

# Got Rum?™ We Do!

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

- Cadenhead 15 Year Old
- Appleton Estate 12 Year Old
- Mount Gay Sugarcane Rum
- Captain Morgan Private Stock

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## The French are coming!

As rum as a whole becomes increasingly popular, it is only expected to see all types and categories of rum benefit from their augmented exposure to the spotlight.

In the United States, as well as in most former Spanish and English colonies, one of the most obscure -and often least understood- categories of rum has been French Rhum ("rhum" is French for "rum").

Those who've grown up

drinking rhums swear by them, while those drinking non-French rums (or "industrial rums," as the French call them) have always found them to be "too different" to even consider drinking.

Upcoming issues of this newsletter will feature editorials on this often-controversial topic among serious rum drinkers. We will feature historical, production and chemical differences that set these rhums apart

from the rest. The decision of which rums are better will ultimately be, as it should, up to you.

If you have specific brands or products you would like for us to consider for these articles, please let us know. We'd love to hear from you.

Until next month!

Luis K. Ayala,  
Editor

## New Book: The Encyclopedia of Rum Drinks!

Rum Runner Press' new book, *The Encyclopedia of Rum Drinks*, will be available for sale at [www.rumshop.net](http://www.rumshop.net) start-

ing October 13th, 2001. This book, the second installment in the **Rum Trilogy** series, comprises close to 1,300 rum-based recipes from the late 1800's to the modern era.

*The Encyclopedia of Rum Drinks* will be available in Hardcover (ISBN 0-9705938-2-1) and in Black & White Softcover (ISBN 0-9705938-3-X). As an added incentive for those early Christmas-

gift buyers out there, Rum Runner Press will throw in a free mini bottle of Mojito Mint Syrup with every order of the hardcover edition.

As with *The Rum Experience*, the hardcover version of *The Encyclopedia of Rum Drinks* is a collector's edition and each book comes with an individually-numbered certificate of authenticity.

the Encyclopedia of



Luis & Margaret Ayala  
Rum Runner Press Inc.

## Rum News

### First Annual Rum Cake Competition

**I want my cake!**



The date has been set for the First Annual Rum Cake Competition!. On October 13th of 2001, a group of selected judges (all members of the food and travel industry) will taste the best commercially-available rum cakes in the world.

The results of the competition will be included in the November issue of

Got Rum? Just in time for your Holiday shopping! All of the participants can fulfill mail-orders and, in most cases, you'll be able to place your order on the Internet.

A special supplement on Rum Cakes will accompany the results from the competition. This supplement will include

interesting facts, tons of recipes and much more. We'd like to thank all of the participants for their interest and support. Company names, along with website and contact information will be included for each one of the rum cake manufacturers. Stay tuned!

### 2002 Rum Calendars

With the end of the year just around the corner, it is time to start looking for a worthy 2002 monthly calendar to track all your rum tasting events and trips to the liquor store!



Month-at-a-glance calendar now! Not only do they help you stay organized, but they also make great presents.

With that in mind, what could be better than a rum-theme calendar?

So go to [rumshop.net](http://rumshop.net) and order your 2002



For a limited time only, if you order two or more calendars at the same time, you'll receive a complimentary miniature bottle of Mojito Mix with your order.



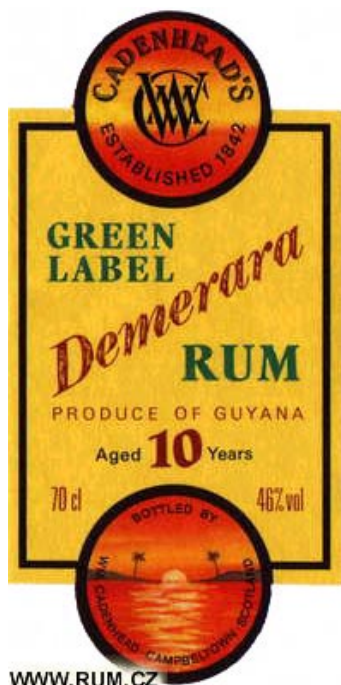
So hurry up, this offer won't last forever!



Each month's view includes one facet of the rum production process, from harvesting the cane, through fermentation and distillation to blending and bottling.

Furthermore, historical, rum-related dates are already marked on the calendar for your convenience!

## Special Report: Cadenhead's 15-Year Old - by Pat Davidson



William Cadenhead was founded in Aberdeen in 1842. They do not distill any of their own products but instead have found a niche market traveling and seeking out selected barrels of aged rum from Barbados, Jamaica and Guyana.

These are then bottled as one of a kind product.

