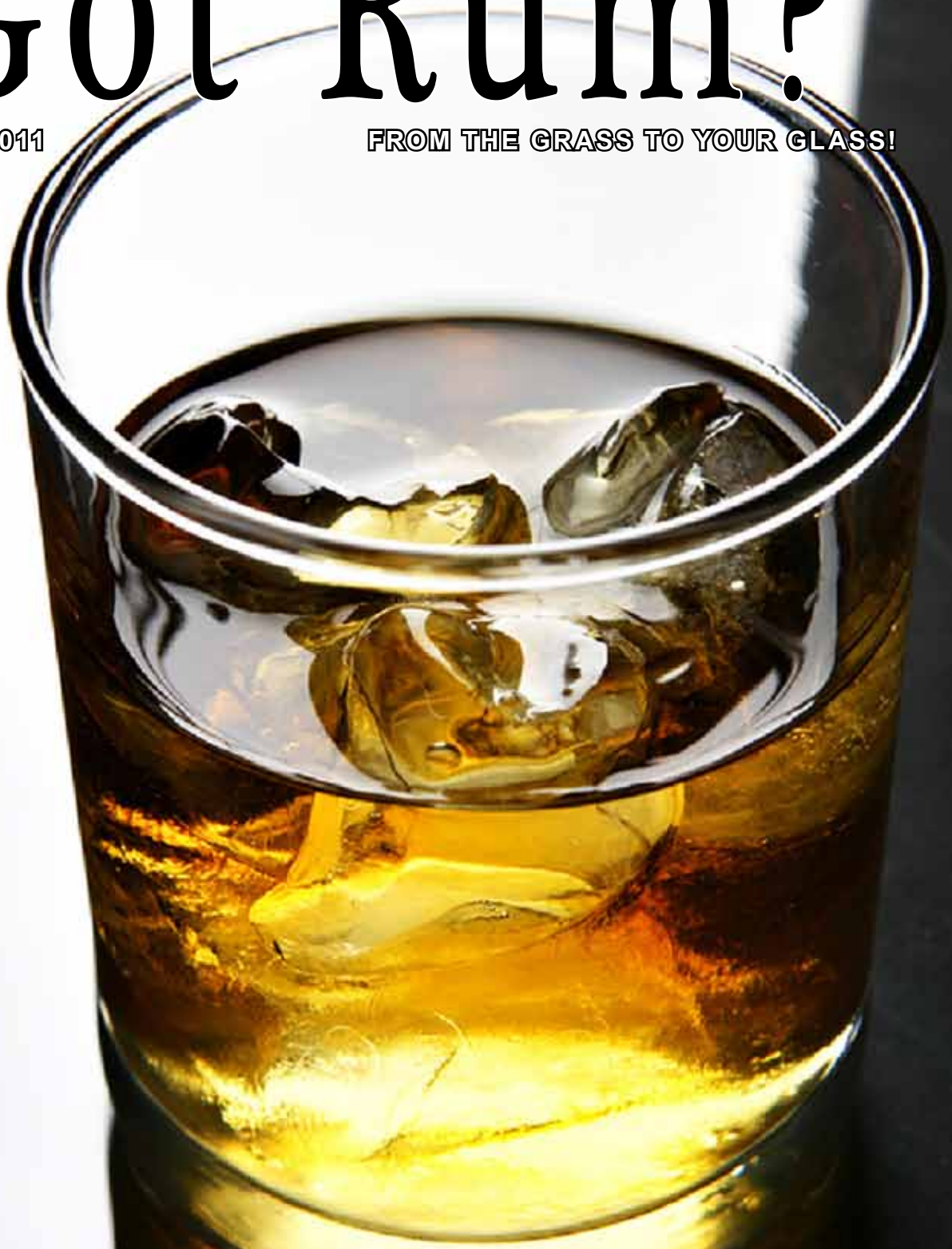


Got Rum?™

MAY 2011

FROM THE GRASS TO YOUR GLASS!



**RUM NEWS - ANGEL'S SHARE - RUM HISTORY
- THE RUM UNIVERSITY - RUM TECHNIQUES -
MOTHER'S DAY SPECIAL - TOBACCO & RUM -
EXCLUSIVE USVI INTERVIEW**



CONTENTS

MAY 2011

5	FROM THE EDITOR - <i>Positive Changes</i>
6-7	NEWS FROM AROUND THE WORLD
8-9	RUM RENAISSANCE FESTIVAL
10-13	THE ANGEL'S SHARE - <i>Reviews & Cocktails</i>
14-18	EXCLUSIVE INTERVIEW - <i>DIAGEO/USVI</i>
20-21	RUM IN HISTORY
22-23	MOTHER'S DAY SPECIAL
24-25	THE RUM UNIVERSITY - <i>Rum Classifications, Part 2</i>
26-29	RUM TECHNIQUES - <i>Organoleptic Assessments, Part 2</i>
30	TOBACCO AND RUM



Got Rum?

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Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Advertising Services:	ads@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

If you would like to submit news or press releases, please forward the information to:

news@gotrum.com

You can download the free electronic version of this magazine, or purchase the printed version at:

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ON THE COVER

Refreshing drink waiting for a thirsty adventurer.



FROM THE EDITOR

Positive Changes

As I look back at the re-launch of "Got Rum?," I can't help but think of how much the rum industry has changed since 2001, when we published our first issue. In the early 2000s, new rums were introduced slowly and with very mixed success. Today, there are companies creating new rums almost every month and, what is most telling about the maturity of the industry, is that the quality of the new products is on the rise.

