored rum in the world.

Enjoy this fine rum in a snifter, perhaps with an ice cube, accompanied by your favorite cigar.

Featured Cocktail - Tropical Pleasure

Ingredients

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

Directions

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.



THE ANGEL'S SHARE



Ricardo Gold Rum (**80-Proof**). Created by Todhunter Mitchell Distillers Ltd. in the Bahamas, this rum features an attractive amber-golden color and an aroma of toffee, butterscotch and caramel.

The rum's initial taste is sugary sweet, followed by strong caramel and pineapple notes; the finish is dry and prolonged.

This rum has all the characteristics of a great mixer, especially with bold, tropical fruit juices.

Featured Cocktail - Ricardo Bahamian Rum Punch

Ingredients

1 oz. Ricardo Gold Rum
1 oz. Pineapple Rum
2 oz. Orange Juice
2 oz. Pineapple Juice
2 oz. Cranberry Juice

Directions

Shake ingredients to perfect fusion, pour over ice, garnish with a pineapple wedge and enjoy!



Denizen Rum (80-Proof). Denizen Rum is born from aged and unaged-column distilled Trinidadian and pot stillled Jamaican rums, it is then blended in Holland and finally bottled in the USA.

The color is crystalline and shimmering, the aroma is intensely fruity, reminiscent of fresh aguardiente, with abundant raw sugar-cane juice notes.

The rum opens up smoothly on the palate, with a slightly less-sweet taste than the aroma suggested.

Once the initial wave of flavors subsides, the taste buds are rewarded with delicate hints of vanilla and spice. The aftertaste is clean and dry.

Featured Cocktail - Phoenix Daiquiri



Ingredients

1½ oz. Denizen Rum
½ oz. St. Germain Elderflower Liqueur
1 oz. Apple Juice
½ oz. Simple Syrup
½ oz. Fresh Lime Juice

Directions

Pour all of the ingredients into a shaker, shake and serve up in a cocktail (martini) glass.

Garnish with a thinly cut lime wheel floating in the drink and taste Denizen's Daiquiri Reborn!





Know Your Rum



www.rumshop.net



www.rumbook.com



rumtalk.blogspot.com



www.rumuniversity.com

RUM IN HISTORY



1509



1590

June Through The Years

1509 - Ponce de León seizes control of Puerto Rico, making himself governor. Portuguese explorer Diego Alvaros Correa founds the first European settlement in Brazil near Porto Seguro.

1647 - Richard Ligon, a Royalist refugee from the English Civil War, arrives in Barbados, and in 1650 writes History of the Island of Barbados. He was one of the earliest to write about rum, or "kill devil," as it was known.

1509

1559

1609

1659

1544 - Northern Europe suffers a honey shortage as a result of the breakup of monasteries by the Reformation. The decline in honeybee colonies creates a growing need for cheap sugar, but sugar will remain a luxury for more than a century.



1544

Ever wondered what happened in
the month of **JUNE**
throughout history?

1851 - The first U.S. state prohibition law is voted in Maine where the mayor of Portland, Neal Dow, 47, has drafted the law, submitted it to the state legislature, and campaigned for its passage.

1831 - The general issue of beer to the Royal Navy fleet is officially discontinued. Beer is replaced by rum, which takes less space, keeps well in long journeys and is favored by the Admiralty.

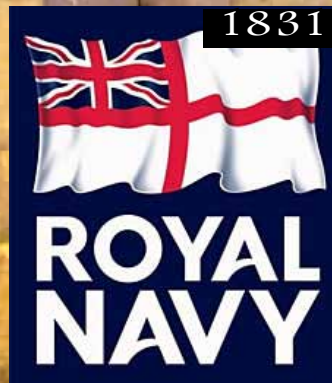
1709

1759

1809

1694 - French Churchman Pere LaBat arrives in St. Pierre, Martinique. He leads construction of windmills and improves distillation techniques. Because of these significant innovations for the island a distillery is named after him today.

1842 - France has nearly 60 sugar beet factories producing two pounds of sugar per capita annually.



THE TOP **5** WAYS TO FEAST YOUR FATHER ON HIS DAY

by Margaret Ayala

Father's Day in June Throughout the World:

First Sunday in June: Lithuania

Second Sunday in June: Austria and Belgium

Third Sunday in June: Argentina, Antigua, Bahamas, Bangladesh, Barbados, Belize, Bulgaria, Canada, Chile, People's Republic of China, Colombia, Costa Rica, Cuba, Cyprus, Czech Republic, Ecuador, Ethiopia, France, Ghana, Greece, Guyana, Hong Kong, Hungary, India, Ireland, Jamaica, Japan, Malaysia, Malta, Mauritius, Myanmar, Mexico, Netherlands, Pakistan, Panama, Paraguay, Peru, Philippines, Puerto Rico, Saint Vincent and the Grenadines, Singapore, Slovakia, South Africa, Sri Lanka, Switzerland, Trinidad and Tobago, Turkey, United Kingdom, United States, Ukraine, Venezuela and Zimbabwe.

Last Sunday in June: Haiti

June 5th: Denmark

June 17th: El Salvador

June 20th: Bulgaria

June 21st: Guatemala

June 23rd: Nicaragua, Poland and Uganda



1 YO-HO-HO AND A BOTTLE OF RUM!

Find a nice bottle of aged, premium rum, wrap it up and give it to your father. Then help him consume it, just remember to let him have the last drop!



BAY RUM AFTERSHAVE

Bay Rum is one of the manliest after-shaves ever produced and is a classic among sailors and outdoorsmen.

Whether you buy it for your father or make it yourself (see instructions on page 24), this grooming accessory is guaranteed to be a topic of conversation for a long time to come.

2

3 COCKTAIL SET

Nothing pleases party guests more than skillfully prepared cocktails, and nothing pleases mixologists more than having the right tools and ingredients. The set includes: Shaker, Jigger, Strainer, Stir Stick, Bottle Stopper, Ice Tong, Corkscrew, Utility Knife and Drip ring.

www.gotrum.com/store.html



RUM APPAREL

For all those who know what they want and what they need, there is a full line of "Got Rum?" and "a-Rum-a-therapy" apparel, including shirts, aprons, bags, hats and much more. Visit the official store at:

www.gotrum.com/store.html

4

5 OAK BARREL ICE CHEST

(Opposite page) This huge cooler is made from a reinforced, lined oak barrel that is water tight and durable. It is a unique way to keep cases of bottles or cans cold for your next barbecue or patio event. It comes with a convenient drain spout, hinge supported lid. An 18-inch wrought iron stand or solid oak stand (barrel horse) are options. 41" height X 36" width X 26" diameter.

www.theoakbarrelcompany.com

THE Rum UNIVERSITY

Classifications of Rum, Part 3

In this issue, we explore the classifications of rum based on the distillation method employed in its production. If you missed Part 1 or Part 2, please visit the website (www.gotrum.com) and download the previous issues.

By definition, distillation is the process of separating one element from others in a liquid solution through a process of boiling and condensation of vapors.

Distillation is an essential part of making rum. Its first objective is to separate the alcohol from the fermented wash produced during the fermentation process. Its second objective is to remove the undesirable congeners from the alcohol and to retain the desired ones.

During distillation, heat is applied to a liquid mix until it reaches boiling. At this point, the vapor being released has a high concentration of the element in the mix with the lowest boiling point. Once this component has been evaporated from the mix, if heat continues to be applied, the element with the next lowest boiling point will commence to evaporate, and so on. Proper distillation and condensation techniques allow for a high degree of separation of components from a liquid mix. There are two distinctive types of distillation devices: pots and columns.



Pot Still, Mt. Gay, Barbados

Pot Still: These are the earliest distillation devices (also used in the production of Brandy and Scotch). A basic pot still consists of three parts: the kettle, where the liquid mixture is boiled, the condenser, which cools down the vapors coming from the kettle, and the gooseneck, which connects the kettle to the condenser. The liquid obtained from this type of distillation is also known as “single distillate,” since it is processed through the still only once. Typically this liquid is processed a second time, thus producing a “double distillate” which is cleaner and stronger than the single distillate. Several distilleries have taken this a step further by running the distillate a third, even a fourth time through the still, obtaining a cleaner, stronger, more rectified spirit at the end of each run. Because the amount of liquid that can be distilled at one time with a pot still is limited to the size of the kettle, distillers employing this method must perform their work batch by batch, which is a very labor intensive process (the kettle must be cleaned in between batches).

