

# Got Rum?™ We Do!

October 2003



**Rum Expo 2004!**

**More IRF Results,  
Rum In The News,  
Angel's Share and More!**

Got Rum? Magazine  
[www.rumshop.net](http://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](http://www.internationalbeveragenetwork.com)



## From the Editor

### Earning Your Medals

Having returned from this year's International Rum Festival in Newfoundland made me think a lot about what it means to earn a medal. For some companies it is a make-or-break situation: they believe that unless they receive a medal, they won't be able to convince consumers that their products are good. For others it is a matter of maintaining or improving their status. In both cases, earning a medal is a matter of honor.



Webster's dictionary defines honor as:

*"High respect, as that shown for special merit. Good name; reputation. A source or cause of credit."*

While thinking about the importance of medals to distilleries and blenders, I had a thought. I quickly walked to our Rum Bar and after gazing at a couple dozen labels I grabbed a few bottles.

There were numerous medals printed on the labels of these bottles. Upon closer examination, I was able to get the details about them. The date the medals were earned by the companies ranged from 1881, 1888, 1901, 1904, etc. The most recent medal listed on one of the bottles was 1911. I have a lot of respect for tradition and for the desire to honor one's ancestry. But there

### On This Month's Cover

A view from Signal Hill in St. John's, Newfoundland. The breathtaking scenery was only surpassed by the warmth and hospitality of the people, for whom there will always be a special place in our hearts.

-Photograph by Margaret Ayala

is a big gap between listing a medal earned over 100 years ago and implying that the rum inside the bottle today is as good as it was when the medal was earned. Palates change, production methods change, Master Blenders change. Why then would a company want to dwell in the past?

Being awarded a medal is a big honor. With this honor comes an equally big responsibility: that of truthfulness. There are rums in the market today that still showcase medals awarded to their ancestors, even though their formulations have changed since the medals were first earned. There are also those companies—as mentioned earlier—that list the awards received by them over a century ago, as if the achievements of their founding fathers meant anything to today's consumers.

I plead to all rum companies to be truthful to their origins, not to exploit them. Try to educate and attract consumers through quality, not to confuse or mislead them through questionable practices.

The rum market is saturated with empty claims and misnomers including "Premium", "Super Premium" and "Ultra Premium". Let's not add to the confusion by claiming space on the labels with medals which have not been properly earned by the actual product inside the bottle.

If you have any comments about this article, I would love to hear from you. Please write to me at: [luis@rumshop.net](mailto:luis@rumshop.net).

Luis K. Ayala, Publisher

### Anonymous Survey

Starting with this issue of "Got Rum?" we have begun collecting data from our readers. This data will allow us to better understand our readership base which will result on more meaningful articles, product reviews and advertisement. Thank you for your support and understanding.

## AY CARUMBA!

### THE 12 HOTTEST NEW RUMS IN AMERICA - by Robert Plotkin

Rum is the best selling spirit in the world and part of its immense popularity lies in its diversity. Distilled from sugar cane in primarily the island nations of the Caribbean basin. They are made in a broad range of styles, from clear and light-bodied to dark and full-flavored. The smart money says that rum is the next category to get blistering hot.

Rum is also an exceptionally mixable spirit, equaling vodka in that respect. But unlike vodka, rum has an irresistible taste and a savory aroma that lifts it head and shoulders above any other light liquor. In most cocktails, vodka's characteristics go unnoticed, while rum is always a primary contributor.

The category's resurgence has sparked a wave of new brands to our shore.. Thank goodness for the tides because these newcomers are primed and ready to wow American consumers. So what are the hottest new brands of rum? Here's our unbeatable twelve-pack.

The first of the new wonder rums is ANGOSTURA 5-YEAR, an exceptionally dark rum imported from Trinidad. One of a set of three superior rums, the 5-year dark is a blend of molasses-based, continuous-distilled rums aged in charred, American oak barrels. It is graced with an alluring bouquet and jam-packed with toasty, bakery-like flavors. The collection also includes a classically structured white rum aged in charred American oak bourbon barrels 3 years and a savory gold rum aged a minimum of 5 years. The new Angostura rums are a "must have" collection.

