

Got Rum?™ We Do!

September 2004

Got Rum? Magazine
www.rumshop.net



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**Rum News,
Vanilla Rums,
The Rum Report,
& 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

The Rum Report

The idea of publishing **The Rum Report** came about as a result of the consulting services we have been offering to members of the Rum Industry. Frequently asked questions such as “what do consumers look for in a Premium Rum?” or “How important is the taste of oak in a rum?” made it clear to us that there was a need to have a series of good surveys and/or focus groups in order to get a well-defined idea of what consumers want in a rum.



Focus groups are expensive to organize and, even if you had the large sum of money needed to carry them out, finding consumers who are legitimately interested in rum can be a daunting task. “**Got Rum?**” already attracts the kind of people most focus group coordinators can only dream about: people from all walks of life, ages

and backgrounds, all sharing a common interest in rum.

Starting in October 2003, we began posting our surveys on the website. Every visitor interested in downloading/viewing the current issue of “**Got Rum?**” was directed to the survey page. Once there, visitors had the option of answering the questions or skipping the survey altogether. **The Rum Report** presents these answers in easy-to-read format, using friendly charts and graphs.

Any company who deals with rum would be doing itself a disservice by not taking into account the information contained in this 200+ page report, for it asks questions whose answers cannot be found anywhere else.

Our goal is not only to educate consumers about rum, but also to help the rum industry understand more about its consumers.

Luis K. Ayala
Publisher



**What do rum
consumers
really want?**

**Get
The Rum Report
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Rum In The News


LACC

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SEPTEMBER HIGHLIGHTS

Join us for the screening of *Dominicans in Florida: Three Decades of Immigration* on Thursday, September 2 in GC 140. This documentary explores the immigrant experiences of Dominicans that have chosen Florida as their home, and reveals the complexities associated with community organization and political participation in Miami, and how Dominican experiences in Florida have come to mirror those in the Dominican Republic. Co-sponsored by LACC and FIU's Florida-Caribbean Institute.

Do not miss the opportunity to visit the FIU Frost Museum of Art between September 10 and December 5, 2004. LACC is pleased to co-sponsor *Lespri Endependan: Discovering Haitian Sculpture*, which is an unprecedented exhibit marking the first time Haitian sculpture is the sole subject of a major museum exhibition. Iron traditions, ritual objects and contemporary interpretations loosely guide the structure of the exhibition, which will include works by great ironwork masters, as well as cutting-edge, younger sculptors. *Lespri Endependan* represents the independent spirit that has come to characterize Haitian sculpture and its artists that have chosen to disregard traditional western paradigms in search of artistic independence. Exhibit is free and open to the public.

President of Colombia, Álvaro Uribe Vélez, and government ministers will visit FIU to respond to questions relevant to the Colombian community in South Florida during their first-ever Town Hall Meeting outside of Colombia. Event will be held in Spanish. Complimentary tickets available beginning September 23 at the LACC office, FIU-UP Campus, DM 353. No one will be admitted without a ticket. No one will be admitted after 9:00am. Co-sponsored by LACC, FIU's Office of the President, FIU's Colombian Studies Institute, FIU's Colombian Students Association (COLSA), Colombian Embassy, Washington, D.C., and the Colombian Consulate, Miami. Call LACC at (305) 348-2894 for more information.

[Click here for more September events](#)

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New Look for Players Extreme Rums

FRANKLIN, Tenn. – August 30, 2004 – Blavod Extreme Spirits, an international spirits company with U.S. operations based in Franklin, Tenn., is unveiling new looks for its brands, Players Extreme and Blavod Black Vodka. Players Extreme introduced a new bottle design for its vodkas and rums this month, created to appeal to a wider audience. The design is highlighted on its new web site. Blavod introduced a new, more interactive web site last week that better shows its intriguing design and appeal.

Players Extreme's new web site, www.playersextreme.com, is designed to promote the new design and concentrate on the brands' point of differentiation – flavor infusion.



Further details call: Steve Schachter 615.771.9111 or Kathleen Luzzi 415.239.9415

Origin of Vanilla



The ancient Totonaca Indians of Mexico were the first keepers of the secrets of vanilla. When they were defeated by the Aztecs, they were demanded to relinquish their exotic fruit of the Tlilxochitl vine, vanilla pods. When, in turn, the Aztecs were defeated by the conquering Spaniards, Hernando Cortez returned to Spain with the precious plunder - vanilla beans - which were combined with cacao to make an unusual and pleasing drink.

For eighty years, this special beverage was only enjoyed by the nobility and the very rich. Then, in 1602, Hugh Morgan, apothecary to Queen Elizabeth I, suggested that vanilla could be used as a flavoring all by itself, and the versatility of the exotic bean was finally uncovered.

