

Got Rum?™ We Do!

November 2004

**Rum News,
Rum Movie Review,
Angel's Share and more!**

Got Rum? Magazine
www.rumshop.net



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Rum Consulting Services

Rum Runner Press, Inc., is proud to offer assistance to current and future members of the rum industry. Our experience and contacts in the field can be a valuable asset to those companies seeking to:

* **Import Rum:** We can help you find the right company that will produce the exact type of rum you are looking for.

* **Private Label:** We can help find the right supplier, one who will meet your needs. Do you want to buy the bulk rum and take care of bottling yourself? No problem. Are you looking for someone who will ship you the finished product already bottled and labeled? No problem! Let us know your needs.

* **New Rum Formulation:** Looking to develop a "recipe" for your new rum? We can

definitely help. We work with the top Master Blenders in the industry.

* **BATF Label Approval:** No rum can be sold in the USA without a Bureau of Alcohol, Tobacco and Firearms (BATF) approval, which can be tedious, confusing and time consuming for the uninitiated. We can help.

* **Rum Training Seminars:** Once your rum is in distribution, you need to make sure your workforce is knowledgeable about rum in general and your product in particular. We conduct training seminars that teach salespeople the differences and characteristics of the rums in their portfolios.

These are just a few of the many services we offer. Let us know when you are ready to take your rum to the next level!



The World Directory
of the Alcoholic Beverage Industry
Go to:
www.internationalbeveragenetwork.com

From the Editor

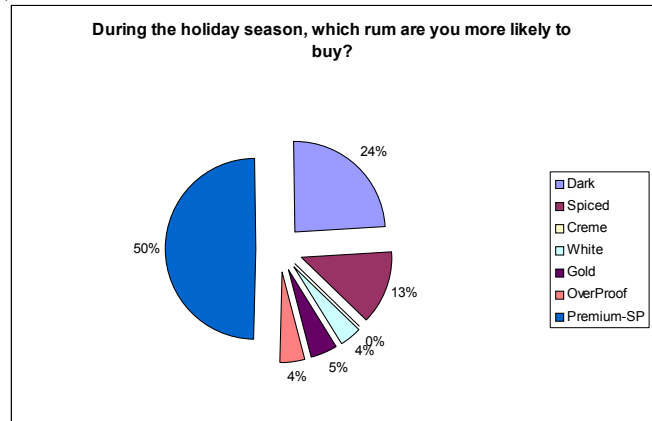
Holiday Rums

November is finally here and that means we are now in the middle of the busiest rum-buying season of the year. People are looking for fine rums to use as special presents or to impress family and friends at their next get-together.



Knowing what people want is as important as knowing when they want it. We recently asked what type of rum our readers are most likely to buy during the holiday season. By the time we closed the survey, 1,153 of you had replied telling us your preferences. The following graph shows the overall numbers, more detailed itemized views are found on the actual report:

The Rum Report is not meant to be a substitute for a marketing strategy, instead it should be seen as a road map, or (to use more modern equiva-



lents) as a Global Positioning System. In order to be effective, a marketing plan needs to rely on good products, good administration and accurate information.

Copies of The Rum Report are already in the hands of some of the largest rum producers in the world. Don't underestimate the power of information!

Luis Ayala, Editor
Rum Runner Press, Inc.

What do rum consumers really want?

Get The Rum Report and find out!

RumReport.com

Rum In The News



You are invited to New York's RumFest

November 30, 2004, 6:45PM

The Castle on the Hudson in Tarrytown, NY is just 30 minutes north of NYC. (For more information visit <http://www.castleonthehudson.com>)

Travel to the Dominican Republic, Cuba, Puerto Rico, Guatemala, Costa Rica,

Brazil...all in one evening. Treat your taste buds to a tour of the world's finest rums at New York's RumFest.

Start the Holiday Season on Tuesday evening, November 30, at this fairytale Castle. We will sample and celebrate dozens of premium-crafted labels. Sway to the lilting sounds of Caribbean and South American rhythms while sipping--rum, rhum, cachaca, aguardente, creams and liqueurs, grogs and nogs. Ample delicacies from their Award-Winning kitchen will do a samba on your palate.

Whether sipped neat or mixed in a minty mojito, you're sure to further develop a refined appreciation for these special spirits.

Throughout the evening, mix, mingle and mambo with distinguished rum gurus, 'curmudgeons of the cane', Industry experts and even Master Distillers.

Sample a rainbow of exotic new cocktails, as well as the tried-and-true. Need a recipe for Holiday Entertaining? You'll find them here (if you can't personally get down to St. Croix before your Holiday party).