We have evolved a lot as an industry, not only from the production perspective, but also from a rum appreciation perspective. Today's consumers are more educated than ever and know what to look for (even demand) in their rums. There is no better time to be a member of the rum world and we couldn't be more excited to continue our mission to educate consumers and promote the industry.

Reader Mail

A few of our new readers contacted us with questions regarding some of the terms used throughout the magazine. Following are the questions and their answers.

Q: Why is there a reference to grass ("from the grass to the glass") on the cover?

A: The sugarcane plant (*saccharum officinarum*) is a member of the *gramineae*



botanical family. All members of this family are collectively known as grasses, with sugarcane being the king of the sweet varieties. For this reason, we say we bring you rum from the (sweet) grass, all the way to your drinking glass!

Q: Why is the section about rums called "The Angel's Share"?

A: One of the most charming stories in our industry explains the evaporation losses by telling us that aging cellars are closely guarded by angels who keep a close eye on all barrels to keep them from leaking, breaking, etc. In exchange for their care and attention, the angels drink small amounts of rum from the barrels, which explains why there is always less rum in the barrels when they are emptied than when they were filled.

Keep the questions coming!

A stylized, handwritten signature in dark ink, appearing to read "Luis".

Luis Ayala, *Editor and Publisher*



<http://www.linkedin.com/in/rumconsultant>

WORLD RUM NEWS

These are some of the recent rum-related headlines as published in the *Rum Talk Blog* (<http://rumtalk.blogspot.com>); please visit the site to read the complete stories. You can also submit articles or press releases. Visit www.gotrum.com for contact information.

April 19th

When the rum goes down

Matt Helders pours away £40,000 by cracking open rare bottle of rum. Understandably they were keen to crack it open and try the spirit - but they had no idea how much it was worth. They even filmed the moment when they pulled off the wax seal from the dusty stoneware bottle, spilling the dark liquid all over the bar.

April 11th

Cuba expects to sell four million cases of rum in 2011

Havana, Cuba expects to sell four million cases of its flagship rum Havana Club in 2011, despite a US decision not to renew its marketing license in the country.

April 11th

Small Caribbean rum maker looks to tap U.S. market

Cayman Islands (Reuters) -Walker Romanica hopes the novelty of making rum brewed on the ocean floor will help him tap the lucrative U.S. spirits market. The Cayman Islands-based distiller of Seven Fathoms Rum recently signed a deal with Florida-based importer Luxe Vintages with the goal of selling the high-end liquor online and in 30 different states.

April 10th

Diggers sipped rum, not beer, at Gallipoli

Teams from Australia, New Zealand and Turkey have uncovered new evidence at the landmark World War I site. Glass shards left in the Turkish trenches could explain the drinking habits of diggers as the centenary of Anzac Day approaches.

The Turks had a penchant for Bomonti and Constantinople beer. Conversely, Allied soldiers were given rum in April 1915. While rum flagons were found throughout the battlefield, they were mainly on the Anzac side. A fragment of a British rum flagon was uncovered, bearing the letters SRD, which stand for Service Ration Depot.

April 6th

Spanish rum Arehucas now available in China

Arehucas Distillery doubled its exports in 2010 and sold 2,500 liters in China. The popular Spanish distillery from the Canary Islands, famous for its honey rum (Ron Miel Canario) may have found its largest market yet.

April 5th

Beam Global NZ welcomes rum runners and red passion

The New Zealand chapter of Beam Global had a great deal to celebrate on April 1. Now New Zealand's number two spirits supplier, the company - whose flagship brand is Jim Beam - is toasting significant gains in volume and market share as it celebrates its second birthday and welcomes several new brands to its stable of spirits, including Stolen Rum and key Gruppo Campari brands.

UPCOMING RUM EVENTS

2011 Bacchanalia, Key West, Florida

June 10th - 13th

<http://www.keywestbacchanalia.com/site/>

The Bar and Wine Show, New York City, New York

June 28th - 29th

<http://www.newyorkbarshow.com/>

Tales of the Cocktail, New Orleans, Louisiana

July 20th - 24th

<http://www.talesofthecocktail.com/>

German Rum Festival, Berlin, Germany

October 8th - 9th

<http://rumfest-berlin.com/>

2011 Caribbean Rum & Beer Festival, Barbados


October 28th - 29th

<http://www.rumandbeerfestival.com/>

"RUM, noun. Generically, fiery liquors that produce madness in total abstainers."

Ambrose Bierce quotes (American Writer, Journalist and Editor, 1842-1914)

MIAMI



RUM

RENAISSANCE FESTIVAL

A CELEBRATION OF CANE SPIRITS
IN THE NEW WORLD

RumRenaissance.com





THE ANGEL'S SHARE



Ron Cartavio Solera 1929 (80-Proof, 12 Year Old). People rarely associate fine rums with Peru, the land of Pisco, but Destilerías Unidas has set out to change this perception.

Ron Cartavio Solera has a very attractive amber color with reddish copper highlights. The aroma is very elegant and refined, with a very distinguishable oak element backing up the age statement on the label. Following the oak, one's sense of smell is rewarded with light fruit notes and sherry, very brandy-like. It gently envelops the palate with a balanced combination of oak, raw sugar and spice. The finish is smooth and long lasting.

Purists will want to enjoy this rum in a snifter neat, or with a single ice cube, but the rum is versatile enough to please even the cocktail crowd.

