

Got Rum?™

OCTOBER 2011

FROM THE GRASS TO YOUR GLASS!

SPICED RUMS

**RUM NEWS - ANGEL'S SHARE - RUM HISTORY
- THE RUM UNIVERSITY - RUM TECHNIQUES -
SPICED RUMS - TOBACCO & RUM**



CONTENTS

OCTOBER 2011

5	FROM THE EDITOR - <i>Infusions, Percolations and Macerations</i>
6-7	NEWS FROM AROUND THE WORLD
10-13	THE ANGEL'S SHARE - <i>Reviews & Cocktails</i>
14	RUM LAB - <i>Making a Spiced Rum</i>
15	2ND ANNUAL ANGOSTURA RUM FESTIVAL
16-17	SPOOKY COCKTAILS
20-21	RUM IN HISTORY
22	BARTENDER'S CORNER
24-25	THE RUM UNIVERSITY - <i>Rum Classifications, Part 7</i>
26-29	RUM TECHNIQUES - <i>Organoleptic Assessments, Part 7</i>
30	TOBACCO AND RUM



Got Rum?

Printed in the U.S.A.
A publication of Rum Runner Press, Inc.
Round Rock, Texas 78664

Tel (512) 554-7095
© 2011 by Rum Runner Press, Inc.
All rights reserved.

October 2011

Editor and Publisher:	luis@gotrum.com
Executive Editor:	margaret@gotrum.com
Advertising Services:	ads@gotrum.com
Webmaster:	web@gotrum.com
Director of Photography:	art@gotrum.com

If you would like to submit news or press releases, please forward the information to:

news@gotrum.com

You can download the free electronic version of this magazine, or purchase the printed version at:

WWW.GOTRUM.COM



The printed version of "Got Rum?" is produced with FSC-certified paper, which means it is from responsibly managed forests and verified recycled sources.



facebook.com/GotRum

follow us on
twitter

@Got_Rum

ON THE COVER: Assortment of spices.

INSIDE COVER: Serene view of tree by the ocean.



FROM THE EDITOR

Infusions, Percolations and Macerations

I would like to thank everyone who called or emailed me in response to last month's editorial ("White Rum or Sugarcane Vodka?"). I was pleasantly surprised to find out how many rum producers feel the same way I do about the need to keep white rum from falling into the abyss of insipidness.

October's issue is devoted to spiced rums, and there are few expressions of pure organoleptic creativity like a master blender developing a new spiced formula.

Like the artist in front of the blank canvas, the master blender draws inspiration from a life full of experiences, starting with the end clearly in mind. How that end is reached is a matter of skill, tools and imagination.

Most spiced rums in the market combine commercially available concentrates or extracts with a base rum, sweeteners and other additives for color, texture and aroma. However, some creative and entrepreneurial distillers are re-discovering the beauty of creating their own concentrates by exploring infusion, percolation and maceration techniques.

The majority of people want to succeed by doing what others have proven works, but a few pioneers are always exploring new grounds, venturing into



the unknown. The risks are great, but so are the rewards.

I challenge rum distillers, especially the youngest generation of them, to explore how the different flavors they use are produced. While conducting this research I am hopeful they will discover how to make them on demand, better, more unique and possibly even saving money.

This issue is dedicated to those whose insatiable thirst for knowledge and adventure is as vast as the panoply of rums in the world.

A stylized, handwritten signature in dark ink, appearing to read 'Luis'.

Luis Ayala, *Editor and Publisher*



<http://www.linkedin.com/in/rumconsultant>

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.

WORLD RUM NEWS

These are some of the recent rum-related headlines as published in the *Rum Talk Blog* (<http://rumtalk.blogspot.com>); please visit the site to read the complete stories. You can also submit articles or press releases. Visit www.gotrum.com for contact information.

September 1st

Binny's Beverage Depot Of Chicago Continues Aggressive Expansion

Binny's Beverage Depot owner Michael Binstein plans to open two new stores this year in the greater Chicago market. In the last four years alone, he has expanded his beverage alcohol retail business from 19 to 25 stores, and now ranks as the leading independent retailer in Illinois. Binstein recently spoke with Shanken News Daily about his business, which will surpass \$250 million in revenues in its fiscal year ending July 31.

Beam To Start Trading As Standalone October 4th

Fortune Brands' board has approved final plans to spin off the company's home and security products business by October 3, allowing it to begin operating as a pure-play spirits company trading publicly under the name Beam Inc. on October 4. Fortune Brands will receive a cash dividend of \$500 million from the home and security unit prior to the spin-off, which remains subject to SEC and New York Stock Exchange approvals.

September 2nd

Mount Gay Goes Nautical

Mount Gay Rum has been associated with the sailing community for over three centuries. This year, to honor the brand's commitment to the world of sailing and the rich history from which it stems, Mount Gay has created the "Nautical Limited Edition" representing the beginning of a nautical series featuring maritime signal flags.