Column Still: The continuous distillation system was created in an attempt to make the distillation process more consistent. It also reduced the amount of work required to process each batch, thus allowing for higher volumes of alcohol to be produced. A distillation column is constructed much like a vertical maze, made up of a number of horizontal trays placed at different levels throughout the column. Here the fermented liquid mixture is introduced into the column at its highest level while steam is introduced at its lowest level. As the liquid makes its way down the column, it is heated by the surrounding steam, and the alcohol in the mix is vaporized. Once it reaches the bottom of the column, the “wash” contains no alcohol and is removed through a release valve. The saturated steam is collected from the top of the column and is then cooled down, allowing it to condense. Depending on the type of alcohol desired, column still operators will employ several columns, each one feeding the next, each one producing a cleaner, stronger, more “rectified” spirit.

Next Month: Classifications of rum based on age

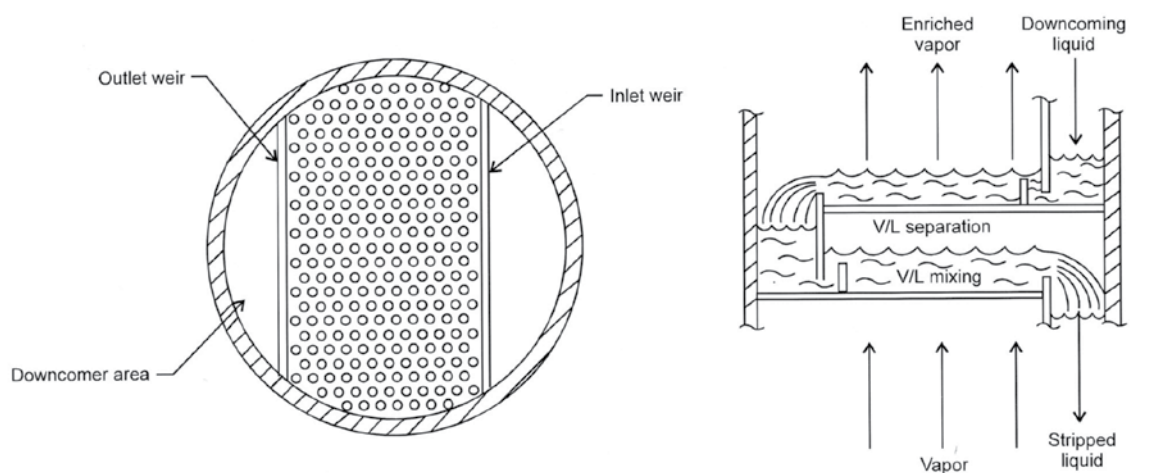
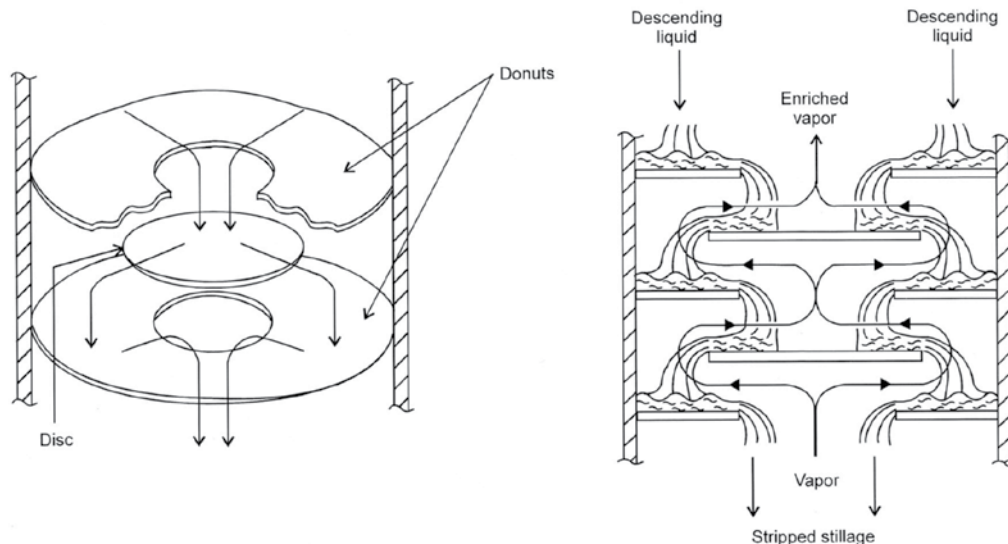


Figure 6. Perforated trays.



