

Got Rum?™ We Do!

May 2003



Mojito Kick-Off 2003

**Buying Rum On-Line,
Angel's Share,
Rum News and More!**

Got Rum? Magazine
www.rumshop.net



9 780970 593849

CONTENTS

Rum In The Media	2
From The Editor	3
Rum Events Around the World	4
Angel's Share	5
Mojito Kick-Off 2003	6-7
The Spirit of Cooking	8-9
Upcoming Events	10
Rum Market.....	11

Produced by Rum Runner Press, Inc.
Please contact us for current advertising rates:

Rum Runner Press, Inc.
107 Rock Chalk Court
Round Rock, Texas 78664
info@rumshop.net
(512) 554-7095

"Got Rum?" is a trademark of Rum Runner Press, Inc.

© Rum Runner Press, Inc., All Rights Reserved.

Rum In The Media

Joy of Rum Tour

April 2003 - Montréal, Québec, Canada - LCC/ Clos des Vignes, exclusive agent in Québec for Appleton Jamaica Rum -the number one imported rum in Canada- released today the dates for the upcoming "Joy of Rum" tour in Québec which will feature 2 rare privileges.

During her official visit, Ms. Joy Spence, the world's only female Master Blender, will be giving a rum blending seminar on the secrets and intricacies behind Appleton Estate's special blends. The Jamaican-born Ms. Spence combines her mastery of chemistry and her heightened sensory abilities to be a true Artist of rum while being Appleton Estate's brand ambassador of excellence.

In celebration of the brand's great success in Québec, Ms. Spence will travel with the rare and priceless "Appleton Estate Rare 40-year-old Jamaica Rum". Referred to as "Jamaican Perfection", it has been previously indulged by the like of U.S. Secretary of State Colin Powell, former U.S. President Ronald Regan and former Mexican President Carlos Salinas. In Québec, it will only be sampled by special guests attending the planned events.

The dates of the "Joy of Rum" tour are:

Friday, May 9, 2003 - 5:00PM to 7:30PM
The Salon rouge at Le Capitole de Québec
972, Saint-Jean Street, Québec

Saturday, May 10, 2003 - 4:30PM TO 6:30PM
The Terrasse Grand Prix at Club Tremblant
121, Cuttle Street, Mont-Tremblant

Monday, May 12, 2003 - 11:00AM to 1:00PM
Rosalie Restaurant
1232, de la Montagne Street, Montréal

Monday, May 12, 2003 - 5 :45PM to 8: 00PM
The Salon Baccara at the Casino of Montréal
1, Casino Avenue, Montréal

Tuesday, May 13, 2003 - 12:30PM to 2:30PM
La Maison du Gouverneur at the Société des Alcools du Québec
905, de Lorimier Street, Montréal

Inquiries: Cheryl Taylor, Great Global Minds
Telephone: (514) 821-4206, Fax: (514) 271-8199
Email: ctaylor@greatglobalminds.com



**The World Directory
of the Alcoholic Beverage Industry
Go to:**

www.internationalbeveragenetwork.com

From the Editor

Buying Rum On-Line

Last month we introduced many of you to on-line liquor stores that are able to ship rum to most cities in the USA. The response we received was so warm and positive that we decided to join forces with Internet Wines & Spirits to offer their rums through our website. As of mid April, we are now able to offer US customers (except those in Utah, Michigan, Massachusetts, Tennessee, Indiana or Kentucky) one of the most comprehensive lines of rum in the country.

We are currently offering a total of 256 rums (in 5 categories) through our site. Simply go to

www.rumshop.net and click on the "Order Rum On-Line" link on the left part of the screen.

If you have been of legal drinking age for more than a few years, you probably already know that shipping alcohol across state borders was a big "no-no" unless all parties involved had the blessing of federal, state and local (even mythological, it seems) authorities. Those days are slowly fading away, bringing the domestic beverage retail industry closer to the 21st Century.