September 20th

Bacardi USA Introducing the "OakHeart Challenge"

Bacardi USA is introducing the "OakHeart Challenge," a series of simultaneous nationwide bar events designed to support the launch of Bacardi OakHeart, on September 15th. Through the program, Bacardi aims to get more than 25,000 consumers to sample the new extension on the same day, at the same time. Bars in several key markets, including Arkansas, Delaware, Florida, Illinois, Iowa, Kansas, Missouri, New York, Nevada, Pennsylvania, South Carolina, Washington D.C. and Wisconsin, will be hosting OakHeart Challenge events. Rolled out in the U.S. earlier this month, Bacardi OakHeart is a 70-proof, spiced blend of Bacardi Superior and Gold priced at around \$12.99-\$15.99 a 750-ml that aims to take on rival Diageo's Captain Morgan in the spiced rum segment.

BarHappy Officially Launches Its Website and iPhone App

BarHappy — a free resource to help consumers find food, drink and other entertainment deals in their city—has officially launched its website, www.barhappy.com, and iPhone mobile app. BarHappy's database comprises more than 15,000 venues across 18 cities, including Boston, Chicago, Las Vegas, Los Angeles, New York and Washington D.C. The interface allows users to search across many criteria, such as the kind of deals they're looking for, the neighborhood and the venue type. Businesses keep up with their own profile pages in real time so information is always current.

Pernod Ricard USA will Introduce Malibu Rum Winter

Continuing the seasonal spirits extension theme it's employed with Beefeater gin (Beefeater summer and winter-themed special editions appeared last year), Pernod Ricard USA will introduce Malibu Rum Winter, a limited edition to be available from October through December at \$13.99 a bottle. Malibu Winter is a blend of Caribbean rum with real coconut flakes suspended in the liquid which, when consumed, dissolve slowly in the mouth.

UPCOMING SPIRITS EVENTS

German Rum Festival – Berlin, Germany

October 8th – 9th

<http://rumfest-berlin.com>

London Cocktail Week - London, United Kingdom

October 10th – 16th

<http://www.diffordsguide.com/london-cocktail-week>

Ultimate Blast: Cocktails, Spirits & Wine - New York, USA

October 14th

http://www.ultimate-beverage.com/spirits_wine_tasting/ultimate-blast-2011

NYISC- New York International Spirits Competition, USA

October 16th – 17th

<http://nyispiritscompetition.com>

The Boutique Bar Show - Mansfield Traquair, Edinburgh

October 21st – 23rd

<http://distillersfestival.com>

7th Annual Great American Distillers Festival – Portland, Oregon, USA

October 25th

<http://www.boutiquebarshow.com>

2011 Caribbean Rum & Beer Festival - Barbados

October 28th - 29th

<http://www.rumandbeerfestival.com>

Monaco International Clubbing Show - Monaco

November 9th – 11th

<http://www.mics.mc>

Submit information about your event to news@GotRum.com



CARIBBEAN
RUM & BEER
FESTIVAL
BARBADOS



Where the finest Rum & Beer
are the stars of the show...



28 - 29 October 2011
www.rumandbeerfestival.com
(246) 262 0322

Never buy bad liquor again Only the best!



Get the Liquor Hub for iPhone

Download the only iPhone app that gives instant consumer and professional ratings of over 3,500 vodkas, tequilas, whiskeys, and more.

Find organic, craft-distilled, or exotic spirits anywhere, anytime.

Get the only app that pays for itself with every visit to the liquor store!

LIQUOR HUB™

Powered by Proof66.com™
for Better, Smarter Liquor

THE ANGEL'S SHARE



VooDoo Spiced Rum (70-Proof). Appropriately presented in a glass bottle shaped like a coffin, VooDoo's rum color presents subtle traces of amber with subdued coppery iridescence.

The aroma is succulent, inundated with bananas flambé, butterscotch, toasted hazelnuts, vanilla and nutmeg. In the palate it opens smoothly, with a primary fruity sweet note. Upon swallowing, the aroma of vanilla and the taste of nutmeg become evident. The flavors linger pleasantly for a few seconds.

This is a clean, well-made spiced rum that can be enjoyed on the rocks or as a versatile mixer.

Featured Cocktail - Island VooDoo

Ingredients

1 ½ oz. VooDoo Spiced
1 ½ oz. RedRum
2 oz. Guava Juice
2 oz. Mango Juice
½ oz. Fresh Lime Juice
½ oz. Fresh Lemon Juice

Directions

Blend all ingredients with ice and serve in a tall glass or champagne flute.

Garnish with a slice of mango and an umbrella.



Old New Orleans Cajun Spice Rum (80-Proof). This rum boasts a deep reddish amber color that is further accented by the red labels and tin capsule (yes, this bottle comes with a cork).

The aroma is assertive and unctuous, laden with the scents typically associated with classic pot still rums (floral, fruity and heavy) and hints of candied apples.

The initial taste is that of Crème Brûlée, followed by lingering toasted nuts.

This is a great spiced rum for mixing because it adds complexity to traditional cocktails.

