

Got Rum?™ We Do!

March 2003

**Master Blender Interview,
Angel's Share,
Rum News and More!**

Got Rum? Magazine
www.rumshop.net



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Rum In The Media

Khukri XXX Available in Europe

Khukri XXX Rum is a uniquely positioned product which evokes the nostalgia of 'The Himalayas' in its aroma and full bodied taste. It is Nepal's oldest brand and is the leader of the Nepalese rum market since 1959, year after year.

Khukri's empathy with its origin is transcendental, it transports the mind to images of the magnificent Himalayas, where nature boasts its powerful sinews, flaky humour and treacherous Omnipotence - the ultimate rendezvous to be re-lived again and again.

The above, along with Coronation Khukri XXX Rum (dagger shape glass bottle) is now available for delivery all over Europe. Visit www.cultdrinks.com to purchase it online!

More Rums in Europe

Our friend Stephan Macha recently wrote to inform us about the new rums he is importing:

Noa Noa Rum from Tahiti
Zacapa Black Label from Guatemala and
Inner Circle Rum (40, 57 and 75% alc.) from Australia

These rums nicely complement Stephan's extensive line of rums.

If you are in Europe and are looking for rums, please visit:

www.macha-rum.de



The World Directory
of the Alcoholic Beverage Industry
Go to:

www.internationalbeveragenetwork.com

From the Editor

Rum Imitating Life

Anybody who delights in the pleasures of the finest beverages the world has to offer should really find the time to benefit from experiencing rum. Rum, an epitome of trade, romance and war, has traveled the world, touching people in every continent. Proof of its reach can be ascertained by exploring the many popular rum-based cocktails known to mankind: Mai-Tai, Daiquiri, Piña Colada, Rum and Coke, Grog, Mojito, Beachcomber and Zombie, to name a few.

Every big or spectacular event has claimed its appropriate honorification at the hands of agile dispensers of drinks. For example, the original "**Arctic Cocktail**" celebrated Robert E. Peary's discovery of the North Pole while the "**Marconi Wireless**" commemorated the birth of our modern-day radio as inventor Guglielmo Marconi transmitted the first radio signals across the Atlantic.

The art of making cocktails (or *mixology* as it is commonly referred to) reflects several aspects of the culture where it is developed. Efficiency and economy dictate that people

consume first and foremost those items that are most readily available. The same formula is employed behind the bar: representative drinks from any culture are always made with those ingredients that are the most abundant. Hence different

climates and geographies give birth to variations within a particular genre. Inexpensive labor (or an abundance of it) also contributes to the degree of preparation time needed.

If you know of a drink that celebrates an event or person from your area, please let me know. All submissions will be published in a future issue of "Got Rum?".

Cheers!.

Luis Ayala, Editor
luis@rumshop.net



Link to us and Win - 2nd and Last Reminder!

Over the past few months we have been told by many of our readers that when it comes to rum we are "...the web's best kept secret." While we are honored to be labeled as "best" in any category, we truly are not seeking to remain a secret. So please help us in our mission to educate the rum market by linking to our website. Simply add a link from one of your web pages to our site and send us an e-mail with the address of the linked page. Every commercial link will be entered into a drawing for a full-page ad in an upcoming issue of "**Got Rum?**". Private, non-commercial links will be entered into a drawing for a "**Bartender In A Box-Deluxe**" (visit www.rumbook.com for details). So hurry, set up your links and notify us at: info@rumshop.net. To be eligible for the contest, notifications **must be received by March 31, 2003**.

Master Blender Interview - by Luis Ayala

Mr. Francisco J Fernandez Perez, Varela Hermanos - Panama

Q: How long have you been working for the rum industry? How did you get started?

A: This is a great opportunity for me to review many years full of emotions, long days and learning experiences. It probably was due to having Don Antonio Fernandez Castro as father and mentor in the wine and liquor industry. Since I was little I watched him in this arena, formulating products and marketing them. Once I graduated with a degree in Biochemistry with a specialty in microbiology I entered the beverage industry in Cuba in the early 70's. I must acknowledge my good fortune in having, during those early years, the tutelage of master of masters Don Ramon Fernandez Corrales with whom I am only attached through gratitude and friendship and not through blood despite the shared last name. Ramoncito, as we use to call him, taught me the ways of Carta Blanca, which is the foundation and starting point in the development of aged rums which showcase the quality, flavor and bouquet, which are characteristic of a true rum.

Q: In all the years you have spent in the industry, what are some of the biggest changes, good or bad, that you have witnessed?