I would like to take this opportunity to encourage US rum importers to get in touch with on-line liquor stores and take advantage of this growing market sector. On-line retail of rums can reach customers even in states where the importer/distributor does not have a presence.

As always I'd like to hear what your thoughts are. Do you know of other on-line liquor stores that we should be partnering with?

Luis Ayala, Editor
luis@rumshop.net



The Rum University

The Rum University will soon be opening its doors. Its first on-line course, "**Rum Appreciation in the 21st Century**" is currently in the last stages of development. The course will be comprised of 12 lessons (1 per month), making this a very complete course for all those wishing to know more about rum. If you are a member of the rum industry and are interested in sponsoring a lesson, please contact us ASAP. There are still a couple of lessons available, but hurry, time is running out. The registration deadline is May 16th. Contact info@rumshop.net for more details.



¡Viva Puente! On Tour

VIVA PUENTE ON TOUR

Following the kick-off Gala, which took place on April 23, 2003, the "Rums of Puerto Rico Presents: Viva Puente" concert will tour U.S. cities during 2003. In each market, the nationwide concert tributes will take place at small music theaters and feature local jazz musicians and special surprise guests playing Tito Puente's music. Visit www.puertoricorums.com for more information on Viva Puente tour dates, venues and tickets.

A JAZZ LEGEND'S HISTORY

Puente received his sixth Grammy when he was honored with a prestigious Lifetime Achievement Award at the recent Grammy Awards held in New York.



Rosie Perez was one of the many stars present at the event

The Latin jazz legend died in May, 2000, at the age of 77, after touring 100 countries and recording 116 albums in his lifetime. He played timbales, vibraphone, piano, congas,

bongos and saxophone in addition to arranging and composing music. Puente's most famous songs include "Oye Como Va," "Ran Can Can," "Pa' Los Rumberos" and "El Rey Del Timbal." Puente is credited with being the first Latin musician whose appeal truly crossed-over to American popular music, setting the stage for artists of today such as Marc Anthony and Ricky Martin.

"I worked with Tito on many occasions and shared the stage with him a few other times," says celebrated Latin singer Ruben Blades. "He always treated me with affection and respect."

PUENTE'S PASSION FOR PUERTO RICO

Rums of Puerto Rico is the proud presenter and promoter of the "Viva Puente" concert tribute. Puente, whose parents were both born in Puerto Rico, split his time between his home in New York City and frequent travel to San Juan, Puerto Rico. The artist exhibited intense pride for his roots during his career, frequently displaying the Puerto Rican flag as part of his concert wardrobe and once proclaiming that his life's wish was to plant the Puerto Rican flag on the moon.

For additional information, please contact:
Joanna Roses, Edelman Entertainment Marketing for Viva Puente!

212-704-4498

joanna.roses@edelman.com



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

The Angel's Share: White Rums



Fernandes "Vat 19" - Trinidad

Fernandes "Vat 19" Rum (86-Proof). This rum's aroma is mildly sweet with light oak undertones. It opens nicely in the palate, sharing its sweetness with a slight touch of bitterness. It finishes slightly warm with a caramel-like aftertaste.

Agreeable as a sipping rum yet best enjoyed as a mixer. This rum's style is very different from its Trinidadian cousins from Angostura, which goes to reinforce the notion that we should not stereotype all rums from one country as having "a particular style."



Ron Liberación 15 Años - Cuba

Ron Liberación 15 Años (80-Proof, 15-Year Old). This is the first Cuban-made rum to be featured in The Angel's Share and what better way to start a new country than with a Ron Añejo. The rum's color is a slightly dark amber. It appears to be much lighter than it is when compared to the deep mahogany color of the bottle. The aroma is clean, gently sweet but nowhere as

oaky as anticipated, based on its age. It unfolds remarkably smooth in the palate, where it manifests the light nature of its blending. The finish is clean, cool and placid. Not knowing the details of its blending, I'd suggest that only a very small percentage of its composition is 15 years old with the vast majority being in the 2-5 year old range.