Featured Cocktail - Streetcar Number 9

Ingredients

2 oz. Old New Orleans Cajun Spice Rum

1 oz. Cointreau

1/3 oz. lemon juice

Directions

Shake with ice. Wet rim of a cocktail glass with lemon, then coat with a sugar and cinnamon mixture.

Strain drink into glass, garnish with a lemon twist and a dust of cinnamon.



THE ANGEL'S SHARE



Cruzan 9 Spiced Rum (80-Proof). This rum represents Cruzan's venture into the increasingly popular spiced segment of the industry. The color is that of deep reddish amber and has a very attractive shine despite the large quantity of particles in suspension.

The aroma is fresh and assertive, with traces of vanilla and cinnamon and the unmistakable presence of juniper berries.

The rum opens up in the mouth with its sweet components first, which are quickly followed by vanilla and then the rest of the spices, the finish is dry and peppery hot. Congratulations to Cruzan for breaking out of the spiced rum mold with this original product. Enjoy it in your favorite cocktail.

Featured Cocktail - Love Potion Number 9

Ingredients

1 1/2 parts Cruzan 9
Spiced Rum
3/4 parts DeKuyper
Coconut Amaretto
3 parts Pineapple Juice
1 part Cranberry Juice

Directions

Shake all ingredients with ice and pour into a Hurricane or tall glass.

Garnish with a pineapple/cherry stack on the rim.



Koloa Kaua'i Spice Rum (88-Proof). This rum has a light smoky amber color, reminiscent of a Muscat Canelli wine and an abundance of suspended particles.

The aroma is rich with raw sugar, cinnamon and nutmeg, much like that of a pie bakery. The taste is sweet and smooth, very honey-like, despite the high proof.

The initial sensation is velvety sweet, then the taste of toasted nuts and finally the lingering vanilla.

This rum is sweet and smooth enough to be consumed neat as a digestif, but is also a great mixer.

Featured Cocktail - Poipu Cooler



Ingredients

1 1/2 oz Koloa Spice Rum
1/2 cup fresh Mint
1/2 Lime (squeezed)
1 oz Soda Water
3 oz Pineapple Juice
1 oz Cranberry Juice

Directions

Muddle the first four ingredients together, add ice to fill the glass. Add the pineapple juice and float the cranberry juice.

Credit: Hoku Gordines, Brennecke's Beach Broiler on Poipu Beach, Kaua'i



The Rum Lab

making a spiced rum

Spiced rums are popular because they feature aromas and flavors we typically associate with happy times. Vanilla, for example, is associated by many people with birthday cakes and cookies.

What better way to make any day special than by enjoying your own spiced rum, made with just the ingredients you like! Here is a good starting recipe:

Symple Syrup

- 1 Cup of Sugar
- 1 Cup of Water

Spiced rum base

- 2 1/2 Cups Dark Rum
- 4 tsp of pure Vanilla Extract
- 12 whole Allspice, crushed
- 1/2 tsp ground Cloves
- 1/2 tsp freshly ground Nutmeg
- 2 or 3 Cinnamon sticks (depending on size)

Start by making a simple syrup using the water and the sugar. Combine both and bring them to a boil, stirring constantly. Once the syrup is clear, remove it from the heat and let it cool for a few minutes, until just warm.

Combine the symple syrup with the rest of the ingredients in a glass jar. Seal the jar and let it rest in a dark, cool place for 1 to 2 months. Rack or filter into a decanter and enjoy!



2nd Annual Angostura Rum Festival



On September 15th, 2011, the House of Angostura hosted the Second Annual Angostura Rum Festival. The Festival was held during Tourism Month (September 15–18th) in Trinidad.

Angostura's mission is to bring the "Spirit of Trinidad and Tobago" to every customer experience. Headquartered in Laventille, Trinidad, the company currently employs 332 people. Angostura is considered a Trinidadian treasure world renowned for its Angostura® aromatic bitters, rums and Angostura® Lemon Lime and Bitters. The company exports it's rum and bitters brands to more than 140 countries in the world.



The House of Angostura®, distinguished by its excellence, has been recognized over the centuries by being granted Royal Warrants of Appointment to the royal households of Great Britain, Prussia, Spain and Sweden as suppliers of Angostura® aromatic bitters.

SPOOKY COCKTAILS

Here are a few ideas for Halloween cocktails for you to enjoy with your friends while the kids are running around asking for candy. Our thanks to the fine folks at RedRum for submitting them to us.

-Publishers

Jonestown Cool-Aid

- 2 oz. Redrum
- 2 oz Pineapple Juice
- 2 oz Cranberry Juice

Fill shaker with ice, add all ingredients, shake, strain and serve as a cocktail or as shots.

Gangrene

- 1 ½ oz. Redrum
- 3 oz. Pineapple Juice
- ½ oz. Melon Liqueur

Mix over ice in a tall glass. Float Melon Liqueur. Garnish with a cherry.

Mad Cow

- 2 oz. Redrum
- 1 can Red Bull Energy Drink

Pour Redrum over ice in a large glass. Top off with Red Bull and lemon wedge.