A: I have been very fortunate in this industry because, even though I have participated in the implementation and development of new technologies for fermentation, distillation, filtration, etc., these technological advances have not interfered with the richness of the sugarcane or with its molasses, which in spite of time maintain



the tradition. The fermentation of the molasses is performed with yeast cultures that are unique for the production of aguardientes or young rum, which are different from the cultures required in the production of (industrial or medical) alcohol. The fermented wine is distilled in a column still, always using copper plates, which are mandatory when making an aguardiente of the highest quality. The resulting distillate is then stored in a combination of new American white oak barrels and previously used bourbon barrels. As the years pass one can then extract rum to produce Carta Plata and other Añejos (aged rums). This is the moment when technique, art and experience are combined.

Perhaps I have described the classic process with too much detail, but I am trying to convey the notion that if this process is altered, the result will be much different. I have never implemented accelerating technologies with physical or chemical applications. If that time ever comes I will no longer be needed in the industry because those beverages would no longer be called rum.

Q: How much have the rums from Varela y Hermanos changed during the years? Has the palate of your primary consumers changed through time?

A: The rums from Varela y Hermanos in Panama, producers of the famous Ron Abuelo and Ron Cortez brands have not changed through the years. We religiously maintain the tradition of our founders generation after generation. This tradition has not changed. What we have done is enhanced the control of the warehouses, increasing the storage volume by thousands of barrels each year to accommodate the growing consumption of our products.

The palate of our primary consumer changes with his age and his purchasing power. Younger people consume younger rums, mixed with juices or sodas. As consumers grow older they search

for products with higher status while at the same time refining their palates by consuming larger quantities of aged rums. For this reason our company produces the Ron Cortez product line that goes from white to 3-year old and the Ron Abuelo line with older products.

Q: Could you describe to our readers your everyday activities? In other words, how much time do you dedicate to quality control, new product development, research, etc.?

A: I'd be delighted to. I start my day around 8:30 AM by going through correspondence. I also take care of paperwork and spend some time with office duties (always with my cup of black coffee). Quality control is something we constantly do, since one has to closely monitor chemical-physical and sensorial parameters when producing each new batch. I never take care of sensorial aspects (those involving taste and smell) before 11:00 AM when they are at their best. Research and development of our products are constantly performed and their results immediately applied. We are continuously evaluating the products of our competitors comparing and analyzing their virtues and defects. This allows us to evaluate the state of our products and always maintains our company up to date.

Q: Which have been your greatest challenges as a master blender?

A: I believe the greatest challenge when trying to be successful in this industry is being patient. This principle is immutable in the production of rum: one must wait, observe, obtain chemical-physical results, verify with chromatography and obtain composition criteria. After that, the aroma, taste and physical aspect of each barrel and the ability to meticulously select the barrels in large industrial quantities. This is a true challenge each time we develop a new product when the result is not measured at the time of bottling, but by the acceptance of the consumers. Each new product is a new challenge.

Q: Most people who drink rum in the world consume it mixed. Is there a message you would like to share with them?

A: The way in which each person drinks rum is a reflection of what gives them pleasure. The variety of cocktails and mixes of rum with juices and sodas is a tradition for many consumers. Let us not forget that Ernest Hemingway popularized the consumption of daiquiris and mojitos. Per-



sonally, I consume Ron Abuelo with ice, club soda or neat. But I repeat, the way in which each person consumes it is a personal decision based on what they enjoy the most.

Q: Despite the technological advancements of recent decades, laboratory equipment is not yet capable of substituting the human palate. Do you believe it is a matter of time for this to happen or will it never take place?

A: Technological advances and sophisticated laboratory equipment are very important elements used as work place tools in the research and development of new products as well as in production of quality control. It is precisely due to these tools that we can guarantee consistent standards that are reproducible. But I insist that these are only tools used by the master to perfect his work of art using his expertise, capacity and privileged senses. These modern instruments, as well as, those yet to come will never substitute humans and as long as there is a rum industry there will always be a master blender.

Q: What is your opinion regarding the use of additives and macerations in the production of

rums? At what point does a rum stop being a rum due to all the additives?

A: Today there are many liquors with low alcohol content and high sugar concentration with natural or artificial flavors or fruit macerations. Up to here I consider them correct; many have been labeled flavored rums when in reality they are creams or liqueurs. On the other hand, there are also products made with oak macerations, esters and aldehydes and caramel color, which are blended with unaged alcohol, also sold as rum. This is something that has to be regulated, if possible this product should be taken out of the market. Finally, there are rum blends, properly aged and crafted to represent the characteristics desired by the master blender and required by the industry. This blending can not break the balance of the concept of rum. One can standardize the color of rum, but can not add color to it. One can tilt the flavor towards something unique but one can not go against the origin of the sugarcane nor accelerate the aging process since the natural "bite" of alcohol can only be mellowed and softened by time.