Appleton Special - Jamaica

Appleton Special Jamaica Rum (80-Proof). Radiant amber color with orange hues. The aroma is decisively fruity and deep, true to its pot still origin.

sweet and dry aftertaste. This rum is excellent for mixing, but is also good enough to sip as is.

Despite the prevalent stereotype of all Jamaican rums being heavy, this rum is quite the opposite: light to medium bodied, clean taste of oak and raw sugar and an exquisitely long,

Appleton Special was distilled in the valley of the Black River, Parish of St. Elizabeth, Jamaica, home of the Appleton Estate since 1749.

[Click to buy this rum now.](#)

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

Mojito Kick-Off 2003

So What's a Mojito?

Definition: The mojito is the national drink of Cuba. It is as enjoyable as a summer vacation on the beach. It is made by combining mint (called "hierba buena" or "good herb" in Cuba) with syrup, lime juice, rum and club soda. The word "mojo" means "assemble" or "mixture" and that is exactly what this cocktail is: a very enjoyable and harmonious mixture of aromatic and tasteful ingredients.

Basic Mojito

3 Mint Sprigs, fresh
2 tsp Sugar
3 Tbsp Lemon Juice (or lime), fresh
1 1/2 oz Light Rum
Club soda, chilled

In a tall thin glass, crush part of the mint with a fork to coat the inside. Add the sugar and lemon juice and stir thoroughly. Top with ice. Add rum and mix. Top off with the club soda (or seltzer). Add a lemon slice and the remaining mint. Serves one.

Mojito Mulato

2 oz. Black or Dark Rum
1 Tbsp Sugar
Juice of 2 small Limes
4-5 Ice Cubes
1 4"-5" Sprig of Mint (with leaves and stem)
3-4 oz. Club Soda

Place the sugar and lime juice in a tall glass. Stir with a long spoon until the sugar dissolves. Add the mint and crush completely against the bottom and sides of the glass. Add the ice cubes and pour in the rum. Stir well. Slowly add enough club soda to top the glass. Stir again and garnish with a short mint sprig.

Monin Mojito

1 oz. **Mojito Mint Syrup**
1 1/2 oz. Golden Rum
Juice of 1/2 large Lime
5 oz. Club Soda

Shake all ingredients, serve in a 16 oz. glass. Garnish with mint sprig or lime wheel.

Frozen Mojito

1 oz. **Mojito Mint Syrup**
2 oz. Rum
Juice of 1/2 large Lime
1 oz. Club Soda
2 C. Ice

Blend ingredients together, serve in a 16 oz. glass. Garnish with mint sprig or lime wheel and a straw.



Frozen Tropical Mojito

1 1/2 oz. Rum
1/2 oz. **Mojito Mint Syrup**
1 oz. Mango Syrup
1/2 oz. Fresh Lime Juice
2 Mint leaves
1 C. Ice

Pour ingredients into blender as listed. Blend until smooth. Pour into glass. Garnish with mint sprig or lime wheel.

Mojito Kick-Off 2003

La Bodeguita's Mojito

12 Mint Leaves (with stems)
1 Tsp. Sugar
2 oz. Citrus Rum
1 oz. Fresh squeezed Lemon Juice
1 oz. Fresh squeezed Lime Juice
2 oz. Soda Water

In a collins glass, place mint and a teaspoon of sugar (keep the stems for extra flavor). Crush the mint and sugar using a muddler. Add rum and fresh juices. Mix again with muddler. Finish with soda water followed by crushed ice.

Mojito Especial

(by Luis & Margaret Ayala)

1 1/2 oz. Freshly-squeezed Lime Juice
1 Sprig of Mint with 4-5 leaves
1 oz. Simple Syrup*
3 oz. **Ron Zacapa Centenario**
4 oz. Sprite

Lightly crush the mint with a mortar and pestle and transfer to a rock or collins glass. Add remaining ingredients except the Sprite. Add 3 to 4 ice cubes and top with the Sprite (the ice cubes should keep the mint at the bottom of the glass). Stir and serve.

*To make the simple syrup: mix equal amounts of sugar and water, bring to a boil, set aside and allow to cool.

Mojito Pitcher (makes 1/2 Gallon)

4 C. Limeade
1 C. **Mojito Mint Syrup**
1 1/2 C. Golden Rum

Prepare limeade from scratch or using frozen concentrate. Add remaining ingredients and mix well. Serve in ice-filled glasses and enjoy!

**Order These Mojito Mixes On-Line
at www.rumbook.com**



Monin Mojito Mint Syrup, available in 750ml bottles and in miniature 50ml size.



Premium Blend Mojito Mix, available in 1 ltr. bottles.

The Spirit of Cooking - by Margaret Ayala

English Rum Bread

Makes a medium (1 1/2 lb) loaf

3/4 C. Water
1 1/2 Tbsp. Light Rum
3 Tbsp. Butter
1/2 C. Sugar
1 tsp. Salt
3 C. Bread Flour
2 1/2 tsp. Bread Machine Yeast

Place all ingredients in your bread machine in the order recommended by your machine's manufacturer. Select the Sweet or Basic/White cycle and press start. Yield: "1 loaf".



Barbecued Rum Rib

4 lb. Spare Ribs
1/4 C. Ketchup
1 tsp. Dry Mustard
1/4 C. Dark Rum
2 Cloves Garlic, crushed
1 C. Brown Sugar, packed
1/4 C. Soy Sauce
1/2 C. Chili Sauce
1/4 C. Worcestershire Sauce
Dash Pepper

Wrap ribs in double thickness of foil and bake for 1 1/2 hours at 350 degrees. Unwrap and drain drippings. Combine all ingredients and pour over ribs. Marinate at room temperature for 1 hour.

Bake at 350 degrees for 30 minutes, basting with sauce, or grill 30 minutes, turning and basting.



Individual Apple Rum Raisin Tartlets

1 Flaky Sweet Pastry
 ½ C. Raisins
 ¼ C. Dark Rum
 4 Granny Smith Apples (or other firm tart apples)
 4 Tbsp. Unsalted Butter
 ¼ C. Granulated Sugar
 ½ tsp. Cinnamon
 1/8 tsp. Cloves
 ½ tsp. Allspice
 1 Tbsp. Lime Juice
 1 Egg, beaten
 1 Tbsp. Brown Sugar



Remove dough from refrigerator onto a lightly floured work surface. Divide into four equal portions. Shape each into a ball, then flatten to form disks. Roll one disk out to a rough 6 inch circle by rolling out from center, lifting and turning dough, and occasionally flipping to prevent sticking. Flour board as necessary. Place on cookie sheet lined with parchment or plastic wrap and place another sheet of parchment or wrap on top. Roll out second ball of dough in same manner. Repeat with remaining dough. Refrigerate at least 30 minutes, or until ready to assemble tarts. Preheat oven to 425 degrees. Combine rum and raisins in a small saucepan and heat over low medium flame until rum simmers. Turn off heat and let steep while you prepare the apples. Peel the apples, cut them in half, and core them. Cut each half into six even wedges. In a large skillet, melt the butter over medium high heat. When it has stopped foaming, add the apples and toss well. Sprinkle sugar, cinnamon, cloves and allspice over the apples and toss. Lower heat to medium and continue to saute 10-15 minutes until apples are lightly browned. Add steeped raisins with any remaining rum, along with the lime juice, and cook until liquids have evaporated. Remove from the heat and let cool.

Take dough circles out of refrigerator and place before you on the board. Brush each lightly with beaten egg. Arrange 12 apple wedges on center of each dough round in a pinwheel pattern leaving a 1 inch border all around. Spoon remaining raisins over the apples. Fold edges of dough up over apples, in overlapping fashion. Brush dough with egg wash and sprinkle apples with brown sugar. Bake until golden brown, about 20 minutes. Serve warm or at room temperature.

