

Got Rum?™ We Do!

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Featured Rums:

- Prichards' Fine Rum
- Sailor Jerry Rum
- Old Grog Rum
- Cigüëña Carta 1975

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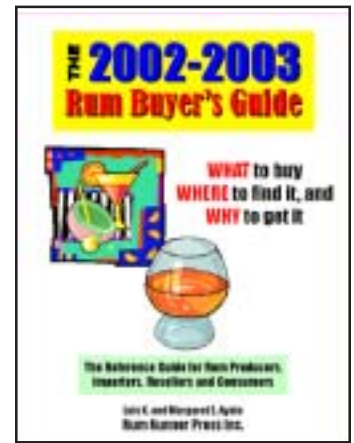
The Year-Round Enjoyment of Rum - by Luis Ayala

It is March already and many of us are still covered by snow or are being blown away by freezing wind. It is on days like these that I really marvel at the many faces of rum. Granted, I'd like for summer to be here already (or to stick around permanently), but that not being the case, I can still enjoy my rum in hot toddies, coffee, cakes and more. How many other spirits out there offer this flexibility? Very few indeed. Human nature often makes us yearn for those

things we don't have. In rare occasions human nature also succeeds in solving some of these longings. I believe rum is one such success: you can enjoy it neat, on ice, hot/cold drinks, soups, fish, poultry, pork, beef and, obviously, desserts. So as I thaw my toes and keep my nose warm, I still feel very lucky to have such a great spirit by my side.

Changing subjects, the deadline for submitting in-

formation for "The 2002-2003 Rum Buyer's Guide" is **March 15th**. If you haven't sent your forms yet, make sure you do so soon!



Las Vegas' Nightclub & Bar Convention

As part of our commitment to keep you informed of what is happening in the adult beverage world, we will be attending this year's Nightclub & Bar convention in Las Vegas.

This event is without a doubt the most important of its type in the country. Next month we will be reporting on what

is hot, what is cool and who is making waves.

If you live within driving range of Las Vegas and you are a member of the food/hospitality industry, you should really make an effort to attend.

Additional information can be obtained by visiting the official website



of Nightclub & Bar at:
www.nightclub.com.

Carnival 2002: Trinidad & Tobago's Never-Ending Happy Hour

I knew I wanted to go to Carnival this year but where? I had always heard that the largest Carnival in the world is in Rio de Janeiro, Brazil. Brazil is also one of the largest countries in the world but speaks Portuguese and is not known for its rum. I had also heard that Carnival in Trinidad is the second largest and they speak English and have great rums. Along with having friends who live there the choice was not hard.

It's amazing to believe that a whole island turns into one big party during carnival, but it's true! I arrived at midnight two weeks before Ash Wednesday, which is the end of Carnival and the traditional start of Lent. Within 9 hours of my arrival I had already been on a boat to a small island to spend the day swimming and drinking rum off the coast of Trinidad followed with an evening at my first "Fete" (or party) at the Cricket Club that went well into the morning hours. It was the same every night thereafter. Carnival season actually starts right after Christmas and the Trini's don't waste any time. There are no shortage of public and private Fetes or parties every night. The question is not where to go but

the beat and rhythm of the Carnival to inspire anyone to dance all night.

I was fortunate to be involved with one of the oldest and largest "bands" or Mas. I got to help make costumes late into the night at "Mas Camp". The

main costumes can run into thousands of dollars and often are given to the most beautiful women to wear to bring prestige to the individual 'Mas'.



Individuals can purchase a great theme costume for approximately \$150.00. Each year a new theme is set for the whole Carnival and the 2002 theme was "Latin Fire". Costumes are judged at major outdoor events. Some individual costumes are 18 x 18 feet and even have pyrotechnics built into them. It is an art to move in them.



which one. The price of admission includes music and all the drinks, others include all you can eat. The music is great no matter where you go! It has

I want to thank the people at Angostura Distilleries for making my two weeks so complete. Especially my friend Glenn Davis and his wonderful family for arranging so

many unique and amazing opportunities. I met so many wonderful people whose primary goal is to enjoy and help others enjoy the Carnival.



Pat Davidson
President, Rum Appreciation Society

Rum In History - The Mai Tai

by Victor J. "Trader Vic" Bergeron
San Francisco 1970

Earlier this year, a long time friend from Tahiti, Carrie Guild (now Mrs. Howard Wright), sent me a column from a Honolulu newspaper which once again has raised the argument over where the Mai Tai was born and who originated it.



