

Got Rum?™ We Do!

Rum Runner Press (512) 554-7095
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Featured Rums:

- Cruzan Single Barrel Estate Rum
- Rhum Baita
- DonQ Limón

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America's Rum History

An old saying states that “those who do not learn from history are bound to repeat it.” While this adage is often recited as a warning, it can also be viewed as a recipe for obtaining desirable results.

Now that *The Encyclopedia of Rum Drinks* has been completed, I am focusing more of my time towards the completion of the last installment of *The Rum Tril-*

ogy, namely *American Rum*. As I research old historical documents, I marvel at the thought of visiting the “City Taverns” so popular during eighteenth-century North America.

I wonder where things went wrong. Was the temperance movement so successful in shaping our lives that not even the XXI Amendment (the one that ended Prohibition) was able to

restore liquor consumption to its pre-Prohibition standards? Or perhaps the lore of drinking for many went away when the *Noble Experiment* ended?

As always, I'd love to hear your thoughts regarding the consumption of rum through the ages.

Luis K. Ayala
Editor

Cane & Cask - Canada

Perhaps the clearest sign of rum's emergence, as a premium spirit is the number of events devoted solely to showcasing this fine distillate.

In the tradition of Caribbean Week's decade long **Rum Fest** competitions, this year's *Cane & Cask* show in Toronto will present, test and rank

some of the world's finest rums.

Please turn to page 7 of this issue for complete details, including location, dates and times. If you live within driving distance of Toronto, we strongly

encourage you to make the trip and become part of Canadian Rum History.



Cane & Cask

2001 Rum Cake Competition - The Participants:

Sweet Art by Lucila

Sweet Art by Lucila is perhaps the most versatile and sophisticated custom cake creator in South Florida. The entire line of desserts and cakes offered reflects a distinctive European style.

Sweet Art by Lucila submitted their “**Famous Rum Cake**” which was entered into the Traditional Cakes Category.

Despite an extensive lineup of mouth-watering delicacies, this rum cake remains their most favored request. Order yours today to find out why!

Contact information:

Sweet Art by Lucila
5734 Bird Road
Miami Fl 33155
Tel (305) 668-0060
Fax (305) 668-0061



www.sweetartbylucila.com
info@sweetartbylucila.com

Order your cakes now for your Thanksgiving and Christmas parties!

Caribbean Cake Connoisseurs

If you've never tried an authentic Caribbean Rum Cake, you owe it to yourself to try. Being true to its origins, Caribbean Cake Connoisseurs' cakes are made with finely ground raisins, prunes and cherries, which have been steeped for months in rum and (typically port) wine.

Caribbean Cake Connoisseurs submitted two cakes to the competition: **Caribbean Brown** and **Caribbean**

Black Rum Cakes, which were placed in the “Dry Fruit Category.”

Doesn't matter if you've never been to the Caribbean or if you are from the Caribbean and miss the taste from home, these cakes are as traditional as it gets.

Contact Information:

Caribbean Cake Connoisseurs
720 King Georges Post Road



Fords, N.J. 08863
(800) 322-5452
www.rumcake.com

Order your cakes now for your Thanksgiving and Christmas parties!

Island Cuisine

We had the pleasure of being introduced to this cake while on our last trip to Barbados, during RumFest 2001. While typically reserved for Christmas or other special occasions, this **Great Cake** (or “Black Cake”) is saturated with intense fruit flavors enhanced by rum and wine.

This product is not yet available through mail order outside Barbados but we determined it was meaningful enough to include it in the competition (rum was invented in Barbados, after all!).

Contact Information:

Hipac Ltd.
Bridgetown Barbados



Tortuga Rum Cake Company

Perhaps the most famous rum cakes to come out of the Cayman Islands, Tortuga’s cakes are prepared using, you guessed right, Tortuga Rum!

The particular rum used in their cakes is 5 years old. While the traditional (and original) Tortuga Rum Cake did not have any additional flavours added, there have been new cakes added

to the product line recently including chocolate and **Blue Mountain Coffee**, which was entered into our “Flavored Cake Category.

Contact Information:

Tortuga Rum Cake Company
P.O. Box 2307
Georgetown, Grand Cayman, B.W.I.
(888) 440-2253



rumcakes@tortugaimports.com
www.tortugarums.com

Order your cakes now for your Thanksgiving and Christmas parties!

Lady Carolyn Cakes

Lady Carolyn surprised us (pleasantly) by entering a cake in each one of our categories and, most importantly, by taking first place with all of them!

With over 35 years of experience baking cakes, it is no wonder Lady Carolyn has found the secret formula to produce great tasting

rum cakes. Order your cakes now for your Thanksgiving and Christmas parties!