Q: Respect for tradition is something very common in the industry. How do you balance the love for tradition with the needs imposed by modern times?

A: Tradition and quality are two principles which must be maintained in order to gain the respect of the consumer. To alter a product or to sell something that is not true rum is simply to rob the consumer and is a shame for the producer. The principles of commerce are violated with this practice. Modern and environmental needs are addressed with equipment and technology dealing in each place with the problems that could be created. New consumers must be educated through the proper use of publicity campaigns, properly marketing the product and working closely with bartenders so they in turn help new consumers. Poor quality altered or falsified products will never remain in the market.

Q: When you enjoy rum at a party or reunion, do you drink it neat, with ice, or how? In the case of a rum cocktail, which is your favorite?

A: As I mentioned earlier I like Ron Añejo Abuelo on the rocks or with ice and club soda. I also enjoy it neat. I like mojitos as well but with white rum and a few drops of Angostura Aromatic Bitters. The mojito made with Ron Cortez is simply delicious. At the next rum festival I promise to fix you and your wife one of these.

Q: Looking at the present and the past where do you think the rum industry is headed both in Panama and the rest of the world?

A: I believe this is a great time for the rum industry both in Panama and the world. The increase in number of rum consumers, however, must go hand in hand with a great respect towards quality. We must differentiate rums which are properly aged and formulated from artificial rums made with unaged alcohols, accelerated aging techniques and additives. The rum festival along with the distilleries that participate in it must become a powerful organization that regulates the rum industry in the participating countries to determine which products are rums and which ones are not.

Q: Do you have a comment or message you would like to share with our readers?

A: Your readers are rum producers, distributors or consumers of this happy descendant of the sugarcane. For this reason I would like to extend to them my warmest congratulations for maintaining the high image of this delicious product. I hope the next rum festival is a great success and for you, Luis Ayala, my sincerest gratitude for the work you do.

For more information about
Varela Hermanos, S.A.
please visit:

www.varelahermanos.com



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

The Angel's Share: White Rums



Brinley Gold Vanilla Rum - St. Kitts

Brinley Gold Vanilla Rum (72-Proof). From the heart of St. Kitts comes this elegant rum in a slender frosted bottle, with an eye-catching label and a classy cork. Inside you find a rum that is as dark as the night, but thankfully not as secretive. The aroma opens vividly and invitingly. Once in the palate, the rum is not as sweet or as strong

as the color may have suggested, making it a great candidate for mixing, sipping after a long day at the office, pouring over desserts or enjoying with your favorite cigar.

The world's fascination with vanilla is elegantly captured in this product. Get it if you can! www.brinleygoldrum.com



Appleton Estate VX - Jamaica

Appleton Estate V/X Jamaica Rum (80-Proof). The flagship brand of the Appleton Jamaica Rum family. This full-bodied, medium sweet rum is a perfect example of the famous estate rums for which Appleton is renowned throughout the world. With an average age between five and ten years, this rum boasts a copper-golden color, a rich aroma and an exceptional

taste. The aroma is fruity and complex. Despite its robust aroma and dark color, the rum is not overpowering. This rum's solid base can be enjoyed by itself, on the rocks or with even the strongest mixers. If you've ever enjoyed chewing a fresh piece of sugarcane, you will fall in love with the aftertaste. Enjoy!

www.appletonrum.com



Serrallés DonQ Gold - Puerto Rico

Serrallés DonQ Gold (80-Proof). This rum's elegant presentation -starting with a see through, clear label- suggests purity, cleanliness and simplicity.

The aroma is true to this expectation, revealing well-defined traces of sweet alcohol and slight oakiness. Blossoms unassumingly in the palate,

stays a few seconds and disappears quietly with only a trace of caramel-like sweetness.

