

Got Rum?™ We Do!

October 2004



Got Rum? Magazine
www.rumshop.net



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**Rum News,
Rum In History,
& The Spirit of Cooking!**

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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

Rum and the Environment



A recent survey from The Rum Report shows that the majority of the rum consumers questioned would not continue to buy their favorite rum if they knew the distillery making it was polluting the environment. While this fact should not surprise anyone, I can already hear the murmurs and whispers of some out there who have

been struggling to keep a lid on their environmentally-unfriendly practices.

No distillery willingly sets out to pollute the environment. The pollution is very often the result of lack of funds for appropriately handling refuse and waste by-products. While these companies have been able (for the most part) to get away with it, globalization and proliferation of information will make their practices harder to maintain.

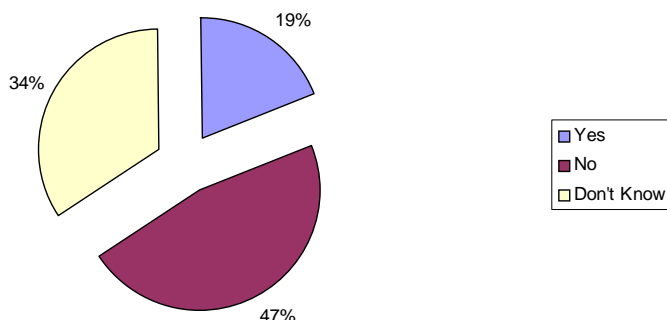
We hope that survey results such as this one

will help production and engineering teams get the attention of management and public relations departments to allocate the much needed resources to better handle each distillery's interaction with the environment.

For more details about this chart, including drill-down views by age group and geographical location, please check www.RumReport.com

Luis Ayala, Publisher

If you found out that your favorite distillery was polluting the environment, would you continue to buy their rums?



What do rum consumers really want?

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Rum In The News

Prohibition has ended in Lockhart, Texas

September 9, 2004. A restaurant in Lockhart served liquor for the first time since voters approved the sale of mixed drinks back in May. The first alcoholic drink since the 1930 prohibition was served by Javamotion.

"I'll drink to that! Prohibition's over," Lockhart resident Linda Springfield said.

"We really want to reassure those folks in Lockhart who felt that it was not going to be a good thing to have liquor allowed here in town. We wanted to set a standard that's high," Dorothy Harper of Javamotion said.

A group calling themselves "Saving our Future Together" worked hard to get the issue on the ballot. Many group members came out to celebrate the fruits of their labor.

"We're just so grateful for all the people that have come and joined in and helped us in this community effort," Connie Warner of SOFT said.

Some people even dressed in the style of the prohibition era to mark the official end.



New Mojito Cocktail Mix Coming Soon!

Over the past two years, **The Rum Shop** has steadily grown into the leading on-line source of Mojito Cocktail Mixes.

We are constantly reviewing new products, always looking for the right taste combinations to add to our lineup. Many times these new products do not meet our standards for quality or expectations, that is why we currently offer items from only two different producers (Monin and Premium Blend). For this reason we are pleased to announce the latest addition to our Mojito portfolio: Freshies Mojito Rum Mix, which will be available by October 11th. For more information, or to place an order on-line, please visit: www.rumshop.net/mojitos.htm

Donate to CTO Hurricane Relief Fund

The Caribbean Tourism Organization (CTO), has moved to provide relief to member countries affected by Hurricanes this season by launching the "Caribbean Tourism Organization Relief Fund" to provide monetary assistance to the impacted member states.



Donate in the USA: Cheques in U.S dollars may be written to Caribbean Tourism Organization Relief Fund and sent to the CTO's New York office located at 80 Broad Street, 32nd Floor, New York, NY 10004, USA. Funds can be transferred directly to the Caribbean Tourism Organization Relief Fund, JP Morgan Chase Bank, 401 Madison Avenue, New York, NY 10017. The Account number is 134-0821672-65 and the routing number is 021000021.

Donate in the UK: You can send your donations to the Caribbean Tourism Organization Relief Fund, Barclays Bank, Belgravia and Knightsbridge Business centre. The account number is 70742155.

CTO will establish similar accounts in Barbados and Canada. Details regarding these accounts will be released shortly. CTO is also encouraging its Allied membership and its partners to assist in the provision and delivery of supplies and has asked those who wish to donate such supplies and services to Grenada and other countries affected by the hurricanes to do so through the Caribbean Disaster Emergency Response Agency (CDERA). "We believe that in addition to the communication support that we are providing we have a responsibility to do whatever we can do to bring relief to our member countries affected by the hurricanes," Jean Holder, CTO's secretary general said.

