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SEPTEMBER 2002

International Rum
Festival

Upcoming 2002 Rum
Cake Competition
and more!

Got Rum? Newsletter

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Rum In The Media



Penthouse and Noche Restaurant Present Rum Festival 2002

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

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

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

To participate and for more information, please contact Dori Bryant (x1567) or Michael Moi (x1002) at General Media, 212-702-6000. dori.bryant@generalmedia.com or michael.moi@generalmedia.com

From the Editor

I would like to invite you to share some of my reflections on the importance of the International Rum Festival in the rum industry and also, more particularly, on its role between the rum producers and the consumers. But before I go into the subject, let me begin with some thoughts on the role of competition.

I think we all know intuitively that competition is the recipe to make people and businesses achieve extraordinary goals. Athletes would not work as hard if the competition were not as fierce. And by the same token, the competition would not be as fierce if the goals were not worth striving for. The same concept applies in the economy. More competition produces more effort, more energy. But let us move from the level of intuition to a more rigorous analysis.

In a world economy where rum producers are free to create any style of rum they choose, the confrontation between supply and demand leads to an equilibrium on the market balancing price, quantity and quality. In the final analysis, consumers dictate what they believe is a fair price for the rums they want to buy.

For a consumer, buying a rum bottle at a store is very similar to voting for it in a competition. Thus when a rum brand enters (and stays) in a particular market, it achieves its first victory in this real-world contest.

Competition in an ideal world means that all participants do their best in a constructive rivalry. The market mechanisms then channel this energy in a common direction, for the common good. In reality, however, many small distillers and blenders are not able (or allowed) to compete in the same markets as

the bigger companies. If a spirits importer, for example, judges a rum's value solely on a volume basis, the small rum producer probably won't make it past the doorman. Instead of dismissing the companies with small market shares, importers and distributors should look for any opportunity to pin their own growth to the success of these relatively small operations.



This brings me back to the International Rum Festival. At the focus of the Festival there has always been a rum competition. The purpose of this "competition" is not to distinguish winners from losers. As mentioned earlier, the mere fact that the rums exist means consumers somewhere are willing to pay their hard earned money for them. This makes each and every one a de facto winner. Taste, like fashion, is what the competition is all about. It is not about worthiness or merit. And like the ocean's tide, taste tendencies come and go. The job of those in the judging panel is not to question the value of the rums, but to produce a current portrait of the ever-changing taste wave.

Without the Festival, many of the rums would never get the international attention they all deserve.

Let me know what your thoughts are on this or any other rum related subject.

Luis K. Ayala
luis@rumshop.net



The 2002 International Rum Festival



from Nepal, Ron Macollo from Mexico, Ron Abuelo and Cortez from Panama and Brinley Gold from New Jersey, USA.

Over the next couple of months we will bring you the results from all the categories, along with summaries of the business meetings and special presentations that took place during the Festival. Also coming soon will be **Rumbullion Magazine**, which will bring you even more rum news!

2002 IRF was very different from all previous events. Among the most notable changes were: 1) official category for French-style (made from

After months and months of planning, the 2002 International Rum Festival (IRF) has finally taken place. We are delighted to inform all of our readers that this year's event was by far the best ever! Congratulations to all our new Canadian friends for sharing the rum, food and hospitality they are famous for.

Each year, the organizers of the event manage to invite companies from farther away. Among the most notable newcomers for this year were: Inner Circle Rum from Australia, Khukri XXX rum



The 2002 International Rum Festival



sugarcane juice instead of molasses) rums, 2) mechanism in place to bring producers and buyers together, 3) community involvement (via charity organization) to give back to society 4) an energized sense of community among all participating rum producers and 5) a "Rum Store" (pictures shown in these two pages) where attendees purchased their favorite rums.

As you can see, the IRF has evolved from being a competition-only event to one that promotes rum at all levels. Judging from the reaction from local residents and the media, the Festival will continue to grow until everyone in the world acknowledges rum's place as one of the finest distilled spirits ever.

In the mean time, keep your eyes open for Rumbullion Magazine and for news on the upcoming **Rum Academy**.



2002 International Rum Festival Platinum Awards

For the first time in the history of the International Rum Festival, the organizers decided to present a special Platinum Award to the highest ranking product in each category.