Distillation contactors (trays). Source: The Alcohol Textbook, 3rd Edition, pg. 275

RUM TECHNIQUES

The Organoleptic Assessment of Rum - Part 3

As 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

Millaquin Sugar Co. Ltd. and The Bundaberg Distilling Co. Ltd., for making this material available to us.

Each issue of “Got Rum?” will include additional pages of this guidebook 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.

taste

verb

\ˈtāst\

Definition

- 1: to become acquainted with by experience <has tasted the frustration of defeat>
- 2: to ascertain the flavor of by taking a little into the mouth
- 3: to eat or drink especially in small quantities
- 4: to perceive or recognize as if by the sense of taste

Origin

Middle English, to touch, test, taste, from Anglo-French taster, from Vulgar Latin *taxitare, frequentative of Latin taxare to touch, feel — see also *tax*. First Known Use: 14th century.

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

Make sure to get the July issue, where we'll continue this interesting topic with the section titled “General Remarks On Tasting.”

1.2 THE SENSES OF SMELL AND TASTE

The senses of smell (olfaction) and taste (gustation) are intimately associated with beverage and food appreciation and, hence, with their selection and consumption. Of all the senses these two are the most primitive and are found in all living organisms. They aid in search and recognition of foods and drinks which are essential for maintenance and propagation of life as well as for aesthetical enjoyment.

SMELL: The sense of smell, for organoleptic work, is the most important of the two because, in man, it is highly developed and is many times more sensitive than that of taste. By smell we can discern and differentiate between substances of near similar chemical composition present in most minute quantities. Some researches have suggested that an average person can differentiate from 2,000 to 4,000 different odours.

The smelling organs are located in the upper portion of the nasal cavities in the olfactory cleft which is accessible to passage of air through narrow slits. The sensing receptors are located on the olfactory epithelium in a form of expandable and erectile conchae. Proportions of air during normal breathing reaching the olfactory cleft is very small, some 1 to 2 per cent of the total inhalation. The process of olfaction is, normally, in the state of dormancy. Either through an in-built alarm signal or through a conscious effort, the narrow slits leading to the olfactory cleft become open and allow a greater proportion of air to reach the sensing receptors. The odorous material drawn in with the air reaches the sensing receptors and an intensive olfaction is in process.

The odorous material may also reach the olfactory epithelium from the mouth during expiration of air, during swallowing or by diffusion. This is one reason why odour and taste are often fused together into a common sensation usually referred to as the "flavour-by-mouth".

The important aspects of odour (aroma) perception are (1) the prospective odorous material must be volatile; (2) the odour-laden air must reach the olfactory receptors; (3) the odorous material must dissolve in the aqueous mucus of the receptors and diffuse through it. The excitation of the sense depends on the quality and the quantity of the odorous material reaching the receptors and, of course, there is a critical concentration threshold below which there will be no identifiable sensation.

continued on page 25

The Rum Lab

making bay rum

Bay Rum has been used for centuries as scented ointment for medicinal and cosmetic reasons. There are two theories explaining its origins: the first one tells us that the local residents of the Caribbean islands learned to prepare this potion and used it for hundreds of years until Danish scientist Albert Riise learned about it during one of his trips to the Virgin Islands and then promoted its use internationally. The second version of the story suggests that it was sailors aboard trade vessels visiting the islands who developed the concoction in an effort to mask the horrible smells their bodies acquired after months aboard their ships.

The problem with the first theory is that one of the ingredients is rum, which suggests rum was already being distilled, thus the recipe for Bay Rum could not have existed prior to the arrival of the Europeans. The problem with the second theory is that it is hard to imagine sailors from those days caring much about their body smell and having the knowledge to create such an infusion.

Regardless of which story you choose to believe, both of them agree on the ingredients and preparation method. What is true, without a doubt, is that from the West Indies Bay Rum spread to the rest of the world and quickly became a favorite among men as an aftershave. Barbershops in America developed their own unique version of bay rum aftershave to slather on their patrons so they walked out feeling and smelling manly after getting their shaves.