I originated the Mai Tai and have put together a bit of the background on the evolution of this drink, which has earned worldwide identification and acceptance. There has been a lot of conversation over the beginning of this drink. Many have claimed credit, including Harry Owens. The people who now own Trader Vic's in Honolulu (which at this time has no connection with the Trader Vic operations on the mainland) claimed it was originated in Tahiti This aggravates my ulcer completely. The drink was never introduced by me in Tahiti except informally through our good friends, Eastham and Carrie Guild.

In 1944, after success with several exotic rum drinks, I felt a new drink was needed. I thought about all the really successful drinks; martinis, manhattans, daiquiris All basically simple drinks.

I was at the service bar in my Oakland restaurant. I took down a bottle of 17-year-old rum. It was J. Wray Nephew from Jamaica; surprisingly golden in color, medium bodied, but with the rich pungent flavor particular to the Jamaican blends. The flavor of this great rum wasn't meant to be overpowered with heavy additions of fruit juices and flavorings. I took a fresh lime, added some orange curacao from Holland, a dash of Rock Candy Syrup, and a dollop of French Orgeat, for its subtle almond flavor. A generous amount of shaved ice and vigorous shaking by hand produced the marriage I was after. Half the lime shell went in for color ... I stuck in a branch of fresh mint and gave two of them to Ham and Carrie Guild, friends from Tahiti, who were there that night. Carrie took one sip and said, "Mai Tai - Roa Ae". In Tahitian this means "Out of This World - The Best". Well, that was that. I named the drink "Mai Tai".

This drink enjoyed great acceptance over the next few years in California and in Seattle when we opened Trader Vic's there in 1948. In 1953 the Mai Tai was brought by me to the Hawaiian Islands, when I was asked by the Matson Steamship Lines to formalize drinks for the bars at their Royal Hawaiian, Moana and Surfrider Hotels. Any old Kamaaina can tell you about this drink and of its rapid spread throughout the islands.

In 1954 we further introduced the Mai Tai when we included it among other new drinks in bar service for the American President Lines. It is estimated that several thousand Mai Tais are served daily in Honolulu alone, and we sell many more than that daily in our eighteen Trader Vic's restaurants throughout the world. I have let Eddie Sherman, the columnist on the above mentioned Honolulu Star Bulletin, know who originated this drink and think it is time the general public knows that these are the facts of the evolution and growth of the Mai Tai.



In fairness to myself and to a truly great drink, I hope you will agree when I say, "Let's get the record straight on the Mai Tai".

Evaluation: Delightful aroma of fresh grapefruit with hints of grenadine. Once in the palate, the grapefruit and lime elements unfold euphorically, immediately transporting you to the tropics. Skip the complex recipes with multifarious ingredients: this is by far the easiest and most consistent way of mixing perfect Mai Tais. The mix is even good enough to be enjoyed neat or on the rocks by those designated drivers out there.

Please contact us for Ordering Information:

www.rumshop.net
luis@rumshop.net

Special Report: Prichards' Fine Rum



According to the distillery: "As old as our nation itself, rum played a role in shaping the economic and political future of the New England distillery centers. Made in copper pot stills similar in design and using techniques of the masters of old, Prichards' Fine Rum may be an accurate recreation of that ancient spirit and return to tradition of distilling hand crafted spirits and rum as it was meant to be.

Everyone knows it takes good water to make the finest spirits. That's why Prichards' Fine Rum uses only crystal clear Tennessee spring water. What

folks do not know is that many rums are made from black strap molasses, the bitter residue from the processing of granulated sugar.

To make Prichards' Fine Rum, we use only premium, "Grade A Fancy" molasses from the plantations of Louisiana. Considerably more expensive, its mild flavor and pleasant aroma are passed through the still imparting a smooth and tasteful character to the finished spirit."

Prichards' Fine Rum (80-Proof). Mesmerizing brilliant amber color. The aroma is embellished with



notes of sweet oak and traces of clove. Once in the palate this rum opens up nicely and smoothly, manifesting hints of cinnamon, echoes of apricot and subtle traces of brown sugar all perfectly balanced in a harmonious equation. The finish is remarkably smooth and mellow. As a revived piece of American colonial history, this rum deserves to be in every rum drinker's house. History aside, however, its elegance, sophistication and character are enough to highly recommend it as a great buy.

Rum News From Around The World

ALCOHOLREVIEWS.COM HATCHES NEW MAGAZINE: THE REVIEW OF BEERS, SPIRITS, & WINES



AlcoholReviews.com, an online monthly online magazine and retailer of beers, wines, and spirits has just published the first issue of their new magazine, The Review of Beers, Spirits, & Wines (TRBSW).

