

Got Rum?™ We Do!

September 2003

IRF 2003 Winners

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

Got Rum? Magazine
www.rumshop.net



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Please contact us for current advertising rates:

Rum Runner Press, Inc.

107 Rock Chalk Court

Round Rock, Texas 78664

info@rumshop.net

(512) 554-7095

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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

The Era of Rum

After almost a decade of writing about rum, I find myself converted into a "rum preacher," always trying to improve people's opinion about my favorite distilled spirit.



Looking back, I can see how this happened. For centuries after its invention, society's upper class considered rum to be a drink fit for sailors, dockhands, rowdies and such. "Fifteen men on the Dead Man's chest, yo-ho-ho and a bottle of rum" comes to mind as one of Robert Louis Stevenson's most quoted phrases.

Despite its origin on the island of Barbados in 1703, England's Commission on Whiskey and Other Potable Spirits did not accept rum as a spirit until 1909! It is no wonder why rum has always faced an up-hill battle when it comes to convincing people of its high quality.

As I prepared to write this article, I came to the realization that society and consumers are changing. More restaurants (from small neighborhood eateries to five star upscale establishments) are starting to carry wider selections of rum, distilleries are expanding and diversifying their product line to reflect new and evolving trends, and the mass media is more eager to jump on rum related stories and events.

Beverage retail experts suggest the reason for the move is an ever-changing shift in the metaphorical "spot light" which graces individual liquor segments from time to time. Single Malts have been under it, so have Vodkas and Tequilas. Is rum next on the list or is there a larger, more wholesome explanation for the shift? I'll put my money on the latter.

I am not a devoted believer in numerology, but I find their explanation of "Period Cycles" a very useful one at this point. According to many numerologists, the expression of each life is divided into three periods: the first cycle, or opening period, finds us probing to find our true nature; at the same time, we are trying to cope with the powerful forces that are present in our environment, our parents and the socio-economic conditions of our family, for example. The second

cycle, or middle period of our lives, brings about the slow emergence of our individual and creative talents. The initial part of the second cycle represents a struggle to find our place in the world, while the later part sees us with a greater degree of self-mastery and influence over the environment. The third, or final cycle can represent a flowering of the inner being, such that our true nature has finally come to fruition. It is during this period that one has the greatest degree of self-expression and power.

When looking at rum's life, the first cycle represents the century-and-a-half following its invention (from the early 1700s to around 1850). During those years rum went from being a by-product of the sugar industry to becoming a very valuable article of trade. The second cycle (starting around 1850) is marked by the emergence of many of the most influential rum distilleries throughout the Caribbean and the American continent, each representing a unique school of thought when it came to its rum and what it stood for. If the duration of the second cycle is comparable in length to that of the first, then the third cycle, the one marked by the "flowering" or blooming of expression and potential would start in the early 2000s.

If the numerology explanation truly adds up, then we are just now embarking on a 150-year journey of refined rum enjoyment. And while the spotlight may grace particular rum genres or brands here and there, the overall rum industry should see unprecedented growth and acceptance. After all, rum has spent the last 300 years growing its roots around the world, developing a very strong foundation. From the Caribbean to Australia and Oceania, from Nepal and the Himalayas to North and South America, rum's root system is as large and diverse as could be imagined. And like a fruit tree with flower buds ready to turn into delicious fruits, rum is eager to share its essence with all those hungry for history, adventure and sophistication.

Opinions about the past, present and future of rum vary. But there is one thing I know for sure: if after all its years rum can continue to inspire and intrigue us, perhaps there is more to it than meets the eye!

I'd love to read what your thoughts are, whether you agree with me or think that my math is wrong! Please write to me at: luis@rumshop.net.

Luis K. Ayala, Publisher



Demerara Distillers - Guyana



Wilson Daniels - USA



Gosling Brothers - Bermuda



Newfoundland Liquor Corporation - Canada



Destilerías Unidas - Venezuela



Nepal Distilleries - Nepal



Diageo - Canada



Flor de Caña - Nicaragua



Corby's Distillery - Canada



Distribuidora de Licores - Guatemala



Varela Hermanos - Panama



Brinley & Co. - USA



Appleton - Jamaica



Bacardi - Canada



St. Lucia Distillers - St. Lucia



Matusalem & Co. - USA

Passing Judgment on Rum



Photograph courtesy of Wayne Curtis.