Featured Cocktail - Two Peruvians

Ingredients

1 ½ oz. Cartavio Solera 12 Year Old
1 oz. Acholado
2 oz. Maracuya Juice
2 oz. Coconut Cream
8-10 Ice cubes

Directions

Place the ice cubes in a shaker and add all of the ingredients except the rum. Stir intensely for 10 seconds and serve in a flute glass. Now add the Cartavio Solera 12 year old rum, adding it very slowly so that it remains on the surface.

Decorate with a slice of orange, a twist of lime and a maraschino cherry. Drink with a straw.

Carlisle Reef Barbados Rum (80-Proof, 5 Year Old). The color of this rum speaks of elegance, with its attractive brilliance and mysterious reddish copper tones.

The bouquet is very brandy like, suggesting double distillates, copper pot stills and time-tested traditions. The oak aroma permeates the glass and assertively convinces the nose of its age.

Once in the palate, the rum opens up smoothly and effortlessly, the taste is not as sweet as the aroma suggested, but is extremely pleasant and refined. The finish is short and sweet, perfect for a 5 year old rum.

What sets this rum apart from others of the same age, is that the nose is characteristic of vintages that are 3 to 5 years older.

Enjoy this fine rum in a snifter, perhaps with an ice cube, accompanied by your favorite cigar.

Featured Cocktail - Corn 'n Oil

Ingredients

2 oz. Falernum (8% Alcohol)

2 oz. Carlisle Reef Barbados Rum

Directions

This is a traditional Bajan (Barbadian) drink. Simply pour the Falernum and rum together and serve on the rocks.

You may optionally add a dash of Angostura® aromatic bitters.



THE ANGEL'S SHARE



Tres Leches Triple Cream Liqueur (34-Proof). Long a staple of Latin American dessert menus, Tres Leches is finally available as a liqueur, made with Caribbean rum.

The color is a very soft form of ivory, similar to sweet condensed milk. The aroma is sweet, creamy and decidedly vanilla-centric, much like a flan.

Tres Leches Liqueur has a heavy body, is very silky and unctuous and quickly envelops your taste buds.

The taste is true to the aromas: cream, milk, vanilla, egg yolks and sugar. The finish is equally pleasant, making it very hard to put the glass down.

Enjoy this liqueur well chilled, on the rocks or on top of your favorite cheesecake or ice cream. This is a great alternative to *rompope* or eggnog.

Featured Cocktail - Coconut Cream Pie

Ingredients

1 ½ oz. Tres Leches

1 ½ oz. Coconut Rum

Directions

Combine ingredients and serve on rocks glass over ice cubes.

Angostura 3 Year Old Premium Rum (80-Proof). This rum's color is crystalline and pure, despite its 3 years spent inside an oak barrel. All traces of wood color have been removed through a fine filtration process.

The aroma is clean and sweet, with layers of fruit and light traces of oak. A very mild touch of vanilla rounds up the aromatic elements in the rum.

This rum opens up smoothly in the palate, first releasing raw sugarcane flavor, followed a few seconds later by spices and ending with wet oak. The body is medium-heavy and the mouth feel is silky and unctuous.

Angostura 3 Year Old is a very versatile mixer, but we suggest using it in cocktails that are not too aggressive, so that you may still enjoy the taste of the rum.

Try it with coconut water, citrus soda and even in place of cachaça in a caipirinha.

Featured Cocktail - Tobago Love

Ingredients

1 ½ oz Angostura 3 Year Old White Rum
1 oz Marie Brizard Coconut Liqueur
1 oz Strawberry Puree
Thin slice of Watermelon
¾ oz Pineapple Juice
2 dashes Angostura® aromatic bitters

Directions

Place first two ingredients into Boston glass with thin slice of watermelon. Crush using muddling stick then add all other ingredients with ice. Shake vigorously then pour over Collins glass filled with ice. Garnish with watermelon slice.



Got Rum? - Exclusive Interview

In this issue we explore the dynamics behind one of the largest –and most fought– rum projects in modern history. We are referring of course to Diageo's decision to build its own distillery in the US Virgin Islands and the causes and effects surrounding this action.

Next month we will present Puerto Rico's perspective and opinions on the matter.

We are grateful to Mr. Paul J. Arnold, Sr. who is the President and Chairman of the Virgin Islands Economic Leadership Council for granting us this exclusive interview. -Publishers



Q: How did the partnership idea originate? Which party took the initiative?

These are great public-private partnerships for the Virgin Islands. They are already benefiting the territory and strengthening our government's finances as part of Governor deJongh's economic plan.

Governor deJongh came into office with a vision to rebuild the U.S. Virgin Islands' economy by collaborating with large and small companies to grow existing business, create jobs and bring in new investment. We were facing real economic challenges that were exacerbated by the global recession. As a business leader in the Virgin Islands, I'm pleased to see the Governor's commitment across a range of industries, from tourism to technology to rum making.

At the same time, Diageo was negotiating with Destileria Serralles in Puerto Rico to extend its supplier agreement for Captain Morgan rum, which expires after 2011. Diageo never owned its own production facility in Puerto Rico. But Serralles refused to offer an extension with fair market pricing, so Diageo was forced to look elsewhere. They explored rum production in foreign countries and then approached the Virgin Islands' Delegate to Congress, Donna Christensen.

Rum production has already begun at Diageo's distillery. And the partnership will generate new revenue for economic development and infrastructure that will benefit all companies and residents here. The subsequent 2009 agreement between the Virgin Islands and Fortune Brands, which makes Cruzan Rum, will add to that positive impact as rum production grows in the territory.

Q: What would have happened to the jobs that are being created as a result of the economic development partnership if USVI had not stepped in? Would they have gone overseas?