Today, vanilla beans are grown in four main areas of the world. Each region produces vanilla beans with distinctive characteristics and attributes. Madagascar, an island off the coast of Africa, is the largest producer of vanilla beans in the world and the ensuing vanilla is known as Madagascar Bourbon Vanilla (the term Bourbon applies to beans grown on the Bourbon Islands - Madagascar, Comoro, Seychelle and Reunion; there is no connection with the liquor produced in Kentucky in the USA). Madagascar Bourbon Vanilla is considered by many to be the highest quality pure vanilla available, described as having a creamy, sweet, smooth and mellow flavor. Indonesia is the second largest producer of vanilla in the world. Theirs is woody, astringent and phenolic. Madagascar and Indonesia produce 90 percent of the world's vanilla bean crop. Mexico, where the vanilla orchid originated, now produces only a small percentage of the harvest. Mexican vanilla is described as creamy, sweet, smooth and spicy. The last of the four major vanilla-producing regions is Tahiti. Tahitian vanilla, grown from a different genus of vanilla orchid, is flowery and fruity, anisic and smooth. Vanilla, with its wide range of flavor profiles, can be applied to a vast array of products. It is one of the most widely used flavors in the world, particularly in ice cream. Before adding it to your rum, make sure you familiarize yourself with the different types and characteristics (as described above) so you select the one that best suits your palate.

Interesting Vanilla Facts:

- ◆ The vanilla bean is the fruit of a tropical American species of orchid. It is the only orchid which produces anything edible and there are more than 20,000 orchid varieties.
- ◆ The plant produces one flower which lasts for only one day. If it is not pollinated, it will be another year before it flowers again.
- ◆ After the flower is pollinated (usually by hand using a wooden 'needle'), it takes about 6 weeks for the bean pod to develop and reach full size (6 to 10 inches), and another 9 months to mature.
- ◆ The pods are then hand picked, and dipped immediately in boiling water to stop growth. Initially, the vanilla bean has no flavor or aroma. The beans must be cured by heating in the sun during the day and wrapping them to sweat at night, for up to 20 days.
- ◆ They are then air dried in trays for 4 to 6 months, and during this process the beans ferment and develop their unique aroma and flavor.
- ◆ The cured pods contain about 2% vanillin (the main flavor component), oleoresin, sugar, aldehydes, alcohols, esters, etc., which all contribute to its unique aroma and flavor.
- ◆ The cured beans are then crushed and the flavors extracted with water and alcohol.



Rum In History: José Arechabala, Part I

José Arechabala, S.A.

(Text by E. J. de la Fé)

Founded in 1878 as "La Vizcaya" by a 31-year-old Spanish immigrant, "Industrias Arechabala" grew to become Cárdenas' largest employer, "Eminent Benefactor" of our municipality and one of the most important companies in Cuba.

José Arechabala y Aldama arrived in Havana in 1862 at the age of 15. He had come from his native Gordejuela in Vizcaya, Spain, full of ambition and tempered for the struggle. Known as a man of character and high moral value, sixteen years after his arrival he went into business for himself, operating a small distillery in the town he had chosen to raise his family and seek his fortune. Cárdenas was then a bustling new city, with a tremendous railroad industry, a busy port, and new wealth visible everywhere. By 1888 his company had grown so much that it was able to continue prospering even after absorbing a loss of more than \$50,000.00 in damages caused by a terrible hurricane that hit the township that year.

In 1921, the company incorporated under the name "José Arechabala, S.A." and although Don José became its first President, by then he was 77 years old and his son-in-law, José Arechabala y Sainz, began running the company as its first "Director" (or chief executive officer). Don José passed away only two years later, on March 15, 1923.



Don Jose's death signalled the start of a plague of tragedies that befell the company. In 1924 his



Portraits of the Founder and his Wife: Don José Arechabala y Aldama, 1847 - 1923, and Doña Carmen Hurtado de Mendoza y Garcia, 1853 - 1919.

successor was killed by kidnappers who unsuccessfully held him for ransom, and then the successor's successor, another son-in-law, Gabriel Malet y Rodriguez, died in his youth only two years after that, in 1926. Later Don Jose's daughter, the widow of the murdered son-in-law, also became the target of extortionary threats of violence. The Cárdenas police department finally caught those extortionists by having an officer dress up as a woman and posing as the daughter, who had agreed to meet them at a pre-arranged location. Besieged by the tragic turn in their lives and believing their personal safety threatened in Cárdenas and Cuba, most of the heirs to the Arechabala fortune left for Spain. Some returned, but many would remain there for

Rum In History: José Arechabala, Part I



"Zafras de Antaño" (Cane harvests from yesteryear). Mural from Enrique García Cabrera from Ron Havana Club Arechabala's private bar, located by the Cathedral's Plaza, La Habana.

decades and depend on the work of a distant relative to receive their annual dividends from Arechabala Industries' operations.

Twenty-four years earlier, in 1902, Don José had first brought his 12-year-old grandnephew and godson, José Fermín Iturrioz y Llaguno, "Josechu", to work by his side, sweeping floors and doing other odd jobs. But the child was more interested in remaining in school instead of seeking a permanent job with the company.

Young Josechu was the son of his niece Juana Llaguno y Arechabala and the company's warehouse majordomo, Fermin Iturrioz Michelena, whom Juana had met while living in the Arechabala household after emigrating from Spain to Cárdenas. The couple married in 1889

and had 5 children, but the elder Iturrioz died in 1903 leaving his widow and 4 surviving small children, of which Josechu was the oldest. So at 13, Josechu became the head of his household, having to find a way to continue his education and help support the family. After briefly working for another company while going to school, at 17 Josechu returned to work at Arechabala. Named after his godfather, