

Got Rum?™ We Do!

March 2004

Got Rum? Magazine
www.rumshop.net



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**Rum and Taxes,
Happy Mardi Gras,
Angel's Share and More!**

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Rum Consulting Services

Rum Runner Press, Inc., is proud to offer assistance to current and future members of the rum industry. Our experience and contacts in the field can be a valuable asset to those companies seeking to:

*** Import Rum:** We can help you find the right company that will produce the exact type of rum you are looking for.

*** Private Label:** We can help find the right supplier, one who will meet your needs. Do you want to buy the bulk rum and take care of bottling yourself? No problem. Are you looking for someone who will ship you the finished product already bottled and labeled? No problem! Let us know your needs.

*** New Rum Formulation:** Looking to develop a "recipe" for your new rum? We can

definitely help. We work with the top Master Blenders in the industry.

*** BATF Label Approval:** No rum can be sold in the USA without a Bureau of Alcohol, Tobacco and Firearms (BATF) approval, which can be tedious, confusing and time consuming for the uninitiated. We can help.

*** Rum Training Seminars:** Once your rum is in distribution, you need to make sure your workforce is knowledgeable about rum in general and your product in particular. We conduct training seminars that teach salespeople the differences and characteristics of the rums in their portfolios.

These are just a few of the many services we offer. Let us know when you are ready to take your rum to the next level!



The World Directory
of the Alcoholic Beverage Industry
Go to:

www.internationalbeveragenetwork.com

From the Editor - Rum News

Rum And Taxes

"Taxation without representation" was one of the most often quoted reasons leading to the American Colonials' fight for independence from the British.

In those days, the unusual and unfair taxes placed on goods needed by everyday people were enough to fuel a revolt. Today, there are still unfair and usual taxes placed on rum throughout the world.

There are many countries whose governments tax rum producers the minute their rum is put into barrels for storage. That's correct, they are taxed on 100% of the alcohol they distill, despite the fact that a large portion of it will be lost due to evaporation over the following years. These are governments that do not understand that by doing so, they are handicapping their rum companies, putting them at a disadvantage when competing in an international market against those products from countries that have "better" tax laws regarding rum.

Many of the same countries that tax evaporation losses also prevent rum companies from "topping off" barrels during aging, a practice that when performed (with same-age rums, of course) can significantly reduce (sometimes by 20-40%) the evaporation rate per year.

If these governments do not change their ways soon, they will, at the very least, slow down their companies' abilities to export goods or, at the very worst, will loose their companies altogether as they relocate to countries with better tax laws.

Luis K. Ayala
President / Editor luis@rumshop.net



Rum & Gluten Announcement

We have been asked by Nerea Gallastegui, youth delegate of the Spanish Coeliac Association, to ask all rum producers who read this magazine to answer a few questions. The Coelic Association is an organization that helps people with gluten intolerance (people who must adhere to a gluten-free diet), in other words, these people can't eat wheat, barley, rye or oats.

Nerea is conducting a project for the AO ECS conference (Association of European Coeliac Societies) about alcoholic drinks and their contents, which has as a final target to form a list of alcoholic drinks without any gluten. The list will be distributed to all the European Associations, a copy would be submitted to the entire coeliac population in each country.

We would all be extremely thankful if you could send Nerea an email (in English or Spanish) answering these questions about your rum products:

- * Do you use wheat, barley, rye or oats as primary ingredients in any of your products?
- * If not, do you add any kind of starch or thickener that contains wheat, barley, rye or oats? (Primarily directed to those of you who create Rum Creams and/or Rum Liqueurs)
- * Do you want your brand name in this list which will be sumitted to 27 different associations throughout Europe?

Please send your answers to:

Nerea Gallastegui
nereagallastegui@yahoo.es
Confence Website : www.AOECS.de.vu

Happy Mardi Gras!

Mardi Gras is a traditional holiday celebrated in many of the southern states of the USA. The most famous celebration takes place in New Orleans, Louisiana. The people there enjoy this celebration by going to parades where they catch "beads,

doubloons, cups, and trinkets" that are all thrown from floats. Here are a couple of delicious Mardi Gras cocktails from our friends at VooDoo Rum.

Enjoy responsibly!



***Celebrate
Mardi Gras
with VooDoo
Spiced Rum!***

VooDoo Juice

- 2 oz. VooDoo Rum
- 1½ oz. pineapple juice
- 1½ oz. cranberry juice
- 1½ oz. orange juice
- Mix ingredients with ice in a tall glass.