Contact Information:

Lady Carolyn Cakes
P.O. Box 540361
Lake Worth, FL 33454-0361
1-800-547-6989
Fax: (561) 966-0256
www.rumcake.net



The Results (by Category)



- 1: Lady Carolyn Nut** - Traditional Category
- 2: Sweet Art by Lucila** - Traditional Category
 - 1: Lady Carolyn Nut Raisin** - Dry Fruit Category
 - 2: Caribbean Cake Black** - Dry Fruit Category
 - 3: Caribbean Cake Brown** - Dry Fruit Category
 - 4: Island Cuisine Great Cake** - Dry Fruit Category
 - 1: Lady Carolyn Coconut** - Flavored Category
 - 2: Tortuga Blue Mountain Coffee** - Flavored Category

The Judges (in alphabetical order)

- Luis Ayala** - Caribbean Week Rum Fest Judge, Rum Author
- Margaret Ayala** - Caribbean Week Rum Fest Judge, Rum Author
- John Bigley** - International Food & Travel Writer
- DC Campbell** - Novelist, Rum Connoisseur
- Susie Campbell** - Rum Connoisseur
- Craig Daugherty** - Rum Connoisseur
- Susan Daugherty** - Rum Connoisseur
- Pat Davidson** - Caribbean Week Rum Fest Judge, President of the Rum Appreciation Society
- Nancy Edney** - Caribbean Week Rum Fest Judge, Culinary Specialist
- Clif Ladd** - Caribbean Week Rum Fest Judge
- Paris Permenter** - International Food & Travel Writer



The Angel's Share

Cruzan Single Barrel Estate Rum - USVI



Cruzan Single Barrel Estate Rum (80-proof, 4-12 year). According to the Cruzan Rum Distillery, this is the world's first "Single Barrel" rum. After blending, it is aged in new, heavily charred American white oak casks from where it is bottled (thus the name)

.Fruity and delicate aroma with ephemeral oak notes unfolds nicely as you approach the snifter.

In the palate, a subtle combination of oak and the unmistakable sweetness of raw sugar evokes memories of

double distillates such as brandy and cognac.

The finish is elegant and clean, with a perfect balance of dry oakiness and sugariness.

Without a doubt, this is Cruzan at its finest.

Rhum Baïta - Marseille

Rhum Baïta (80-proof, no age statement). If you've never tried a French rum (rhum) before, take an extra minute or two to carefully assess the aroma of this rum before placing it in your mouth. One of the more

salient characteristics of these rums is the complexity of their aroma. It very closely resembles the aroma emanating from the fermentation tanks where the sugar (in this case from the cane juice) is transformed into alcohol

by the yeast. It unfolds nicely in the mouth, exposing the very earthy and elemental nature of the cane. An excellent example of French distillation, all the way down to the exquisite finish.



Don Q Limón Citrus Rum - Puerto Rico

DonQ Limón Citrus Rum (60-Proof). The past couple of years have witnessed the emergence of many lime/lemon-flavored rums. These rums compete with each other for the coveted place next to the classic coconut rum as the "de facto" flavored rum in

today's bar and nightclub scene. Two schools of thought rule the flavored-rum category: the first's creed is to enhance a sweet rum base with a particular flavor. The second's belief is to showcase the individual flavor without masking it with sugar.

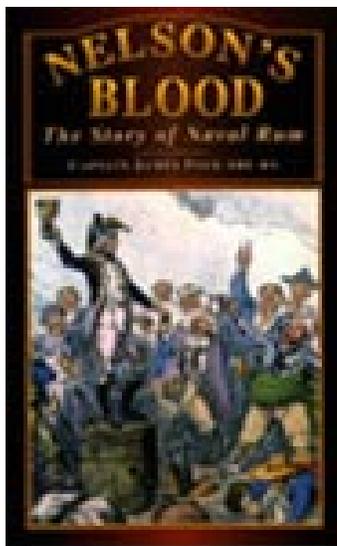
Enter DonQ Limón: an exquisite combination of the true natural essence of limes with the harmonious natural sweetness of rum.

Try it on the rocks with a splash of your favorite juice, or in a Margarita in place of Tequila.



Building your own Rum Library - Part 2

Books out of print (hard to get but worth the try):



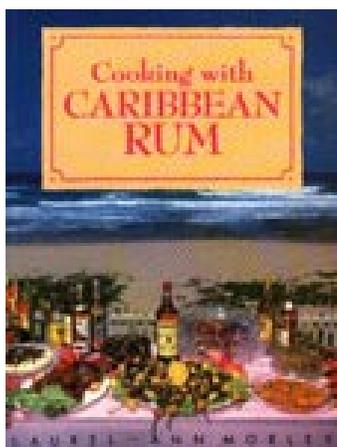
Nelson's Blood : The Story of Naval Rum. From Book News, Inc., December 1, 1996.