If you're looking for a sophisticated rum for your snifter, the newest choice is APPLETON ESTATE 21-YEAR OLD. The oldest distillery in Jamaica, Appleton Estate has been continuously producing rum since 1655. Their top-of-the-line offering is made from a blend of molasses-based, pot-distilled and continuous-distilled spirits and aged in American white oak barrels a minimum of 21-years. The blend is aged an additional 2 years to allow the constituent rums to marry. Considering that spirits age faster in the warmth and humidity of the Caribbean, this a lot of

rum for the money, one of the best buys in the category.

Those who put a premium on uniqueness should consider CADENHEAD'S ORIGINAL GREEN LABEL RUMS. Made by the Scottish firm of William Cadenhead Ltd., the world's preeminent independent bottler of single cask Caribbean rums, the Green Label Collection features rums from select barrels made by smaller, quality distillers in Jamaica, Barbados and Guyana. When a cask is emptied, that individual rum is simply no longer available. No two barrels of rum age exactly alike, even when they're resting next to each other in the Campbeltown warehouses. These 92 proof bottlings are like slices of life never to be repeated.

Winner of this year's most attention-grabbing new rum is undoubtedly COYOPA, a superpremium rum made on the island of Barbados at the R.L. Seale Distillery. It is a blend of molasses-based, continuous-distilled and pot-distilled rums aged a minimum of 10 years in oak barrels. Coyopa is delectable with a silky textured body, buttery bouquet and savory, caramel-laded palate. To ensure that it gets noticed on the top-shelf, the rum is packaged with an animated label and its own soundtrack. Coyopa is a great tasting rum with tremendous appeal.

On the opposite end of the spectrum is understated CANNE ROYALE, a luscious blend of molasses-based, continuous-distilled rums produced on the island of Grenada. The añejo rum has a dark amber hue, wafting, semi-sweet bouquet and a flavor imbued finish. Bucking the contemporary trend of enhanced packaging, Canne Royale has taken a straightforward marketing approach, allowing its outstanding rum do all of its talking. This is a sleeper guaranteed to please even the most particular enthusiast.

#### FOUR NEW CARIBBEAN ALL STARS

Ron Matusalem originated in 1872 in Santiago de Cuba and moved to the United States shortly after Castro's revolution. Matusalem is renown for utiliz-

ing the solera method for aging its rums, the classic system for aging and progressively blending sherries and ports. The brand is best known for its GRAN RESERVA, a distinctively elegant rum aged approximately 15 years and is comprised of rums between 8- and 32-years old. The result is the most sublime marriage between these younger, exuberant rums and the mature and stately blender. The distillery is now located in the Dominican Republic.

Matusalem has just released two new, solera aged rums. MATUSALEM PLATINO is a premium molasses-based, triple-distilled silver rum barrel-aged in oak barrels for a minimum of 2-years and charcoal-filtered to remove its color. MATUSALEM CLÁSICO, a gold rum solera aged 10 years. Both are exceptional values and loaded with character.

New to our country are two fabulous rums from Guatemala. Made in conjunction with the famed cigar manufacturer of the same name, MONTECRISTO RUM is crafted from a premium blend of continuous-distilled and pot-distilled rums. The constituent elements are then aged in American ex-bourbon barrels between 12- and 23-years. Montecristo is a rich, luxurious rum loaded with body and semi-sweet flavors. It's bred for a snifter, but makes an excellent mojito as well.

ZAYA GRAN RESERVA is a new Guatemalan rum made by La Nacional. It is double-distilled in copper pot stills and aged in oak barrels for 12 years. Zaya Gran Reserva is skillfully crafted and possesses a superior personality. This rum is best appreciated served neat.