For gift-giving opportunities, place your bid on a variety of cane spirits and other items at our Silent Auction, benefiting the Sky Ranch Foundation (skyranchfoundation.org). The adopted charity of the alcohol beverage industry since 1960, Sky Ranch has given thousands of troubled teens a second chance to become responsible citizens. Sky Ranch also receives donations from sales of their Holiday Greeting Cards and through their Plant a Tree program.

And treat yourself to a present. Our Goody Bags will be filled to the High Seas with enough treasure to make your experience memorable and linger through the cold winter months ahead. (Rum Toddy, anyone?)

So buy your tickets now at FestUSA.com and we'll save you a place in the Sun.



Best 2004 Halloween Rum Ad: Red Rum and Chucky!



Discover



November Elections

United States, presidential and general elections.

Puerto Rico, gubernatorial and general elections.

U.S. Virgin Islands, general elections.

Do not miss the opportunity to visit the FIU Frost Museum of Art between September 10 and December 5, 2004. LACC is pleased to co-sponsor Lespri Endepandan: Discovering Haitian Sculpture, which is an unprecedented exhibit marking the first time Haitian sculpture is the sole subject of a major museum exhibition. Iron traditions, ritual objects and contemporary interpretations loosely guide the structure of the exhibition, which will include works by great ironwork masters, as well as cutting-edge, younger sculptors. Lespri Endepandan represents the independent spirit that has come to characterize Haitian sculpture and its artists that have chosen to disregard traditional western paradigms in search of artistic independence. Exhibit is free and open to the public. Donald Cosentino, UCLA professor and distinguished scholar on Haitian art and culture, visits FIU for a lecture at 7:00pm on Wednesday, November 10 for the Frost Art Museum's "Wednesday After-Hours."

Learn about Yoruba culture in Brazil through dance and music with world-renowned dancer, choreographer and teaching artist Clyde Morgan. LACC is pleased to invite you to participate in Clyde Morgan's Three-Day Residency at FIU. Morgan will lead beginning, intermediate and advanced master classes on Afro-Brazilian music and dance. The classes will be held on-campus Monday, November 22-Wednesday, November 24, and are free and open to the public.

Rum Movie Review: Boulevard du Rhum



Boulevard du rhum (1971),
Reviewed by pzanardo
(pzanardo@math.unipd.it),
Padova, Italy

Summary: An entertaining movie with some beautifully evocative scenes

"Boulevard du Rhum" is the pleasant, entertaining story of Captain Cornelius (Lino Ventura), a rum-smuggler of the Caribbean Sea during the prohibition in the States. Along his many adventures, he falls in love with the silent-movie actress Linda Larue (Brigitte Bardot), just seeing her on the screen. Afterwards he meets her in flesh. A turbulent love-story follows...

Lino Ventura is a great actor in every role. Brigitte Bardot is gorgeous

and tremendously sexy, as always. She can act, too, but that's not so relevant. Unfortunately, she has her eyebrows shaven, an awful fashion of the 60's, which partially affected BB's beauty along the second part of her career.

The photography is good and the sceneries of the Gulf of Mexico are magnificent, as expected. To show pieces of the silent movies interpreted by Linda Larue is by far the best idea in "Boulevard du Rhum". These funny silent flicks all share a delightful sexy aura, gently mocking the erotic taste of that epoch. You know, Linda Larue has always the role of a half-naked sort-of-queen of some savage tribe. And she is last-minute-rescued when, bounded in chains, she is going to be sacrificed to some ferocious beast...

However, it is to be pointed out that the film is definitely too long, and some episodes are just boring or clumsy, in particular the stuff concerned with the English Lord.

But in any case one must wait for the final scene. With the accompaniment of the song "Desir d'amour", it is incredibly romantic, evocative and poignant, without leaving off a touch of gentle sense of humour. This single scene might be enough to recommend to see "Boulevard du Rhum" (don't forget Brigitte's sex-appeal, though).

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

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

The Angel's Share



Rum Palmera 500 Anniversary - Aruba

Rum Palmera 500th Anniversary (No Proof on Label). Aruba's first inhabitants were the Caquetios Indians from the Arawak tribe. Some centuries later, the first European landed on Aruban shores. Spanish explorer Alonso de Ojeda is thought to have arrived about 1499. The Spanish promptly exported the Indians to Santo

Domingo in the Dominican Republic, where they were put to work in the copper mines. This rum was created in 1999 to celebrate the 500th anniversary of Alonso de Ojeda's arrival. It has a very light amber color and a sweet, fruity aroma. The rum is very young, has a thin body and has a warm finish.