The color, aroma and body of this rum are all on the light side of the spectrum, perfectly representing the widely accepted notion of "light" Puerto Rican rums. For more information, please visit:

www.donq.com

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

The Spirit of Cooking - by Margaret Ayala

Cherry Tomatoes with Rum

- 1 pt. Cherry Tomatoes
- 3 tbs. Butter, melted
- 3 tbs. Fresh Parsley, chopped
- 1 tsp. Sugar
- 1/2 tsp. Salt
- 1/4 tsp. Pepper
- 2 tbs. Rum

Wash tomatoes; drain on paper towels. Combine butter and tomatoes in 10x6x2 baking dish; stir gently. Combine remaining ingredients, stirring well. Spoon rum mixture over tomatoes. Bake at 300 degrees for 15-20 min. Serve warm. Recipe from www.angelfire.com



Citrus Crusted Shrimp With Ginger Starfruit & Rum

- 12 Large Shrimp
- 2 Lemons; zested and juiced
- 2 Limes; zested and juiced
- 1 Jalapeno Pepper; diced
- 1 Tbsp. White Peppercorns; crushed
- 1 Tbsp. Coarse Salt
- 2 Tbsp. Brown Sugar
- 1 Tbsp. Olive Oil
- 1 tsp. Sliced Ginger Root
- 2 Starfruit; sliced crosswise
- 2 oz Rum

The zest is the colored part of the lemon and lime rind. Use a vegetable peeler to remove it, then chop it finely. Peel shrimp and butterfly by cutting lengthwise so that shrimp open like a book and lie almost flat. Don't cut them in half. Combine lemon and lime zest, jalapeno, and white peppercorns and set aside. Combine lemon and lime juice with brown sugar in a small saucepan and simmer until 3 tablespoons are left. Add the salt and zest mixture. Cook for one more minute and remove from heat. Moisten with one tablespoon olive oil and let cool. Press the mixture onto both sides of the butterflied shrimp, then sear in olive oil. Cook for one minute, then add the starfruit and ginger. Add the rum, swirl it around in the pan for a few seconds, and serve. Yields 4 servings. Recipe by: Allen Susser of Chef Allen's, Aventura, FL Preparation. Time: 1 hour.



Rum Raisin Cheesecake

1 C. Old Fashioned Oats, uncooked
 1/4 C. Chopped Nuts
 3 Tbsp. Brown Sugar, packed
 3 Tbsp. Margarine, melted
 16 oz. Cream Cheese, softened
 1/3 C. Granulated Sugar
 1/4 C. Unbleached All-purpose Flour
 2 ea Large Eggs
 1/2 C. Sour Cream
 3 Tbsp. Rum
 2 Tbsp. Margarine
 1/3 C. Brown Sugar, packed
 1/3 C. Raisins
 1/4 C. Chopped Nuts
 2 Tbsp. Old Fashioned Oats, uncooked



Combine oats, nuts, brown sugar and margarine; press onto bottom of 9-inch springform pan. Bake at 350 degrees F. for 15 minutes. Combine cream cheese, granulated sugar and 2 T flour, mixing at medium speed on electric mixer until well blended. Add eggs, one at a time, mixing well after each addition. Blend in sour cream and rum; mix well. Pour over crust. Cut margarine into combined remaining flour and brown sugar until mixture resembles coarse crumbs. Stir in raisins, nuts and oats. Sprinkle over cream cheese mixture. Bake at 350 degrees F. for 50 minutes. Loosen cake from rim of pan; cool before removing rim of pan. Yields 10 servings. Recipe from www.Cheftochef.net

www.brinleygoldrum.com

This is a promotional advertisement for Brinley Gold Premium Caribbean Rum. The background features a scenic view of a beach with waves and a sunset sky. In the top left, there is a circular logo with the letters 'BG' and a small image of a lighthouse. The text 'BRINLEY GOLD' is prominently displayed in large, bold, serif letters, with 'PREMIUM CARIBBEAN RUM' in smaller text below it. To the right, the words 'PROUD TO BE FROM' are in a small black box above the large, stylized letters 'ST. KITTS'. In the bottom right corner, there is a silver medal graphic that reads '2002 INTERNATIONAL RUM FESTIVAL GOLD MEDAL WINNER'. A small bottle of Brinley Gold rum is also shown next to the medal.

In a Class by Itself



Gold Medal Winner - *American Beverage Institute, July 2002*



95 Rating - *Wine Enthusiast Magazine, June 2002*



"Highly Recommended ★★★★★"
- *US Spirits Journal 2002*



Bronze Medal Winner - *Wine and Spirit International Design Awards, 2002*



Savour a glass of Angostura® 1919 with coconut water, club soda, on the rocks or simply enjoy neat.

Angostura® 1919 not only appeals to the premium rum drinker but even the discerning scotch drinker. So we invite you to take advantage of this special opportunity and taste what may soon become one of "the finest rums in the world".