Great Spirits<sup>1</sup> latest offering is SEA WYNDE BRITISH ROYAL NAVY RUM, an ultra-premium rum made in the traditional British naval style. It is produced from a blend of five, molasses-based, pure pot still rums from Jamaica and Guyana. The rums were aged in oak casks and range in age from five to eleven years old. Sea Wynde is crammed full of character and brimming at the seams with delicious flavors and aromas.

#### NEWLY ARRIVED FLAVORED RUMS

Not only is Bacardi the largest and best selling rum producer, it is also one of the most innovative distill-

ers in the world. Following their highly successful launch of Bacardi O, a blend of rums delicately flavored with an all-natural orange extract, the company has introduced BACARDI CICLÓN. This singular rum is made from a blend of well-aged gold rums infused with tequila and natural lime flavors. It is an intriguing spirit that tastes like a well conceived cocktail in a bottle. Ciclón has a citrus bouquet and a prominent tequila palate. The rum component asserts itself during the lingering finish. All in all, Ciclón is a delicious break from convention.

Cruzan from the Virgin Islands has produced an amazingly delicious line of flavored rums. Each is made from a blend of aged, Cruzan light rum, then infused with natural flavorings such as citrus, banana, pineapple, orange or coconut. The latest addition to the family is CRUZAN VANILLA. If you've ever steeped light rum with vanilla beans, that's what this new rum tastes and smells like, only many times better. The flavor and aroma of the vanilla is evident in every aspect of the rum, yet never overly assertive. Cruzan Vanilla was certainly created with drinkmaking in mind.

The final offering for your consideration is MOJITO CLUB, a premium blend of molasses-based, continuous-distilled rum infused with natural citrus flavorings. Inspired by the traditional Cuban cocktail, this premium rum has a subtle lime aroma and a moderately tart palate. Serve the product on the rocks with fresh mint, a touch of sugar, a splash of soda and you've recreated the classic Cuban cocktail, the mojito. The rum is remarkably refreshing and deserving of its fifteen minutes of fame.

ROBERT PLOTKIN is the president of the National Bar & Restaurant Association and author of numerous books including *Caribe Rum* & *The Original Guide to Caribbean Rum and Drinks*. He can be reached at BarMedia, 1-800-421-7179, or e-mail him at [robert@barmedia.com](mailto:robert@barmedia.com).





## IRF 2003 Winners - Continued from last month

### PREMIUM CATEGORY

#### 2003 Gold Award Winners

- EL DORADO 12 YEAR - DEMERARA DISTILLERS - GUYANA
- RON ABUELO - VARELA HERMANOS - PANAMA
- ZAYA - WILSON DANIELS - USA
- RON ABUELO RESERVA ESPECIAL - VARELA HERMANOS - PANAMA
- D'AGUIAR'S DIH XM ROYAL 10 YR - BANKS DIH LIMITED - GUYANA
- RON BARCELO IMPERIAL PREMIUM BLEND - BARCELLO & CO. C POR A - DOMINICAN REPUBLIC
- GOSLING'S OLD RUM, FAMILY RESERVE - GOSLING BROTHERS - BERMUDA

#### 2003 Silver Award Winners

- RON BOTRAN ANEJO - DISTRIBUIDORA DE LICORES S.A. LA NACIONALES - GUATEMALA
- BACARDI 8 - BACARDI & COMPANY LIMITED - CANADA
- MOUNT GAY EXTRA OLD - MOUNT GAY DISTILLERIES - BARBADOS
- HAVANA CLUB 7 YEAR OLD - HAVANA CLUB - CUBA
- DIPLOMATICO - DESTILERIAS UNIDAS, S.A. - VENEZUELA
- DON RHON GRAN RESERVA 7 YEAR - DOMINICAN REPUBLIC
- FLOR DE CAÑA 12 YEAR OLD - FLOR DE CAÑA - NICARAGUA