Since the passage of the storms CTO has also served as the coordinating center for information on how the storms have impacted the tourism sector in the member countries. CTO is also keeping the media and consumers informed of those destinations that have not been affected by any of the hurricanes.

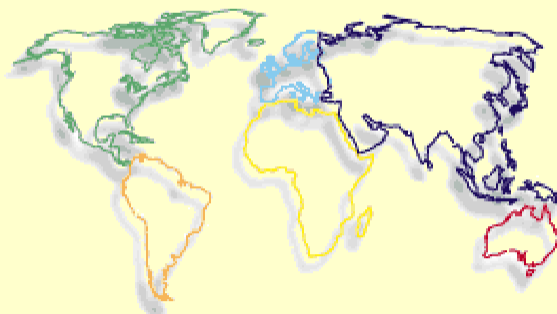
New Rum Website!

In September 2004, René van Hoven (rum connoisseur and long time friend of The Rum Shop) opened up to the public his new website:

www.rumpages.com

René is no stranger to rum websites, being the webmaster of the former "Entrenous" site. He has done an excellent job putting the site together, we hope you will visit him soon and exchange links with him.

Welcome to Rumpages. We are operational since September 2004.



Rumpages is a site about Rum, Ron, Rhum and Rom

This site is created by René van Hoven on a 15 inch screen for 1024x768 pixels

Rum In History: José Arechabala, Part II

José Arechabala, S.A.

(Text by E. J. de la Fé)

Continued from September 2004 issue...

Josechu was the man chosen by the family to take over the reins of the company in 1926, upon the death of Gabriel Malet y Rodriguez. At the time, Cárdenas was still in the midst of an economic decline that had commenced before the turn of the century. The New York stock market crash was only 3 years away and the United States was in the middle of Prohibition, which would last from 1919 until 1933. Cárdenas had lost much of its industrial base, with its railroad company being moved to Havana, while suffering the corresponding loss of population and wealth, which also moved to the capital.

But Josechu Iturrioz would be the man to take Arechabala (and in many ways, Cárdenas too) into the heart of the 20th Century. Almost immediately in his career at the company's helm he teamed up with a brilliant young engineer named Manuel F. Arias. With Iturrioz's business sense and direction, and Arias' mastery of turning dreams into reality, the company would scale unparalleled heights in the Cuban economy.

The decades-old decline of the Cárdenas economy was due in large part to the shallowness of the city's harbor. As sea vessels had continued to grow in size and draught, the harbor had become more and more obsolete, causing international shipping companies to forego Cárdenas as a Cuban trade port, in favor of Havana and Matanzas. An expensive system involving the use of lighters for loading and off-loading the larger trade vessels had become necessary at the port, adding tremendously to the cost of water transportation through Cárdenas.

As far back as colonial times there had been plans drawn and efforts made to deepen the port, but the job had never been done. This noble quest had even spawned a major scandal in late 1924, when a group of wealthy political insiders had ramrodded a law through the Cuban legislature under which they were to obtain \$700,000.00 from the government to deepen the harbor, build a breakwater port (jetty), and be granted a 50-year monopoly over all shipping through the port of Cárdenas. The project was later stopped by the new revolutionary government of Gerardo Machado, but the money disappeared and the job was left undone.



The Arechabala building, where the main offices of the company were housed.

Rum In History: José Arechabala, Part II



Mr. José Iturriz y Llaguno, General Manager, surrounded by recipients of Silver Medal for 25 years of continuous service to the company (January 1, 1953)

Although Arechabala had its own piers and docks, this company too was haunted by the limitations posed by the shallow port. The rest of Cárdenas' piers were aging and rotting old rat-infested hulks badly in need of replacement, a reflection of the tough economic times that plagued the entire city. This was the world inherited by Josechu Iturrioz in 1926 when he took over the direction of the company. But immediately he set about changing it.

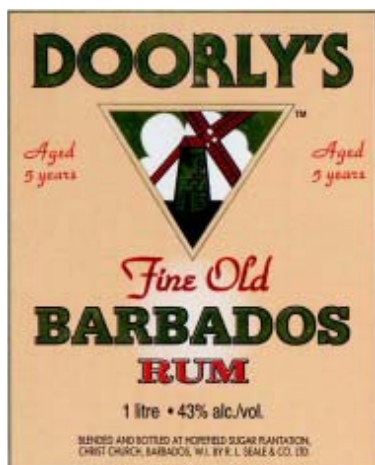
Depending on your point of view, Cárdenas was unfortunately (or fortunately) hit by another killer hurricane on September 1, 1933. With more than one hundred injured and over 30 killed, the storm leveled the city's beleaguered piers. This time Arechabala suffered losses of over \$500,000.00 in hurricane damages.

