

# Got Rum?™ We Do!

## Featured Rums:

- Santa Teresa 1796 - Venezuela
- Foursquare Spice - Barbados
- Don Q Gran Añejo – Puerto Rico

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## Welcome to our first Issue!

Welcome to the first edition of Got Rum?™ We hope to make this the best rum newsletter for all members of the rum life industry: consumers, producers, importers and retailers.

Every issue will be packed with news, tasting notes, company profiles and much, much more.

Rum has long been underrated in the world of fine distilled spirits.

Granted, there are many rums strong enough to fuel combustion engines, but there are also many rums refined enough to compete head to head against the finest Cognacs and Whiskeys. In **The Angel's Share**, each issue of Got Rum?™ will highlight a group of such fine specimens.

Please make sure to check out the News section on [our website](#) for groundbreaking news that

may surface in between updates to the newsletter.

If you have ideas about new sections or suggestions on how we can improve our format, please contact me at [luis@rumshop.net](mailto:luis@rumshop.net) I'd love to hear from you.

Cheers!

Luis K. Ayala  
Director

## RumFest 2001 - Barbados

RumFest 2001 will take place at Barbados' premier all-inclusive resort - The Almond Beach Village - in Heywoods, St. Peter, from May 7th through 13th, 2001. A special rate has been put in place for anyone wishing to stay at the Almond Beach Village for all or part of RumFest 2001.

Caribbean Week RumFests involve the "blind" taste-testing of over 160 different rums, in 5 categories, by a panel of experts. These annual

taste tests have been conducted for the past 11 consecutive years and have become the premier Rum event in the world.

Three year ago Caribbean Week added a public dimension to what had always been a closed and private affair - a public exhibition of all the products tested. Now everyone can sample any and all of the wonderful rums in our collection for the price of admission and win doors prizes of the most fabulous rums on the planet.

All of the rum products tested at RumFest 2001 will be available for viewing and sampling at the Almond Beach Village on the following dates:

- Saturday May 12, 2001 Time: 10 am - 8 pm
- Sunday May 13, 2001 Time: 12 noon - 6 pm

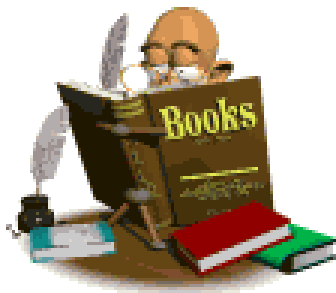
Distillers wishing to enter product in our taste test or wanting to reserve a space for product display at RumFest 2001 should contact Tim Forsythe at tel: 246-436-1906, fax: 246-436-1904, or at [cweek@sunbeach.net](mailto:cweek@sunbeach.net)




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*"I believe all Mankind will allow that scarcely a wholesome Spirit can be distilled than that call'd Rum; I mean as it is in itself pure and unadulterated. So far then is it preferable as a Spirit. For nobody can suppose their Spirits near so good, so wholesome, as those produced from Sugar."*

English pamphleteer, 1733



## Rum News

### "The Rum Experience" Launched Successfully

"Rum surely has no better ambassador than Luis Ayala. In his hands the rich and colorful history of rum comes alive, so vividly you can almost smell and taste the properties of this truly legendary libation. From New Zealand to Barbados, Venezuela to Puerto Rico, Ayala has sampled the rums of the world to compile a definitive history of rum as well as the most

comprehensive tasting portfolio available to rum connoisseurs. Ayala speaks and writes passionately about a spirit that is as elegant and sophisticated as the world's finest cognac, brandy and bourbon.

As the cocktail culture brings us closer to rum - the first and most versatile cocktail spirit - we begin to see rum's important place in mixology. The daiquiri

and the mojito are perfect starting-off points to learn about rum's finer incarnations. From the shaker to the sniffer sipper, Ayala covers all types of rum and rum experiences. This book is a must for anyone who wants to learn more about rum or is already engaged in an enthusiastic affair with the world's most lively and famous spirit."

Greg Morago  
[The Hartford Courant](#)

### Las Vegas Nightclub & Bar Convention

The Las Vegas Nightclub and Bar Convention (March 13-14, 2001) was great! It was very pleasant to see so many rum producers and importers there.

Even [Ed Hamilton](#), author of "Rums of the Eastern Caribbean" was autographing copies of his books at [The Spirit of Hartford's](#) (importers of Foursquare Spice and Doorly's XO rum) booth.

Cigar and Rum aficionados were pleased to see that [Cohiba](#) -the famous cigar manufacturer- has introduced a complete line of rums into the market. Their line include 1, 3, 5 and 8 year olds plus an over proof. There is even a rumor that they are working on Ginger, Coconut and Spiced rums.

