

Got Rum?™ We Do!

OCTOBER 2002

IRF 2002 Gold Winners,
Rum Reviews, Recipes
and more!



Got Rum? Newsletter

www.rumshop.net



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Rum In The Media



West Indies Spirits will be offering some fine rums for sampling at the Penthouse/Noche Rum Fest in New York City, October 7th. As always, we will be representing some rare spirits that are from a little bit off of the beaten path. From St. Vincent Distillers, Ltd. we have the award winning St. Vincent Sunset Extra Gold Rum as well as their most popular spirit, St. Vincent Sunset 169 Proof and SLR Light Rum.

From the island of Grenada, we will feature the classic Clarke's Court rums that have been known for generations in that region. Their flagship rum is the 138 Proof Original White Rum and Old Grog, their premium entry. In the flavoured rum category, they have Camerhogne Spiced Liqueur, Rum Lemon and Rum Punch.

Eastern Caribbean Rum Co., Ltd. is the newest rum producer from Grenada, with some interesting new offerings. Grenada's Master blender, "Uncle Joe", the creator of the secret formulas for Old Grog and for Westerhall Estate, has created "Canne Royale", a premium rum that is aged and blended in Grenada. Alongside Canne Royale will be Canne Banane, a 140 proof "Superman", amongst the flavoured rum boys. Canne Brulees is their 120 proof "Super" cousin.

From Antigua Distillerery Ltd., is their "superpremium" Extra Old English Harbour rum and also their most popular English Harbour 5 Year Old rum. These rare products round out the diverse portfolio of West Indies Spirits, www.realrum.com.

In other news...our editor, Luis Ayala, was presented with a Platinum Award at the International Rum Festival 2002. The award, presented by Tim Forsythe, is in recognition for a "*Lifetime Achievement for the global education & Promotion of Rum.*" The award was presented to Luis during the gala banquet and charity auction at the close of the Rum Festival. "I am deeply honored. The satisfaction of receiving this award will keep me going forever!" said Luis.

From the Editor

Often times, the measure of how strong and healthy a market or trend is can be gained by looking at the peripheral activity surrounding it. In the case of rum, we can look at rum-themed restaurants (Bahama Breeze comes to mind) and at the popularity of rum-based cocktails to be convinced that rum is definitely on the upswing.

If you've been with us for over a year, you know about our 2001 Rum Cake Competition. Well, this year's event (the results will be published in November) has undoubtedly reinforced the notion that rum's peripheral market is also booming.

By closing time of this issue, we had already received 20 different rum cakes from 6 different companies! If this does not convince

some people of the growing importance and acceptance of rum in the market, I really do not know what will.

2002 has been a very exciting year so far and things keep getting better and better.

I want to thank each and every one of our readers for the encouraging e-mails and phone calls we receive. A big, Texas-size "Thanks Pardner" goes to all those who came to our booth at IRF 2002 to say "Howdy!".

Luis Ayala



International Rum Festival 2003



Mark your calendar! The dates have been set!

2003 International Rum Festival from August 20th until the 24th, 2003.

Due to the overwhelming success of IRF2002, the event will take place in St. John's, Newfoundland & Labrador, at the Fairmont Hotel.

<http://www.fairmont.com>

Telephone: (709) 726-4980

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Email: hotelnewfoundland@fairmont.com

<http://www.gov.nf.ca/tourism/welcome/default.htm>

Tourism Newfoundland & Labrador

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"Ode to Newfoundland"

When sun-rays crown thy pine-clad hills
And summer spreads her hand,
When silvern voices tune thy rills,
We love thee, smiling land.

When spreads thy cloak of shimmering white,
At winter's stern command,
Through shortened day and starlit night,
We love thee, frozen land.

When blinding storm gusts fret thy shore
And wild waves lash thy strand,
Through spindrift swirl and tempest roar,
We love thee, wind-swept land,

As loved our fathers, so we love,
Where once they stood we stand,
Their prayer we raise to Heaven above,
God guard thee, Newfoundland

by Sir Cavendish Boyle

2002 International Rum Festival - Results Part 2

Last month we brought you the Platinum Award Winners. This month we continue the coverage of IRF2002 by bringing you the Gold Medal Winners in each of the categories. Next month we'll do Silver and then we will close the year with Bronze.