Bartender's Corner Suggested Drink

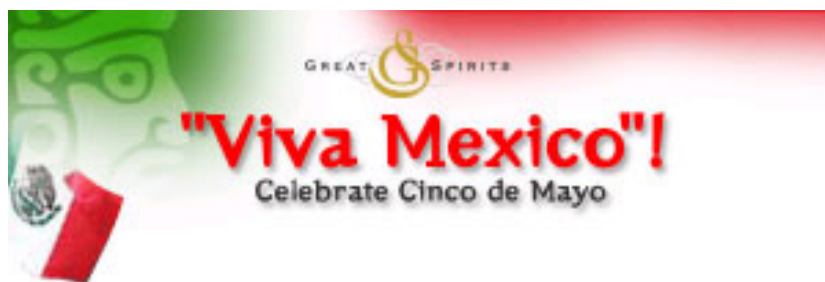
Apple Mojito

1 ½ oz. (4.5cl) Citrus Rum
 1 oz. (3cl) Monin Green Apple Syrup
 ½ oz. (1.5cl) **Monin Mojito Mint Syrup**
 2 oz. (6cl) Pineapple Juice
 2 oz. (6cl) Club Soda
 Crushed Ice

Pack glass with crushed ice. Pour first four ingredients into glass. Top with club soda. Garnish with apple slice and mint sprig.



Mexico's "Cinco de Mayo" Celebration



In celebration of this Mexican holiday, Great Spirits has whipped up a few specialty drinks to celebrate this important day in history.

Recipes with Boru Vodka

Mexican Martini

Boru Vodka + coffee liqueur

Mexican Stand-Off

Boru Vodka + tequila + Passoa

Mariachi Coffee

Boru Vodka + coffee liqueur + coffee

Recipes with Sea Wynde

Mexican Flag

A layered drink: Grenadine + Crème de Menthe + Sea Wynde Rum

Mojito

Fresh limes + brown sugar + mint leaves + Sea Wynde + soda water

Las Brisas

Sea Wynde + cranberry juice + orange juice

Recipes with Celtic Crossing

Mexican Hot Chocolate

Celtic Crossing + Mexican spiced chocolate + milk

Viva Mexico Margarita

Shaken of glass, add Celtic Crossing + Tequila + margarita mix + lime juice + 1 scoop of lemon sorbet

Sweet Maria

Boru Vodka + Celtic Crossing + light cream + ice



Facts about Cinco de Mayo:

- Cinco de Mayo is not Mexico's Independence Day.
- Mexican Independence Day is celebrated on September 16. On that day in 1810 a proclamation was issued which united the Mexican people into a united force against Spain.
- Mexico finally achieved its independence from Spain in 1821.
- For the next 40 years, Mexico suffered numerous setbacks in trying to form a stable government, including incurring substantial debt to foreign countries.
- In 1861, the French army under Napoleon III, the premier army in the world, invaded Mexico to secure payment of its debt.
- On May 5, 1862, 5,000 ill-equipped Mexican and Zapotec troops defeated the greatest army in the world at the "Batalla de Puebla".
- Although the French later went on to victory, the victory at "Batalla de Puebla" on Cinco de Mayo united the Mexicans with pride and patriotism for the first time.
- General Ignacio Zaragoza, the leader of the Mexican troops, was born in Texas while it was still a part of Mexico, and is considered by many to be the first Chicano hero.
- Cinco de Mayo is celebrated to a much larger extent in the US than it is in Mexico. Mexican-Americans celebrate this day by holding parades and festivals around the country.

For more information contact Danielle Harroch at STC Associates
212.725.1900 or danielle@stcassociates.com

Great Spirits is the importer and marketer of an exclusive portfolio of premium brands, including Boru™ Vodka, Celtic Crossing Liqueur®, Knappaque Castle® Irish Single Malt Whiskey and Sea Wynde® Rum. Great Spirits prides itself on the unparalleled quality of its Spirits.

www.greatspirits.com

Rum Events Around the World:

We recently learned through a friend of ours (thanks Steve!) about a **Rum Festival** being held in Nova Scotia, Canada on May 8th. It is sponsored by the Nova Scotia Liquor Corporation. The phone number is (800) 567-5874.

