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Got Rum? Magazine
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**Cinco de Mayo
MEXICO!**

The Spirit of Cooking!

CONTENTS

Rum Consulting	2
From The Editor - Rum News	3
Cinco de Mayo	4-5
Mexico	6
Piloncillo	7
The Spirit of Cooking	8-9
Rum Market	10-12

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The World Directory
of the Alcoholic Beverage Industry
Go to:

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From the Editor - Rum News

Traveling to Mexico

México is known as a land of contrast, from their colorful textiles to their landscape. You will find mountain ranges that run right into their ocean's edge as well as tropical jungles and snow capped volcanoes. Due to México's diverse climate conditions it offers a wealth of both natural and cultural resources along with their historic traditions of more than 3,000 years. With everything that México has to offer it is an ideal vacation destination for tourists. Throughout the past few years México has seen an increase of tourism of approximately 20 million tourists. Of these tourists roughly 80% came from the United States. México has seen an increase in European travelers of which about 29,000 came from northern Europe.



México offers a variety of options to their visitors which can be grouped into five main categories: The Mayan World, Archaeology, Colonial Cities, Beaches and Eco Tourism.

The Mayan World offers 50 well known archaeological centers that have attracted specialists for more than 150 years. Mayan civilization flourished between 600 and 900 AD in the southern regions and from 900 to 1200 AD in the Yucatan peninsula. Some of the cities were Chichén Itzá and Uxmal in Yucatán, Tulúm in Quintana Roo, Palenque, Bonampak and Yaxchilán in Chiapas. The Museo de la Venta, located in the city of Villahermosa, Tabasco, currently has the most important collection of works from the Olmec culture, which is considered to be the mother culture of the Mesoamerican civilization.

For those of you who are interested in archaeology, you will be pleased to know that México offers about 115,000 archaeological sites. Many of the cities, temples and streets are still intact.

In the center of México is México City and at one time it was the city of the Aztec called Tenochtitlán. It was also known as the "floating city" because it was built on a lake surrounded by canals.

Another very popular city is the city of Teotihuacán that is a pre-hispanic city. The people of Teotihuacán were the ones that had built the great Pyramid of the Sun and ceremonial buildings.

Other great archaeological sites you can visit are Tula, State of Hidalgo; Cacaxtla in the State of Puebla; in Oaxaca State Mitla and Monte Albán and The Gold Museum of Tumb Seven, and in the Yucatán Península: Bonampak, Uxmal and Tulúm.

The colonial period lasted three centuries until 1821 when México won its independence from Spain. The colonial cities of México are close to one another. For example: Cuernavaca, Guadalajara, Guanajuato, Merida, México City, Morelia, Oaxaca, Puebla, Querétaro, San Cristóbal de las Casas, San Miguel de Allende, Tepotzotlán, Tepoztlán, Taxco -with a plenty of silver handicrafts- Veracruz and Zacatecas City.



Along with México's beautiful cities and archaeology they also have some outstanding beaches for those of you who just want some rest and relaxation. Its beaches cover over 9,660 kilometers with white sand and crystal clear blue waters that surround their Caribbean islands and beaches of Cancún, Isla Mujeres and Cozumel. On the west side of México along the Pacific coast they have the beautiful cities of Acapulco, Huatulco, Ixtapa-Zihuatanejo, Manzanillo, Mazatlán and Puerto Vallarta. And we certainly can not forget the beautiful beaches of La Paz, Loreto and Los Cabos that are located on the Baja California Peninsula.

If you are planning your next trip to México you can contact The Ministry of Tourism which has offices in all the main cities of the country and at the largest recreational centres.

Mexican Government Tourism Office, Travellers Hotline. When in México City, call 250 01 23.

When anywhere else in México, call 91 800 90 392. This will put you in touch with the Mexican Ministry of Tourism, which is located in México City. The Hotline is available 24 hours a day, 365 days a year. Use it for travel questions or emergencies during your stay in México. Operators who speak English are available.

Hope you enjoy your next vacation in México!

Margaret Ayala
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Celebrate Cinco de Mayo!