The answer is simple: the Virgin Islands-Diageo partnership kept a company in America. Before coming to the Virgin Islands, Diageo was looking to move overseas. By establishing operations on St. Croix, Diageo is committing to keep rum production – and the resulting economic impact, jobs and environmental and community benefits – in the United States. Fortune Brands' partnership will do the same thing.

In this difficult economy, the last thing we need is American jobs being shipped overseas. The Diageo and Fortune Brands agreements are great examples of deals that improve all sides.

Q: Why is the term of the agreement 30 years?



I am a businessman, and know that you can derive significant value when you invest for the long-term. The Virgin Islands secured three decades of exclusive production of Captain Morgan and Cruzan Rum. That is an unprecedented commitment with real economic value.

Over the next 30 years, our government will work with Diageo and Fortune Brands to grow production and expand their rum brands. That doesn't happen overnight. To ensure a real return on investment – the new revenue stream that will be so important to the Virgin Islands – our government realized that it needed long-term partnerships that allow it to build together with the rum companies.

Q: Some people believe that the excise tax cover-over program is unfair, that it only favors places such as Puerto Rico and the Virgin Islands, but every single U.S. State uses similar tax incentives to attract private industry. How do you respond to the “fairness” question?

Every U.S. state uses tax incentives and economic development programs to generate jobs and build a strong business base. What our government is doing is no different.

The rum excise tax “cover-over” is designed to help Puerto Rico and the Virgin Islands improve their local economies by capitalizing on their rum industries. As we make more rum, we earn more revenue. Since the territories face challenges that states don't – such as far less federal funding for public services – the cover-over has been an important part of the economic relationship between the territories and the U.S. government.

The rum excise tax was originally an equalization tax, meaning it was designed to keep taxes on spirits equivalent between the U.S. mainland and the territories, which have different tax structures. Congress and the Congressional Research Service have repeatedly stated that each territory's government has full control over its own

“Puerto Rico is not transparent about its rum industry”

continued on page 18

Got Rum? May 2011 - 15



Bermuda's National Drink is a Little Like Her National Dance.

*U*nique, exciting and passed down for generations. It's true for our exotic Gombey dancers, who duck and twirl in practiced moves handed down since the 1700s.

And it's true for our notorious Dark 'n Stormy® cocktail.

Made with two oz. of Gosling's Bermuda Black Seal Rum, twirled with Gosling's Ginger Beer over ice, this exciting drink's been helping Bermudians keep cool for generations.

Happily, you'll now see it at more and more fine establishments here in the States. And Gosling's Black Seal at more and more spirits retailers.

But to see a Gombey in person, you'll need to board a plane and come to Bermuda. And would that be so bad?



Gosling's. For Seven Stubborn Generations.

www.goslingsrum.com We make it slowly, stubbornly. Please enjoy it slowly, responsibly. 40% ABV. Product of Bermuda. Castle Brands, NY, NY.

cover-over revenue. The Virgin Islands chose to invest in growing our economy and locking in production for 30 years of two premium products. I think that's a smart investment.

Q: What did Puerto Rico do wrong that caused them to lose Diageo and how is the government of the Virgin Islands prepared to avoid the same situation after the first 3 decades?

Puerto Rico would not offer fair pricing for rum production, from what I have been told.

Puerto Rico is not transparent about its rum industry. It has refused to release the contracts that govern its subsidies for Bacardi and other rum companies and has never given a full report on how much it contributed over the years. So it is tough to say why they refused to offer Diageo fair market pricing.

Operating in the Virgin Islands is different. Our government is fully open about its partnerships. For Diageo and Fortune Brands, and all the companies that work as suppliers or partners, that transparency is a plus. It helps foster a stable business environment, where we all know that if we work together, we all succeed together. As a local business leader, I see a huge contrast.

Q: With so much money and so many jobs at stake, it is easy to understand why Puerto Rico has battled against the partnership. Can you comment on the Pierluisi bill or any other attempts to prevent this from moving forward?

As of today, a bill has not been introduced by Resident Commissioner Pierluisi in the new Congress.

But Puerto Rico's goals have been the same for two years. Their government leaders, lobbyists, front groups and other allies are working hard to confuse and mislead Congress. Their campaign isn't about fairness or economic opportunities. It is about trying to destroy the Virgin Islands' agreements and to then grab cash from the Virgin Islands government.

Business leaders in the Virgin Islands like me are determined not to let that happen. We know that these agreements will transform our territory's economy. That's good for our companies and employees – and it will also be good for generations of Virgin Islanders to come. Fortunately, Governor deJongh, Delegate Christensen, and others in Washington who have seen the true story aren't willing to back down to Puerto Rico's demands.

Q: On rum style. Puerto Rican, Jamaican and Cuban are world known styles of rum with long traditions of craftsmanship. How far is the USVI from achieving the same status symbol?

Rum has been made in the Virgin Islands for more than 250 years. Cruzan Rum's distillery traces its history to 1760. The Virgin Islands' tradition is filled with great rums, made by distillers who are part of our community.

With Captain Morgan production now underway and Cruzan Rum's expansion moving forward, our rum industry is reaching a new level. The reputation of Virgin Islands rum is growing each day. We are the new home to premium rum brands in the Caribbean.

Q: What message do you have for people who've never visited the Virgin Islands?

The U.S. Virgin Islands is a beautiful part of the United States with a rich history and culture. We are proud of our home and its place within the United States and we are excited to welcome visitors to the territory.

Although many people come for our beaches and blue waters, the business climate is an important part of who we are. Our progress is remarkable. There are new jobs, new construction projects, new investors, and new locally owned businesses. It is a great time to be here.