Pimenta Racemosa

Bay Rum Aftershave

- 4 Ounces of very Neutral White Rum (try Cuban or Puerto Rican style, well-rectified, unaged rum)
- 2 Tablespoons Jamaican Rum (try a heavy-bodied, copper pot still rum)
- 2 Dried Bay Leaves. Avoid the bay leaf they sell at the grocery store: while it's good for soups, it's not good for bay rum; make sure to use *Pimenta Racemosa*
- 1/4 Teaspoon Allspice
- 1 Stick of Cinnamon, broken into small pieces
- Fresh Zest from a Small Orange

Combine all ingredients in a large glass container with a tightly fitting lid. Store the closed container in a dark, cool place for two weeks. Afterwards, strain the mixture through several layers of coffee filters. If necessary, repeat until no residue remains.

Prolonged excitation of the olfactory organ induces sensory adaption (in this case, synonymous with fatigue), so that the given odour is no longer perceived. The rate of adaptation increases with increasing intensity of the stimulus. The adaptation starts early in the olfaction process and, as it progresses, there are quantitative changes in the nature of the odour. This is the reason why it is necessary to differentiate between the initial sensation, usually referred to as the "bouquet" and the subsequent prolonged sniffing excitation.

Chemical entity which confers odour on an otherwise odorless compound is called an osmophoric group. Strong osmophores associated with distilled spirits are:- carbonyls, esters, amines, imines, lactons, and hydroxyl groups. Of the alcohols usually found in all beverages the relative odour intensities are:- methyl = 1, ethyl = 4, propyl = 100, butyl = 1000 and amyl = 10,000.

TASTE: Sensation of taste is perceived by contact of an aqueous solution of a substance with the taste buds. The buds are located on the upper and side surfaces of the tongue and also on the adjacent surfaces of the mouth and throat.

The tongue itself facilitates tasting by its muscular movements, which bring the taste substance into contact with the buds and also helps to distribute gradients near the buds. Saliva is an important factor in tasting. It dissolves, dilutes and buffers the taste material and carries it to the buds.

The number of distinct taste qualities is very large, but it is generally accepted that they are only combinations of four basic tastes:- sweet, salty, sour and bitter. These can be typified by suitable solutions of sucrose, sodium chloride, tartaric acid and quinine. The four basic qualities produce variable sensations of taste depending on the qualities and the respective quantities of the combinations. For instance, sour and salty qualities in suitable proportions can simulate a series of metallic tastes.

One and the same substance can produce a pleasant or unpleasant taste sensation depending on the level of its concentration and depending on the presence or absence of other substances. Science in recent decades has made most significant contributions to better understanding of taste and the effect of various substances on the taste qualities. This knowledge combined with the discovery of the flavour-enhancing substances has helped to improve the palatability and taste of many foods and beverages.

TOBACCO AND RUM

Rum 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



Royal Barbados No. 3



This Bajan masterpiece is crafted by Caribbean Cigar Company, Inc. in Bridgetown, Barbados, where expert rollers -all women- produce around 1,000 cigars each day.

It is made with Cuban filler, binder and exquisite Connecticut-shade wrappers.

No automation is used in the creation of the Royal Barbados cigars: it's all old-fashioned dexterity, hand and eye judgement, experience and finesse.

Every cigar burns perfectly even and decadently smooth. A staff favorite at Rum Runner Press, Inc.

THE RUM



Doorly's XO Barbados Rum



The quality and glamour of this fine rum speaks up before you even open the bottle. It has a sultry apricot-amber color with iridescent traces of gold.

Profound aromas of exotic woods and aged rum fill the snifter, tempting you to get closer and closer. It opens effortlessly in the palate, setting forth sweet notes of nutmeg and light traces of vanilla.

The rum finishes exceptionally well, with a harmonious balance of oakiness and natural sweetness. A perfect example of what a second maturation (in Oloroso Sherry casks) can do for a rum.



Master Piece *In* a Bottle

For Zafra we hand selected American Oak casks, to ensure their optimal condition in preparation for aging this extraordinary rum. These casks are carefully cellared under the watchful eye of our Master Ronero, where the rum interacts with the oak casks and is masterfully blended, into this fine 21 year old "Master Reserve".



Discover This Authentic Rum Treasure.

www.zafrarum.com

Rum Runner Press, Inc.

Consulting Services For The Rum Industry

Expert Rum Formulation, Bulk Rum Sourcing, Competitive Analysis, Corporate Training Programs and much, much more...

www.rumshop.net