PREMIUM CATEGORY PLATINUM AWARD:

ZAYA - WILSON DANIELS - USA



SUPER-PREMIUM CATEGORY PLATINUM AWARD:

RON ZACAPA CENTENARIO XO - DISTRIBUIDORA DE LICORES S.A. - GUATEMALA



REGULAR CATEGORY PLATINUM AWARD:

DON LORENZO DARK RESERVE - TODHUNTER MITCHELL - BAHAMAS



WHITE CATEGORY PLATINUM AWARD:

PLATINO - MATUSALEM & COMPANY - USA



SPICED & FLAVOURED CATEGORY PLATINUM AWARD:

ORANGE BLISS - ST. LUCIA DISTILLERS - ST. LUCIA



OVERPROOF CATEGORY PLATINUM AWARD:

TORTUGA 151 PROOF - TORTUGA RUM COMPANY LTD - GRAND CAYMAN



CANE JUICE SPIRITS CATEGORY (NEW)

NO PLATINUM AWARD

The Angel's Share

Our traditional review of rums will return next month with new and exciting products from around the world. So stay tuned, you won't want to miss them!

The Spirit of Cooking - by Margaret Ayala

Black Bean Soup with Rum

2 C. Onion, chopped
 6 Parsley
 1 Bay Leaf
 1 Large Ham Hock
 6 C. Beef Broth
 Lemon juice to taste
 Eggs, hard-cooked, chopped
 Lemon slices
 1 C. Celery, chopped
 2 Fresh Thyme
 2 Tbsp. Unsalted Butter
 2 C. Dried Black Beans, picked
 1/3 C. Dark Rum

Garnish with fresh parsley (chopped)

The night before, soak beans in cold water to cover by 2 inches. Change water at least once. Drain and rinse. In a heavy kettle, cook onion, celery, parsley, thyme, and bay leaf in the butter over mod-low heat, stirring, for 10 minutes. Add ham hock, beans, broth, 4 cups water, salt and pepper to taste. Bring the mixture to a boil, reduce heat, and simmer, uncovered, adding more water if necessary to keep beans covered, for 3 hours. Discard ham hock and bay leaf. Put the mixture through a medium disk of a food mill into a large bowl and then return it to the kettle.

Stir in rum, lemon juice, and salt and pepper to taste. Adjust the consistency with hot water and garnish for serving with the eggs, parsley, and lemon slices. Makes about 7 cups. a 1971 Gourmet Magazine Favorite.



Spareribs of Pork in Honey and Soya Sauce

Fresh Ginger
 3 to 4 Tbsp. White Rum
 8 to 12 Pork Rib Rack
 Vegetable Oil
 2 Garlic Clove, crushed
 3/4 in. Fresh Garlic, peeled then crushed
 2 Tbsp. Clear Honey
 3 to 4 Tbsp. Light Soya Sauce
 3 to 4 Tbsp. Water
 2 Scallions, white and green, chopped and separated
 1 Tbsp. Allspice or cloves



Preset oven to 350 degrees. Rub white rum into spare ribs and pour a little vegetable oil. Line a roasting pan with foil. Put the rack of ribs into the oven to roast. When the ribs are cooked and becoming crisp, remove them and separate into single ribs. In a small pan put one tablespoon of vegetable oil and fry 2 cloves of garlic and the ginger. Add clear honey and light soya sauce and water. Taste and adjust to taste. Now add the allspice (or cloves). Stir together well for a minute

and remove from flame. Add the separate ribs. Turn over or brush on till coated in the sauce. Return to roasting pan. Cover with foil securely and roast gently for 20-30 minutes or until cooked, basting at least 2 times. Serves 4-6.

Note: The rack of ribs can also be grilled then coated with sauce and finished on grill.

This recipe was given to me by Stanley G. Laite from St. John's, Newfoundland
Thank you Stan for such a tantalizing recipe!

Black Seal-Poached Pears with Rum Sabayon

For Poached Pears

8 firm Bosc Pears, peeled, stems on, cored, bottoms sliced flat

½ cup sugar

1 cup water

½ cups white wine

½ cup Gosling's Black Seal Rum

1 tsp. vanilla extract

8-10 peppercorns

1-2 bay leaves

1 Constant Comment tea bag

1 stick Cinnamon

Place all but the pears in a large pot and bring to a boil, then lower to simmer. Carefully stand the pears in the hot liquid. Poach for 25-35 minutes or until fork-tender. Let cool in liquid. They may be stored in this poaching liquid, and it may be used again with the addition of some water, or reduced to a syrup and served as a secondary sauce.