VooDoo Volcano

- 1 oz. VooDoo Spiced Rum
- 1 oz. Kahlua
- ½ oz. Cream

Shake VooDoo Spiced rum, Kahlua and cream with ice. Strain into shot glass and shoot it!





VooDoo Zombie

- 1 ½ oz. VooDoo Spiced Rum
- ½ oz. RedRum (use as float)
- 1 oz. Orange Curacao
- 2 oz. Passion-Fruit Juice
- 2 oz. Pineapple Juice
- 2 oz. Orange Juice
- ½ oz. Lemon Juice

Mix the ingredients with ice in a tall glass and float RedRum.

Killer Hurricane

- 1 oz. VooDoo Spiced Rum
- 1 oz. Redrum
- 4 oz. Pineapple Juice
- ½ oz. Fresh Lime Juice
- ½ oz. Grenadine

Shake all of the ingredients with ice. Pour in a large hurricane glass and enjoy!

Do you have a spooky recipe
that you want to share?
Please email it to us at
News@GotRum.com.





For ADULTS Only.

RUM IN HISTORY

1637



1750



October Through The Years

1637 - Sugarcane is taken from St. Kitts to Martinique.

1750 - Massachusetts has 63 distilleries producing rum made from molasses supplied in some cases by slave traders who sell it to the Puritan distillers for the capital needed to buy African natives that can be sold to West Indian sugar planters.

1637

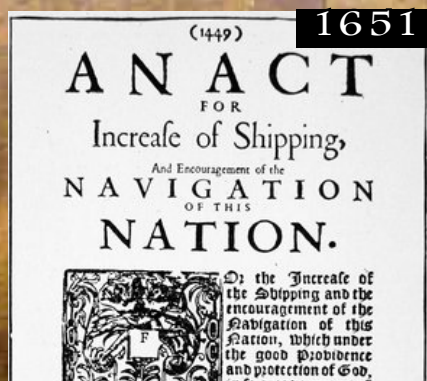
1687

1737

1651 - The Navigation Act passed by Parliament October 9 forbids importation of goods into England or her colonies except by English vessels or by vessels of the countries producing the goods.

1758 - George Washington distributes free rum to constituents as he runs for the Virginia House of Burgesses, a move which earns him the highest number of votes for any candidate.

1651



1747



Ever wondered what happened in
the month of **OCTOBER**
throughout history?

1780 - A hurricane destroys much of the English fleet in Carlisle Bay. English sugar consumption reaches 12 pounds per year per capita, up from four in 1700, as Britons increase coffee and tea consumption.

1900 - Sugar beet production worldwide reaches 5.6 million tons, a figure that quadruples in the following 64 years.

1787

1837

1887

1850 - Nearly 15 percent of the world's sugar consumption now comes from sugar beets. The Royal Navy reduces its daily rum ration from one-quarter pint to one-eighth pint to be dispensed before the midday meal.

1780



1850



Bartender's Corner

by Dr. Ron A. Ñejo

Hello there, I recently visited a new bar in my neighborhood and was shocked by how much attitudes have changed behind the bar in the past few decades. Granted, I am not saying that all young bartenders have bad manners, but it's been my experience that an increasing number of them do.

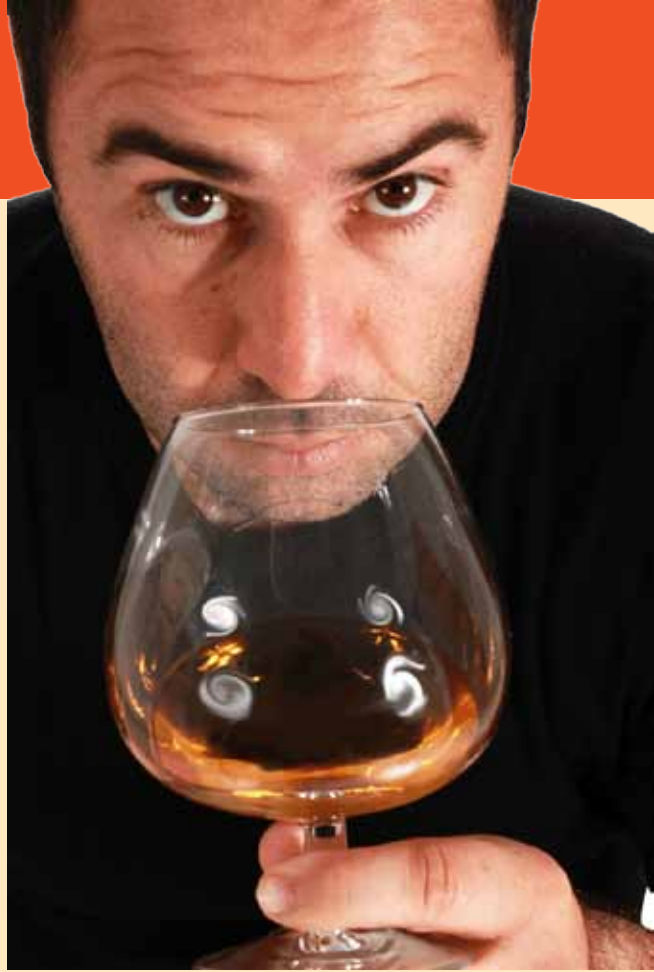
So over the weekend I did a little bit of research and found the following rules of conduct from a great book. I hope you'll agree with me that even though they are old, they are as applicable today as they were over a hundred years ago.