Whaler's new packaging sure attracted a lot of

attention, along with their hilarious shark hats.

Trinidad's Angostura was also there, showcasing their 1824 Premium rum among their other products. Florida-based [Matusalem & Co](#), as well as [Cruzan](#) (USVI) were two other exhibitors not to be missed.

Next show: Miami, June 11-13<sup>th</sup>. Don't miss it!

### "Rum Trilogy" underway

Shortly after the launching of "The Rum Experience", author Luis Ayala announced that he has been working on a new title: The Encyclopedia of Rum Drinks. This new title focuses on a compilation of rum drink recipes representing diverse social, economic and cultural eras.

"*Rum mixology from pre-prohibition to modern days*" said Ayala as he explained the need for such a book.

A third title, projected for Fall 2001/Spring 2002 is "American Rum," which focuses on the influence of rum in American society and culture, from the early Colonial days, through

slave trade, prohibition and through modern days.

Together with The Encyclopedia of Rum Drinks and The Rum Experience, American Rum will complete the RUM TRILOGY, the first multi-volume work ever published to promote rum.

## Special Report: British Royal Navy Imperial Rum

"The Admiralty Board have reviewed the daily issue of rum in the light of the conditions and needs of the modern navy" stated an article published by The News on December 18, 1969. After talking about the monetary details surrounding the decision, it ended with the dreadful words: "...the daily rum issue and grog money will be abolished from Saturday, August 1, 1970."

Perhaps the most accurate and eloquent account of naval rum is found in Captain James Pack Obe's "Nelson's Blood." Rather than summarizing his description of these last moments, we offer them to you as they appear on his book. Thank you, Captain, for the vivid account.

*Afloat, the most outstanding privilege fell to the guided*

*missile destroyer HMS Fife which, being at Pearl Harbor and close to the international date line at the time, made the last regulation Up Spirits call to be heard anywhere in the world. The grog issue was observed with exaggerated pomp and circumstance. On the ship's small flight deck American television cameras recorded the event. The rum tub of shining oak, with brightly polished lettering on its side, provided evidence of an affectionate preparation for its final duty. Slowly the ship's company began to muster, many sporting black arm bands. Some were dressed in drab mourning clothes and even Long John Silver was there with a lifeless parrot on his shoulder. This pleased the cameramen but the American reporters by their questioning, 'What's all this*

*fuss over a glass of rum?' obviously found it difficult to comprehend what the rum issue had meant to the British Navy.*

*As noon approached, a lament was played on the pipes and the men silently formed a queue by the tub. Suddenly the call came over the broadcast, "Secure. Hands to dinner, rum issue is now taking place on the flight deck". Under the eye of the officer of the day the issue began, and as tots were consumed, so the tot glasses were thrown over the ship's side in a mock gesture of farewell. When all was over, the rum breaker itself was carried aft and committed to a watery grave to the accompaniment of a twenty-one-gun salute.*



Today's discriminating rum drinker can own and taste a piece of Naval History. [Great Spirits](#) has identified and purchased the last remaining stores of this special rum. For more information, visit their [website](#) or contact them at [info@greatspirits.com](mailto:info@greatspirits.com)

## Master Blender's Corner – By Pat Davidson

For this inaugural issue, instead of an interview with a Master Blender let's consider unveiling your own hidden blending talents. Before we get into interviews with the real Master Blenders, I want you to make some of your own mistakes and successes. Then in future months when the Master Blenders are touting their successes, their words will have more meaning for you. You can try it with as little as two rums and of course there are no limits.

A few nights ago I tried for the first time some Matusalem Grand Reserve (which by itself is an excellent premium rum) blended with some El Dorado 12 year old (another fine premium) over ice. What a nice surprise.

Three years ago, as a judge at the annual Rum Tasting Competition in Barbados, I tried something new. As part of the competition, each judge gets about one ounce of each of the rums to be tested. After tasting the samples, the wait staff usually collects all the glasses, most of them with some rum still left in them. That year I started pouring the remaining rum from my glasses into a bottle I carried with me. At the end of the evening I had the better part of a fifth worth of "leftovers." What I created that night was the "crème du la crème." A blend of the best rums from the best Master Blenders. And the result? It is a incredible blend of smoothness that I savor and drink on only the finest occasions.

Here's my suggestion. Get 2 or more of your friends together for a sampling. After admiring the blenders' hard work try coming up with some of your own blends. Make some tasting notes and make a list of the successes and why they were successes. After time you will find an intuitive knack for associating flavors that blend well with one another. When a non-rum drinker comes over and you tell them why your rum is so good, they will feel your enthusiasm and YOU will seem like the Master Blender in their eyes.

This will spike your creative nature and bring the rum experience home. In the following months when the professionals talk you will also listen with a more experienced ear.

