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Volume 2, Issue 5

Got Rum?™ We Do!

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- Montecristo Rum
- Ron Cortez Añejo
- Clarke's Court Original White Rum
- STROH Original 80

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Premium Rums Rant

Even though I've talked and read plenty about premium rums, I'm finding it tougher every day to decipher the mumbo jumbo of categorization that some distilleries (specially their marketing departments) are trying to pass under this umbrella (Premium, Super Premium, Ultra Premium).

Here is what I really want to know: what exactly is a Premium Rum anyway? Is there anyone out there who could give me an elevator-ride sales pitch -as in, one or two short sentences- about what classifies a rum as such? What I am looking for is a standardized definition that will apply to distillers across the world, not only those from a particular

bio-geographical region.

I raise this question because I don't believe there is one single com-



pany that is doing a particularly good job evangelizing the idea that there is a threshold or boundary beyond which a rum is considered to be a Premium specimen. Most distillers are too enamored of their own production methods to con-

sider that what they call "Premium" is not necessarily based on standards pushed forward by the industry nor by consumer groups.

Deep down, I understand the need to affix glamorous labels to rum bottles. It is, after all, a fiercely competitive market and every small advantage helps. But should (or shouldn't) these quality-defining, category-assigning terms be used based on widely accepted standards, loose as they might be? What do you think?

Luis Ayala, Publisher
luis@rumshop.net

Trader Vic's Scorpion Mix

With this installment we conclude our coverage of Trader Vic's popular Mai Tai, Old Navy Grog and now Scorpion Mix. Trader Vic's Mixes are terrific ways to save time and insure consistently high quality. Scorpion

Mix's aroma is subtle with citrus notes and marked traces of grenadine. While the flavor profile is somewhat similar to Old Navy Grog, Scorpion draws its taste from a milder and fruitier combination of tropical juices.

The original Trader's Scorpion is easy to enjoy over a long and tranquil summer afternoon.





The largest rum taste test and exhibition in the world has now gone international. Having spent the last 13 years in the Caribbean, growing in stature, we realized that it was time to expand our festival and to broaden awareness and distribution of the wonderful array of rums that we have been showcasing for years.

We have chosen St. John's, Newfoundland as the site of this year's International Rum Festival (IRF). Newfoundlanders are the highest per capita consumers of rum in Canada - if not North America.

The Newfoundland Liquor Commission (NLC) will be at the event. They presently sell rum from Guyana, Jamaica, and England in astonishing volumes, not only to the Newfoundland consumer but to the liquor boards of Nova Scotia, New Brunswick, Alberta, and British Columbia. The NLC also blends and re-labels rum and currently produces about 110,000 cases a year.

There are also private investors in Newfoundland who are most interested in re-blending and producing specialty rum products. Suggestions have already been presented to us for products ranging from flavoured rum coolers to unique blends using 15,000 year-old iceberg water, of which there is an abundance in Newfoundland.

Rum judges and connoisseurs can expect, as in past years, to be introduced to new products and new brands at IRF2002.

The International Rum Festival will be held at the prestigious Fairmont Newfoundland Hotel from September 1st through 5th, 2002.

There will be three days of trade shows for business, research, interaction and opening new doors. For one day our trade show will be dedicated to those in the trade to enable business to be done without the intensity and energy of the general public. The remaining two days will be for the rum drinking public.



We will close International Rum Festival 2002 with a Gala Banquet & Charity Auction.

For more information please contact Tim Forsythe, Executive Director - International Rum Festival at 514-626-8511.

Free Rum Gifts!!!

While supplies last, every order for a Collector's Edition of our books placed through our website will receive a pair of rum coasters!

We currently have limited supplies of coasters from:

Zacapa Centenario, Sunset Light Rum and Clarke's Court (shown

below). Due to the limited inventory of coasters, we can't guarantee which ones will be shipped with any order.

As we run out of a par-



ticular coaster, we will replace it with coasters from a different distillery.

If you are a distillery, importer or distributor, and would like to participate in this promotion, please contact us for additional information.



Upcoming 2002 Coconut Rum Challenge

Coconut rums are here to stay. Perhaps the "original" fruit-flavored rum, coconut rums have found their way into the hearts of cocktails, desserts and more. With so many coconut rums in the market today, it is hard to know the differences between them all. That's when we come in. Our first annual Coconut Rum Challenge (much like our previous Citrus Rum Challenge) will feature a head-to-head lineup of today's most popular coconut rums. The competition is scheduled for July 2002 with the results published in the September issue of the newsletter.