#### 2003 Bronze Award Winners

- FLOR DE CAÑA 7 YEAR OLD - FLOR DE CAÑA - NICARAGUA
- RON COLONIAL - LICORERA QUEZALTECA - GUATEMALA
- DOORLEY'S XO - R.L. SEALE & COMPANY LTD. - BARBADOS
- MATUSALEM CLASICO - MATUSALEM & COMPANY - USA
- TORTUGA GOLD - TORTUGA RUM COMPANY LTD. - GRAND CAYMEN
- MACORIX RON EXTRA VIEJO RESERVA - DOMINICAN REPUBLIC
- BRUGAL RON EXTRA VIEJO GRAN RESERVA FAMILIAR - BRUGAL & COMPAÑIA - DOMINICAN REPUBLIC

### 80-PROOF DARK CATEGORY

#### 2003 Gold Award Winners

- D'AGUIAR'S XM5 - BANKS DIH LIMITED - GUYANA
- RON BOTRAN ORO - DISTRIBUIDORA DE LICORES S.A. LA NACIONAL - GUATEMALA
- CANE FIRE - KIMBERLY RUM COMPANY LTD. - AUSTRALIA
- SMUGGLERS COVE DARK RUM - GLENORA DISTILLERS - CANADA
- TANDUAY SUPERIOR RUM - TANDUAY DISTILLERS INC. - PHILLIPINES
- RON CORTEZ 3 YR - VARELA HERMANOS - PANAMA
- SCREECH - NEWFOUNDLAND LIQUOR CORPORATION - CANADA
- OLE NASSAU JACK MALANTIN - BAHAMAS DISTILLERS - BAHAMAS
- CHAIRMAN'S RESERVE - ST. LUCIA DISTILLERS - ST. LUCIA

#### 2003 Silver Award Winners

- OLD SAM - NEWFOUNDLAND LIQUOR CORPORATION - CANADA

- BRUGAL GOLD LABEL - BRUGAL & COMPAÑIA - DOMINICAN REPUBLIC
- FLOR DE CAÑA BLACK LABEL 5 YEAR OLD - FLOR DE CAÑA - NICARAGUA
- GOSLING'S BLACK SEAL - GOSLING BROTHERS - BERMUDA
- CAPTAIN MORGAN 1680 - DIAGEO - CANADA
- FLOR DE CAÑA GOLD 4 YEAR OLD - FLOR DE CAÑA - NICARAGUA
- CAPTAIN MORGAN DELUXE DARK - DIAGEO CANADA - CANADA
- TANDUAY DARK RUM GOLD SEAL - TANDUAY DISTILLERS INC. - PHILLIPINES
- WHALERS RARE RESERVE - HEAVEN HILL DISTILLERS - USA

#### **2003 Bronze Award Winners**

- CABOT TOWER - NEWFOUNDLAND LIQUOR CORPORATION - CANADA
- KHUKRI - NEPAL DISTILLERIES PVT. LTD. - NEPAL
- BUCCANEER - ST. LUCIA DISTILLERS - ST. LUCIA
- EL DORADO 5 YEAR OLD - DEMERARA DISTILLERS - GUYANA
- TANDUAY DARK RUM - TANDUAY DISTILLERS INC. - PHILLIPINES
- LAMB'S NAVY - CORBYS DISTILLERY LTD. - CANADA
- CLARKE'S COURT SPECIAL DRY - GRENADA SUGAR FACTORY - GRENADA

### **80-PROOF LIGHT CATEGORY**

#### **003 Gold Award Winners**

- CLASICO - MATUSALEM & COMPANY - USA
- ABUELO RESERVA ESPECIAL - VARELA HERMANOS - PANAMA
- APPLETON ESTATE VX - P.M.A. CANADA FOR J. WRAY & NEPHEW - JAMAICA
- GOSLINGS GOLD - GOSLING BROTHERS - BERMUDA
- SUNSET CAPTAIN BLIGH - ST. VINCENT DISTILLERS - ST. VINCENT
- SELECTO - RON SANTA TERESA - VENEZUELA
- OLD FORT RESERVE - ST. LUCIA DISTILLERS - ST. LUCIA

