

## Featured Rums:

- Ron Barceló Emperador
- Cohiba Rum 3-year old
- St. Lucia's Nutz N Rum

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## Changing Rum, Changing World

September is finally here and with it cooler temperatures are starting to make their presence known.

Soon we'll be thinking about hot rum toddies and hot rum punch...but I'm getting too far ahead of the game.

Perhaps one of the best things to come out of this Summer in the United States is a greater awareness, industry-wide, for rum as a quality distilled spirit.

While some attribute this

to soaring tequila prices, or to the increasing popularity of Latin music and cuisine, I believe much of the change is due to a changing society. One where the oldest generations (old enough to remember Prohibition and some of the worst-tasting products to come out of it) are no longer the driving force of the market. A society where the generations with the highest disposable income do not associate drinking rum with being a renegade, rum runner or

penny-pincher! Today's spirits buyer is more educated than ever, has travelled more than its predecessors and is more open minded than ever before.

I do believe that rum itself has also changed a lot over the last few decades but I tend to believe that the biggest change has come from society itself.

What do you think?

Luis K. Ayala

[luis@rumshop.net](mailto:luis@rumshop.net)

## First Annual Rum Cake Competition

Rum Runner Press Inc. is proud to sponsor the first annual Rum Cake Challenge. Invitations have been sent to dozens and dozens of commercial rum cake producers throughout the world.

If you are a commercial rum cake producer and have NOT received your invitation in the mail, please contact us so we can fax you the details or, better yet, download the

invitation directly from our website ([rumshop.net](http://rumshop.net)).

We are looking forward to receiving all the entries prior to the October 1st deadline.



There are three categories in this event:

- 1) Traditional
- 2) Dry-fruit and
- 3) Flavored

The competition results will be posted on our website immediately after the contest and will also appear in November's issue of "Got Rum?."

Rum News

Official Rum Fest website launched!

In cooperation with Caribbean Week (cweek.com), Rum Runner Press Inc. now offers the Official Rum Fest website to the world!

Saturated with rum competition results, rum news and rum related products, RumFest.com aims to educate consumers by creating a centralized location where visitors can view rum rankings, click on

particular rums to learn more about them, and possibly contact the distiller/importer for potential commercial opportunities.

At the time of this writing RumFest.com is still under construction with more and more content being added everyday.

Coming soon, information about Rum Fest 2002 will be posted.

Want to tell the world what your favorite distilled beverage is? Well that's going to be easier than ever with the Official Rum Fest apparel and accessories!

Have an interesting anecdote related to rum? Submit it to RumFest.com for possible publication. Are you looking for a hard to find rum? Ask the experts! They may have the answer for you.



Join the Mojito Revolution - Get your FREE Mojito Bottle!



Seems it took forever for mainstream America to notice this traditional Cuban drink, but now mojitos are here to stay!

If you just came out from hibernation, or if you have been at a monastery for the past few years, then head over to www.rumshop.net to quickly get up to speed regarding this refreshing rum and mint beverage. If

you are a seasoned mojito drinker, you'll be happy to know that for a limited time only, The Rum Shop (www.rumshop.net) is giving away FREE miniature bottles of their Mojito Mix! All you have to do is order a copy of The Rum Experience (which every rum lover needs to have, by the way) and then submit your book review. What could be

easier than that? What's more, in addition to receiving a FREE mojito mini, everyone sending a review will also have their name entered into a drawing for a full size, 750 ml. bottle of the Mojito Mix.

So hurry, order your book, read it and then share your thoughts! Not only will you be a rum expert by then, you'll also be receiving FREE Mojito Mix in the mail!

Rum Flavored Cigars!

Thinking about enjoying a glass of rum while puffing a fine cigar?

How about smoking a rum-flavored cigar? If the idea interest you, pay attention. We've found dozens and dozens of rum flavored cigars for you to enjoy:

- Al Capone Slims Rum Dipped
- Alternativos Rum
- Backwoods Wild Rum
- Cojimar Rum
- Don Guillermo Rum
- Emigrante Rum
- Emigrante Rum
- Gourmet Dessert Rum
- Gourmet Dessert Rum
- Cigarillo
- Gustos Rum
- Havana Dreams Reserve Butter Rum
- Havana Honeys Rum
- Heavenly Raging Rum