The challenge will be divided in two sessions: the first session will feature the rums tasted neat, while the second session will test them in mixers. Features such as aroma, flavor and character will be scored by the judges.



The list of entries so far includes: Malibu Coconut Rum, Cruzan Coconut Rum, Sangster's Coconut Rum and Cabana Boy Coconut Rum among others. If your company produces a coconut rum (or if you know of one not listed above), please contact us for additional information.

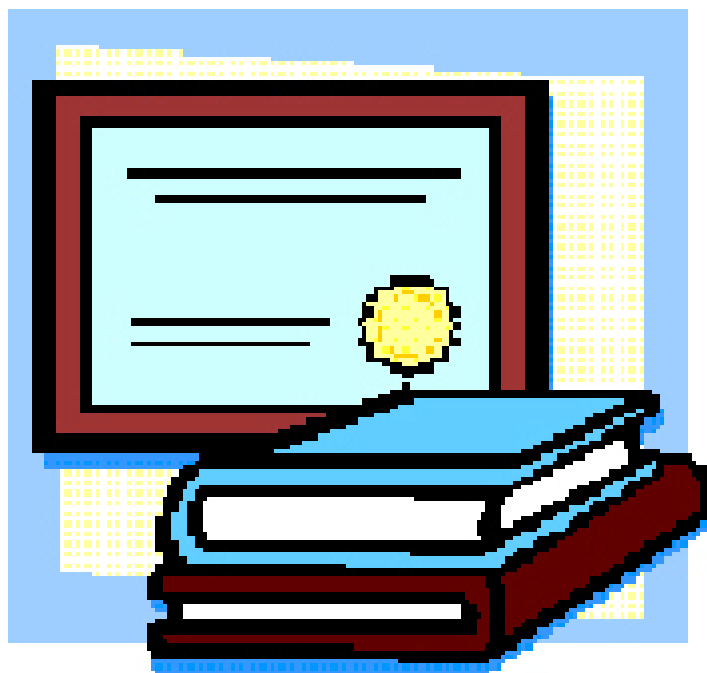
New Award for "The Rum Experience"

We are proud to announce that **"The Rum Experience"** was recently awarded a **Certificate of Merit** after being entered into the 2001 Writer's Digest Book Awards.

To celebrate this (and because it is long overdue), starting in June, all collector's editions of The Rum Experience will come with an elegant and colorful book jacket to celebrate the

occasion. All current owners of collector's editions will be offered the dust jackets for the cost of shipping only.

As soon as we have the new covers available we will let everyone know via the newsletter and announcements on the website. In the meantime, a big THANK YOU to all our customers and rum fans around the world for making our existence possible!



Special Report: Montecristo Rum

Montecristo Rum marks what is perhaps the beginning of a new trend in the rum business. While its age makeup is enough to place it along the world's most aged rums -a characteristic that usually denotes rums as "sippers"- Montecristo Rum is actively being marketed as an elegant and sophisticated mixer.

Montecristo Rum celebrated its debut on January 28th, 2002 with the Montecristo Rum Cocktail Competition hosted by RumJungle at Mandalay Bay Resort on the Las Vegas strip. A panel of judges, com-

posed of food and beverage media and spirits experts selected Rum Jungle's "Montecristo Smash" as the winner of the Signature Cocktail category and Bellagio Resort's "Rum Punch" as the winner of the Classic Cocktail category from entries of more than two dozen venues.

The event set the stage for Montecristo Rum to launch in several major cities within the next year including Miami, New York City and Chicago. The company is looking forward to challenges of building a national brand.

Montecristo Rum (80-Proof, 12-Year Old).

This rum is distilled in Guatemala using the same attention to detail and quality that has unequivocally propelled its predecessors to the top. The attractive iridescent amber-copper color tantalizes the eyes as the mildly sweet taste unfolds in the palate revealing creamy folds of vanilla and mellow oak. The finish is rich and long, a tribute to its age. Despite its noble and mild characteristics witnessed when consumed straight, Montecristo's personality in a cocktail is strong enough to compliment even the strongest mixes.



The Angel's Share

Ron Cortez Añejo - Panama



Ron Cortez Añejo (75-Proof, 3-Year Old). Appealing brandy-like amber color. This rum's exquisite nose evokes images of wet oak and vanilla beans.

revealing traces of raw sugar. Panama's climate allows its rums to age remarkably quick, enabling this young rum to achieve this level of maturity in three short years.