Rhum Charlie's - Aruba

Charlie's Rhum (70-Proof). In memory of Charles Brouns Jr., from Charlie's Bar in Aruba. Charlie's Bar was founded in 1941 by the original Holland-born Charlie Sr. and Marie Brouns. The Second World War made San Nicholas a Boom Town. Seamen, contractors, refinery and harbor workers helped make Charlie's Bar famous. In 1977 Charlie was decorated by the Queen of Holland with the order of Oranje Nassau for his

humanitarian efforts during the war and promptly retired. As he always said: "the gold medal belongs to Marie." Charlie Jr., born and raised in Aruba, took over the bar and continued to preserve its traditions of quality and service. This dark Arubian rum has a sweet and fruity aroma, the taste is predominantly clean with traces of caramel and a touch of oak. A nice memory of one of Aruba's finest bars.



Pusser's Rum - Guyana, Trinidad & BVI

British Navy Pusser's Rum (95.5 Proof). Rum and the sea are inseparable, and no rum is more akin to the sea and the sailor than Pusser's Rum, a blend of rums from Guyana, Trinidad and the British Virgin Islands. For more than 300 years, sailors of Great Britain's Royal Navy were issued a daily ration ("tot") of rum by the ship's "Purser", a term corrupted by the sailors to Pusser's. The rum's

dark color suggests complexity, a notion quickly confirmed by its aroma: this rum's is bold and assertive, from the oaky and fruity nose to the rich and unctuous essence of sweet molasses in the palate. True to the original recipe, this rum continuous to reward modern sailors and would be adventurers with a taste that matches their enthusiasm.

Rum Market

Ponche Crema
Un siglo

Ponche Crema, con más de un siglo de tradición, tiene el grato placer de ofrecerles alegría, calidad y buen sabor, ahora en su elegante estuche navideño ideal como regalo corporativo para sus empleados, clientes, amigos y familiares.

Regala el sabor de estas navidades!
Regala Ponche Crema!