The holiday of Cinco De Mayo, The Fifth of May, commemorates the victory of the Mexicans over the French army at The Battle of Puebla in 1862. It is primarily a regional holiday celebrated in the Mexican state capital city of Puebla and throughout the state of Puebla, but is also celebrated in other parts of the country and in U.S. cities with a significant Mexican population. It is not, as many people think, Mexico's Independence Day, which is actually September 16th.

The battle at Puebla in 1862 happened at a violent and chaotic time in Mexico's history. Mexico had finally gained independence from Spain in 1821, and a number of internal political takeovers and wars, including the Mexican-American War (1846-1848) and the Mexican Civil War of 1858, had mostly wiped out the national economy.

During this period Mexico had accumulated heavy debts to several nations, including Spain, England and France, who were demanding payment. Similar debt to the U.S. was previously cleared after the Mexican-American War. France was eager to add to its empire at that time, and used the debt issue to move forward with goals of establishing its own leadership in Mexico. Realizing France's intent, Spain and England withdrew their support. When Mexico finally stopped making any loan payments, France took action on its own to install Napoleon's relative, Archduke Maximilian of Austria, as ruler of Mexico.

France invaded at the gulf coast of Mexico along the state of Veracruz and began to march toward Mexico City. Although American President Abraham Lincoln was sympathetic to Mexico's cause, and for which he is honored in Mexico, the U.S. was involved in its own Civil War at the time and was unable to provide any direct assistance.

Marching on toward Mexico City, the French army encountered strong resistance at the Mexican forts of Loreto and Guadalupe. Led by Mexican General Ignacio Zaragoza Seguín, a small, poorly armed militia estimated at 4,500 men were able to stop and defeat a well outfitted French army of 6,500 soldiers, which stopped the invasion of the country. The victory was a glorious moment for Mexican patriots and is the cause for the historical date's celebration.

Unfortunately, the victory was short lived. Upon hearing the bad news, Napoleon had found an excuse to send more troops overseas to try and invade Mexico again, even against the wishes of the French populace. 30,000 more troops and a full year later, the French were eventually able to depose the Mexican army, take over Mexico City and install Maximilian as the ruler of Mexico.

Maximilian's rule of Mexico was also short lived, from 1864 to 1867. With the American Civil War now over, the U.S. began to provide more politi-

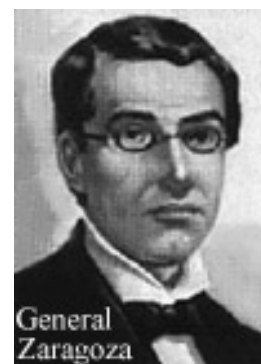


cal and military assistance to Mexico to expel the French, after which Maximilian was executed by the Mexicans - his bullet riddled vest is on display in the museum at Chapultepec Castle in Mexico City. So despite the eventual French invasion of Mexico City, Cinco de Mayo honors the bravery and victory of General Zaragoza's small, outnumbered militia at the Battle of Puebla in 1862.

For the most part, the holiday of Cinco de Mayo is more of a regional holiday in Mexico, celebrated most vigorously in the state of Puebla. Though there is recognition of the holiday throughout the country with different levels of enthusiasm, it's nothing like that found in Puebla.

Celebrating Cinco de Mayo has become increasingly popular along the U.S.-Mexico border

and in parts of the U.S. that have a high population of people with a Mexican heritage. In these areas the holiday is a celebration of Mexican culture, food, music, beverage and customs unique to Mexico.



Commercial interests in the United States and Mexico have also been successful in promoting the holiday, with products and services focused on Mexican food, beverage and festive items. Increasingly more cities in the U.S. and Mexico catering to a festive consumer are also more than happy to provide a venue to celebrate, so that Cinco de Mayo is becoming adopted into the holiday calendar of more and more people every year.

Mexican Rums: The “Piloncillo” Connection

“Piloncillo” is as common in Mexican households as white sugar is in American homes. It is an unrefined sugar that is sold in solid form, shaped like cones. Its name is derived after the “pilon,” which is a conical weight typically used on scales in the old days.

In addition to “piloncillo,” these sugar cones are also known as “panela”. There are actually two varieties of piloncillo produced: one is lighter, almost honey-colored (piloncillo blanco) and the other one is darker, deep brown in color (piloncillo oscuro). The cone size can vary from as small as 3/4 ounce to as much as 9 ounces per cone.