Cadenhead 15-Year Old originates from Demerara which is a sugar cane producing region of the northern atlantic coastline of South America. This region has been the birthplace of many great rums and Cadenhead 15-Year Old is no exception. It has a bouquet that jumps out. It uses aged oak as a backdrop on which to paint

on rich and complex flavors that can only be accomplished after years of marriage with wood and a warm climate. This rum is smooth on a dry throat. It is not an everyday rum but one that's kept in the back shelf. There are no excuses needed. It is what rum is supposed to be and well worth the cost. I will try to find more of this.

## Master Blender's Corner - By Pat Davidson

We're working hard on the next set of interviews, but master blenders are not only elusive figures in the industry, they're also very busy!

We're very excited, however, for the warm response our interviews have had among those master blenders we know. It is very nice to hear that they are as interested in teaching people about their jobs and their prod-

ucts as we are. So please stay tuned to future issues for more great stories from behind the stills.

If you have particular questions you'd like for us to ask the master blenders, please let us know.

Also, if you happen to be a master blender, or know one, please contact us so we can coordinate an interview for future issues.



Pat holding a demijohn of Royal British Navy Imperial Rum. Without a doubt the world's rarest specimen (the rum, not Pat!).



**Bartender's Corner:****Spooky Halloween Drink Ideas!****Bat Bite**

1 oz. Cacique Blanco  
 4 oz. Fresh Limeade or Lemonade  
 2 Tbsp. Grenadine

Mix all ingredients with frappé ice and serve in a tall glass.

**Dragon Slayer**

½ oz. Absolut Vodka  
 ½ oz. Malibu Coconut Rum  
 ¾ oz. Blueberry Schnapps  
 ¼ oz. Blue Curacao  
 1 oz. Pineapple Juice  
 1 oz. Orange Juice  
 ¼ oz. 7-Up  
 1 dash Grenadine

Shake all but 7-Up and grenadine with ice and pour into sour glass. Fill with 7-Up and top with grenadine.

**Grateful Dead**

½ oz. Gin  
 ½ oz. Vodka  
 ½ oz. Triple Sec  
 ½ oz. Rum  
 2 oz. Sour Mix  
 1 oz. Raspberry Liqueur

Shake with ice, pour into a highball glass.

**Graveyard**

1 oz. Triple Sec  
 1 oz. Bacardi Light Rum  
 1 oz. Vodka  
 1 oz. Gin  
 1 oz. Jose Cuervo Tequila  
 1 oz. Bourbon  
 1 oz. Scotch  
 Regular Beer  
 Stout Beer

Mix the 5 whites and 2 whiskies in a beer mug in equal amounts. Top up the rest of the mug with half beer and half stout. Caution: this is a very strong drink.

**Devil's Kiss**

½ shot Bacardi Black Rum  
 ½ shot Kahlua  
 Top With Grand Marnier

In a shot glass fill halfway with rum. Pour Kahlua to just beneath the rim of the shotglass. Top with Grand Marnier. Serve.

**Devil's Tail**

½ oz. Myers's Original Dark Rum  
 ½ oz. Absolut Vodka  
 ¼ oz. Apricot Brandy  
 ½ oz. Lime Juice  
 3 dashes Grenadine

Combine in blender with ½ cup crushed ice. Pour into wine glass. Garnish with twist of lemon peel.

## The Angel's Share - By Pat Davidson

### Appleton Estate 12-Year Old



The Appleton Estate is currently in the process of celebrating 250 continuous years of producing rum.

Nestled in Southwestern Jamaica they have 3,700 acres devoted to sugarcane production.

This rum is a great blend of pot still and continuous still rums. The youngest rum has been aged 12 years in American charred white oak barrels. A well filtered burnt amber color with vanilla, oak and a variety of flavors matured for sipping delight.

Another wonderful quality of this fine rum is that it is available practically everywhere in the world.

Cost is moderate for the quality and you can be comfortable bringing this rum anywhere.

### Mount Gay Sugarcane Rum

Possibly, if not probably, the oldest rum distillery anywhere. Tax records documentation establishes rum being produced on Mount Gay estates for three hundred years.

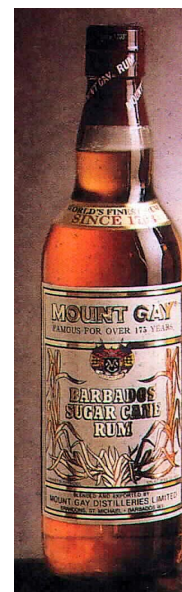
A combination of Pot and Continuous still distil-

lation this rum is excellent for mixing and is smooth enough for a sweet rum over ice.

The age statement claims that this is a blend of "up to seven year old rums." Even though at first you may not notice the aged components that much, a closer ex-

amination reveals a complexity of taste obtainable only through careful aging.

This rum's sweet personality and nutmeg flavor is not masked by the years spent in a oak barrel. A smooth, light rum with lots of flavor.



### Captain Morgan Private Stock

Originally founded as Distillers Corporation Limited in Canada in 1924, today's Seagram is a multi-faceted corporation with a great line of rums.

Captain Morgan Private Stock is a refined, more aged version of its younger sibling, the original Captain Morgan Spiced Rum.

Great packaging as one would expect. A typical example of a polished Puerto Rico-style rum with a rich amber color. Not especially fragrant when poured into the glass, but the taste makes up for the ostensible lack of bouquet. It is refined like a column still rum with about 1-3 years of aging. It is still somewhat young and is

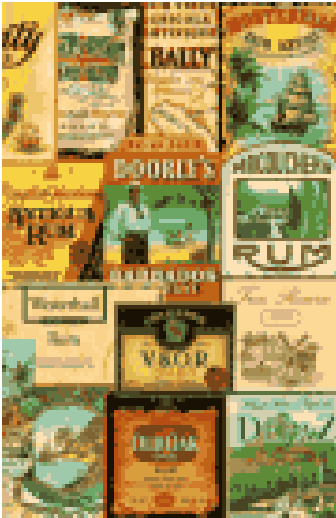
a very good mixer but can also be enjoyed neat. The spicy flavor is mellow and invites one to try more. Hints of vanilla, bitter orange and light butterscotch.

This is a great bridge from an inexpensive (spiced or white) rum for mixing, to a premium rum. It has qualities of both.

## Building your own Rum Library - Part 1

Building a good rum library is like producing a fine rum: it takes time and dedication, specially since -with few exceptions- most of the books on rum published to date are out of print. To help you get started, we've created a Rum Library page on our website with some suggestions. Here are a few of them:

### Books In Print (currently available):



Have you ever dreamed about sailing the Caribbean and sampling the finest rums the islands have to offer? Join the crew of the sloop Tafia and learn the secrets of the Caribbean spirit. The descriptive narrative takes you to the distilleries where you learn how rum is made and the differences between the

150 rums described. Historical sketches of the distilleries, recipes and anecdotes combined with more than 100 color labels make this the most complete guide to the best rums in the world.

This book was written by our good friend **Ed Hamilton**.

We encourage you to visit his website at :

[ministryofrum.com](http://ministryofrum.com).

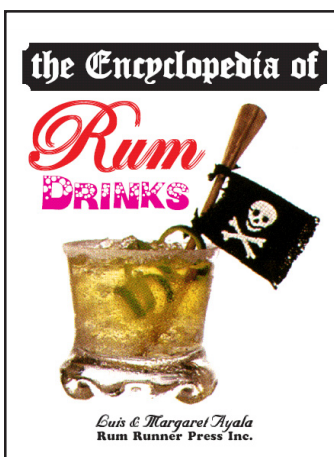
Ed has done a great job at collecting information about rums, distillers, importers, etc.



"Rum surely has no better ambassador than Luis Ayala. In his hands the rich and colorful history of rum comes alive, so vividly you can almost smell and taste the properties of this truly legendary libation. From New Zealand to Barbados, Venezuela to Puerto Rico, Ayala has sampled the rums of the world to compile a definitive history of rum as well as the most comprehensive tasting

portfolio available to rum connoisseurs. Ayala speaks and writes passionately about a spirit that is as elegant and sophisticated as the world's finest cognac, brandy and bourbon. As the cocktail culture brings us closer to rum - the first and most versatile cocktail spirit - we begin to see rum's important place in mixology. The daiquiri and the mojito are perfect starting-off points to learn

about rum's finer incarnations. From the shaker to the snifter sipper, Ayala covers all types of rum and rum experiences. This book is a must for anyone who wants to learn more about rum or is already engaged in an enthusiastic affair with the world's most lively and famous spirit." (Greg Morago, *The Hartford Courant*).

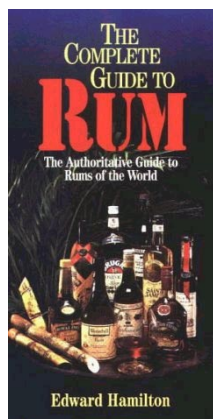


Part two of the three-book series "The Rum Trilogy," this book presents the reader with close to 1,300 rum cocktail recipes from as far back as the 1800's, through American Prohibition ("the noble experiment") all the way to

modern era. Witness the evolution of rum mixology and of the rum drinker's palate in this rum-soaked journey.