Serve at room temperature, one pear per person and coat with cold rum sabayon.

For the Cold Rum Sabayon

6 egg yolks

½ cup sugar

2 tbs. warm water

¼ cup more or less Gosling's Black Seal Rum

1 pint heavy cream

1 tsp. vanilla

In double boiler, beat the yolks and water briefly until frothy. Slowly add the sugar. Beat until the mixture begins to thicken nicely. Add the Gosling's Black Seal in a trickle. Beat well. When the consistency is like that of medium-thick sauce, remove from heat. Allow to cool completely.

Meanwhile, beat the cream and vanilla into stiff peaks. Fold together with the cooled sabayon. Chill until ready to use. Spoon the sabayon over pears. Garnish with a mint sprig. Minimal & elegant. Serving Size: For 8



This recipe was found at: www.goslings.com

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MILLION DOLLAR

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The Reference Guide for Rum Producers,
Importers, Resellers and Consumers

Luis and Margaret Ayala
Rum Runner Press Inc.

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Reader's Mail

Q: Dear Sirs, I am in desperate need of a fabulous rum cake recipe. My husband and I love the Pusser's Rum Cake we had on Tortola in the British Virgin Islands. Its dense, very rummy, just the right amount of sweetness, perfect! All the recipes I've found just do not have enough rum flavor & I'm afraid if I add too much rum, the cake will be soggy. Help!

A: Thank you for sending us your question. When it comes to Rum Cakes, having a good recipe is only half the battle. Even the best recipe will fail if you use the wrong ingredients. Aside from the obvious flour, eggs, etc., you must pay special attention to the type of rum you select. White rums will NOT make good rum cakes, since they lack residual flavor that will survive the heat in the oven. We recommend you try dark rums such as Coruba from Jamaica and Goslings from Bermuda.

Good luck and let us know how your cakes turn out with these rums!



2nd Annual Rum Cake Competition

Attention Rum Cake Producers Around The World,

You are hereby invited to submit your wonderful Rum Cake(s) to the **Second Annual Rum Cake Challenge**, sponsored by The Rum Shop (www.rumshop.net) and Rum Runner Press Inc.

This year's event will take place the second week of October, 2002. The results will be published in the November 2002 issue of "**Got Rum?**" (www.rumshop.net/newsletter1.htm) the premiere rum newsletter in the industry and will be featured on our website. Our goal is to publish the results in time for your potential customers to place orders for Christmas/New Year's delivery.

If you are interested in entering the competition, please contact us for exact shipping procedures and deadlines.

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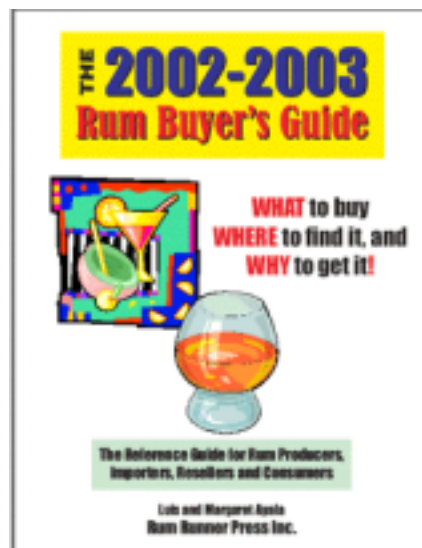
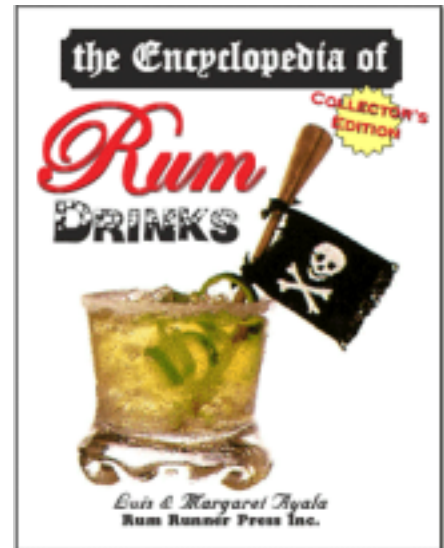
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are interested in having
your products reviewed
by us

We're on the Web!

See us at:

www.rumshop.net/



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.