Rum Market

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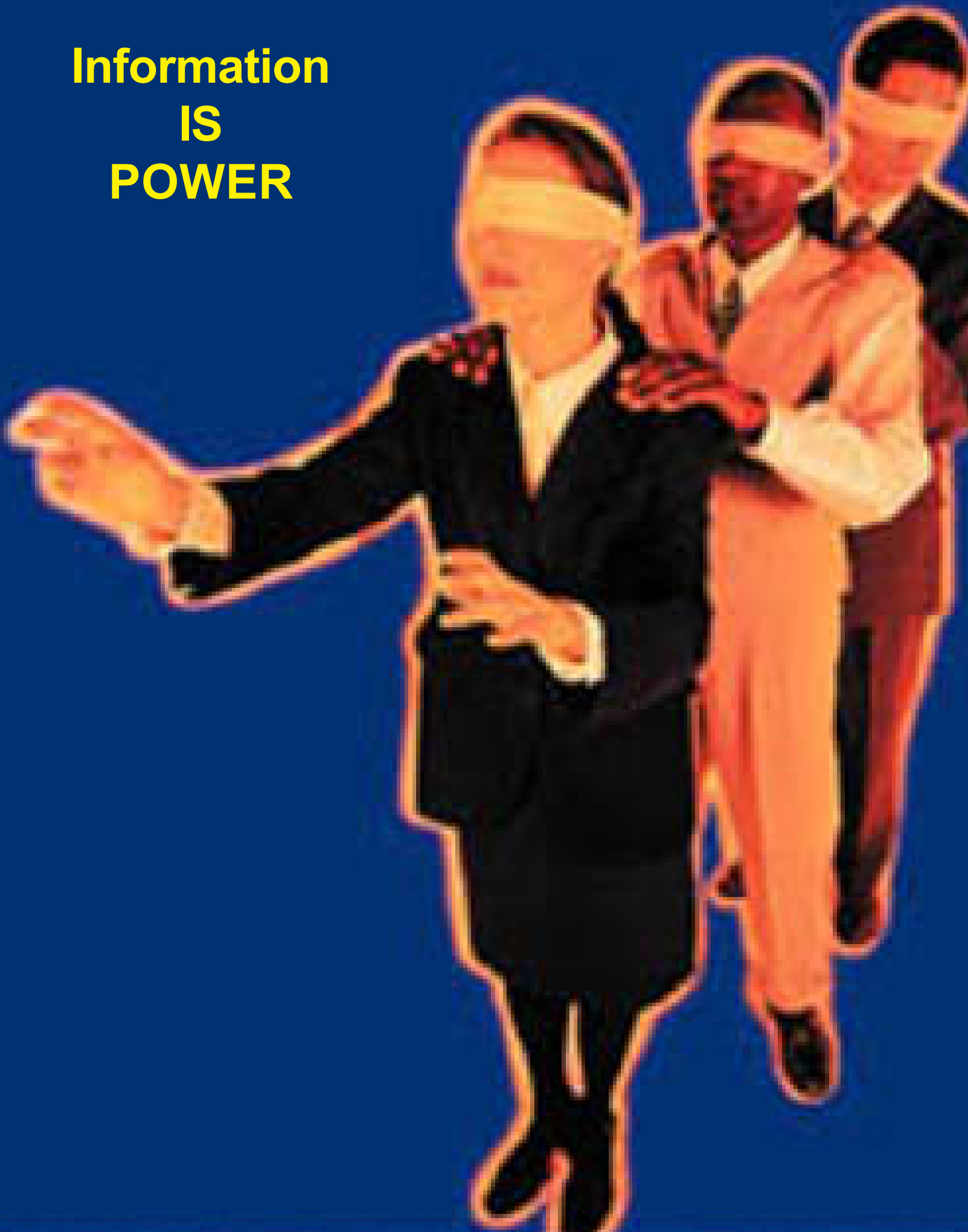
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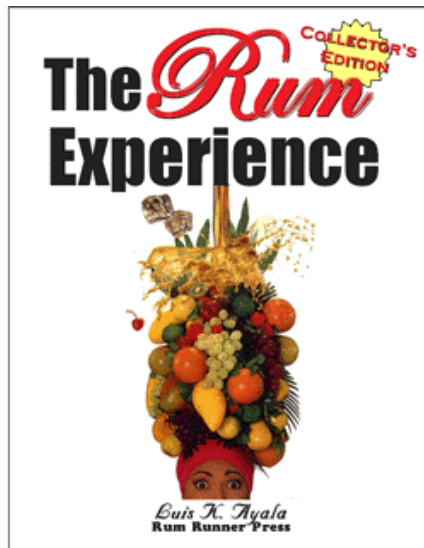
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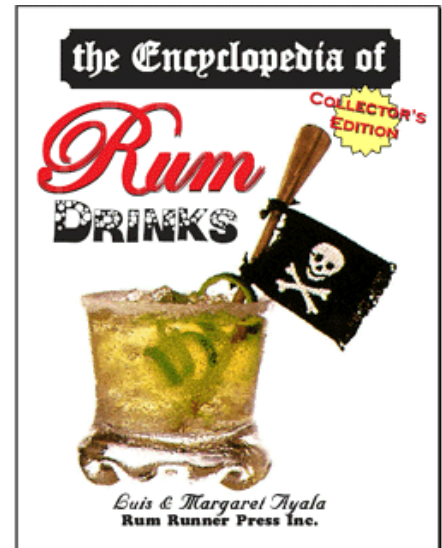
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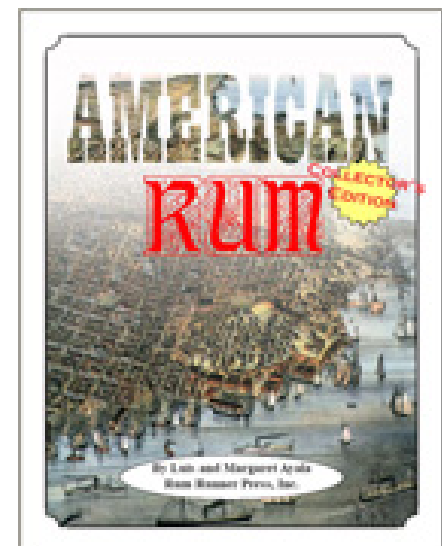
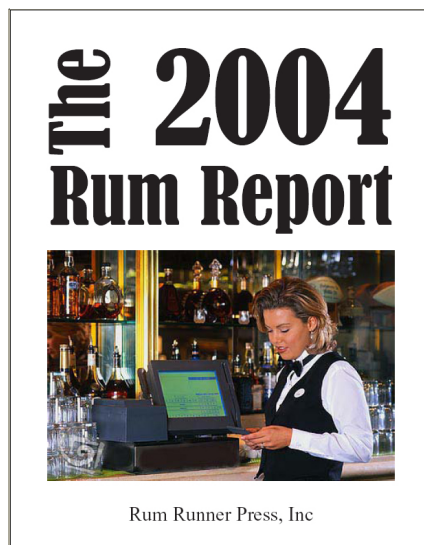
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Our Mission:

- 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.