Opens effortlessly, confirming the olfactory oak notes while

Complex enough to be enjoyed neat or on the rocks and smooth

enough to be combined with mild mixers. Another great rum by Varela Hermanos, which we hope will soon find its way into mainstream America.

Additional information about the company can be found at: varelahermanos.com



Clarke's Court Original White Rum - Grenada

Clarke's Court Original White Rum (138-Proof). A quick look at the proof of this rum prepares you for the potent aroma of clean sugarcane alcohol. While strong, the nose also communicates a notion of sweetness in the background.

Opens warmly and slightly sweet, then slowly dissipates leaving a very clean feeling behind.

A rum with this profile is not meant to steal the show away alone, but rather to support and enhance the sur-

rounding medium. No wonder it is Grenada Sugar Factory's flagship product. Imported into the USA exclusively by West Indies Spirits:

www.realrum.com



STROH 80 - Austria

STROH Original 80 (160-Proof). At 160-Proof, this is the strongest rum ever featured in The Angel's Share. Stroh's color is an inviting mix of cranberry red and burnt orange. The aroma presents a mesmerizing combination of butterscotch, vanilla and sweet cara-

mel. Opens hot and fast, being true to its alcohol strength. The vigorous opening, however, is far from being unpleasant. It manifests a multifarious array of flavors previous undetected in the aroma. The finish is smooth and long lived. Definitely de-

signed to provide the finishing touches on cocktails, delicate desserts, pastries, in coffee, tea or hot chocolate. The millions of bottles sold each year around the world are a tribute to its quality and the devotion of its followers.

www.ourniche.com

Bartender's Corner - by Pat Davidson

We often receive questions from our readers, either looking for a particular rum, a recipe or just about rum in general. Often times these questions are so good that we feel compelled to share the answer with as many people as we can. For this reason, this month we are starting with the first installment of our "Reader's Mail" section. I hope you like it.

Pat

Question:

I have just returned from the Dominican Republic where I purchased a liter bottle of various woods/spices/leaves etc. to make a drink I believe is called Mammawana or Manawanna.

My friend and I both heard different ways to make this when in Punta Cana. I had heard you put about an inch of honey, an inch of red wine, and then the rest dark rum and let it fer-

ment for 30 days or more.

She had heard you use either rum or wine, not both. Do you know the correct recipe?

Answer:

The drink you are asking about is called "mamajuana" (or "damajuana"). It is made with both wine AND rum, plus different herbs and pieces of tree bark. Some locals consider it (of course) to be an aphrodisiac, while



others believe it enhances virility. I don't have exact amounts for you, but I would suggest using (for starters) equal amounts of wine and rum, then after a few weeks you can adjust to taste.

Hope this helps, please let me know how it turns out!

The Spirit of Cooking - by Margaret Ayala

Black Bean Soup with Rum

2 C. Onion, chopped
6 Parsley Stems
1 Bay Leaf
1 Lrg. Ham Hock
6 C. Beef Broth
Lemon juice to taste
Eggs, hard-cooked, chopped
Lemon slices
1 C. Celery, chopper
2 Fresh Thyme Leaves
3 Tbsp. Unsalted Butter
2 C. Dried Black Beans
1/3 C. Dark Rum



Recipe from the 1971 issue of Gourmet Magazine

The night before, soak beans in cold water to cover by 2 inches. Change water at least once. Drain and rinse. In a heavy kettle, cook onion, celery, parsley, thyme, and bay leaf in the butter over mod-low heat, stirring, for 10 minutes. Add ham hock, beans, broth, 4 cups water, salt and pepper to taste. Bring the

mixture to a boil, reduce heat, and simmer, uncovered, adding more water if necessary to keep beans covered, for 3 hours. Discard ham hock and bay leaf. Put the mixture through a medium disk of a food mill into a large bowl and then return it to the kettle. Stir in rum, lemon juice and salt and pepper (to taste). Adjust the consistency with hot water and garnish for serving with the eggs, parsley and lemon slices. Garnish with fresh chopped parsley. Makes about 7 cups.