The Bartender's Bible Maxims from the book "*The Complete Bartender - The Art of Mixing plain and fancy Drinks*" by Albert Barnes, Metropolitan Hotel New York City, 1884.

1. Be neat and clean in dress
2. Keep your bar in the same condition
3. Keep your tumblers free from finger marks and grease
4. Have your bottles carefully labeled and in their proper places
5. Should you keep a fancy bar, see that the various articles are arranged to the best advantage
6. Keep your mirrors like polished gold, for they are the most noticed of all adornments
7. See that the floor is well kept and the spittoons in such places that the customers will not fall over them
8. Be polite and attentive, but not intruding
9. Know when to talk and when to keep silent
10. Avoid profanity in yourself, do not notice it in others
11. Drink as little as possible behind your own bar
12. Keep pure liquors for a good trade
13. Never overcharge a stranger
14. Do not encourage arguments, and when in one be un-committal
15. Be as honest to yourself as to your customers. This rule works both ways
16. A poor man may be a gentleman, as well as a rich one - don't forget it
17. Know your rights and protect them
18. Regular hours for business, and attend to your business
19. Look cheerful and happy, even though you feel blue and heavy
20. Always keep sober
21. Never sell to a drunken man, by so doing you place yourself within the power of the law

E-mail me your questions or comments at Ron@GotRum.com.

Dr. Ron is a seasoned bartender completely devoted to exploring the many facets of rum. It has been said that he has rum running through his veins. He is used to serving up fine spirits and words of wisdom to all those lucky enough to find an open seat at his bar. Fortunately for us, Dr. Ron has agreed to be a regular contributor to "Got Rum?" magazine, where he will happily answer questions on topics ranging from mixology to relationships and etiquette.



FEATURED RUM BOOK

the Encyclopedia of

Rum
DRINKS

COLLECTOR'S
EDITION



Luis & Margaret Ayala
Rum Runner Press Inc.

*Navigate your way through the world
of rum drinks with this great guide.*

Over 1,300 rum-based recipes for cocktails, cordials and more. From the late 1800's, through American Prohibition, up to modern times.

Order yours today! www.RumBook.com

THE Rum UNIVERSITY

Classifications of Rum, Part 7

In this issue, we explore the classifications of rum based on their flavors and alcohol content. If you missed Parts 1 through 6, please visit the website (www.gotrum.com) and download the previous issues.

Rum types based on added flavors

- **Fruit Flavored:** For the most part, fruit-flavored rums sold throughout the world are nothing more than un-aged alcohol (ethanol) with flavoring, coloring (sometimes) and sweetener added. Such products should not be sold as rum, since they are made with un-aged alcohol.

A great example of a fruit-flavored rum that is made using aged rum is Santa Teresa's Rhum Orange, from Venezuela.

- **Spiced:** Like fruit-flavored rums, most spiced rums sold are made with unaged rum (ethanol). The most typical ingredients used to flavor these products are: vanilla, cinnamon, nutmeg, clove, coffee and sugar. From these, only cinnamon, nutmeg and clove are considered true spices.

An excellent example of a spiced rum is Sailor Jerry Spiced Navy Rum.

- **Herbal or Botanical:** This category is comprised by rums with ingredients such as: tree or plant leaves, bark, flowers or roots. These rums usually claim to have healing or aphrodisiac powers and are often consumed as digestifs.

A great example of a botanical rum is the Mamajuana (or Damajuana) from the Dominican Republic. Another example is Bois Bandé Rum from the Caribbean. Both of these are considered to have many healing properties and are consumed regularly by people in their respective countries.