The first issue is 15 pages, color, and includes industry news, information on new products on the market, beer, spirit, and wine articles, plus and interview with Stuart J. Fleming, author of VINUM, THE STORY OF ROMAN WINE. "It's an online glossy magazine," says Editor, Kevin R. Kosar. " You surf to AlcoholReviews.com, you click, and voila- you have a copy of The Review that you can read on your monitor or print out and take with you "

Presently, The Review is available for free. Readers can download a free copy of the magazine at <http://www.alcoholreviews.com/MAGAZINE/subscribe-form.shtml>.

Trade wishing to have their products or press releases considered for inclusion in The Review should email editor Kevin R. Kosar at kkosar@alcoholreviews.com.



Sailor Jerry Rum

Sailor Jerry Spiced Navy Rum (92-Proof).

This rum features a rich mahogany amber color redolent of brandy. The aroma speaks of sweet vanilla with hints of cinnamon. It is neither overwhelmingly spicy nor weak, allowing the temperate nature of the rum it is blended with to propel itself through. Once in the palate, the rum unveils itself agree-

ably, unfolding layers of nutmeg and allspice, followed by a touch of sugary caramel. The tasting experience comes to an enjoyable end as the rum unassumingly dissipates from your palate leaving behind only a sweet memory of its presence. Remarkably smooth despite its unusually high alcohol proof. But then again, everything about this

rum is unique, from its tattoo-laced origins to its presentation and marketing. Enjoy it neat, on the rocks, with fresh coconut water or in the numerous recipes available from the website: www.sailorjerry.com. Currently available in Texas, Florida and through their website.

Price
\$ = Under \$20



Clarke's Court Old Grog Rum

Old Grog Rum (80-Proof).

Enigmatic goldenrod color accentuated by joyful aromas of oak, light molasses and a trace of vanillin. Tasting unveils spicy clove notes on the front, followed by a sensation of slightly burnt orange peel and natural

sweetness. Finishes smoothly and pleasantly. Clarke's Court offers the following explanation for the origin of the word "Grog": The name 'Old Grog' dates back from the early days when the finest of Grenada's rum was shipped to his Majesty George III of

England. In order to identify the King's Rum, the casks were marked G.R.O.G., which is the abbreviation for Georgius Rex Old Grenada.

Price
\$ = Around \$20



Cigüëña Carta 1975

Cigüëña Carta 1975 (90-Proof).

Unusual opaque amber color with light hues of olive-green. Clean bouquet with gentle traces of oak. From open to end the tasting experience is smooth and untainted.

Despite its nomenclature and plantation-like presentation, this rum is closer to a column distillate than a cane-juice pot still double distillate.

A very interesting

and appealing find. Special thanks to René van Hoven for introducing us to this rum!

Imported by Meyer Baggers, Amsterdam.

Bartender's Corner - By Pat Davidson

Since we are featuring Prichard's rum in this issue, I thought it appropriate to share some of their most popular recipes with you:

Tennessee Twister

This tasty drink is featured at Cotton Eyed Joe's in Knoxville, Tennessee.

1 1/2 oz. Prichards' Fine Tennessee Rum
1/2 oz. Triple Sec
A splash of Sweet and Sour Mix
A splash of 7-Up or Sprite

Serve in a medium high glass and garnish with a squeeze of lime.

Fiery Gizzard Sunset

This grand drink with the funny name, has its roots in Tennessee. One of Tennessee's beauty spots, some say the Fiery Gizzard Creek was named by Davy Crockett himself. Through a rugged gorge and over numerous waterfalls, the Fiery Gizzard threads its way through deep lush forests. While admiring a magnificent sunset from a bluff overlooking the Fiery Gizzard one evening, a band of hikers concocted this refreshing drink.

1 oz. Prichards' Fine Rum

1 oz. Cranberry Juice
1 oz. Pineapple Juice

Mix rum and cranberry juice and pour over ice into a medium high glass. Then carefully pour pineapple juice slowly down the side of the glass. If you do it right, the heavier pineapple juice will displace the lighter rum and cranberry juice causing it to rise to the top in a beautiful reminder of a marvelous Fiery Gizzard Sunset.

Tennessee Rum and Tonic

Try this ol' Prichards' Family Favorite

1 oz. Prichards' Fine Rum

A slice of Lime
A sprig of Fresh Mint
Your favorite Tonic

Pour your tonic over ice. Squeeze in the lime and add fresh mint. Now throw away the tonic, lime and mint and just enjoy the great flavor of a truly remarkable rum, Prichards' Fine Tennessee Rum.

Seriously, this is a fine summertime beverage that you can enjoy all year long. You'll find if you are not too heavy on the rum it is more refreshing. Also note the heart of this drink is the sprig of fresh mint. Please don't leave it out!

Master Blender's Corner - By Pat Davidson

I just wanted to take this opportunity to let all of our faithful readers know that we are working very hard to bring you a great interview with J. Wray & Nephew's Master Blender Joy Spence.

Now that Carnival is over and our systems

slowly return to "normal", we hope to be able to gain access to more and more of the key people whose expertise and fine-tuned skills shape the tantalizing rums we enjoy today.

Stay tuned for an inside look at Appleton Rums!



J. Wray & Nephew's Master Blender
Joy Spence

The Spirit of Cooking - By Margaret Ayala

Cheddar- Rum Raisin Spread:

1 c. Raisins
1/3 c. Rum
8 oz. Sharp Cheddar Cheese, grated
8 oz. Cream Cheese, room temperature
½ tsp. Curry Powder
Dash of Hot Pepper Sauce

Soak the raisins in the rum for 1 hour. Use a slotted spoon to remove the raisins, set aside the raisins and the rum. Combine the cheeses in a medium bowl or food processor and mix until smooth and fluffy. Beat in the rum, curry powder and hot pepper sauce, then fold in the raisins. Pack tightly in a covered container. Refrigerate to allow the flavors to blend, for up to 3 weeks. (Serves 8-10).

London Broil in Mushroom-Rum Sauce:

2 ½ - 3 lb. London Broil
1 lb. Fresh Mushrooms, sliced
1 Large Onion, sliced
4 Tbsp. Butter
¼ c. Amber Rum
Salt and Pepper to taste
1 Tbsp. Cornstarch (added to ¾ c. of beef broth)

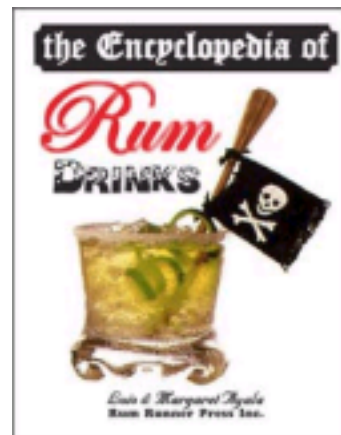
Broil or grill meat, according to personal preference. Transfer meat to a heated platter. In a sauce pan sauté mushrooms and onions in the butter until soft. Add the cornstarch mixture and cook until thickened. Add rum and remove from heat. Spoon the sauce over the meat once meat has been sliced. (Serves 6).

Island Grilled Bananas:

4 Small Bananas
2 Tbsp. Dark Rum
1 tsp. Coconut Extract
2 tsp. Brown Sugar

Make a small slit into the skin of each banana. Cut through ¼ inch of each banana and drizzle in some of the rum, extract and sugar. Close up the skin with a toothpick. Prepare an outside grill with an oiled rack set 6 inches above the heat source. On a gas grill, set the heat to medium. Grill the bananas in their skins for about 30-35 minutes until the skins are blackened and the bananas are hot. Slit each banana and push the ends in to fluff up. Eat like a baked potato, directly from the skin.

These recipes are but a small sample of the ones contained in our books: "The Rum Experience" and "The Encyclopedia of Rum Drinks"





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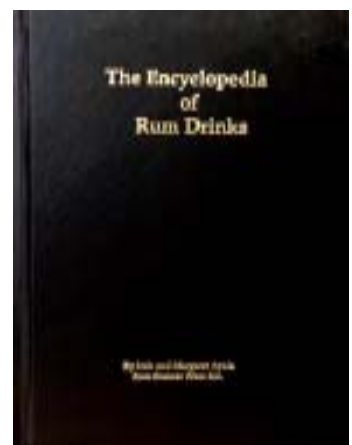
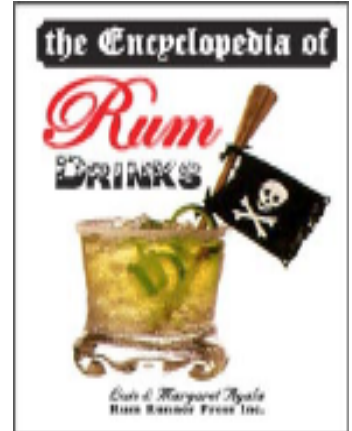
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1) To educate people around
the world about the many
faces of rum.

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

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

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