VooDoo Hurricane

- 2 oz. VooDoo Rum
- 4 oz. pineapple juice
- ½ oz. fresh lime juice
- ½ oz. grenadine
- Shake ingredients with ice & serve in a large hurricane glass.

Rum In The News

Hydrogen Produced From Ethanol - As Reported by CNN

Researchers say they have produced hydrogen from ethanol in a prototype reactor small enough and efficient enough to heat small homes and power cars.

The development could help open the way for cleaner-burning technology at home and on the road.

Current methods of producing hydrogen from ethanol require large refineries and copious amounts of fossil fuels, the University of Minnesota researchers said.

The reactor is a relatively tiny 2-foot-high apparatus of tubes and wires that creates hydrogen from corn-based ethanol. A fuel cell, which acts like a battery, then generates power.



"This points to a way to make renewable hydrogen that may be economical and available," said Lanny Schmidt, a chemical engineer who led the study. The work was outlined in Friday's issue of the journal Science.

Hydrogen power itself is hardly a new idea. Hydrogen fuel cells already propel experimental vehicles and supply power for some buildings. NASA has used them on spacecraft for decades.

But hydrogen is expensive to make and uses fossil fuels. The researchers say their reactor will produce hydrogen exclusively from ethanol and do it cheaply enough so people can buy hydrogen fuel cells for personal use.

They also believe their technology could be used to convert ethanol to hydrogen at fuel stations when cars that run solely on hydrogen enter the mass market

Hydrogen does not emit any pollution or greenhouse gases. But unlike oil or coal, hydrogen must be produced -- there are no natural stores of it waiting to be pumped or dug out of the ground.

George Sverdrup, a technology manager at the National Renewable Energy Laboratory, said he was encouraged by the research.

"When hydrogen takes a foothold and penetrates the marketplace, it will probably come from a variety of sources and be produced by a variety of techniques," he said. "So this particular advance and technology that Minnesota is reporting on would be one component in a big system."

The Minnesota researchers envision people buying ethanol to power the small fuel cell in their basements. The cell could produce 1 kilowatt of power, nearly enough for an average home.

<http://www.cnn.com/2004/TECH/science/02/13/hydrogen.reactors.ap/index.html>

Cantina Restaurant, Bar and Nightclub Show 2004

Cantina

RESTAURANT, BAR & NIGHTCLUB SHOW

The Cantina 2004 was successfully held at the Hyatt Regency February 8-9, 2004. As part of the organizer's commitment to education, several "Signature Stages" were prepared, including spirit tastings, bartending techniques, culinary demonstrations and more. We are pleased to announce that



our editor, Luis Ayala, conducted one of the training sessions. The session was entitled "The Wonders of Rum" and it guided participants through rum's origin, history, fermentation, distillation, aging and blending. The session culminated with an organoleptic assessment of Appleton Rums. The training was well received by those present, many of whom praised the organizers of the Cantina show for their dedication to education. This was the first time all attendees had been to a rum lecture / training session.

Congratulations to Blaine Siske and his team for a great show!

New Rums Available On-Line



The following rums are now available for purchase to US customers (except for those in Utah, Michigan, Massachusetts, Tennessee, Indiana, or Kentucky):

Mount Gay Tri-Centennial (300th Anniversary Limited Edition), from Barbados and

Inner Circle Rums, three types: Green Dot, Red Dot and Blue Dot, from Australia.

To order, go to www.rumshop.net

and click on "Order Rum On-Line", then choose "Aged Rums" at the bottom of the screen.



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

The Angel's Share



Lamb's Navy Rum - Canada

Alfred Lamb's Navy Rum (80-Proof). Produced by Corby Distilleries Ltd. in Canada. According to the distillery, the recipe dates back to 1849 when Alfred Lamb first established his business in London.

This rum's color is deeply dark, reminiscent of the original Royal British Navy rums. The aroma is equally deep and strong, with rich

fruit, oak and molasses elements. It opens up softly, despite its aggressive appearance, releasing waves of caramel and toffee. The finish is slightly warm and decisively dry, with traces of oak permeating the palate. A rum flavorful enough to accompany a robust cigar and strong enough to come through when mixed in any cocktail.

www.corby.ca



Granado Puerto Rican Rum - Puerto Rico

Granado Gold Puerto Rican Rum (80-Proof). Produced by Destilería Serrallés, this rum has a light brown gold color and a very clean aroma.