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*"After time you will find an intuitive knack for associating flavors that blend well with one another."*

Pat Davidson is the President of the Rum Appreciation Society. You can reach him at [pat@rumshop.net](mailto:pat@rumshop.net)

## The Angel's Share

### Santa Teresa 1796 - Venezuela

*Santa Teresa 1796 (Solera, 80-proof). Captivating amber color with an aromatic and slightly fruity nose. Rich and complex, slightly sweet but well-refined with a light yet smooth oak finish. An excellent example of what a Premium Rum should be like, a personal favorite.*

Excerpt from  
[The Rum Experience](#)



*Don Q Grand Añejo (3 to 12-year, 80-proof). Special family reserve. In its nose, wood and soft notes, resulting from the lengthy contact between the rum and the cask, anticipate the perfect balance between sweetness and dryness that pleases the drinker.*

Excerpt from  
[The Rum Experience](#)

The rum-making tradition at the Hacienda Santa Teresa dates back two centuries, to a time when the enterprising colonizers plowed for the first time its fertile soil and planted the first sugarcanes. It was the year of 1796, a year that would mark the beginning of a continuous effort to produce the fine rums Santa Teresa is famous for.

The sugarcane is grown in

the fertile valleys of Aragua, in the heart of Venezuela. Once harvested and processed, it is transported to Santa Teresa's modern distillery. It is here where the master blenders, with the help of modern equipment, transform the raw material into world-renown Venezuelan rum.

Santa Teresa successfully operates one of the most modern distilleries in the

world, with processes such as molasses clarification and pasteurization, continuous fermentation, yeast recycling, hydro-selective distillation and a waste treatment plant, all incorporated into a computerized monitoring system.

The Hacienda Santa Teresa has carefully restored the old train station "El Consejo," which is now open to visitors and tourists.

### Foursquare Spice - Barbados

Foursquare Spiced Rum is produced at the Foursquare Distillery adjoining the Foursquare Plantation in Barbados.

In 1996, the old sugar cane facility was completely restored by taking the old and combining it with new technology to create the showplace distillery of the

island of Barbados. The facility is 100% environmentally green and friendly. It is also the only remaining Barbadian owned rum manufacturer in Barbados.

Foursquare Spice received the Silver Medal in the rum category at the International Wines and Spirits Competition in

London and a Silver Medal winner at the San Francisco Spirits competition in September 2000. For more information, please contact [The Spirit Of Hartford](#) at:

PO Box 260730,  
Hartford, CT 06126  
(860) 404-1776 voice  
(860) 404-1777 fax

### Don Q Gran Añejo

The Serrallés story began in 1865 on the Hacienda Mercedita sugar plantation near the city of Ponce on Puerto Rico's south coast. That year, don Juan Serrallés, the son of a Spaniard who had settled in the area, produced his first few casks of rum using a still he had imported from France.

Today, more than a century later, don Juan's great-grandson, Félix Juan Serrallés, Jr., presides over the company that now

produces and distributes over 60% of the rum sold on the island.

Serrallés took its big leap forward in 1985 when it acquired the assets of Puerto Rico Distillers, Inc., a subsidiary of the giant Canadian liquor firm Joseph E. Seagram and Sons Ltd. The acquisition of Seagram's manufacturing facilities in the towns of Camuy and Arecibo, as well as the brand names sold locally by that firm (Palo Viejo, Ron Llave and Granado), enabled Serrallés

to more than double its sales volume. In addition, Serrallés acquired the right to manufacture and distribute the Ronrico and Captain Morgan brands in Puerto Rico and several other Caribbean Islands while also producing Ronrico and Captain Morgan for distribution by Seagram's in the United States.

The company's Castillo Serrallés serves as both Museum and visitor center. Separate distillery tours are available upon request.

## Rum In History – A look at Prohibition, Part I

As Prohibition went into effect, enforcement personnel were ready. The daunting task of enforcing the new law was assigned to the Treasury Department, which included: Customs Service, Coast Guard, prohibition agents, plus other divisions of the Internal Revenue Bureau.

Authorities expected few violations, since the penalties under the Volstead Act were severe (arrest, business closures, etc.). At first, even the "wets" expected prohibition to do exactly what its name implied. Once legally banned, however, liquor gained desirability, as old drinkers refused to be denied, if they could help it, and new drinkers enjoyed the thrill associated with

possessing and partaking of the forbidden fruit. A common practice among arrested individuals was to demand a trial by jury. Since the anti Prohibition sentiment was strong among the population, few convictions ever came this way.

Thousands of people all over the country risked arrest by selling liquor under cover. Otherwise law-abiding citizens patronized the new speakeasies, who appeared everywhere, and thus became lawbreakers. Others were inspired by the scarcity to create their own liquor, almost invariably ending up with awful stuff.