After putting the company back on its feet following the storm, Iturrioz and Arias set out to finally remedy

the problem that was as old as Cárdenas itself. José Arechabala, S.A., having proven itself a dependable and capable enterprise, would take on the job of deepening the harbor and constructing a modern and permanent port facility. Arechabala marshalled engineering talent, equipment, and the manpower necessary for this immense job and began dredging the harbor and constructing the "Espigon" (jetty) in 1939. For four years, countless Cardenenses were employed in this monumental task. By 1944 the job had not only been completed, but Cárdenas had also received a new shoreline with a seaside drive, a seaside walk, new green spaces, a marina, and a monument commemorating the first raising of the Cuban Flag on Cuban soil. (Just 6 years later, in 1950, Cárdenas would be the scene of splendid celebrations of the flag's centennial). In turn, Arechabala now had at its disposal a new state-of-the-art port facility with limitless possibilities for prosperity.

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

The Angel's Share



Doorly's Fine Old Barbados Rum - Barbados

Doorly's Fine Old Barbados Rum (5 Year, 86-Proof). This rum has an attractive glistening amber color and comes in a clear glass bottle that allows it to shine through at the slightest provocation. The body, although not light itself, is closer to a light rum than a heavy one. The aroma and body may suggest that this rum was made using a

pot still but it wasn't, instead it was expertly crafted by a Master Blender who knows how to select just the right combinations of column still rums to produce the desired result. Enjoy this rum on ice, with coconut water or in selected cocktails. All Bajan rums are great, this one is no exception. A fine offering by R. L. Seale & Co.



Trader Vic's Dark Rum - West Indies

Trader Vic's Authentic Dark Rum (80-Proof). A dark, unctuous and richly aromatic offering by a company founded by Vic Bergeron, inventor of the original Mai Tai.

The color of this rum is as dark as the glass bottle that holds its secrets. The aroma speaks of butterscotch, licorice and has subtle hints of coffee. In the palate it offers sweet caramel and

toffee, not as aggressively as the color and aroma may have suggested initially. Despite its smooth character, this is clearly a rum that was designed for mixing and not for sipping. As such, it is an indispensable ingredient to accurately recreate the many recipes made famous by Mr. Bergeron. An essential rum for avid mixologists looking to recreate historical recipes.



Ron Antillano Añejo - Mexico

Ron Añejo Antillano (76-Proof). Despite the dark color of the glass bottle, this is a pale, shimmering yellow colored rum with a predominantly sweet vanilla aroma.

Swirling the rum in the snifter produces small, thin, fast legs, which suggest a light bodied, young spirit. Once in the palate it reaf-

firms its sweet and young nature by warmly releasing its fruity elements. The finish is clean, reminiscent of Puerto Rican or Cuban rums, making this a good rum for mixing light cocktails.

At around \$100 pesos (\$9 USD) for a one-liter bottle, it is a great buy for rum drinkers on a budget.

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

The Spirit of Cooking - by Margaret Ayala

ORANGE RUM CAKE

From Razzle Dazzle Recipes
www.razzledazzlerecipes.com

4 Eggs
2/3 C. Sugar
1 pinch Salt
1/2 C. Flour
1/4 C. Cornstarch
2 Tbsp. Rum
1/2 tsp. Orange Extract
1 C. Dried Fruits (or candied fruits)
1/2 C. Rum
1/2 C. Orange Marmalade
1 Tbsp. Butter
1/2 tsp. Cinnamon

Preheat oven to 350°F. Separate the egg yolks from the whites. In a large bowl, beat the egg yolks with the sugar and salt until smooth and thick. Add flour, rum, orange extract, and corn starch; mix well. In a separate bowl, beat egg whites until stiff. Fold into egg yolk mixture. Then transfer to a small greased and floured cake mold. Bake for 25-30 minutes. Check for doneness by inserting a knife in the center. If knife comes out clean, cake is done. Remove from oven; let it cool for one to two hours.

SYRUP: Melt butter in a small sauce pan over high heat. Add dried fruits and saute for about 30 seconds, just to bring out the flavor. Add rum; heat until simmering. Stir in marmalade; reduce to a thin syrup. Stir in cinnamon. Before serving, remove cake from mold. Use a knife to loosen edges. Cake should come through easily. Top with the orange/rum syrup.

HALLOWEEN PUNCH

From www.holidays.net/halloween/recipes

12 oz. Orange Juice (concentrate, frozen)
12 oz. White Grape Juice
2 Liter 7-Up
1 pt Lime Sherbet (or lemon)
Green Food Coloring
Dark Rum to taste

Mix together orange juice, white grape juice, 7-Up, lime sherbet, rum and several drops of green food coloring. If desired, serve with large, buoyant, and well-washed plastic spiders on the top! Yields: 24 servings.