This book recounts the story of the liberation that kept the British Navy afloat for 300 years, and its role in the wars,

bloody battles, peace-keeping efforts, long voyages of discovery, and of course shore leave. The original edition was published in 1982 by Kenneth Mason in Emsworth, England. Annotation c. by Book News, Inc., Portland, Or.

Definitely a must-have for those curious about naval history.

This book is perhaps the most complete account of the intertwined web of Rum and the British Navy.



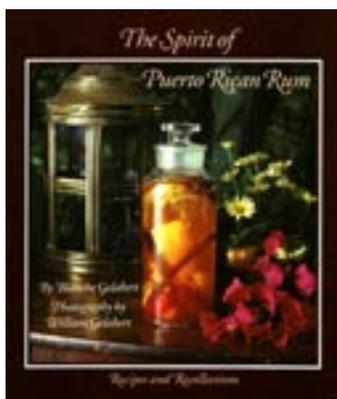
Cooking With Caribbean Rum, by Laurel-Ann Morley (Macmillan Caribbean).

We first found this book while browsing through one of the local bookstores in

Barbados. Since then we've seen additional copies available through Amazon.com (check out our "Bookstore" link from rumshop.net)

If you like to cook with rum, this book is

perhaps the most complete reference out there. It includes recipes for soups and starters, poultry, beef and lamb, pork, fish, stouffings and vegetables and desserts!



The Spirit of Puerto Rican Rum, by Blanche Gelabert, photography by William Gelabert (Discovery Press).

Experience Puerto Rico through the eyes and lens of two local

residents with a flare for rum and history.

The photographs are breath-taking while the bits and pieces of history and culture tie the recipes together into a woven masterpiece of tradition,

family values and a taste for life. Includes delicacies such as *Flan Pan Pudding*, *Cheesecake*, *Mandarina* and *Coco Escondido*. Get this book and your kitchen will never be the same again!

Ready for Rum?

1st Annual Cane & Cask Rum Tasting to
Highlight World's Finest This Fall
Toronto

Make room martini...rum has arrived. Taken neat or mixed as this summer's hippest drink, the "mojito", rum is enjoying a renaissance. This fall's Cane & Cask Rum Tasting event in Toronto will pay homage to this new found love for the beverage - offering an opportunity for the public and the hospitality industry to sample some of the world's finest rums.



Cane & Cask

"Rum has taken its cue from the recent success of other sipping spirits like single malt scotch and bourbon," says Greg Albrecht, president of Barque Communications, the organization responsible for bringing the event to the city. "Now premium sipping rum is taking its turn as the 'it' beverage of choice. Cane & Cask will be the ideal platform for industry and the public to enjoy and learn about this fine spirit."

The event is scheduled to take place on Friday, November 16th at the Arcadian Court, 8th floor, in the Hudson's Bay building at 401 Bay Street.

The first portion of the show (1-4 PM) will be open to trade and industry representatives to allow the distilleries in attendance to showcase their product directly to the buyers in the Ontario market. A tasting booklet will supply product overviews, an area for tasting notes and CSPC numbers for buyers interested in purchasing products in the future.

A master blender from one of the leading Caribbean based distilleries will offer a seminar on the fine art of blending premium rums. In order to provide for an interactive experience, flights of rum will be served to all in attendance.

The public tasting will occur from 6-9 PM. Rum producers such as Wray & Nephew (Jamaica) and Angostura (Trinidad) will be showcasing their products and providing answers to questions about nosing, blending, proper service and appreciation for premium sipping rums. Tourism boards from the leading rum regions will round out the show by being on hand to promote travel and business interest in the various islands where the rums are produced.

Tickets to Cane & Cask are available for purchase through www.ticketmaster.ca (416-870-8000). Admission to the Tasting Seminars is \$20 per person and general admission to the public tasting is \$50 per person. Further details regarding Cane & Cask can be obtained by contacting Barque Communications at (416) 533-8077.

Media who require more information contact:
Laura Johnston
(905) 257-9348
ljohnston@barqueinc.com

**Rum Runner Press
Inc.**

107 Rock Chalk Ct.
Round Rock, TX
78664
USA

PHONE:
(512) 554-7095

FAX:
(512) 671-6753

E-MAIL:
luis@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/

We want to hear from you!

This year's Rum Cake
Competition opened up
our eyes to a wide
range of flavor and
texture combinations.

We hope many of you
get to experience these
cakes in person by
ordering directly from
the producers.

In the mean time, if you
know of any other rum
cake companies that
were not featured,
please let us know so
we may include them in
next year's challenge.

About Our Organization...

Our mission:

1) To educate people
around the world about the
many faces of rum.

2) To help rum distillers and
blenders spread the word
about their wonderful
products.

3) To promote the respon-
sible and sensible enjoy-
ment of what is perhaps the
world's most underrated
distilled spirit today.

I want my cake!



**GOT RUM?™
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107 Rock Chalk Court
Round Rock, Texas
78664
USA