- Island Collection Rum
- Island Delights Rum
- Island Flavored Rum
- Jamaican Rum Double Shot
- Jamaican Rum Single Shot
- Ligar Rum Churchill
- Manuel Casals Short Tail Rum
- Miami Suites Rum
- Mursuli Sweets Rum
- Rum Raider
- Rum Runner Pirate
- Rum Runner Wench
- Smoothie Rum Punch
- Suspiros Sweet Rum
- Sweet Sticks Rum

- Tatiana La Vita Rum
- Tatiana Rum Miniatures
- Tatou Sweets Rum
- Tropical Treasures Rum
- Tropical Treats Rum Rumba
- Victor Sinclair Rum Royal
- Wolf Bros. Rum Crooks

Future issues of "Got Rum?" will feature many of these cigars so stay tuned!

## The Angel's Share

### Ron Barceló Emperador - Dominican Republic



The enjoyment of this rum begins the moment you reach for the bottle. Each bottle has its individual number on the front label, along with the bottling date on the back label, making each one unique, like its contents.

**Ron Barceló Emperador Premium Blend, 80-proof.** Alluring golden-amber color

invites the drinker to perform a close examination. Exquisite aroma of wet oak and roasted walnuts permeates the nose as the mouth begins to water in anticipation.

In the palate, this rum unfolds elegantly, revealing complex layers of sweet butterscotch, light caramel and smoothness that only

comes after patiently waiting for time to perform its magic.

The rum finishes smoothly and quietly leaving behind the same aroma that first enticed us to drink it, begging us to repeat the whole experience again.

This rum bouquet lasts what seems like an eternity. An excellent find!

### Cohiba Rum, 3 Year Old - Dominican Republic

We ran across this rum at this year's Las Vegas Nightclub & Bar Convention. While it is not widely available yet throughout the United States, we expect it to become so in the very near future.

**Cohiba Caribbean's Finest Rum, 3-year old, 80-proof.** Light golden-apricot color, aroma of sweet vanilla with

traces of caramel. Opens quickly in the palate. Its medium to light body is more reminiscent of Cuban rums than of pot-stilled Jamaican or Bajan rums. The finish is smooth, with lingering hints of raw sugar.

We were pleasantly surprised by this rum's overall characteristics. Given our recent stories about cigars

and rum, we were also pleased to see a rum that is made by a renown cigar company such as Cohiba.

Enjoy this rum with a little bit of coconut water or with some fresh fruit juice. Want to unwind from a busy day at work? Why not drink it while puffing a long-filler Cohiba Pequeño?



### Nutz N Rum - St. Lucia



Now here's an original idea: what happens when you mix peanuts (which happen to be considered an aphrodisiac in some Caribbean countries) with rum (which we all *KNOW* is the most sensuous of all distilled spirits in the world)?

The answer is simple: you go NUTS over the result!

**Nutz N Rum, 30-Proof.**

When I first heard about this rum I thought "that's crazy" and it is, but in a very delightful way! When you first pour this heavy-bodied drink into your glass, its thick, almost syrup-like consistency starts releasing a very genuine slightly roasted peanut aroma, followed by a sweet caramel

undertone. Opens nicely and sweet in the palate, where it finally lets the rum inside make itself known. It is a light bodied rum, unaged more than likely, but with all the subtle characteristics that have made Saint Lucian rums famous around the world. Try this rum on the rocks or straight up as an after-dinner treat.

## Master Blender's Corner



For this month's column we had the pleasure of interviewing Mark Stewart from Celebration Distillation Corporation. To learn more about this great New Orleans-based distillery, please visit their website at [www.neworleansrum.com](http://www.neworleansrum.com).

### 1) What is your official Title at the distillery?

President & Chief Distiller

### 2) How long have you been involved with the distillation of alcohol?

6 years

### 3) What is your educational background?

BA in English from University of Florida(!)

### 4) How would you describe your average day at the distillery?

Right now I'm doing mostly sales and promotions, but the facility is running, producing about one barrel of rum per day. That's 2 runs of our small still.

### 5) How many different rums does the distillery produce?

We have our amber rum (aged about 3 years), and recently came out with a white rum, 80 proof, charcoal filtered. Both products are derived from the same initial process- one goes to a barrel, the other to the charcoal.

### 6) What is the biggest challenge/obstacle you've encountered thus far, related to the production of your rums?

Actually putting the facility together and not knowing what we would really be producing until all the parts fell into place.