Outside of México, piloncillo is available at most Hispanic supermarkets.

Piloncillo is a staple in most Mexican households. As such it finds its way into numerous recipes and applications. As a rich source of easily-fermentable sugars, piloncillo has been used frequently to assist in the production of certain Tequilas. Some manufacturers use canejuice or piloncillo to speed fermentation to be able to use

younger and fewer agave plants. The resulting tequila can then be sold in bulk for shipping out of the country, and can be bottled anywhere, including other countries where the regulations regarding agave content are not necessarily maintained.



These tequilas are called “mixto,” and will not be labelled “100% Agave,” which purists demand.

In Mexico rum is made today using sugarcane juice, molasses and piloncillo. Because piloncillo is very close to unrefined raw sugar, when fermented it retains many of the floral and herbal characteristics typically associated with French-style rums. So next time you try a rum from Mexico, ask what it is made from. The answer will then help you identify and understand the style.

Alcoholic Beverages In Ancient and Modern Mexico

Tepache

This is one of the most popular fermented beverages in Mexico. The word is derived from the Nahuatl “Tepiatl,” which means “corn beverage,” since it was originally produced using corn, even though today it is primarily produced using pineapple and sugar/piloncillo.

Pulque

The word “Pulque” also has its roots in Nahuatl, as it is derived from “Polihuhqui,” which means decomposed. It is an alcoholic beverage obtained from the fermentation of the “aguamiel,” which is the nectar from the agave and other cacti. When distilled, pulque yields either Tequila, Mezcal or Sotol, depending on which plant is used.

Tesguino

Also known as “Tecuín” or “Tecuino” or “Tejuino.” This word is derived from the Nahuatl “Tecuín” which means “to palpitate.” It is a fermented beverage made from corn, water and piloncillo. The result is very similar to beer and is consumed mainly by ethnic groups in the North and North-west of Mexico.

Tibicos

Tibicos, also known as “búlgaros,” are compact, gelatinous masses, with a white or yellowish color. The form and size varies. Tibicos are made up of water, bacteria and yeasts. Tibicos are consumed in many households as a refreshing beverage of low alcoholic content. In recent years, its consumption has increased dramatically, due to the popularity of Tepache made from Tibicos, a beverage frequently attributed with weight-losing properties.

Pozol

(Not to be confused with the soup “Pozole”). Its name is derived from the Nahuatl “Pozolli,” which means “with foam.” It is a food product of Mayan

origin, prepared from a base of fermented corn. It is an essential part of the diet of many ethnic groups who consume it both as a beverage and as a meal. Pozol balls keep for long periods of times, which makes them an excellent choice of food for large journeys through jungles.

Tuba

Tuba is a wine made from several varieties of palms, primarily that which produces coconuts. The freshly extracted sap from the palm has a pale color, which changes to white as soon as fermentation begins. Once ready to be consumed, this beverage is sweet, slightly carbonated, has some viscosity and has a low alcohol level. It is consumed mainly in the states of Guerrero and Colima. After being fermented it can be distilled into “Aguardiente” or can be used to produce vinegar.

Colonche

The origin of the name remains uncertain. It is a beverage obtained from the fermentation of the juice of “tunas” or prickly pears (fruits from cacti). Shortly after fermentation begins, the Colonche is sweet, foamy (slightly carbonated) and has a low alcohol level. This beverage is traditionally produced by women, it is based on the spontaneous fermentation of the prickly pear juice, although it is sometimes initiated by adding a small amount of finished Colonche from a previous batch.

Mexican Rums

The following rums are distilled and or bottled in Mexico:

Bacardi, Ron Potosí (Destileria Huasteca), Ron Macollo, Ron Porfidio, Ron Cabeza Negra, Richardson (Casa Rockefeller), Ron Antillano (La Madrileña), Ron Fandango (Edy Monterroza Mendez), Mocambo Solera (Licores Veracruz) and Captain Drake (Marcas Mundiales).

Cooking With Piloncillo and Rum

Spicy Piloncillo Syrup

- 1 C. Granulated Sugar
- 8 oz. Cone Piloncillo (crushed with a heavy mallet)
- 1 C. Water
- 6 Cloves (whole)
- 1 Stick Cinnamon (3 inch)

Place water, sugar and spices in heavy one-quart nonreactive saucepan and let sit for 1 hour or longer, until sugar is fully dissolved. Slowly bring to a boil, then reduce heat and simmer 4-5 minutes. Allow to cool, then discard spices and pour remaining mixture into a glass bottle. Keeps indefinitely in the refrigerator. This dark syrup dissolves easily in hot coffee drinks.