We'll bring you the results/highlights if we can get them from our friends at the Liquor Corp.

International Rum Festival 2003:

Preparations are underway for this year's **International Rum Festival** in St. John's, Newfoundland, Canada. The dates have been confirmed: August 20-24 at the Fairmont Hotel.

International Festival of Food and Wine 2003:

Over the next couple of months we will also bring you information about the International Festival of Food and Wine which will be held in Wolfsburg, Germany later this year.

Notice to AOL Subscribers:

Recent attempts by AOL to limit the amount of "spam" received by their customers have resulted in the subscriber's inability to receive our monthly "Got Rum?" e-mails.

If you are an AOL customer and have not received messages from us in a while, please know that we have not forgotten you! We are currently looking for ways to work with the AOL system administrators to find a solution to this problem.



Now Available At:

WWW.RUMSHOP.NET

Rum Books Available from RumShop.net

(Order the Collector's Editions from us and save 50% over Amazon.com)

Rum Runner Press Inc.

107 Rock Chalk Ct.
Round Rock, TX
78664
USA

PHONE:
(512) 554-7095

FAX:
(512) 671-6753

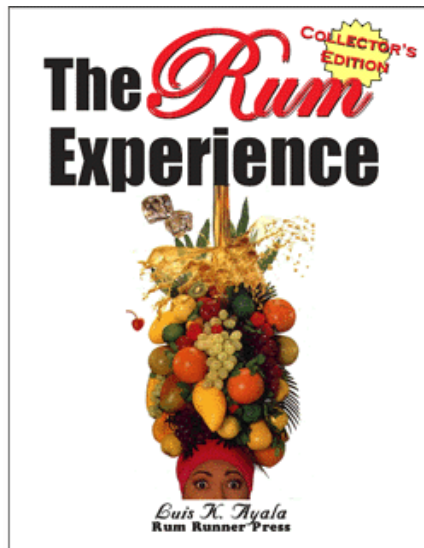
E-MAIL:
info@rumshop.net

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

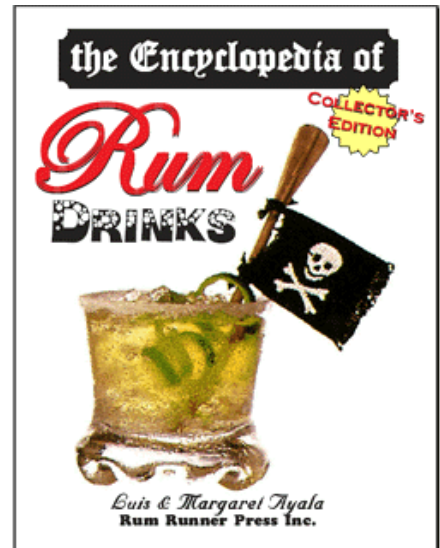
We're on the Web!

See us at:

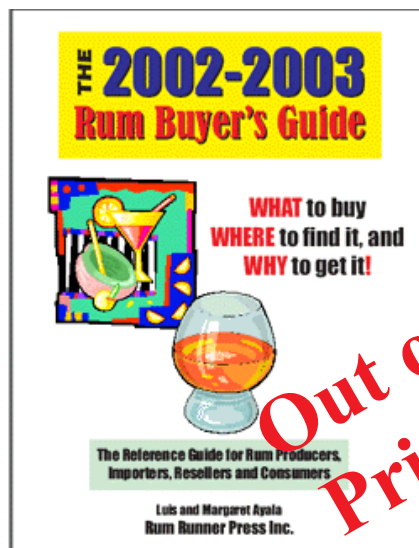
www.rumshop.net



Click to order



Click to order



Out of
Print



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.