Due to monetary constraints we couldn't buy a complete unified system- we had to piece it together and it was a real challenge. A master plumber that was working on the building's basic plumbing turned out to be a great help as far as putting the still, steam lines, etc. together.

### 7) Given the state of the distillation technology today, would it have been possible to produce your rums 100 years ago using the technology available then?

You probably could have come close, using multiple distillings, etc. Not to blow our own horn, but it probably would take the best methods they had at the time. I understand there was a lot of harsh spirits at the time, especially with rum. And of course I'm sure there was good brandy, etc.

### 8) If I come to a party at your house and ask for a rum-based cocktail, what are you likely to offer me?

Our popular drink right now is called The Cattywompus Cocktail: white rum, Chambord, sour mix, orange juice, and pineapple juice. You can serve it up in a martini glass, or on the rocks, garnished with a raspberry.





**9) Have you perceived a change in how consumers think of rum since your involvement with the industry began?**

I think getting good press, like Saveur Magazine gave us a professional OK if you will and some people then took notice. New Orleans is obviously our best market, and we may have hurt ourselves by putting out a product that hadn't aged enough. In some cases we go

back and taste with people and they are surprised by the change- it's the increased aging time.

**10) Which of your rums are you the most proud of and why?**

I'm pleased with both- lately the white rum. It's really a quality product, with a good flavor. Most white rums are awful, chemical blends. (Though I do really like the French West Indies white rums, which we don't see in

the States too often). Our white rum you can actually drink on the rocks, maybe with a lime.

**11) What is the most asked question you hear about you or your job?**

We joke about hearing over and over from people in Louisiana: "I wondered why nobody was making rum in Louisiana with all this sugar cane around." Guess what? It's a huge pain in the ass!

**12) Is there a particular message you'd like to share with our readers?**

Give our rum a try- there's no small rum facility like in the US- we do it all from start to finish. Thanks.



## About the Master Blender's Corner

The purpose of this section of our newsletter is to provide you with a "behind-the-scenes" look at the people responsible for the creation of today's rums.

If you would like for us to feature a particular distillery, please let us know.

We are very excited about the warmth and friendliness with which master blenders such

as Mark Stewart have taken time out of their busy schedules to help us with the questionnaires.

We are looking forward to bringing you more interviews in the

months to come, so stay tuned!

We also want to take advantage of this opportunity to thank our loyal readers for their continuous support and encouragement!