#### **2003 Silver Award Winners**

- CLARKE'S COURT OLD GROG - GRENADA SUGAR FACTORY - GRENADA
- ROSEAU BAY - ST. LUCIA DISTILLERS - ST. LUCIA
- MOUNT GAY ECLIPSE - MOUNT GAY DISTILLERIES - BARBADOS
- CAPTAIN MORGAN NFLD GOLD - DIAGEO CANADA - CANADA
- HAVANA CLUB RESERVA - HAVANA CLUB - CUBA
- BOUNTY RUM - ST. LUCIA DISTILLERS - ST. LUCIA
- GOVERNOR GENERAL LIGHT RUM - DIAGEO - CANADA

#### **2003 Bronze Award Winners**

- LAMB'S PALM BREEZE - CORBYS DISTILLERY LTD. - CANADA
- BIG DIPPER GOLD - NEWFOUNDLAND LIQUOR CORPORATION - CANADA
- OLE NASSAU CHICK CHARNEY GOLD - BAHAMAS DISTILLERS - BAHAMAS
- RON CORTEZ ORO - VARELA HERMANOS - PANAMA
- BACARDI 1873 - BACARDI & COMPANY LIMITED - CANADA
- OLE NASSAU GOLD ROCK - BAHAMAS DISTILLERS - BAHAMAS

### **SPICED & FLAVOURED CATEGORY**

#### **2003 Gold Award Winners**

- SANGSTERS ORINGINAL GOLD JAMAICA RUM CREAM LIQUOR - P.M.A. CANADA, J. WRAY & NEPHEW
- DEMERARA GOLDEN RUM CREAM LIQUEUR - DEMERARA DISTILLERS - GUYANA
- TORTUGA RUM LIQUEUR - TORTUGA RUM COMPANY LTD. - GRAND CAYMEN
- CACAO CREOLE LA BELLE CREOLE - ST. LUCIA DISTILLERS - ST. LUCIA
- BRINLEY GOLD COFFEE - BRINLEY & COMPANY - ST. KITTS & NEVIS
- SEVENTH HEAVEN GINGER - ST. LUCIA DISTILLERS - ST. LUCIA
- BRINLEY GOLD VANILLA - BRINLEY & COMPANY - ST. KITTS & NEVIS
- KOKO-NUT RUM - ST. LUCIA DISTILLERS - ST. LUCIA



- WHALERS VANILLE - HEAVEN HILL DISTILLERS - USA
- RHUM ORANGE LIQUEUR - RON SANTA TERESA - VENEZUELA
- ORANGE BLISS - ST. LUCIA DISTILLERS - ST. LUCIA
- TORTUGA COFFEE LIQUEUR - TORTUGA RUM COMPANY LTD - GRAND CAYMEN
- WHALERS KILLER COCONUT - HEAVEN HILL DISTILLERS - USA
- DON LORENZO MANGO - TODHUNTER MITCHELL - BAHAMAS
- BRINLEY GOLD MANGO RUM - BRINLEY & COMPANY - ST. KITTS & NEVIS
- DON LORENZO BANANA - TODHUNTER MITCHELL - BAHAMAS
- TI TASSE COFFEE LIQUOR - ST. LUCIA DISTILLERS - ST. LUCIA