SUPER-PREMIUM CATEGORY - GOLD AWARD WINNERS

RON ZACAPA CENTENARIO XO - DISTRIBUIDORA DE LICORES S.A. - GUATEMALA
RON ZACAPA CENTENARIO - DISTRIBUIDORA DE LICORES S.A. - GUATEMALA
ANIVERSARIO - INDUSTRIAS PAMPERO - VENEZUELA
ENGLISH HARBOUR EXTRA OLD - ANTIGUA DISTILLERY LTD - ANTIGUA
GRAN RESERVA - MATUSALEM & COMPANY - USA
SOLERA 1893 - LICORERA QUEZALTECA - GUATEMALA
ADMIRAL RODNEY - ST. LUCIA DISTILLERS - ST. LUCIA
BARBANCOURT 15 YEAR OLD ESTATE RESERVE - HAITI
EL DORADO 15 YEAR OLD - DEMERARA DISTILLERS - GUYANA

PREMIUM CATEGORY - GOLD AWARD WINNERS

ZAYA - WILSON DANIELS - USA
RON ABUELO 7 ANOS - VARELA HERMANOS - PANAMA
CLASICO - MATUSALEM & COMPANY - USA
BACARDI 8 - BACARDI & COMPANY LIMITED
ENGLISH HARBOUR 5 YEAR OLD - ANTIGUA DISTILLERY LTD - ANTIGUA

DARK & LIGHT 80 PROOF CATEGORY

(FORMERLY "REGULAR" CATEGORY) - GOLD AWARD WINNERS

DON LORENZO DARK RESERVE - TODHUNTER MITCHELL - BAHAMAS
WHALERS RARE RESERVE DARK RUM - HEAVEN HILL DISTILLERIES
BRUGAL GOLD LABEL - BRUGAL & COMPANIA - DOMINICAN REPUBLIC
BLACK SEAL - GOSLING BROTHERS LTD.
RON D'ORO - ST. LUCIA DISTILLERS - ST. LUCIA
ONE BARREL - TRAVELLERS LIQUORS - BELIZE
BACARDI 1873 - BACARDI & COMPANY LIMITED
TORTUGA GOLD RUM - TORTUGA RUM COMPANY LTD - GRAND CAYMAN
CAPTAIN BLIGH - ST. VINCENT DISTILLERS LTD. - ST. VINCENT
CORONATION KHUKRI - NEPAL DISTILLERIES PVT LTD.
RON CORTEZ ANEJO 3 ANOS - VARELA HERMANOS - PANAMA
OLD FORT - ST. LUCIA DISTILLERS - ST. LUCIA

WHITE CATEGORY - GOLD AWARD WINNERS

PLATINO - MATUSALEM & COMPANY - USA
ENGLISH HARBOUR WHITE - ANTIGUA DISTILLERY LTD - ANTIGUA
TORTUGA LIGHT RUM - TORTUGA RUM COMPANY LTD - GRAND CAYMAN
RON CORTEZ BLANCO - VARELA HERMANOS - PANAMA
DON LORENZO LIGHT RESERVE - TODHUNTER MITCHELL - BAHAMAS
CRYSTAL - ST. LUCIA DISTILLERS - ST. LUCIA

2002 International Rum Festival - Results Part 2

SPICED & FLAVOURED CATEGORY - GOLD AWARD WINNERS

ORANGE BLISS - ST. LUCIA DISTILLERS - ST. LUCIA
 TI TASSE COFFEE LIQUEUR - ST. LUCIA DISTILLERS - ST. LUCIA
 CACAO CREOLE - ST. LUCIA DISTILLERS - ST. LUCIA
 WHALER'S VANILLE - HEAVEN HILL DISTILLERIES
 KOKOCARIBE - ANTIGUA DISTILLERY LTD - ANTIGUA
 TORTUGA COFFEE LIQUEUR - TORTUGA RUM COMPANY LTD - GRAND CAYMAN
 TORTUGA ORANGE RUM LIQUEUR - TORTUGA RUM COMPANY LTD - GRAND CAYMAN
 OLE NASSAU COCONUT LIQUEUR - BAHAMAS DISTILLERS - BAHAMAS
 TORTUGA RUM LIQUERE - TORTUGA RUM COMPANY LTD - GRAND CAYMAN
 TORTUGA COFFEE RUM CREAM - TORTUGA RUM COMPANY LTD - GRAND CAYMAN
 BRINLEY VANILLA SPICE - BRINLEY & COMPANY - ST. KITTS & NEVIS
 TORTUGA COCONUT RUM - TORTUGA RUM COMPANY LTD - GRAND CAYMAN