It is very characteristic of the modern Puerto Rico-style rums. The aroma is slightly sugary with notes of wet oak and vanilla. Opens nice and smooth in the

palate, finishes dry with slight oak and caramel undertones.

Great on the rocks or mixed with a touch of water. If you plan to use it as a mixer, don't choose extremely sweet or fruity juices as they will overshadow this rum's mild character.

www.donq.com



Seventh Heaven - St. Lucia

Seventh Heaven Ginger and Bois Bande (40-Proof). Throughout the years, St. Lucia Distillers (WILCO) has earned a reputation for producing high quality, original flavored rums. Seventh Heaven may be new to The Angel's Share, but it has been satisfying consumers for many years now. The color is iridescent orange while the aroma is an intriguing blend of fresh ginger with citrus undertones.

It opens smoothly in the palate, revealing unmistakable traces of ginger followed by the taste of candied orange peel and ending with the aroma of Bois Bandé, regarded as an aphrodisiac in many Caribbean countries.

Enjoy it straight, on ice, on top of ice cream or as a dressing for a decadent fruit salad.

www.sludistillers.com

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

The Spirit of Cooking - by Margaret Ayala

*"We may live without poetry, music and art;
We may live without conscience, and live without heart;
We may live without friends; we may live without books;
But civilized man cannot live without cooks.*

*He may live without books- what is knowledge but grieving?
He may live without hope- what is hope but deceiving?
He may live without love- what is passion but pining?
But where is the man who can live without dining?"*

Owen Meredith (Lord Lytton)

Up until now we've only looked at the recipe side of cooking. Before giving you more recipes, I want to remind you that cooking with spirits can be a fun and creative activity. I have heard from some of our readers that cooking with spirits is sometimes intimidating. If you are afraid to use rum (or any other spirit) in your cooking, just remember to always start out by adding small amounts. It is a lot easier to add more later than to try to remove excess rum from a dish.

I recently read a book by Ruth Vendley Neumann called "Cooking with Spirits". In her introduction she gives some very helpful hints when cooking with any kind of spirit and beer. The book features some great rum-based recipes such as Rum Rice Custard, Rum Pralines, Rum Puppies and West Indies Duck with Black Cherries to name a few. If the recipe names are not enough to get your mouth watering then below are some of the actual recipes from her book:

West Indies Duck with Black Cherries

1 4 lb. Duckling, quartered
Salt and Pepper to taste
½ C. Honey
3 Tbsp. Chopped Scallions
½ C. Mushrooms, sliced
¾ C. Cherry Juice (from can of cherries)
2 Tbsp. Cornstarch
1 C. Black Berries (canned)
¼ C. Gold Rum
3 tbsp. Kirsch
1 Tbsp. Pernod



Season duck with salt and pepper then brush heavily with honey. Roast in a shallow baking pan on a rack, uncovered, at 325°F. Depending on weight of duck allow 30 minutes for each pound. When duck is tender then remove from roasting pan and place on a broiling pan (skin side up). Now begin preparing the sauce. Take a spoonful of the drippings from the roast pan and place it in a skillet. Add the scallions to the skillet and fry for about 5 minutes. Add the mushrooms and all but 4 tablespoons of the cherry juice. Combine the remaining 4 tablespoons of cherry juice with the cornstarch in a small bowl until it is thoroughly blended then add to the skillet. Stir and cook over a low heat until the sauce has thickened. Place the duck under hot broiler for 10 minutes or until skin is crisp. Remove from broiler and place the duck on a platter. Pour the cherry sauce over it. In a separate

pan heat the rum, kirsch and pernod then pour over duck and ignite. Spoon the sauce over the duck until the flame dies down. Ready to serve. Yields: 4 servings.

Okay, so now is your mouth watering? Well, if we are getting there how about the Rum Puppies? Has this recipe name captured your attention yet? Well, it did mine! So here is the recipe from Ruth:

Rum Puppies

1 Egg
 ¼ C. Milk
 ¼ C. Light Rum
 1 C. Bisquick Biscuit Mix
 2 Tbsp. Yellow Corn Meal
 ¼ tsp. Paprika
 ½ tsp. Dry Mustard
 1/8 tsp. Cayenne Pepper
 1 lb. Miniature Frankfurters
 Mazola Oil for deep frying



Blend egg, milk and rum and stir in the dry ingredients. Dip the frankfurters in batter and fry in oil at 375°F for about 3 minutes on each side. Ready to serve. Make sure to serve while they are still hot. Serves 8.