#### **2003 Silver Award Winners**

- NUTZ 'N' RUM - ST. LUCIA DISTILLERS - ST. LUCIA
- OLE NASSAU COCONUT LIQUEUR - BAHAMAS DISTILLERS - BAHAMAS
- CAPTAIN MORGAN'S PARROT BAY - DIAGEO - CANADA
- HACIENDA SARURO - DESTILERA UNIDAS - VENEZUELA
- TREASURE BAY CARIBBEAN RUM PUNCH - ST. LUCIA DISTILLERS - ST. LUCIA
- BRINLEY GOLD ISLAND SPICE - BRINLEY & COMPANY - ST. KITTS & NEVIS
- KWEYOL SPICED RUM - ST. LUCIA DISTILLERS - ST. LUCIA
- CRYSTAL LIME CITRUS RUM - ST. LUCIA DISTILLERS - ST. LUCIA
- CAPTAIN MORGAN PRIVATE STOCK - DIAGEO - CANADA
- CLARKE'S COURT RUM LEMON - GRENADA SUGAR FACTORY - GRENADA
- BACARDI LIMON - BACARDI & COMPANY LIMITED - CANADA
- FOUR SQUARE SPICED RUM - R.L. SEALE & COMPANY LTD - BARBADOS
- CAFETTO DE BOTRAN - DISTIBUIDORA DE LICORES S.A. LA NACIONALES - GUATEMALA
- DON LORENZO COCONUT - TODHUNTER MITCHELL - BAHAMAS
- CAMERHOGNE SPICE LIQUEUR - GRENADA SUGAR FACTORY - GRENADA
- Z. MOSS BOOSTER SEAMOSS COCONUT & GINSENG - ST. LUCIA DISTILLERS - ST. LUCIA
- OLD NASSAU BANANA LIQUEUR - BAHAMAS DISTILLERS - BAHAMAS

#### **2003 Bronze Award Winners**

- CLARKE'S COURT RUM PUNCH - GRENADA SUGAR FACTORY - GRENADA
- AGUARDIENTE BLANCO - DOMINICAN REPUBLIC
- CRISTAL PARROTT LEMON RUM - TRAVELLORS LIMITED - BELIZE
- DON LORENZO PINEAPPLE - TODHUNTER MITCHELL - BAHAMAS
- BACARDI RAZZ - BACARDI & COMPANY LIMITED - CANADA
- CAPTAIN MORGAN ORIGINAL SPICED RUM - DIAGEO - CANADA
- TORTUGA COCONUT RUM - TORTUGA RUM COMPANY LTD. - GRAND CAYMEN
- BACARDI COCO - BACARDI & COMPANY LIMITED - CANADA
- BACARDI O - BACARDI & COMPANY LIMITED - CANADA
- FLOR DE CAÑA LIMON - FLOR DE CAÑA - NICARAGUA
- MALIBU TROPICAL COCONUT - CORBYS DISTILLERY LTD. - CANADA
- WHALER'S SPICED RUM - HEAVEN HILL DISTILLERS - USA
- WHALER'S BIG ISLAND BANANA - HEAVEN HILL DISTILLERS - USA
- TROPICAL LADY LA BELLE CREOLE - ST. LUCIA DISTILLERS - ST. LUCIA
- CLARKE'S COURT SPICY RUM - GRENADA SUGAR FACTORY - GRENADA
- CARDAMOND LIQUOR DE CARDAMOMO DE BOTRAN - LICORERA QUEZALTECA - GUATEMALA
- OLE NASSAU PINEAPPLE LIQUEUR - BAHAMAS DISTILLERS - BAHAMAS
- WHALERS PINEAPPLE PARADISE - HEAVEN HILL DISTILLERS - USA
- CRÈME A CAYE - ST. LUCIA DISTILLERS - ST. LUCIA

Next month: Results for White, Over Proof and Cane Spirit Categories!





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

## The Angel's Share: White Rums



### Panama Jack

**The Original Panama Jack Island Spice Rum (70-Proof).** The name alone evokes a sense of adventure and excitement that makes your heart pump a bit harder even before you uncork the bottle. As soon as the aromas of vanilla, nutmeg and cinnamon reach your palate, your mind is transported to a tropical paradise where time stands still. The taste is complex yet straightforward. The sweetness is clean and well

balanced, almost reminiscent of honey. The spices are cleverly combined to enhance and be enhanced by the rum they are mixed with. The aftertaste is persistent and soothing. This rum, in my opinion, is a true contender for the title of "Best Spiced Rum of the Year." Needless to say, it is distilled, bottled and blended in the Republic of Panama.