"The Virgin Islands' tradition is filled with great rums, made by distillers who are part of our community"



Angostura Global Cocktail Challenge



Congratulations to Andy Griffiths of Melbourne Australia, the new champion of the Angostura Global Cocktail Challenge held on Sunday March 6th at the exclusive Zen nightclub in Port of Spain, Trinidad & Tobago.

Andy excelled with his two creative drinks: "The Scarlet Ibis" and the "Orinoco Flip," beating eight other bartenders from each continent of the world. He says he is "Ecstatic about his win as he knows that these are some of the best bartenders from around the world."



RUM IN HISTORY

1502

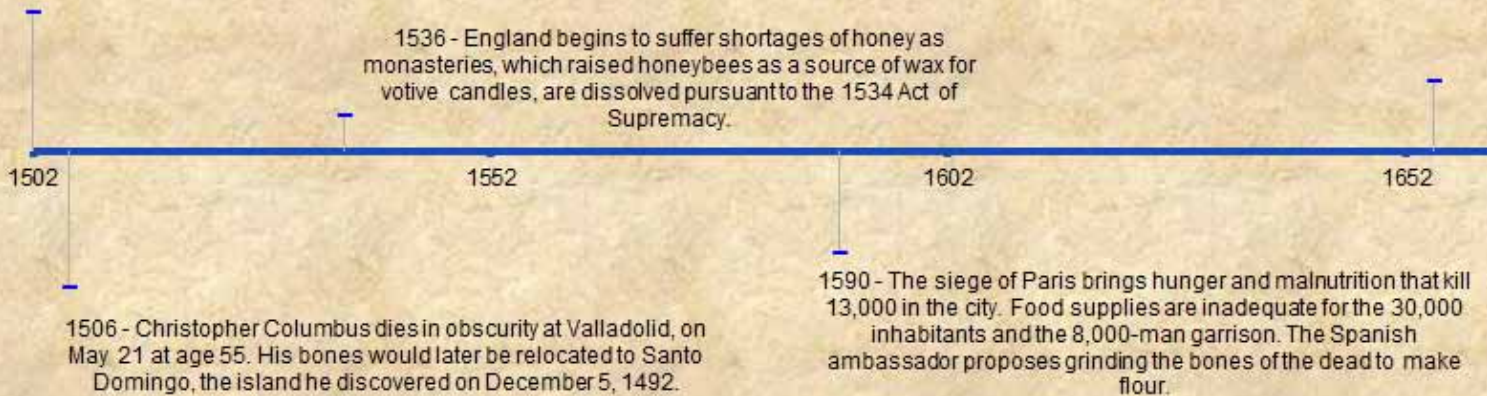


1590

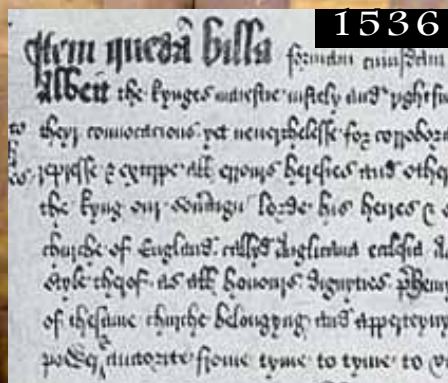


1502 - On May 11, Christopher Columbus embarks on a fourth voyage to the New World, the journey took eight months, forcing the crews to eat wormy biscuit, shark meat and ships' rats in order to survive. Columbus introduces sugarcane to Puerto Rico.

May Through The Years



1536



Ever wondered what happened in
the month of **MAY** throughout
history?

1655 - English forces under the command of Vice Admiral William Penn, take Jamaica ("San Iago") from the Spanish, precipitating a 3-year war. The British Royal Navy introduces Rum from Jamaica to replace beer, because beer does not keep well at sea.

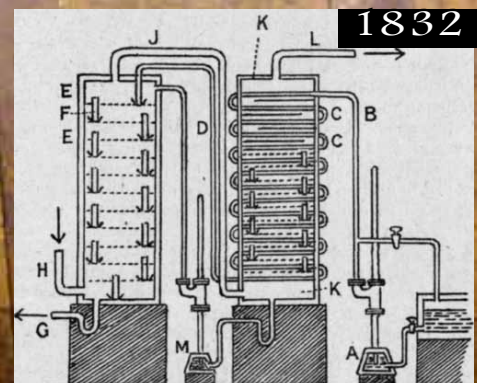
1832 - Aeneas Coffey perfects his Still, which allows for the first time to distill alcohol continuously, leading to higher production volumes and greater purity. The principles behind the Coffey Still are the foundation of modern column distillation.

1702

1752

1802

1690 - Start of the Pirate Round, the second of three outbursts that comprise the Golden Age of Piracy, which lasts until 1726. During this period, pirates target primarily the ships from the East India Company, due to the value of their cargo.



THE TOP **5** WAYS TO PAMPER YOUR MOTHER ON HER DAY

by Margaret Ayala

Countries that celebrate on May 10th: Bahrain, Hong Kong, India, Malaysia, Mexico, Oman, Pakistan, Qatar, Saudi Arabia, Singapore and United Arab Emirates

Countries that celebrate the second Sunday in May: Australia, Belgium, Canada, Denmark, Finland, Italy, Japan, Turkey and The United States

Other countries that celebrate Mother's Day in May: France and Sweden-Last Sunday in May, South Africa-First Sunday in May



1

REMINDE HER HOW MUCH YOU CARE

There is nothing simpler than picking up the phone or driving up in person to tell her how much you care. Don't send her a text message or an email, make it personal.