OVERPROOF CATEGORY - GOLD AWARD WINNERS

TORTUGA 151 PROOF - TORTUGA RUM COMPANY LTD - GRAND CAYMAN
 OLE NASSAU JACK MALANTIN 151 - BAHAMAS DISTILLERS - BAHAMAS
 DON LORENZO 151 - TODHUNTER MITCHELL - BAHAMAS

CANE JUICE SPIRITS CATEGORY (NEW) - GOLD AWARD WINNERS

LA MAUNY RHUM VIEUX - DISTILLERIE A RIVIERE PILOT - MARTINIQUE
 RON MACOLLO ANEJO - RON MACOLLO S.A. de C.V. - MEXICO

2002 International Rum Festival Highlights

Francisco Fernandez, from Varela y Hermanos, Panama, is a veritable walking encyclopedia of rum. His experience in the field, which took him through Havana Club in Cuba, is clearly reflected in the quality of Ron Abuelo and the Ron Cortez line.



In what was perhaps the largest contingent at IRF 2002, the team of Ron Macollo happily shared its rums, along with ample dosages of Mexican hospitality to all who'd come near. Ron Macollo was the first Mexican rum in the event's history.



Anant Kanoi and his wife Nidhi proudly share their rum with everyone in attendance, answering the question: "Is this rum really made in Nepal?" with a gratifying "Yes!" The Coronation presentation was truly a showstopper.

tation was truly a showstopper.



No Rum Festival would be complete without a commodious supply of rum cake! Tortuga Rum Cake Company showed up with its comprehensive lineup of rums and rum-flavored cakes.

The Angel's Share



VooDoo Spiced Rum - USVI

VooDoo Spiced Rum (70-Proof). If you think the bottle looks familiar, you are correct. The makers of the famous Red Rum, now bring you VooDoo Spiced Rum in the same unmistakable bottle shape. The color is a radiant orange-amber. The bouquet is predominantly that of whole, unprocessed vanilla, with subtle murmurs of cinna-

mon in the background. VooDoo is remarkably smooth in the palate, but will lend itself best as a mixer. The aftertaste is clean and refined. Currently available in Northern California, Oregon, Illinois, Kentucky, Arizona, Nevada and Texas, with other major markets to follow. For more information visit: www.redrum.com.



Canne Royale Extra Old Rum - Grenada

Canne Royale Extra Old Rum (80-Proof). Gentle amber color with soothing traces of gold. The aroma, once allowed to fully develop in the snifter, speaks of wholesome cane juice and careful aging.

The finish is smooth with just a hint of sweetness, leaving you wanting more. An excellent sipping and mixing rum from Grenada which deserves a place in every serious rum-drinker's liquor cabinet.

Having teased the nose enough, the rum unmasks itself in the palate, revealing intricately woven patterns ranging from fruity sugar to mild oak.

Produced by the Eastern Caribbean Rum Company and imported into the USA by West Indies Spirits.

www.realrum.com



Khukri XXX Rum - Nepal

Khukri XXX Rum (85.6-Proof). This rum's enigmatic dark color offers an elegant contrast against the shimmering gold foil of the bottle's label. The aroma, as expected, is robust and generous, broadcasting signals of wet oak, dry fruits and caramel. Khukri Rum expands nicely in the palate as well, reinforcing the olfactory notion of a well-rounded rum. Hints of butterscotch, licorice and nutmeg can be derived from its complexion. Not surpris-

ingly, considering its origins in Nepal, this rum begs to be consumed with hot water or in any hot beverage. This is an outstanding rum from a distillery which has been at it since 1959. Without a doubt one of Nepal's last secrets. Also available in the eye-catching "Coronation" presentation (below).



www.nepaldistilleries.com

The Spirit of Cooking - by Margaret Ayala

Apple Salad with Rum Dressing:

400 gm Dessert Apples
 225 gm Green Grapes, seedless
 100 ml White Wine
 1/2 Lemon
 2 tbl White Rum
 1 1/2 tsp Sugar
 1/4 tsp Ground Cinnamon
 1 tsp Fresh Root Ginger, finely chopped
 2 tbl Grated Coconut, fresh
 1 tbl Honey, clear heather

TO SERVE: Coconut shell, mint leaves, and cinnamon stick



Method :

Peel, quarter and core the apples. Wash and peel the grapes, remove pips if not seedless. Mix the apple and grapes with lemon juice, white wine, sugar and ginger. Cover the fruit and leave to stand for 2 hours. Strain the salad marinade into a pan, placing the fruit into a bowl. Bring the marinade to the boil and simmer gently over a low heat until half the liquid has evaporated. Stir in the honey and leave to cool, then add the cinnamon and rum. Pour over the fruit salad and serve with fresh grated coconut.