[www.panamajack.com](http://www.panamajack.com)



### Extreme Rum

**Players Extreme Rum (80-Proof).** This is one of the latest offerings from one of the newest players in the Rum Industry: Extreme Beverage Company, LLC.

palate, it reveals its sweet side, quickly taking over the taste buds. The finish is a bit dry and tart.

The rum, distilled in the USVI, is crystal clear with an intriguing brilliance. The aroma is slightly fruity with hints of vanilla, yet clean and mellow. Once in the

Overall a good mixing rum that is sure to find a good home at trendy establishments throughout the country.

[www.extremebeverage.com](http://www.extremebeverage.com)



### J. Wray & Nephew Overproof Rum

**Wray & Nephew White Overproof Rum (126-Proof).** Crystal clear color with fruity aroma and molasses overtones. Opens quickly and slightly warm in the palate, quickly dissipating and leaving behind mild traces of caramel.

on your forehead! Feel a cold coming on? Mix two ounces of it with two tablespoons of honey and the juice of one lime, mix it up, knock it back and get in bed.

This is the highest selling rum in Jamaica and was also a Gold Medal Winner at "Wine and Spirit's 1998 International Spirits Challenge."

[www.appletonrum.com](http://www.appletonrum.com)

In Jamaica the uses for this rum go far beyond the bar: it is used to cure colds, ward off evil spirits, christen newborns and purify the dead. Have you got a chill? Rub it

Want to have your rums reviewed? Write to [info@rumshop.net](mailto:info@rumshop.net) for details.

## The Spirit of Cooking - by Margaret Ayala

Traditionally I have presented recipes that have included an appetizer, main dish and dessert. This month and next month I thought I'd bring you an entirely new menu, a breakfast menu. This month will be coffee, cappuccino and muffins. Next month I will be featuring pancakes, omelets and biscuits. The idea of waking up to the great taste of rum sounded delicious so I hope you enjoy your breakfast!

### Buttered Rum 'N' Nutmeg Coffee

1/3 C. Fresh Ground Coffee  
 ¼ tsp. Fresh Ground Nutmeg  
 1 1/2 tsp. Dark Rum  
 1/8 tsp. Butter

Blend coffee and dry ingredients in a blender. Blend in the remaining ingredients. Scrape sides with a spatula and blend again for 10 to 15 seconds. Each recipe makes one 8-cup pot.

### Puerto Rican Rum Cappuccino

1 ½ oz. Dark Rum  
 1 tsp. Sugar  
 Hot Strong Coffee  
 Steamed Milk  
 Whipped Cream  
 Ground Cinnamon

Combine rum and sugar in a mug. Add equal parts coffee and milk. Top with whipped cream and sprinkle cinnamon.

### Rum Raisin Muffins

1 C. Raisins  
 1 C. Dark Rum  
 2 C. Flour  
 ½ C. Sugar  
 1 ½ tsp. Baking Powder  
 ½ tsp. Baking Soda  
 ¼ tsp. Salt  
 ¼ tsp. Nutmeg  
 1 stick Butter  
 1 C. Sour Cream  
 1 Egg  
 ¾ tsp. Vanilla



Soak raisins in rum overnight. Drain and reserve rum. In a large bowl mix all dry ingredients. Cut in butter until coarse meal. Mix in raisins. Whisk sour cream, egg, vanilla and 2 1/2 tablespoons of rum until smooth. Make a well in dry ingredients and pour in wet mixture. Fill muffin tins 3/4 full and bake in a 350-degree oven for about 20 to 25 minutes or until brown. Yields: 18 muffins.