Chicken in Green Sauce with Piloncillo

- 1/2 C. Vegetable Oil
- 1 Whole Chicken (cut into serving pieces)
- 1 Onion (sliced)
- 1 1/2 lb. Tomatillos
- 5 Jalapeño Chiles
- 2 1/2 oz. Piloncillo, shredded
- 3 Plantains (or bananas), sliced and fried, for garnish

Heat the oil in a large saucepan and cook the chicken until lightly browned. Add the onion and cook until translucent, stirring constantly.

Roast the tomatillos and chiles on a comal or cast-iron griddle, then puree them in a blender with a little water. Add the tomatillo mixture and piloncillo to the pan and simmer until the piloncillo melts. Add salt and pepper to taste and simmer for 30 minutes. Serve hot, garnished with the plantains.

Rompo (Mexican Eggnog)

- 1 quart Whole Milk

- 1 C. Sugar
- 2 tsp. Vanilla Extract
- 1 Cinnamon Stick
- 12 Egg Yolks
- 2 C. Rum (light or dark)
- 1/2 C. Ground, Blanched Almonds

Combine the milk, sugar and vanilla in a large saucepan. Over medium heat, bring the mixture to a boil. Reduce heat and simmer, stirring constantly, for 15 minutes. Remove from heat, and cool to room temperature.

Beat the egg yolks until thick and lemony. Remove the cinnamon stick from the milk mixture, and gradually beat in the egg yolks. Return to low heat and, stirring constantly, cook until mixture coats a spoon. Remove from heat and allow to cool completely.

Add the rum to the mixture, stir well. Transfer to a container and cover tightly. Refrigerate for 1 or 2 days before serving. Makes 1-1/2 quarts.

Rompo is strong, sweet and meant to be sipped, so small glasses are in order. Refrigerated, it will keep indefinitely.

Café de Olla

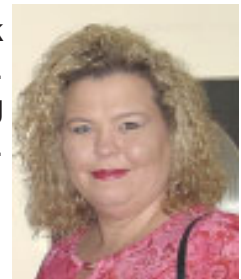
- 3 Tbsp. Ground Coffee*
- 3 C. Water
- 1 Lrg. Cinnamon Stick (4" long)
- 4 tsp. Piloncillo

Place the coffee grounds in a saucepan with the water, and bring to a boil. Add cinnamon and piloncillo, and continue to boil for 5 min. The coffee is now ready to be served. Please note that the flavor will be richer the longer you allow it to simmer. Stir well before serving. Serves 2.

*Can use instant coffee if desired.

The Spirit of Cooking - by Margaret Ayala

I came across a really neat cookbook called "Rum Point's West Indian Cookbook" by Mrs. Doris Parker which was dedicated to her husband Bruce Parker in 1972. The cover of the book is actually made out of wood and could be placed in a 5 ring hole binder. Wow! I haven't seen anything like it before. I searched through Mrs. Parker's book and I found the following rum-based recipes.



I have written them exactly as they appear in her book. Enjoy!

Lobster Au Rhum

1 Lrg. Cooked Lobster
2 oz. Butter
1/3 lb. Sharp Cheddar Cheese
3 oz. Light Rum

Melt butter and cheese, stir in rum. Just as it begins to boil add shredded lobster. Stir until lobster is heated and serve on toast tips.

Rum Sausages

8 oz. Pkg. Tiny Cocktail Sausages
½ C. Brown Sugar
½ C. Soy Sauce
½ C. Golden Rum

Sauté sausages on one side. Turn and cover with brown sugar and soy sauce which has been mixed until smooth. Simmer in the sauce. Add rum, ignite and serve from chafing dish with toothpicks.

At the very end of her book, Mrs. Parker has a section called "The Sundowners" which is a list of cocktails. I will, of course, only share those that involve rum with you.

Rum Sour

2 oz. Rum
1 tsp. Sugar
Juice of one Lime



½ Slice of Orange

Mix in a blender with ice. Add some bitter lemon and ½ slice orange.