HOT BUTTERED RUM

Make her day with Hot Buttered Rum shampoo shower gel and bubble bath. The moisturizing formula gently cleanses and conditions, leaving skin and hair feeling hydrated and soft. The creamy, sweet buttery scent smells so incredibly delicious, she'll immediately know she is loved.

www.skinstore.com

2

3

RUM CAKE

Whether you bake it or buy it, few things are more rewarding than a moist, rich rum cake! Excellent cakes are sold by the following professional bakers:

www.tortugarumcakes.com

www.blackbeards.ky/rumcakes.html



RUM APPAREL

For all those who know what they want and what they need, there is a full line of "Got Rum?" and "a-Rum-a-therapy" apparel, including shirts, aprons, bags, hats and much more. Visit the official store at:

www.gotrum.com/store.html

4

5

RUM BOTTLE JEWELRY

A fantastic design by master jeweler Iza Malczyk. Features a large, faceted nugget of carnelian trapped in a cage, accompanied by numerous tiny sterling beads and a wire-woven cork, adorned by small faceted carnelians. There's a mysterious, swirly tentacle weaving around the bottle... The whole piece is made in oxidized sterling and fine silver and hangs from a double rolo chain, finished with a hand-crafted clasp.

www.izamalczyk.com/en



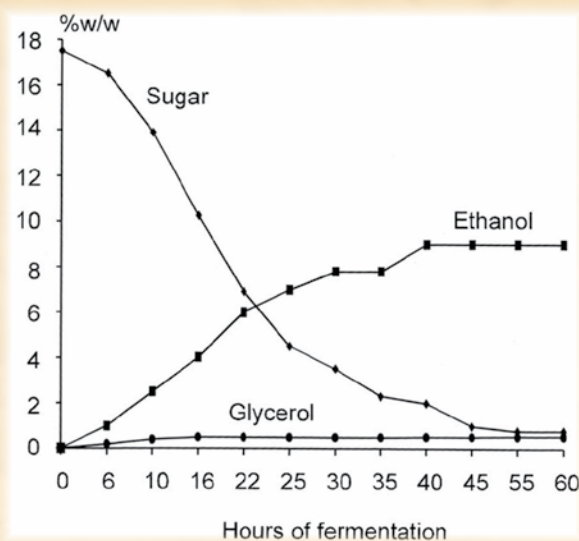
THE Rum UNIVERSITY

Classifications of Rum, Part 2

In this issue, we explore the classifications of rum based on the fermentation method employed in its production. If you missed Part 1, please visit the website (www.gotrums.com) and download the April 2011 issue.

Fermentation refers to the process of converting sugars into alcohol (ethyl alcohol or ethanol). This is achieved by combining a yeast with the source of sugar. The most common yeast employed in the industry is *Saccharomyces cerevisiae*.

As the yeast converts sugars into alcohol, it releases carbon dioxide, yeast biomass and very small quantities of other products such as glycerol, fusel oils, aldehydes and ketones. The chart to the right displays a ratio of sugar to alcohol as fermentation takes place. These numbers are typical of the alcoholic beverage industry, not of the fuel alcohol industry.



Source: The Alcohol Textbook, Third Edition.

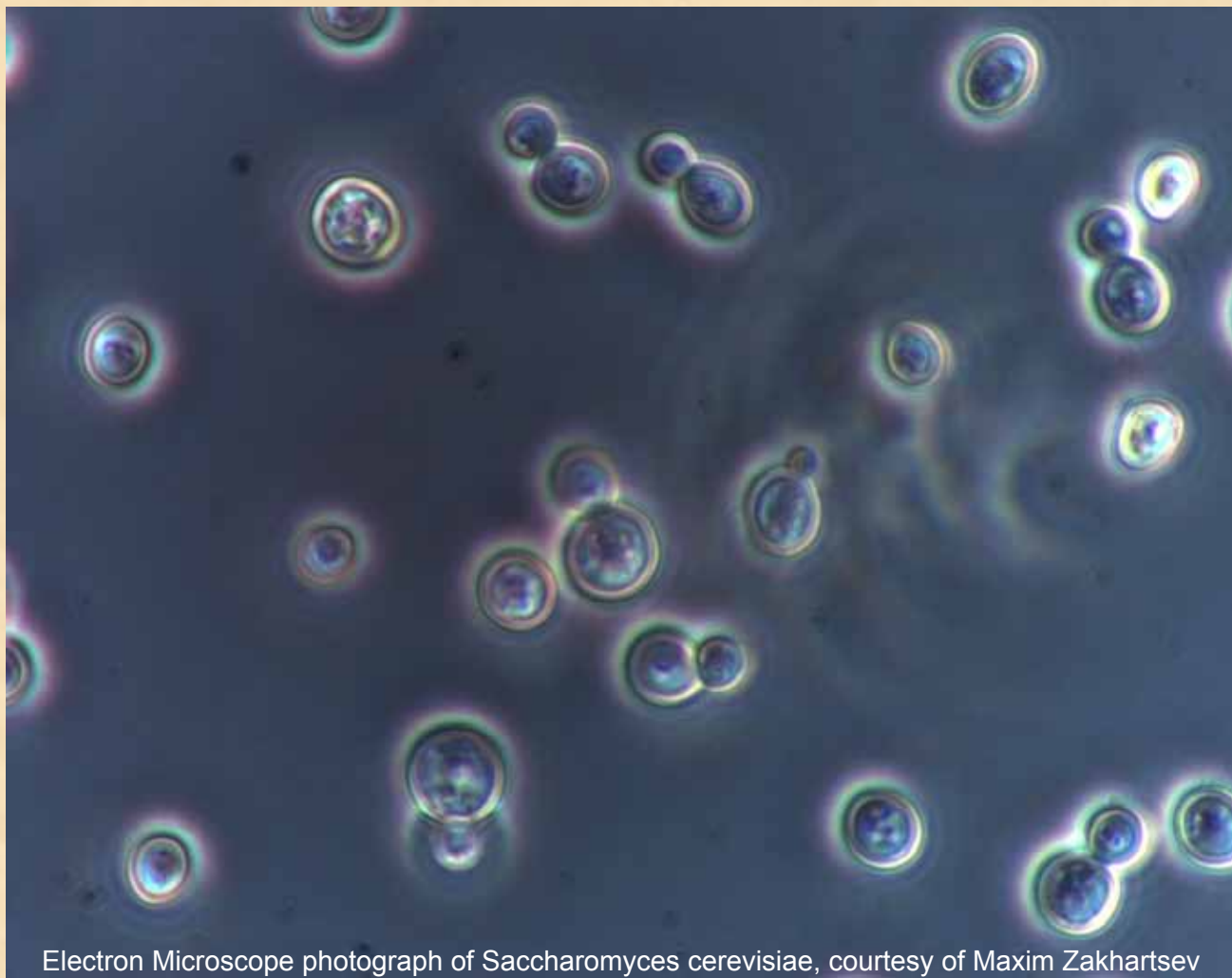
Natural (Spontaneous) Fermentation: Natural fermentation is similar to the process used in to make Lambic-style beer. Distilleries rely on wild, naturally occurring yeast, present in the air and in the cane juice to convert the sugars (sucrose) in the mash into alcohol. Natural fermentation takes place in open containers to maximize the exposure of the mash to the air. This type of fermentation, depending on the size of the vat, can take from one to two weeks, and the results are not 100% duplicable, for this reason this method is not commonly used.