Grilled Halibut with Rum Sauce

1 Tbsp. Fresh Lime Juice
 1 Tbsp. Orange Juice
 1 Tbsp. Grated fresh Gingerroot
 1 Tbsp. Minced Garlic
 1 Tbsp. Fresh Cilantro, chopped
 1/4 Tbsp. Ground Cumin
 1/4 Tbsp. Allspice
 1 Tbsp. Freshly Ground Black Pepper
 2 Tbsp. Honey
 1/4 C. Dark Rum
 14 1/2 in. Halibut Steaks
 1/4 C. Fresh Orange Juice
 1 Tbsp. Dijon Mustard
 1 Tbsp. Balsamic Vinegar
 1/2C. Olive Oil
 Salt and freshly ground black pepper
 2 C. Mesclun (or assorted salad greens such as, oak leaf, etc. radicchio)
 1 C. Whole Olives (Greek, Nicoise, etc.)

In a shallow glass pan, mix together the juices, herbs and spices, honey, and rum. Dredge halibut in the marinade - both sides; cover with plastic wrap and refrigerate. Marinate fish, 1-4 hours, turning occasionally. Mix together the orange juice, mustard, and vinegar in a medium bowl; add oil, whisking until thickened. Taste for salt and pepper, adding as necessary. Set aside. Remove fish from the marinade and pour sauce into a small saucepan; simmer until heated through. Heat an oiled ridged fry pan over medium high heat. grill fish, basting with sauce, 2-3 minutes on each side, shifting them diagonally to cause criss-cross grill marks. Place greens on four heated plates; spoon a tablespoon of the orange dressing over salad. Place halibut on top of the greens and drizzle the whole thing with the heated marinade. Scatter olives around and serve immediately.



Arizona Pecan Chocolate Rum Pie

1/4 tsp. Salt
 1 1/4 C. Flour
 1/2 C. Lard, chilled
 3 Eggs, lightly beaten
 3 Tbsp. Water
 1/4 tsp. Vinegar
 1 1/2 oz. Unsweetened Chocolate
 3 Tbsp. Butter
 3/4 C. Dark Corn Syrup
 1/2 C. Brown Sugar
 3/4 tsp. Vanilla Extract
 1 Tbsp. Rum
 1 1/4 C. Chopped Pecans

Mix the salt into the flour and cut in the lard. Measure out 1 tablespoon of the beaten eggs into a small bowl and reserve the remaining eggs. Add the water and vinegar to the bowl and stir. Slowly add the liquid to the flour and lard, just until the mixture holds together to form a dough. Lightly flour a work surface and rolling pin and roll the dough into an 11-inch circle. Fit it into a 9-inch pie pan and refrigerate it if you plan to finish the pie after several hours, or freeze it if you are completing the recipe at this point. This will prevent shrinkage. Melt the chocolate and butter together in a heavy saucepan. Set aside and allow to cool. Stir the corn syrup and sugar into the reserved eggs. Add the chocolate and butter, vanilla, rum and the pecans. Mix well and pour into the pie shell. Bake in the preheated oven for 1 hour, or until set. The filling will rise and then fall. Remove from the oven and cool on a rack. Serve slightly warm or at room temperature.



Halibut recipe from Joan Churchill

the Encyclopedia of

Rum DRINKS



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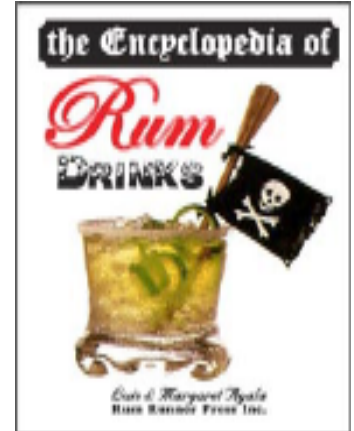
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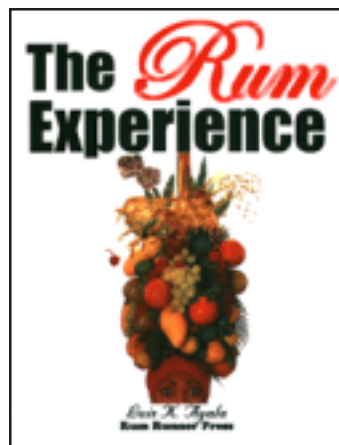
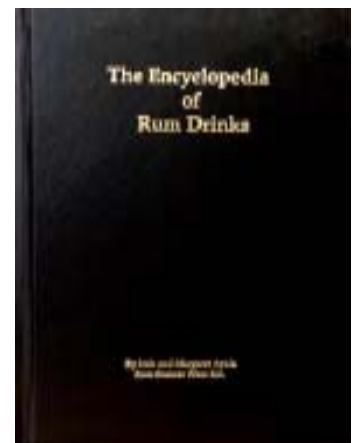
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the world about the many
faces of rum.

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
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