"Something Else" - a Ronnie Hollyman Specialty

1 Shot of Rum
½ Shot of Banana Liqueur
1 Shot Glass Cream (Half 'n Half)
1 Drop Coconut Extract

Mix in blender. Garnish with a cherry and wedge of pineapple.

Bruce's Special

1 Part Pineapple Juice
2 Parts Dark Rum
1 Part Light Rum

Mix in blender. Serve over crushed ice. Decorate with a sprig of mint.

Caribbean Julep

Pack julep cups with shaved ice and chill in freezer for at least an hour. Into each cup pour
1 oz. Dark Rum
2 oz. Light Rum

Decorate with a sprig of mint or a small hibiscus flower.

Mrs. Chisholm's Grog

1 Part Banana
3 Parts Light Rum
½ oz. Dark Rum
1 tsp. Tia Maria

Mix with cracked ice in blender. Wow!

Hurricane Howler

1 ½ oz. Light Rum
1 ½ oz. Dark Rum
Juice of ¼ lime
4 Ice Cubes in a double old fashioned glass

Fill with soda and float 1 Tbsp. 151 Proof Rum on top. Three of these and you won't even notice the hurrican if it arrives. Of course if you are not an islander, you could fill a thermos jug with these to take to the football game.

Caymanian Mule

Fill a good sized mug with shaved ice and add:

1 oz. Light Rum
1 oz. Dark Rum
Juice and hull of ½ a Lime

Fill the mug with ginger beer.

If you can't find ginger beer, use the driest ginger ale you can find, but it is a pale substitute for the real thing.

Rum With Hesterly and Charlie's Maple Syrup

Put 3 ice cubes in a double old fashion glass and add:

2 oz. Dark Rum
1 oz. Light Rum
Dash of Bitters
1 tsp. Syrup from Stowe Vermont

Stir well and top with a twist of lemon

Tanya Wrech

2 oz. Rum
Juice of ½ Lime
Dash of Grenadine

Shake with lots of ice. Strain into cocktail glass and top with nutmeg.

An aerial, historical-style illustration of a bustling 19th-century city harbor, likely New York City. The city is densely packed with buildings, and the harbor is filled with numerous sailing ships and steamships. The word "AMERICAN" is superimposed in large, white, block letters across the top of the image.

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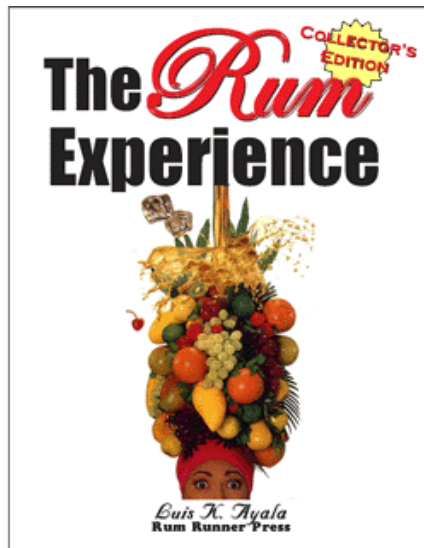
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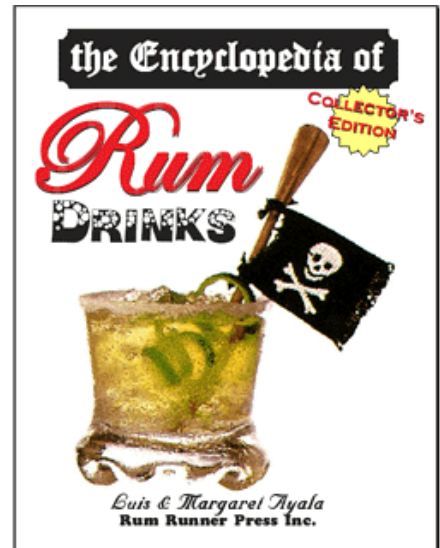
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- 1) To educate people around the world about the many faces of Rum.
- 2) To help rum Distillers, Blenders, Importers and Resellers spread the word about their wonderful products.
- 3) To promote the responsible and sensible enjoyment of what is perhaps the world's most underrated distilled spirit today.