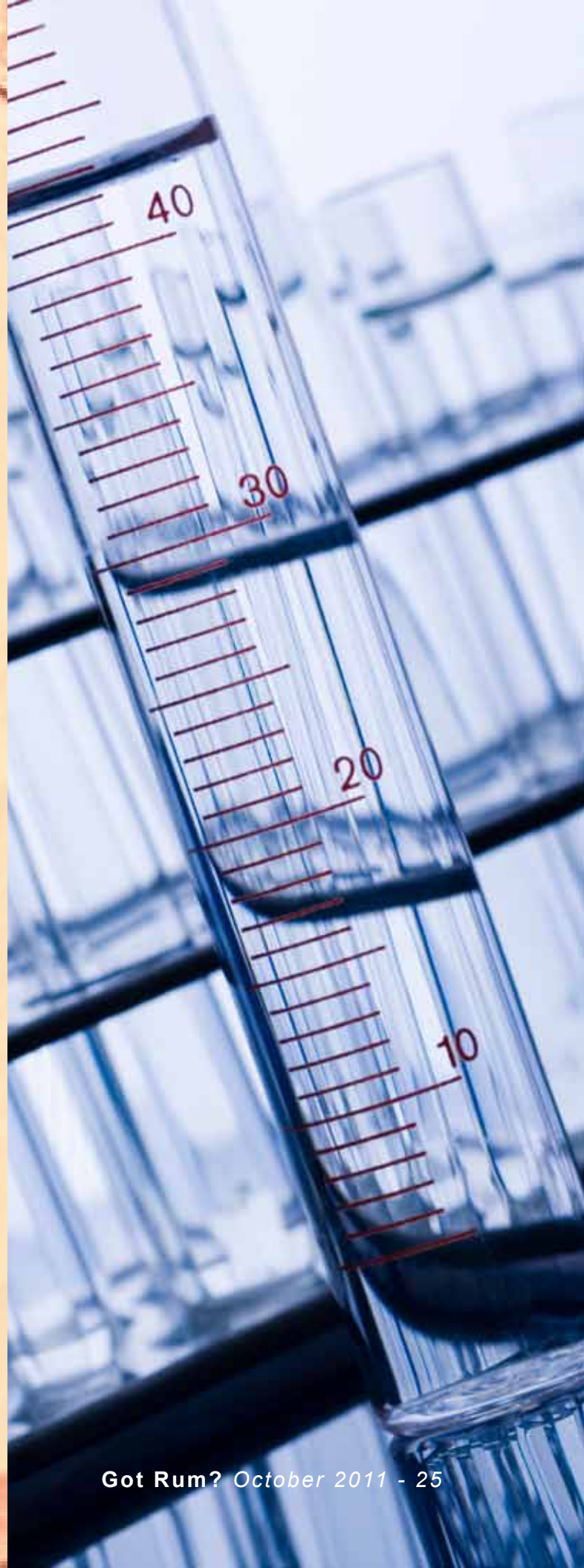
- **Other:** There are rum-based beverages or infusions available throughout the rum producing world which fall outside of the previous three categories.

Examples of rums in this category are the peanut-flavored rum from St. Lucia (Nutz N' Rum) and the gun powder-flavored rum from New Zealand (Smoke & Oakum's Gunpowder Rum).

Rum types based on alcohol content

- **Regular/Standard:** Any rum that is bottled and sold with an alcohol strength between 35% and 45%. Most of the rums consumed in the world fall in this category. Some countries require the strength to be at 37.5% while others require it to be at 40% or higher.
- **Strong and Over-proof:** Strong rums have alcohol strengths over 45%, typically around 55% but lower than 75%. Traditional over-proof rums have alcohol strengths of 75% or higher. Exercise caution when tasting these rums, either dilute them (up to 50%) with water or drastically adjust the amount sampled. An interesting fact about overproof rums is that ice does not float on them due to the specific weight of the ice and the rum.
- **Rum Liqueur:** laws vary from country to country regarding what constitutes a liqueur but everyone agrees that the alcohol strength is lower than that of straight rum, and that the sugar content is quite elevated. The combination of low alcohol and high sugar result in a smooth-tasting product which people with a low tolerance for alcohol tend to favor.

Next Month: Classifications of rum based on color and marketing hype.



RUM TECHNIQUES

The Organoleptic Assessment of Rum - Part 7

As part of our commitment to educate industry members and consumers alike, we are pleased to re-publish content from “***A guide book for the organoleptic assessment of rum***,” by A. P. Saranin.

The guide was originally published in Bundaberg, Queensland, Australia, and is a detailed work covering the delicate job of formally evaluating rums and rum samples.

Our gratitude goes out to Dr. Alex Saranin and the fine people at The

Millaquin Sugar Co. Ltd. and The Bundaberg Distilling Co. Ltd., for making this material available to us.

Each issue of “Got Rum?” will include additional pages of this guidebook until all the pages have been published. At that point we will move on to another piece of historically-significant material.

As always, we want your suggestions for future topics, so we can continue bringing you the most relevant information possible.

aro·ma

noun

\ə-ˈrō-mə\

Definition

- a) a distinctive pervasive and usually pleasant or savory smell; broadly: odor
- b) the odor of a rum imparted by the ingredients from which it is made.

Origin

Middle English *aromat* spice, from Anglo-French, from Latin *aromat-*, *aroma*, from Greek *arōmat-*, *arōma*

First Known Use: 1796.

Did you enjoy this article? Do you want to read more?

Make sure to get the July issue, where we'll continue this interesting topic with the section titled “General Remarks On Tasting.”

SECTION 3

3.1 CHART 1 - OBJECTIVE TEST METHODS

Methods in which the Taster attempts to be objective.