Barbecued Rum Chicken:

6 Chicken Breasts, boneless & skinless (4 oz. each)
 2/3 C. Dark Rum
 1/3 C. Orange Juice
 1/3 C. Soy Sauce
 2 Tbsp. Honey
 1 Tbsp. Fresh Garlic, finely chopped
 1 tsp. Dried Thyme Leaves

Method :

In small bowl combine all ingredients except chicken. In large resealable plastic food bag place 2/3 cup marinade; add chicken. Tightly seal bag.



Turn bag several times to coat chicken well. Refrigerate, turning occasionally, at least 4 hours or overnight. Refrigerate remaining marinade in separate covered container. Prepare grill, placing coals to one side; heat until coals are ash white. Make aluminum foil drip pan; place opposite coals. Remove chicken from marinade; discard marinade. Place chicken on grill over drip pan. Grill, turning once, until chicken is no longer pink (15 to 20 minutes). Meanwhile, in 1-quart saucepan cook remaining marinade over medium heat until mixture comes to a full boil (2 or 3 minutes).

Continue cooking until slightly reduced (7 to 8 minutes). Drizzle over chicken.

Broiling Directions. Prepare chicken as directed above. Broil 4 to 6 inches from heat until chicken is no longer pink (12 to 14 minutes). Continue as directed above.

Prep Time: 5 minutes; **Marinating Time:** 4 hours; **Grilling Time:** 15 minutes

Technique: Indirect cooking on the grill heats the food evenly from the sides rather than from the center. If using a charcoal grill, open all the vents, divide charcoal briquets evenly and arrange them in the grill, leaving space in the center. Light the coals. When they are ash white, place a foil drip pan between the coals and put the cooking grate in place. Set the food on the center of the grate, then put the lid on the grill. Don't lift the lid or turn the meat unless the recipe instructs.

Butter Rum Cookies:

2 2/3 C. All-Purpose Flour
1 tsp. Baking Powder
1 tsp. Ground Nutmeg
1/4 tsp. Salt
1 C. Butter
2/3 C. Packed Brown Sugar
1 Egg
2 Tbsp Dark Rum
1 Recipe Vanilla Icing
1 Recipe Decorator Frosting

Method :

In a medium mixing bowl stir together flour, baking powder, nutmeg and salt; set aside. In a large mixer bowl beat butter with an electric mixer on medium speed for 30 seconds to soften. Add brown sugar and beat till fluffy. Add egg and rum extract and beat well. Gradually add flour mixture, beating till combined. If necessary, cover and chill about 1 hour or till easy to handle. Shape cookies as desired.



Baking Directions: transfer dough shapes to an ungreased cookie sheet, placing about 1 inch apart. Bake in a 350 degree F. oven for 8 to 10 minutes or till slightly brown around the edges. Transfer cookies to a wire rack to cool. Makes about 50 to 60 cookies.

Vanilla Icing: In a small mixing bowl stir together 3 cups sifted powdered sugar, 1 1/2 teaspoons vanilla, and 2 to 4 tablespoons milk to make of spreading or drizzling consistency. To tint icing, stir in food coloring for desired color. To use more than one color, divide icing into small bowls and stir a different color into each bowl. Makes about 1 1/2 cups.

Decorator Frosting: In a large mixer bowl beat 2/3 cup margarine or butter with an electric mixer on medium speed for 30 seconds to soften. Gradually add 4 cups sifted powdered sugar, beating well. Beat in 2 tablespoons milk and 1 teaspoon vanilla. Frosting will be thick but spreadable. To tint frosting, stir in as much food coloring as needed for desired color. To use more than one color, divide frosting among several small bowls; stir a different color into each bowl. Transfer icing to a pastry bag fitted with a small round tip or star tip. (Use one bag per color or clean the pastry bag before using another color). Makes about 2 cups.