Yum, yum. Now that I have given you an appetizer and a main course how about a dessert! We can't forget the dessert, right?

Rum Rice Custard

Custard
 3 Egg Yolks
 1 ¾ C. Milk
 ¼ C. Light Rum
 ¼ tsp. Salt
 ½ tsp. Nutmeg
 1 tsp. Cinnamon
 1 C. Cooked Rice
 ½ C. Light Brown Sugar
 1 tsp. Lemon Rind
 ½ C. Seedless Golden Raisins

Meringue
 3 Egg Whites
 ¼ tsp. Salt
 3 Tbsp. Sugar
 1 tsp. Rum

Beat egg whites until stiff. Beat in remaining ingredients.



Beat egg yolks and add all of the other ingredients until it turns into a buttered 1 ½ quart casserole. Bake at 375°F for 35 minutes. Remove from oven and spread meringue on top of rice pudding. Bake for an additional 15 minutes at 350°F or until meringue is lightly browned.

Advertisement



Inventory Reduction Sale!

West Indies Spirits, U.S. Importer of Fine Rums, announces its Spring Inventory Reduction Bonanza!

We need to make room in our warehouses for new rums due to arrive shortly. We are offering unbelievably-low pricing on the following high quality rums from St. Vincent, British West Indies:

200 cases of St. Vincent Sunset Extra Gold
200 cases of St. Vincent Sunset Light Rum (SLR)
200 cases of St. Vincent Sunset 169 Proof Rum

Prices are too low to advertise, call for a quote!

These rums are priced to move quickly, so please act fast if you are interested.

Please contact:

Malcolm Atherton
Phone: 801-243-6972
Fax: 801-467-6232
Realrum@aol.com
www.realrum.com



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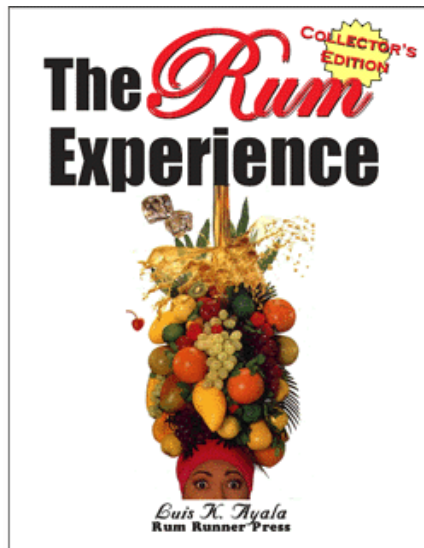
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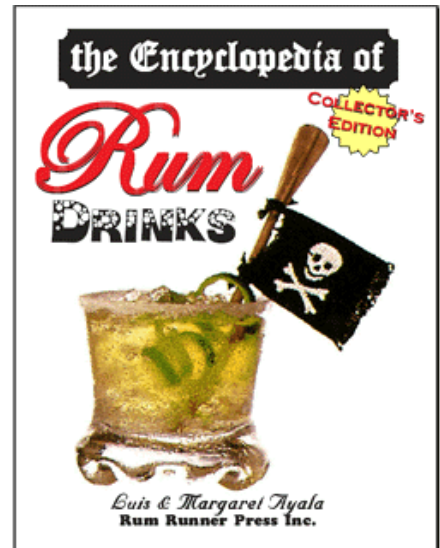
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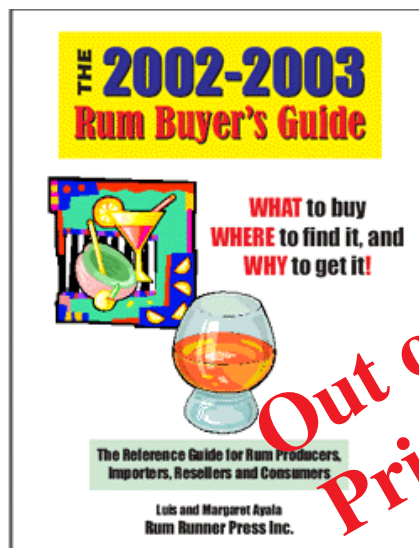
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Our Mission:

- 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.