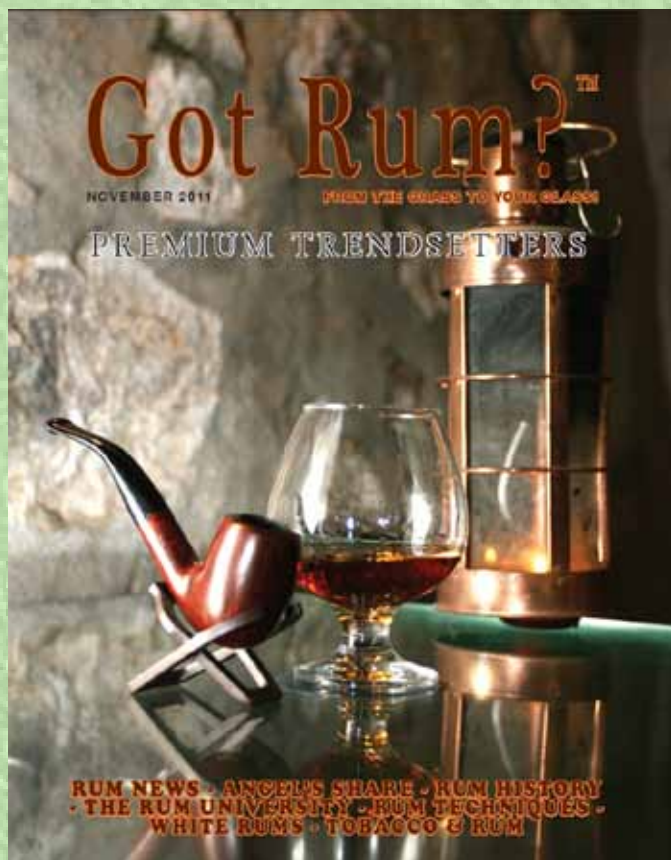
<u>Method</u>	<u>Number of Samples*</u>		<u>Number of</u>	<u>Purpose</u>
	<u>Evaluated</u>	<u>Served</u>	<u>Testers **</u>	
1. <u>RATING</u>				
A. Descriptive	1 - 6	1 - 6	5 - 12	Screening
B. Numerical	1 - 6	1 - 6	5 - 12	Screening
11. <u>DIFFERENCE</u>				
A. Triangle	1	3	6 - 25	Detecting differences when intersample effects (carry-over, etc.) are minimal.
B. Duo - Trio	1	3	6 - 25	Detecting differences when some intersample effects are present; also good for education
C. Two - Sample	1 - 2	8	5 - 12*	Detecting very small differences when there is little intersample effect.
111. <u>ANALYTICAL</u>				
A. Single Sample	1	1	6 - 25	Detection of off-flavour
B. Descriptive (profile)	1	1	4 - 6	Detecting off-flavour distortion, developing products, analysing flavour.

*The number of samples "evaluated" refers to the number of samples, or variables on test. The number "served" refers to the physical number of samples presented to the taster for his evaluation.

**Testers should be trained for objective tests. Some of the simple tests, e.g. Descriptive Rating, require a minimum of training.

continued on page 29

COMING UP



NOVEMBER 2011

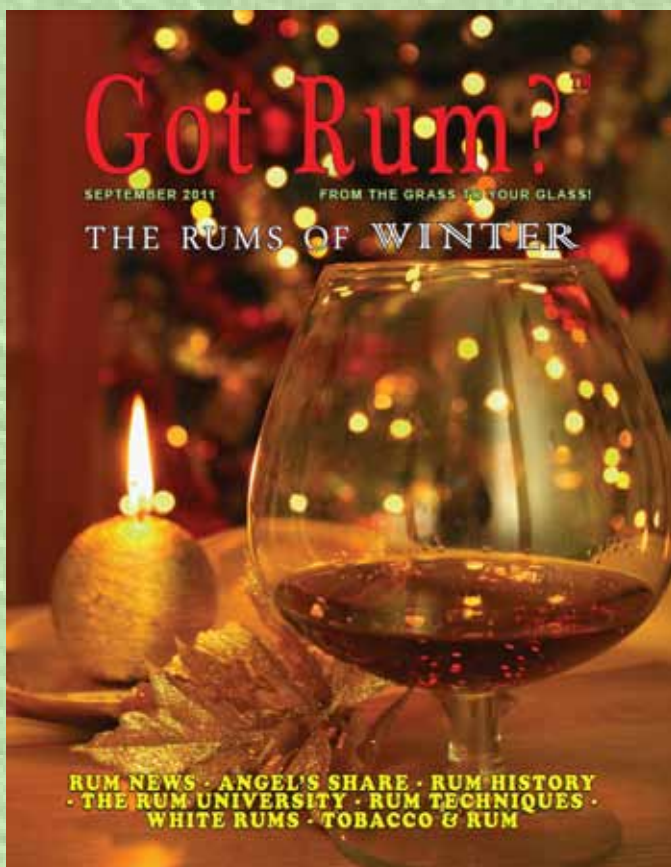
It is hard to find premium rums capable of inspiring consumers and it is even harder to find rums capable of changing the direction of the entire industry. Join us as we explore trend-setting premium rums and their lasting effects in how people enjoy rum.

We will also feature technical articles on filtration, Rum University Lessons and much more.

Producers: submit your premium rum for free inclusion in November's issue.

Send an email to **Margaret@gotrum.com** for more details.

Consumers: nominate your favorite premium rum by sending an email to: **news@gotrum.com**.



DECEMBER 2011

December is synonymous with winter holidays and there are few things more jolly than sharing drinks and food with your loved ones. Join us as we explore the inviting charm of winter cocktails that are sure to put a smile on your face.

We will also feature a rum shopping guide and informative material from The Rum University.

Producers: submit your winter cocktail recipes and/or gift ideas for inclusion in December's issue. Send an email to **Margaret@gotrum.com** for more details.

Consumers: nominate your favorite winter rum by sending an email to: **news@gotrum.com**.

3.2 CHART 11. SUBJECTIVE TEST METHODS

Methods in which the Taster gives a subjective response
(Data is objectively treated)

Method	<u>Number of Samples*</u>		<u>Number of **</u> <u>Testers</u>	<u>Purpose</u>
	<u>Evaluated</u>	<u>Served</u>		
1. <u>PREFERENCE</u>				
A. Simple	2	2	5 - 150	Determination of Preference
B. Ranking	1 - 6	1 - 6	5 - 25	Screening
11. <u>ACCEPTABILITY</u>				
A. <u>Pilot Consumer</u>				
Panel	2 - 4	2 - 4	6 - 250	Determination of probable consumer reaction to a new product.
B. Consumer Panels				
(Not included in this book)	2	2	250 - 1000	Determination of consumer reaction as based on specific factors (i.e. income, geography, etc.)

* As on previous chart.

** Tasters should not be trained for subjective tests.

Don't miss November's issue, where we will cover the selection and preparation of rum samples, as well as, the selection of the members of the tasting panel.

Additional didactic material is available in electronic format for free from The Rum University (www.RumUniversity.com).

TOBACCO AND RUM

Rum and cigars go together so well, perhaps because of the tropical climate sugarcane and tobacco have in common. Or maybe it is due to the same level of attention to detail that goes into producing them. Regardless, enjoying the right pairing can transport the consumer to a magical place.

But how does one know which cigar goes perfectly with which rum? Pairing cigars and rums is like blending a rum: one

must be fully aware of which flavors and aromas each ingredient contributes, and one must know how these flavors and aromas interact with each other. The rest is simple: experiment, experiment, experiment!

In this article, we feature a great combination of tobacco and rum, hopefully you will find it as enjoyable as we have. Do you have a favorite pairing? Please let us know!

THE CIGAR



Davidoff Puro d'Oro Eminentes



Davidoff introduces the new "Puro d'Oro" Eminentes, a new Toro format joining the "Puro d'Oro" Series introduced in 2010. The new large Toro format, "Puro d'Oro" Eminentes, is an imposing cigar. The dominant and sublime combination of Dominican tobaccos delivers a strong, aromatic and delicious blend with hints of coffee and spices. The impressive extension of the "Puro d'Oro" line reverts back to the old tradition of cigar making, made entirely with tobacco from one country of origin, the Dominican Republic. The attractive plait at the cigar head and the gold foot ring, which sits snugly around the wrapper leaf with its elegant sheen, further emphasize the trademark feature of this series. The new Eminentes is an exciting expansion of the collection and is available May 10, 2011 in packs of 4 and boxes of 25 at US Appointed Merchants.

THE RUM



Brugal Ron Añejo



During the second half of the 19th century, Don Andrés Brugal Montaner, a Spanish national who had migrated to Santiago de Cuba, where he acquired expertise in the making of rum and, based on that experience, he founded Brugal & Co. in Puerto Plata, in the Dominican Republic. Almost two centuries later, the fine rum making tradition continues, offering the world fine rums such as this one.

Brugal Añejo has a distinctively sweet nose dressed in vanilla and butterscotch. Smooth, almost velvety, with a deep and well married oakiness that is a tribute to its age. Great aromatic persistence reminds one of this rum's character long after swallowing the last sip. Excellent neat, on the rocks, or with very little water.

Cuba Cuba Cigar Company

Deep in the jungles of Nicaragua lies a hidden exotic plantation of tobaccos, enriched by the most fertile soil in the world. Legend has it that Cuban cigar rolling masters fled to this area after Fidel Castro captured their beloved homeland. Their departure robbed Cuba of all of their knowledge and a prized possession — cuban seed.

Laboring in the fields for decades, their toil, loss and labor have finally come to fruition with the premier Cuba Cuba cigar.

The only cigar of its kind
made artfully with:
100% Cuban Seed
100% Cuban Seed Filler
100% Cuban Seed Wrapper.

Cuba Cuba



Rum Runner Press, Inc.

Consulting Services For The Rum Industry

Expert Rum Formulation, Bulk Rum Sourcing, Distillery Set Up,
Corporate Training Programs and much, much more...

www.rumshop.net