Controlled Fermentation (batch): In this method, a predetermined strain of yeast is introduced into the mash and allowed to perform its job. To reduce the risk of natural fermentation from occurring, the controlled yeast is first mixed with a small batch of the mash, in some cases just a couple of ounces. Next, the yeast is allowed to multiply and reach a predetermined concentration. This starter is mixed with a larger amount of liquid, around a gallon, from the mash. This process is repeated two or three times until a large amount of highly concentrated starter is achieved, which is then added into the large fermentation tanks. Controlled fermentation done in this way can take from as few as two to three days to as many as seven and the results are very predictable and reproducible.

Controlled Fermentation (continuous): One of the most recent trends in the fermentation industry is that of fermenting in a continuous process rather than in batches. As the name implies, this method consists of a main fermentation tank that continuously receives a stream of diluted molasses. While the influx of molasses keeps the yeast thriving in the medium, an equal amount of liquid is extracted from a different place in the fermentation tank, already “digested” and ready to be distilled. While the concept of continuous fermentation is relatively new to the rum industry, it is not so in other fields, such as the medical industry. An early continuous process was a vinegar generator in which acetobacter attached to wood shavings inside a container with one opening on top and another one at the bottom. Trickling a sugar solution down through the container packed with the wood shavings produced vinegar. The acetic acid discourages contamination at conditions where the acetobacter thrive.

Summary: Regardless of which method is employed, fermentation is at the core of the alcohol industry. Without fermentation there would be no beer, wine or distilled spirits.

Next Month: Classifications of rum based on distillation method



Electron Microscope photograph of *Saccharomyces cerevisiae*, courtesy of Maxim Zakhartsev



RUM TECHNIQUES

The Organoleptic Assessment of Rum - Part 2

As part of our commitment to educate industry members and consumers alike, we are pleased to re-publish content from “**A guide book for the organoleptic assessment of rum**,” by A. P. Saranin.

The guide was originally published in Bundaberg, Queensland, Australia, and is a detailed work covering the delicate job of formally evaluating rums and rum samples.

Our gratitude goes out to Dr. Alex Saranin and the fine people at The

Millaquin Sugar Co. Ltd. and The Bundaberg Distilling Co. Ltd., for making this material available to us.

Each issue of “Got Rum?” will include additional pages of this guide-book until all the pages have been published. At that point we will move on to another piece of historically-significant material.

As always, we want your suggestions for future topics, so we can continue bringing you the most relevant information possible.

fer·men·ta·tion

noun

\,fər-mən-ˈtā-shən, -ˌmen-\

Definition

a chemical change with effervescence b : an enzymatically controlled anaerobic breakdown of an energy-rich compound (as a carbohydrate to carbon dioxide and alcohol or to an organic acid); broadly : an enzymatically controlled transformation of an organic compound

Origin

Middle English fermentacioun < Late Latin fermentātiō- (stem of fermentātiō), equivalent to Latin fermentāt (us) fermented (see ferment, -ate1) + -iōn- -ion First known use: 1601.

Did you enjoy this article? Do you want to read more?

Then make sure to get the June issue, where we'll continue this interesting topic with the section titled “The Senses of Smell and Taste.”

SECTION 1.

1.1 Rum - History and Appreciation

Alcoholic beverages have been known from early antiquity. The book of Genesis attributes discovery of wine to Noah in the year following the flood. Egyptians who had probably migrated from Asia some 5,000 years B.C. knew the art of making wine and beer. It has been established that making of fermented beverages was extensively practiced in East Asia some 2,000 years before the Christian era. Uday Chad Dott mentions two Sanscrit names of beverages derived from sugar cane - the "Didhu" from juice and the "Gaudi" from molasses.