The picture above was taken after the judges qualified the last of the categories in the event: "Spiced & Flavored". During the competition, the rums were presented to the judges in unmarked glasses. Here the judges get a first look at what they were served and in which order.

The picture on the right shows members of the public sampling many of the same rums tasted by the judges during one of several public sessions.

We kept overhearing attendees say over and over how surprised they were at the number and variety of rums present. *"I had no idea there were so many rums!"* said one surprised visitor. *"I'm gonna have to bring my husband, he won't believe me when I tell him!"* said another.

To all those who took time out of their busy schedules to participate in or attend the event, our sincere gratitude for making this a better rum world!



IRF 2003 Platinum & Premium Gold Winners



This month we bring you the first installment of results from this year's International Rum Festival. On this page are the Platinum Award Winners (highest rums in each category), the Super Premium Rums (all are automatic Gold Winners) and the Gold Winners in the Premium Category. Due to a limited amount of editorial space, the rest of the winners will be showcased in future issues.

Platinum Award Winners

Super Premium: Ron Zacapa Centenario XO- Distribuidora de Licores S.A. Guatemala

Premium: El Dorado 12 Year - Demerara Distillers, Guyana

80 Proof Dark: XM 5 Year Old- Banks DIH, Guyana

80 Proof Light: Ron Matusalem Classico, Matusalem & Co. USA

White: Flor de Caña Extra Dry 4, Compañía Licorera de Nicaragua, Nicaragua

Cane Juice: Ron Macollo Añejo, Macollo, México

Spiced & Flavored: Sangsters Original Gold Jamaica Rum Cream Liqueur, Jamaica

Over-Proof: Goslings Brothers 151 Proof, Gosling Brothers, Bermuda

Super Premium Rums (all received Gold)

Ron Zacapa Centenario XO- Distribuidora de Licores S.A., Guatemala **(Platinum)***

Admiral Rodney- St. Lucia Distillers, St. Lucia

El Dorado 21- Demerara Distillers, Guyana

El Dorado 15- Demerara Distillers, Guyana

Ron Pampero Aniversario- Industrias Pampero, Venezuela

Botrán Solera- Licorera Quezalteca, Guatemala

Appleton Estate 21- J Wray & Nephew, Jamaica

Santa Teresa 1796- Santa Teresa, Venezuela

Matusalem Gran Reserva- Matusalem & Co., USA

Flor De Caña Limited Edition 21- Compañía Licorera de Nicaragua, Nicaragua

*Note: Ron Zacapa Centenario retired from the competition after receiving its "Lifetime Achievement Award" last year.

Premium Rums - Gold Medal Winners

El Dorado 12 Year- Demerara Distillers, Guyana **(Platinum)**

Ron Abuelo - Varela Hermanos, Panama

Ron Zaya- Wilson Daniels, USA

Ron Abuelo Reserva Especial 7 Year Old- Varela Hermanos, Panama

XM Royal 10 Year- Banks DIH, Guyana

Ron Barceló Imperial Premium Blend- Barceló, Dominican Republic

Gosling's Old Rum, Family Reserve- Gosling Brothers Ltd., Bermuda





Once in every 300 years, something this special comes along.

- Packaged in a specially designed decanter, this limited-edition blend of Mount Gay Distillery's oldest & finest stocks is a memento of Mount Gay Rum's first three hundred years. This edition is limited to 3000 bottles worldwide.
- The very special blend is composed of rums coming from 3 exceptional vintages - 1969, 1974 and 1976
- Tasting Notes:

Appearance

Its deep amber colour is its reward after years of maturation in toasted oak.

Once awoken by the swirling of the glass, the dark golden liquid, makes its return trip, down the side of the vessel with coarse, long 'legs', revealing its high viscosity; again the result of perfect extraction of the vital ingredients of the barrel over years of patient rest.

Aroma

Rich notes of smoked American White Oak, with aromatic barrel tonalities of vanilla, bitter almond, light spices and nuts in a complex, but well-balanced, combination of fruity elements; notably the full-bodied fragrance of prune, the light tartness of tamarind and the sweetness of banana and apricot.

Taste

Blended using the time-honoured formula of Eclipse, this product, with its full-bodied, almost syrupy, texture brought about by extensive aging, possesses a rich intensity of smoked notes, oak character, bitter almond and sweet, fruity character which are the hallmarks of a long and worthwhile contact with wood in some rums in the blend dating as far back as 1969.

Tasting Age - 30 years

Alcoholic Content - 43% ABV

Recommended Manner of Consumption

Best served neat, at body temperature. To keep warm, while savouring the flavour, place product in a wide-based snifter and cup the base of the snifter in the palm of the hand.