## Special Report: Rum Fest 2001 Winners - Regular Rum Category

### GOLD AWARD WINNERS (Judges Choice)

**One Barrel Refined**, Travellers Ltd - Belize (1)

**Cacique Anejo**, Seagram de Venezuela - Venezuela (2)

**Matusalem Classic Black** - Matusalem & Company - Florida (3)

**Don Lorenzo Gold Reserve** - Burns House - Bahamas

**Ron Botran Oro**, Industria Licorera Quezalteca, S.A. - Guatemala

**Jack Malantin Dark Rum**, Burns House - Bahamas

**Barbados Gold**, R.L. Seale & Co. Ltd - Barbados

**Don Lorenzo Dark Reserve**, Burns House - Bahamas

**Trois Rivieres 1989** - Distilleries Agricoles De Sante - Martinique

**Ron Anejo Selecto** - J. Armando Bermudez - Dominican Republic

**Captain Bligh Golden** - St. Vincent Distillers - St. Vincent

**Clarke's Court Special Dark Rum** - Grenada Sugar Factory - Grenada Sugar Factory

**Ron Botran Oro** - Licorera Quezalteca - Guatemala



### SILVER AWARD WINNERS

**Sunset Extra Golden Rum** - St. Vincent Distillers - St. Vincent

**English Harbour Pure Antigua Golden Rum** - Antigua Distillery Ltd - Antigua

**Jack Malantin 5 Year Old Special** - Burns House - Bahamas

**Sugar Cane Brandy** - Mount Gay Distilleries Ltd - Barbados

**Santa Teresa Gran Reserva** - Ron Santa Teresa - Venezuela

**Flor De Cana 4 Year Old** - Flor De Cana - Nicaragua

**Ron Granado** - Destileria Ron Granado - Puerto Rico

**Refined Eclipse** - Mount Gay Distilleries Ltd - Barbados

**Ron D'Oro** - St. Lucia Distillers Ltd - St. Lucia

**Don Q Anejo** - Destilleria Serralles - Puerto Rico

**Anejo 5 Year Old** - Ron San Miguel - Ecuador

**Cavalier Antigua Dark** - Antigua Distillery Ltd - Antigua

**Black Label 5 Year Old** - Flor De Cana - Nicaragua

**Bounty Rum** - St. Lucia Distillers Ltd - St. Lucia

**Chick Charney Gold** - Burns House - Bahamas

**Cavalier Antigua 5 Year Old** - Antigua Distillery Ltd - Antigua

**Cockspur 5 Star** - Hanschell Inniss - Barbados

**Ron Llave Oro Supremo** - Compania Ron Llave - Puerto Rico

**El Dorado 5 Year Old** - Demerara Distillers Ltd - Guyana

## **BRONZE AWARD WINNERS**

**New Orleans Rum** - Celebration Distillation Corp - USA

**Special Barbados Rum** - R.L. Seale & Co. Ltd - Barbados

**Old Brigand Barbados Rum** - R.L. Seale & Co. Ltd - Barbados

**Carta Oro 5 Year** - Matusalem & Company - Florida

**Felicite Gold** - Caroni (1975) Ltd - Trinidad

**Soca Rum Dark** - Belfast Estates - Dominica

**Blackbeard's Dark Rum** - Grand Cayman Bottlers & Blenders - Grand Cayman

## **Editor's Note: Rum Fest 2001 Results are now available On-Line!**

Are you interested in finding out the rankings for the remaining rum categories from this year's Rum Fest?

Well now you don't have to wait until the next issue to get the next set of results. Simply go to the Rum Fest website and let your mouse do the clicking!

If you'd rather wait, or if you like getting rum news a bit at a time, then be assured that we will continue including the results in this newsletter.

October's issue will include all the rankings from the White Rums Category, November's issue will feature the Over Proof Rums and December's will close the year with the Spiced and Flavored!

**Stay tuned!**

**Rum Runner Press  
Inc.**

107 Rock Chalk Ct.  
Round Rock, TX  
78664  
USA

PHONE:  
(512) 554-7095

FAX:  
(512) 671-6753

E-MAIL:  
[luis@rumshop.net](mailto:luis@rumshop.net)

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are interested in having  
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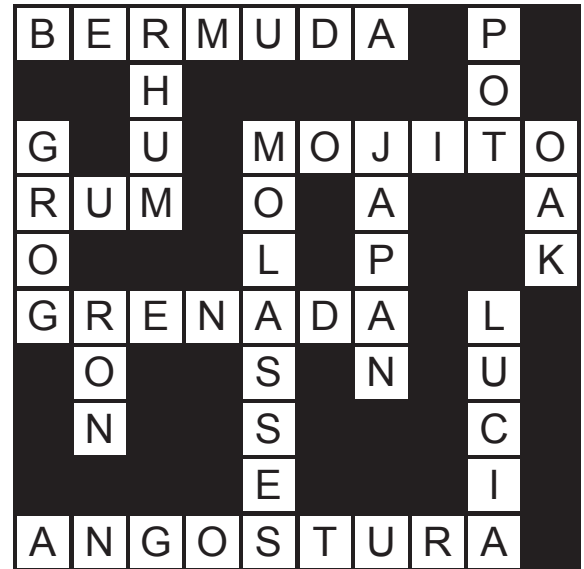
We're on the Web!  
See us at:  
[www.rumshop.net/](http://www.rumshop.net/)

## Test your Rum IQ - Solutions for August's Puzzle

Here's the solution to  
last month's puzzle.

We are currently work-  
ing on a new format for  
our future puzzles, so  
please excuse us this  
month for not present-  
ing you with a new  
challenge. We will  
bring back the puzzles  
soon!

In the mean time here's  
a mind tease for you:



*"You'll pierce my side to  
draw my blood*

*Or bash my head to  
free a flood.*

*For years, in cool and  
dark I wait*

*For you to bring me to  
my fate."*

### ***About Our Organization...***

**Our mission:**

1) To educate people  
around the world about the  
many faces of rum.

2) To help rum distillers and  
blenders spread the word  
about their wonderful  
products.

3) To promote the respon-  
sible and sensible enjoy-  
ment of what is perhaps the  
world's most underrated  
distilled spirit today.

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RUM RUNNER PRESS  
INC.**

107 Rock Chalk Court  
Round Rock, Texas  
78664  
USA