The Encyclopedia of Rum Drinks is the perfect companion to The Rum Experience and a

must have for all serious rum aficionados. Available in paperback (black and white) and as collector's edition hardcover (full color, individually-numbered book).



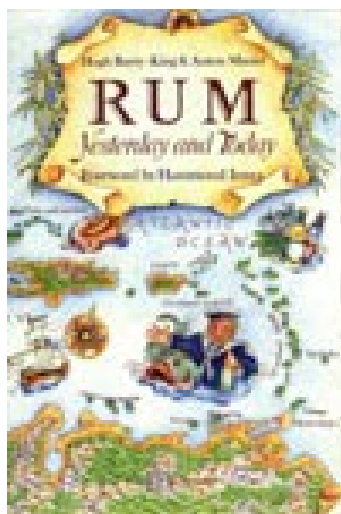
“Edward Hamilton has done a great service to the entire rum drinking world with his “Complete Guide to Rum”. Whether a professional in the spirits industry, a seasoned connoisseur of fine rums, or simply a person that enjoys re-liv-

ing Caribbean cruises gone by, this is an outstanding resource that should not be missed. The author has gone to great lengths to maintain a sense of objectivity and there is no sense that big marketing dollars play any role what-

soever in his astute observations. Great attention is paid to both the rums and the unique cultures that produce them. Bravo Mr. Ed Hamilton!”

(Review by John Moore)

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



Here are tales of the New England Rum which wrought havoc among the red Indians; of the rum punches beloved of Berlioz and Mozart, and served in decorative punch bowls in the punch houses of 18th Century Britain; the Rum Runners of Prohibition; the Rum Traffic of New South Wales.

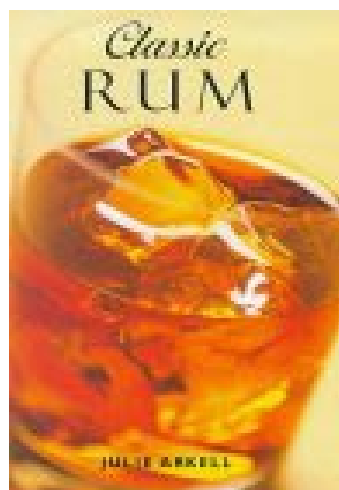
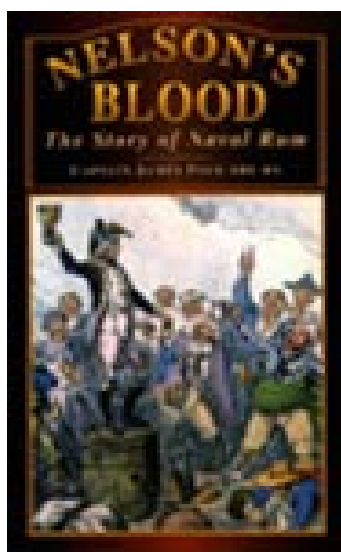
The narrative is both humorous and informative and is complemented by a mass of illustrations.

There is an authoritative section on the science and chemistry of rum making; and another on the problems and controversies of marketing rum in the 1980's. Finally there is an international

collection of rum recipes for cold and hot drinks.

**Note:** This book is worth looking for. If you can't find it at your used-book stores, visit [e-bay.com](http://e-bay.com), where it is often offered for auction.

Additional reviews for the following books will be included in future issues of the newsletter.





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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/](http://www.rumshop.net/)

## Test your Rum IQ

Dear readers: please let  
us know if you've en-  
joyed past rum cross-  
word puzzles.

This is one of the areas  
we rarely get feedback  
on. If there is not much  
interest from you on the  
puzzles, we'd very much  
like to replace this sec-  
tion with one that you'd  
enjoy more.

We're always looking for  
suggestions on how to  
improve this free news  
service for the rum in-  
dustry. You can reach us  
via e-mail at:

# In my OPINION

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We'd also appreciate it  
if you'd tell all your  
friends about this news-  
letter. Together we can  
make a difference!

### ***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 prod-  
ucts.

3) To promote the responsible  
and sensible enjoyment of  
what is perhaps the world's  
most underrated distilled  
spirit today.

**GOT RUM?™**  
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## Ready for Rum?

1st Annual Cane & Cask Rum Tasting to Highlight World's Finest This Fall  
Toronto, September 4, 2001 - 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.

From 5-6 PM, educational seminars will be offered to both industry and the public by world renowned rum expert, Edward Hamilton. A master blender from one of the leading Caribbean based distilleries will offer an additional 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](http://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.

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