The Best Rum In The World

In 2001 and 2002, the Beverage Testing Institute of Chicago tested premium rums from around the world.

Ron Zacapa Centenario received the highest Score with 98 points out of a possible 100.

In 1998, the International Rum Festival discovered Ron Zacapa Centenario. Since then, it has received four consecutive Gold Medals along with the #1 Rating.



Ron Zacapa Centenario

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AGED FOR 23 YEARS

A product of fine sugar cane
from the rich volcanic soil
of its native Guatemala



www.ronzacapa.com



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Penthouse and Noche Restaurant Present Rum Festival 2002

On Monday, October 7, Penthouse Magazine and Noche Restaurant, NYC are hosting a Rum Festival. All Rums are welcome to participate. Noche is the new Restaurant from the Emil Family of Windows on the World.

www.KingCocktail.com, www.GotRum.com,
www.ministryofrum.com, www.happyhours.com and
www.alcoholreviews.com will be our Affiliated Sponsors for this event. Representatives of these websites will be promoting the event on their site, conducting seminars and creating new and classic Rum Cocktails.

Here is a terrific opportunity for you to take your Rum directly to the Press, the Bar Trade and the Public. Raise brand awareness and garner some great publicity for your Rum.

To participate and for more information, please contact Dori Bryant (x1567) or Michael Moi (x1002) at General Media, 212-702-6000.

dori.bryant@generalmedia.com or
michael.moi@generalmedia.com

Reader's Mail

It seems many of our readers are travelling to the Dominican Republic, drinking “mamajuana”, then going home only to realize THEY WANT MORE! Over the past couple of weeks we’ve received numerous questions regarding how to make this rum-based aphrodisiac. Fortunately for us, we contacted Jorge Torres from Brugal to get to the bottom of this issue.

Q: Jorge, can you tell use what is the Mamajuana?

A: The Mamajuana (also known as “Damajuana”) is a traditional recipe made of roots, honey, shells, leaves, bark and Brugal rum that is very popular as an aphrodisiac. Most of the Mamajuana is sold at the touristy areas and is a non-processed product.

The best part is that you can refill the bottle, but you must let it rest for a minimum of 15 days before you drink it for best results. It also goes great with coffee. Because it is a non processed product, people must be careful where they buy it so they make sure they get a good product.



New Look, New Store

Thanks to the feedback we have received from visitors to our website and on-line store, we are growing and improving our website and on-line store.

The new store will allow you to create accounts, add reviews of products, subscribe to "Got Rum?" and much more.

If you would like for us to carry particular products, this is the time to make your voice count! Please send us an e-mail at: sales@rumshop.net, we'd love to hear what you have to say.



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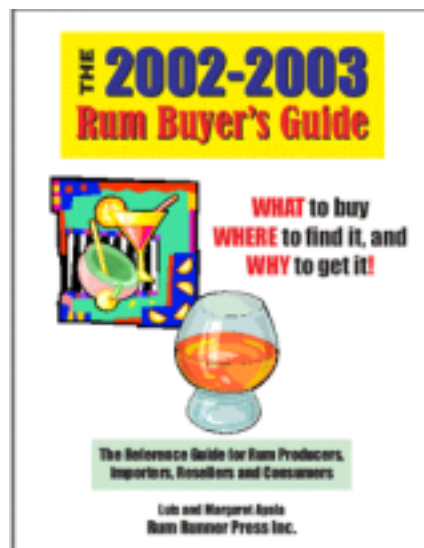
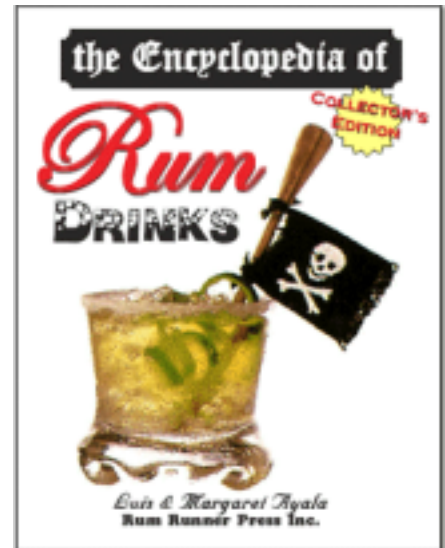
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your products reviewed
by us

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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.