VAMPIRE PUNCH

From www.halloweenkitchen.com

1 chilled 25.4 oz. Bottle Sparkling Cider (about 3 1/4 cups)
1 chilled 1-quart Bottle Cranberry Juice Cocktail
1 chilled 1-liter Bottle Club Soda (or Seltzer Water)
1 C. Dark Rum

For Spice Syrup:

2 Cinnamon Sticks
5 Whole Cloves
3 Tbsp. Finely Chopped Peeled Fresh Ginger
1/3 C. Water
1/3 C. Sugar

Make spice syrup: In a small saucepan bring syrup ingredients to a boil, stirring until sugar is dissolved, and simmer, covered, 5 minutes. Let syrup cool. Syrup can be made 1 week ahead and chilled, kept in a covered container or bottle.

In a punch bowl combine remaining ingredients and strain syrup through a fine sieve into punch. Stir punch and add lots of ice. Makes about 13 cups.

TIP: Dress the punch bowl up with some decorative ice shapes. You can use food grade plastic gloves to freeze ice for floating hands. Gloves are available at restaurant supply stores, are made of clear plastic and have no talc on them. Fill with water or colored water, juice, etc. and freeze. When hard, remove glove and float in your punch bowl! You can also look at specialty stores for roll ice cube trays and make floating eyes, use something red and they become floating blood clots.

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Learn what consumers want, what makes them try new rums and how they feel about current rums. Get these answers broken down by gender, age and rum-consumption habits. And this is just the tip of the iceberg! You will also learn people's perception of the rum industry, their views on rum advertising, packaging and more! Even if you had the hundreds of thousands of dollars required to conduct similar focus groups, you'd never be able to find this same level of qualified rum consumers to attend. **The 2004 Rum Report's** data comes from the largest body of veritable rum aficionados and consumers from around the world: devoted readers of "Got Rum?" magazine!

The 2004 Rum Report



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By Luis and Margaret Ayala
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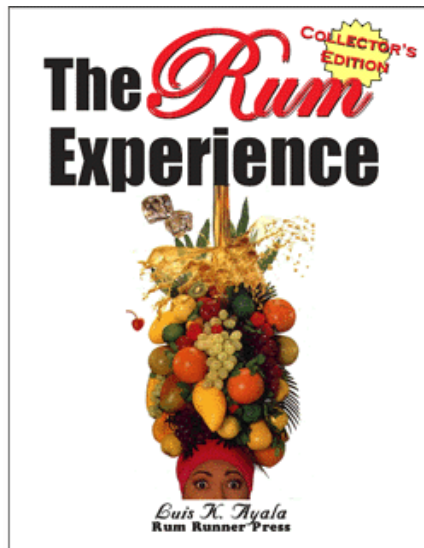
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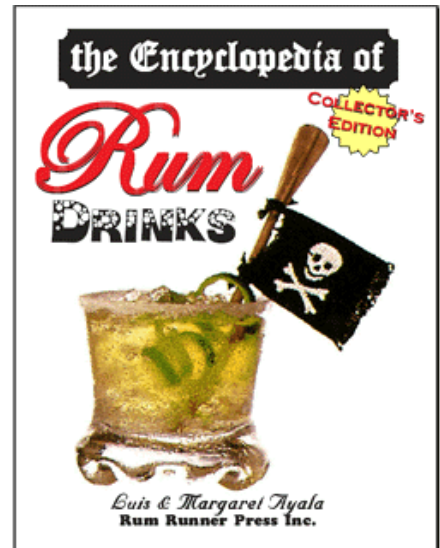
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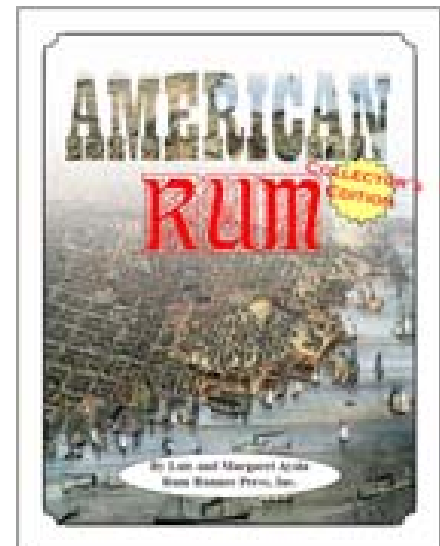
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Our Mission:

- 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.