Angostura® 1919 is available at selected fine restaurants and bars and leading supermarkets.

Just a matter of time.

www.angostura.com

Classified Ads

Consumers Seeking Rums

US Consumers Seeking "One Barrel" rum from Traveller's in Belize:

"john" <chams@qwest.net>
 "Wesley" <para_la_calle@yahoo.com>
 "Steve" <n2golf3@yahoo.com>
 "Stephen" <brownst@soc.mil>
 "Charlotte" <cvanjoolen@adelphia.net>
 "Frank" <hutchpf@surfnetusa.com>
 "bradt" <kbradt@nyc.rr.com>

Importers/distributors are encouraged to notify the above customers if they are currently carrying this rum. Note: please notify us as well so we may send future inquiries directly to you.

Searching for Barbancourt Rhum in the East Coast of the USA.

CRBELL5005@aol.com

Could you perhaps suggest a domestic source of Lamb's Navy Rum preferably on-line or at any rate one that would be willing to ship domestically in the US. It seems to be unobtainable here. Thanks!

sjacobs3@san.rr.com

I am really looking for Fernandes Vat 19 Gold from Trinidad in the San Diego, California area.

k.d.fish@worldnet.att.net

Can you help me with some information regarding Goddards Rum, or Royal Swan Rum. We are looking for a gold or white rum equivalent as it would appear that Goddards and Royal



Swan are not made anymore, or at least they are not available in Australia. Any information would be greatly appreciated.

hmk@senet.com.au

Do you have any information on Jim Beam and their Rum production? Here in Sweden they sell two different kinds under the label "RonRico". The Homepage of Jim Beam does not talk about anything but Bourbon. Where should I look for more info?

patrick@satellit.se

Are you a consumer looking for a particular rum? Are you a rum producer looking for an importer or distributor? Are you a collector looking for people to trade with? Place your classified ad here **FREE** of charge (while space is available). Simply send us your short ad to:

info@rumshop.net and we'll do the rest!

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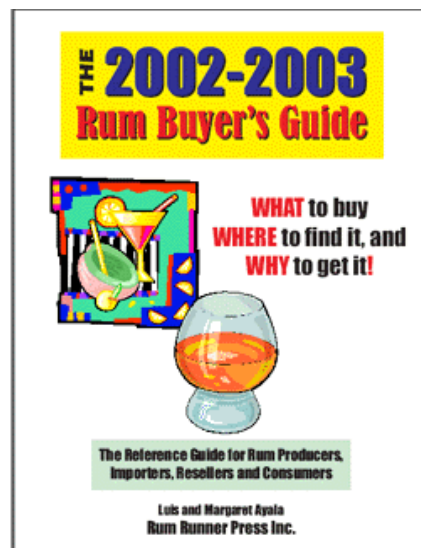
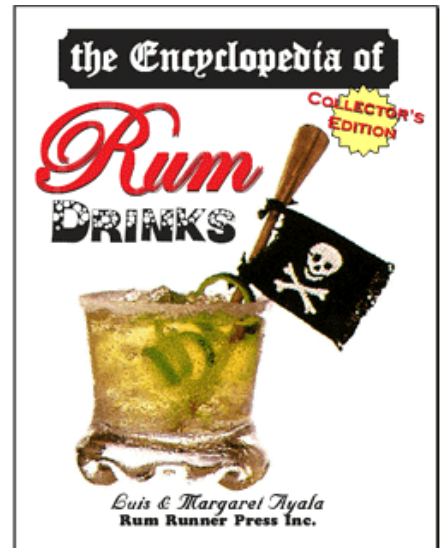
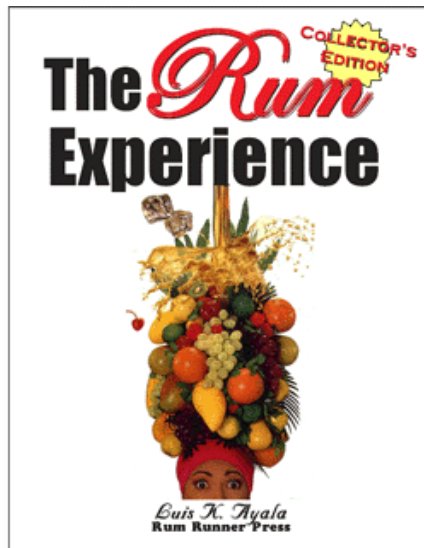
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luis@rumshop.net

Please contact us if you
are interested in having
your products reviewed
by us

We're on the Web!

See us at:
www.rumshop.net/



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.