Since the Department of Justice expected to see only a handful of violations to the

Volstead Act, it made no particular preparations. Much to their surprise, it only took a couple of months to completely overwhelm the Federal courts throughout the country. During the first six years, prohibition agents alone made 313,940 arrests for suspected violations!

The criminal element grew rapidly by controlling the distribution and sale of liquor in the cities and by financing nightclubs, syndicates and liquor wars. This upsurge in the underworld was definitely prohibition's most vicious side effect. The organized criminals quickly gained control of the sea, creating one of the greatest problems of the period, one of particular concern to the U.S. Coast Guard.



Coast Guard Lt. L. W. Perkins of the *Seneca* fires on men in a fleeing motorboat on Rum Row

## Bartender's Corner – By Pat Davidson

Some of the rum drinkers I know are offended when they see people consuming rum in mixed drinks. "Rum has to be drank straight" some of them utter. In some cases the reaction is well justified. On the other hand, there are a lot of "low quality" rums on the market that really have no merit on their own except a label that claims its heritage to sugar cane. In the upcoming book called "The Encyclopedia of Rum Drinks," Luis Ayala has included over a thousand different rum drink recipes. A lot of trial and error was involved in the creation of all these recipes. This fact should not be overlooked simply because of a pre-determined attitude towards mixed drinks. Obviously some mixes are better than others. I will mix

rum differently for different times of the year. A light (not necessarily white) rum in a mojito is a great summer drink. An eggnog with a heavy pot still rum on a cold winter night is terrific. If you can find it, coconut water with rum is also outstanding.

One area that is generalized under an umbrella title is the famous "Rum and Coke." Pepsi-Cola, Coca-Cola and RC-Cola (and their three diet versions) are the most well known, at least here in the United States. Each one delivers a completely different taste.

The purpose of this Bartender's Corner edition is to remind you to revisit old, sometimes forgotten drinks such as the "Rum and Coke."

I personally prefer RC over the other colas, unless I am in Mexico. The coke there is bottled using a different formula, one with more raw sugar taste, which goes terrific with rum. The standard has long been to use white rums when mixing drinks, but most of the golden and many of the premiums add variety and flavors you need to experience. Very often, when offering rum drinks to guests at my house, I have heard "no thanks, I don't drink rum." After a few rum and cokes made with my favorite premium rum and RC Cola and these "non rum drinkers" are hooked forever. So experiment with different rums and colas, after a little bit of "research" you'll be on your way to surprising all your friends at your next gathering.

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*"After a few rum and cokes made with my favorite premium rum and RC Cola, and these 'non rum drinkers' are hooked forever"*

Pat Davidson is the President of the Rum Appreciation Society. You can reach him at [pat@rumshop.net](mailto:pat@rumshop.net)

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[www.rumshop.net/](http://www.rumshop.net/)

## Coming Up in Future Issues

Stay tuned for our "Battle of the Cakes" where we will sample side by side the world's most famous Rum Cakes! June's issue will feature a special report with all the results from Barbados' RumFest 2001.

Bartender's Corner and  
Master Blender's Corner

will also profile distinguished people from the Rum Industry.

Do you like flavored rums? Many people do. Starting with next month's issue, we will begin taste-testing fleets of like-flavored rums (coconut, lime, orange, etc.). Also next month, Pat Davidson

will answer reader's mail in a column aptly named "In High Spirits."

As you can see, there are many reasons why you should remember to check out our website for next month's edition.

Cheers!

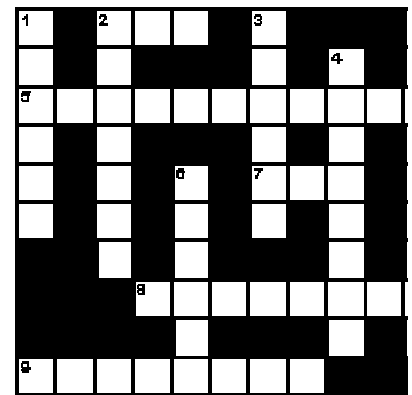
## Test your Rum IQ – Solution in next issue

### Across

- 2. Spanish for Rum
- 5. Earlier name given to rum
- 7. Type of wood most used in the making of rum barrels
- 8. Malibu rum's original flavor
- 9. Home of the famous Jack Iron rum

### Down

- 1. Container used to age rum
- 2. Rum establishment commonly found in the Caribbean (2 words)
- 3. Rum is also known as this person's blood
- 4. Makers of Barbados "Old Gold" rum
- 6. Trinidadian makers of Stallion rum



### About Our Organization...

Our mission:

) 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 responsible and sensible enjoyment of what is perhaps the world's most underrated distilled spirit today

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