• **Ordering Procedure:**

Contact Remy Caribbean and Latin America Customer Service
Phone: 246-425-9921 Fax: 246-425-8338

Suggested Retail Price - US\$300

• **In the U.S.A.**

For information Contact Remy Amerique
Phone: 1-800-358-6002

Specifications

Bottle Size	Bottles per case	Kg	Length	Width	Height
750 ml	6	14.2	36cm	30cm	33cm



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

The Angel's Share: White Rums



Mt. Gay Tricentennial Selection - Barbados

Mount Gay Tricentennial Selection (86-Proof, 30 Years). Few and far between are the opportunities in life to celebrate a 300th anniversary. To immortalize their three centuries in business, Barbados' Mount Gay Distillery has released a blend of the finest rums they have produced, each hand selected by their Master Blender. The nose is deep, rich and elegant with a balance be-

tween fruitiness, oakiness and spice. The taste of this full-bodied rum is markedly oaky at first, it then unfolds nutmeg and cinnamon elements and finally ends with a slightly dry, bitter finish. History lovers and rum aficionados as well should definitely try to add this rum to their collections. An excellent rum by the distillery with the longest rum-making tradition in the world.

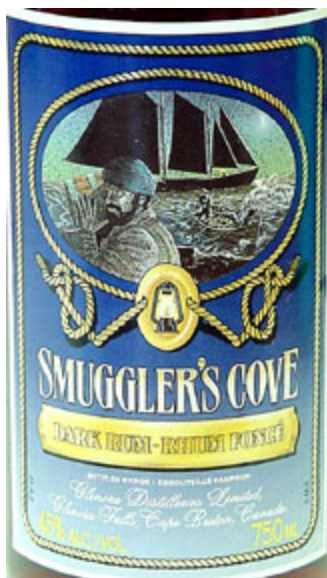


Porfidio Single Cane Rum - Mexico

Ron Porfidio (90-Proof). In today's competitive world, more and more rum companies are turning to creative and artistic packaging as ways to attract the consumer's attention. After all, despite the popular advise against it, most people still judge books by their covers. Ron Porfidio's "cover" speaks of artistic craftsmanship, creativity and simplicity. The palm tree inside

the bottle evokes memories of tropical paradises, floating inside a world of rum. The aroma is distinctively sweet and fruity, reminiscent of French Rhum Blanc. Once in the palate it opens swiftly and slightly warm, revealing a very neutral body with a sweet finish. A fine white rum made by a company with a great Tequila tradition. For more information, please visit:

www.ronporfidio.com



Smuggler's Cove - Canada

Smuggler's Cove Dark Rum (90-Proof). Bottled for Glenora Distillers Ltd., Canada. We were pleasantly surprised by this rum at the 2003 International Rum Festival, where it won a Gold Medal in the Dark Rum Category.

Just like smugglers using the cover of the night to deliver their goods during prohibition, this rum's rich and deep auburn

darkness conceals within the history of its making. The aroma is clearly that of a pot still rum, with notes of molasses, nutmeg and hints of vanilla. Opens softly with fruit and spice elements, ending slightly warm and dry. Great in mixed drinks and hot beverages.

For more information, please visit:

www.glenoradistillery.com

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

Rum in the News

American Pot-Distilled Rum



DOMAINE CHARBAY WINERY & DISTILLERY

13 Generations of Artisan Wines and Spirits

(St. Helena, CA) August 26, 2003 –Domaine Charbay, the artisan family Winery & Distillery, announces Charbay Rum, the country's first rum produced in an Alambic Charentais Pot Still.

Charbay Rum is triple-distilled from a proprietary blend of pure Hawaiian and Caribbean sugar cane syrup, not molasses, the heavily-processed by-product of sugar refineries.

“Our goal is a silky, clean rum with a rich texture, the tropical fragrance of pure sugar cane, caramel flavors and a smooth, lingering finish. We start with the best possible distilling material, cane syrup, and triple-distill it by hand in our Alambic Charentais Pot Still, which gives us complete control of our rum's quality,” said 12th generation Master Distiller Miles Karakasevic. “To me, that's the exciting challenge—the art—of distilling.”

Charbay Tahitian Vanilla Rum is flavored with real Tahitian vanilla beans, known for their incomparable fragrance and flavor.