## Pistachio Chocolate and Rum Muffins

2 C. Flour  
 1/3 C. Sugar  
 1/3 C. Butter  
 1/2 C. Chocolate Chips  
 1 C. Milk  
 1/3 C. Pistachio Nuts, finely chopped  
 3 tsp. Baking Powder  
 1 tsp. Salt  
 1/2 C. Pistachio Nuts, chopped "extra"  
 2 Eggs  
 2 Tbsp. Dark Rum



In a large bowl mix flour, baking powder and salt. Blend into dry mix the butter then add the sugar. In another bowl beat together eggs, milk and rum. Make a well in the center of dry ingredients, add the "extra" nuts, chocolate and milk mixture. Mix very lightly until just wet. In a greased muffin pan fill each muffin 3/4 full. Then sprinkle with finely chopped nuts. Bake at 400 degrees F for 20-25 minutes. Yields: 12 muffins.

## Rum Mincemeat Muffins

1 1/2 C. Flour  
 1/4 C. Sugar  
 2 Tbsp. Baking Powder  
 Salt  
 1/2 C. Butter  
 1/2 C. Apple Juice  
 2 Eggs, beaten  
 1 C. Mincemeat  
 1/2 C. Dark Rum  
 12 Sugar Cubes

Mix dry ingredients in a bowl and set aside. Melt butter in a saucepan, add apple juice and beaten eggs. Stir the liquid into the dry ingredients, then add mincemeat. When just mixed, spoon into well greased muffin tins filling only about 2/3 full. Soak sugar cubes in rum and place 1 cube on top of each muffin. Bake for 20 minutes in 375 oven. Serve warm.



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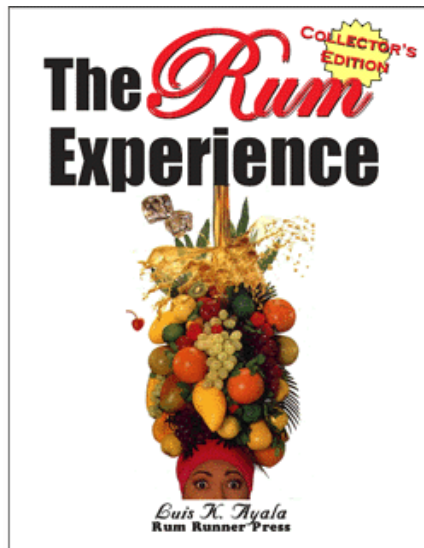
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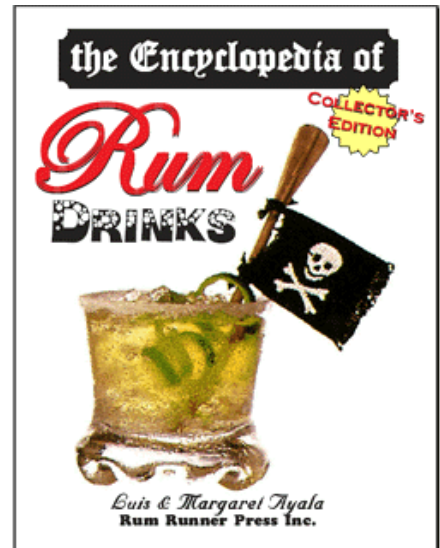
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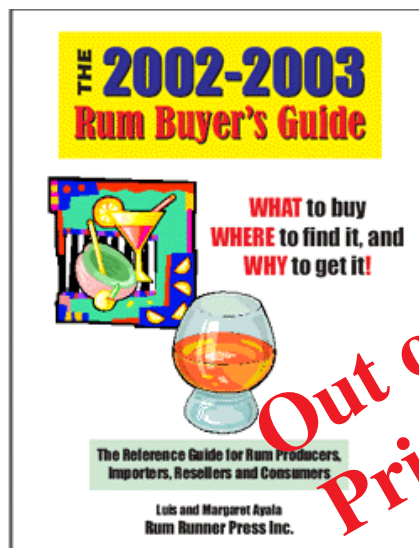
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