Distilled spirits are of relatively recent origin. The first reference to distillation of fermented products was made in writings of Marcus Graecus in the thirteenth century. The process was slow to develop and it was only in the sixteenth century that distilled spirits, derived mostly from wine and fermented cereals, came into common usage.

Rum originated in the West Indies. Its manufacture began soon after the arrival there of European colonists. It is known that Christopher Columbus during his second voyage to America (1496) transported sugar cane from Canary Islands to Saint Dominique. Within the next century sugar cane and its cultivation spread over most of the West Indies and the Central American regions.

It is believed that the first commercial utilization of sugar cane was for fermentation and distillation into rum rather than for sugar crystals. When sugar production was established by the middle of the seventeenth century, rum manufacture appeared to be well established and rum was an accepted by-product right from the start.

During the next two centuries, cultivation of sugar cane spread to other continents, including Australia, for production of sugar as the main product, and in most cases rum as the by-product. The first commercial manufacture of rum in Australia began in a distillery set up in 1873 at Harwood Mill, New South Wales. This was followed by the establishment of rum distilleries in Queensland. To-day there are three rum plants in operation - two in Queensland and one in New South Wales - and these produce the bulk of the rum consumed in Australia and New Zealand.

The origin of the word "rum" is attributed to a number of sources. Some maintain that the word is derived from the last syllable of the generic name of sugar cane - "Saccharum", while

continued on page 29



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others suggest that it is from the Malasian term "Brum" meaning "Spirituos liquor". The most probable derivation is from an ancient unflattering but descriptive Devonshire word "Rumbullion". The first official mention of "rum" appeared in an order of the Jamaican Governor in Council dated 3rd July, 1661.

Primitive methods used in the early history of rum production yielded rums of poor quality and as one writer in 1651 describing Jamaican rum said, it is "hot, hellish and terrible liquor". However, as production methods and controls improved, so did the organoleptic qualities of the product and in the nineteenth century rum received a wide and universal acceptance as a delicate and highly appreciated beverage. To-day it is produced in nearly all sugar cane growing countries out of either pure cane juice or molasses. Types of rum are legion, for they depend upon the quality of the raw material and ingredients, upon methods of fermentation, distillation, and upon subsequent treatment and maturation.

The main producers and exporters of rum are Barbados, Trinidad, Jamaica, Puerto Rico, British Guiana and Cuba. Broadly speaking, each of these produces rum of aroma and flavour specific to that country's rum. For instance, Jamaican rums have very high ester content and therefore are rich in bouquet; Demerara's rum is low in esters and is lacking in bouquet. Cuba's rum, because of particular distilling techniques, has a characteristic taste and is weak in aroma. Puerto Rican rum being rich in specific esters is highly aromatic and yet weak in flavour. Australian rums vary in their characteristics but generally include most of the better features of aroma and flavour.

Rum has a place of honour among the distilled spirits because of its abundance of aroma and delicate taste, and also, as claimed by some, because of its "beneficial medicinal" qualities. As one French writer says of rum "It is taken in the bath, it is rubbed on the body to relieve pain, it is drunk when one wishes to rejoice and be gay, to console when one is sad, to warm when one is cold, to refresh and to quench when one is hot". (Guillaume p.10)

Rum is appreciated by drinking in a variety of forms. It is drunk "as is" or diluted with water or with juices as "punch". The latter form is preferred in the European countries where heavy aroma rums are predominantly consumed. On the American continent it is widely appreciated as "aperitif" in the form of cocktails and the preference is given to lighter type of rums, whereas in the West Indies it is commonly drunk with pure sugar cane juice. It is also universally accepted as a gustatory (tasting) liqueur taken in a small glass.

It is also used, because of its aromatic character, in confectionery, cakes and desserts, as well as in other forms of cooking.

TOBACCO AND RUM

Rum and cigars go hand in hand so well, perhaps because of the tropical climate sugarcane and tobacco have in common. Or maybe it is due to the same level of attention to detail that goes into producing them. Regardless, enjoying the right pairing can transport the consumer to a magical place.

But how does one know which cigar goes perfectly with which rum? Pairing cigars and rums is like blending a rum: one

must be fully aware of which flavors and aromas each ingredient contributes, and one must know how these flavors and aromas interact with each other. The rest is simple: experiment, experiment, experiment!

In this article, we feature a great combination of tobacco and rum, hopefully you will find it as enjoyable as we have. Do you have a favorite pairing? Please let us know!

THE CIGAR



Rocky Patel Decade Lonsdale.

This masterpiece is made with Nicaraguan filler and binder, carefully wrapped with Ecuadorian Sumatra leaf.

This full bodied cigar is box-pressed, has a medium-body, a steady draw and offers coffee, light chocolate and earthy notes.

The cigar was created to celebrate the first 10 years of the Rocky Patel blend, and it is clear that only the finest components were selected.

THE RUM



An old favorite of the the editors since the days when it was sold under the "King of Diamonds" label, this rum is as legendary as it is refined.

The color, aroma and flavor are rich and thought provoking, with a pleasant and long lasting aftertaste, making it the perfect rum to sip on a cold day while feeding the fireplace or puffing a fine cigar.

Deep in the jungles of Nicaragua lies a hidden exotic plantation of tobaccos, enriched by the most fertile soil in the world. Legend has it that Cuban cigar rolling masters fled to this area after Fidel Castro captured their beloved homeland. Their departure robbed Cuba of all of their knowledge and a prized possession — cuban seed.

Laboring in the fields for decades, their toil, loss and labor have finally come to fruition with the premier Cuba Cuba cigar.

The only cigar of its kind
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