Charbay Rum and Charbay Tahitian Vanilla Rum are packaged in 750 ml bottles (40/35% abv respectively). California Suggested retail price is \$28. They are being launched for the holidays in California, New York and Illinois and will be available nationwide by mail order through select retailers. Customers may contact Charbay at (800) 634-7845 for more details.

Celebrating 20 years in North America, Domaine Charbay is owned and operated exclusively by the Karakasevic family. They produce small releases of artisan wines and ports, grappa, vodka, whiskey, brandy, Rum and other spirits in Northern California.

CONTACT: Lara Karakasevic

PHONE: 800-634-7845 FAX: 707-963-3343 lara@charbay.com

Cooking With Rum - The Essence of Emeril

Episode EE2D20, “Cooking with Rum and Bourbon” will air on the Food TV Network on the following dates:

October 04, 2003 9:00 AM ET/PT and
October 10, 2003 4:00 PM ET/PT

Watch as chef Emeril prepares tantalizing dishes using rum and bourbon.

3rd Annual Rum Cake Competition

Attention Rum Cake Producers Around The World:

You are hereby invited to submit your wonderful Rum Cake(s) to the **Third Annual Rum Cake Challenge**, sponsored by Rum Runner Press Inc.

This year's event will take place the second week of October, 2003. The results will be published in the November 2003 issue of "**Got Rum?**" the premiere rum magazine in the industry. Our goal is to publish the results in time for your potential customers to place orders for Christmas/New Year's delivery.

I want my cake!



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

If you know of a Rum Cake company that should enter this competition, please forward this invitation to them, or send their contact information to us.

Rum Runner Press Inc,
(512) 554-7095 Tel
(512) 671-6753 Fax
info@rumshop.net

The Spirit of Cooking - by Margaret Ayala

In the interest of offering the editorial space for coverage of the International Rum Festival, The Spirit of Cooking will take a 1-month break. In the mean time Margaret Ayala is preparing special dishes and recipes that will tantalize your palates when her column resumes publication in the October 2003 issue.

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SINGLE CANE RUM



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78664
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FAX:
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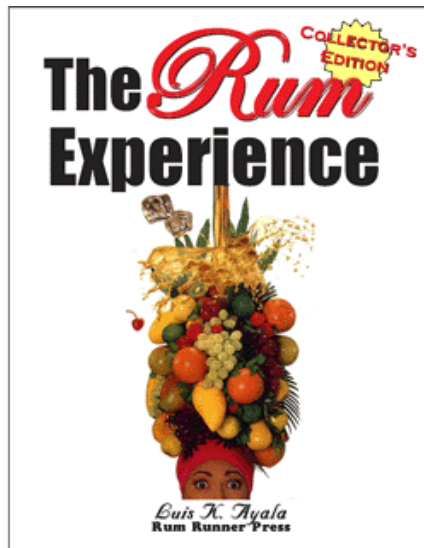
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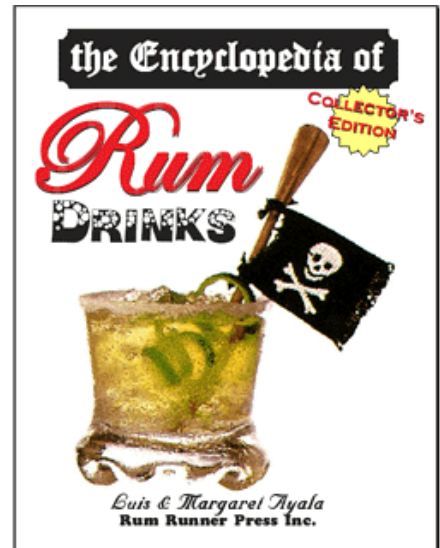
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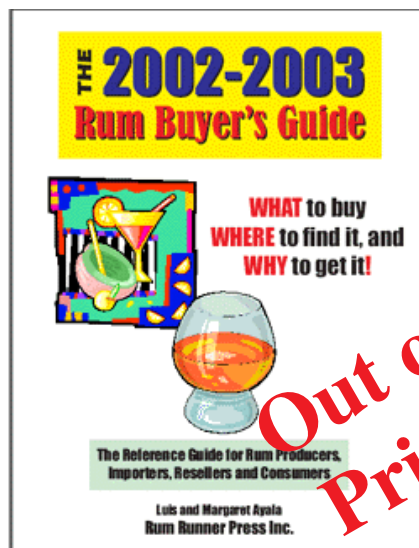
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Our Mission:

- 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.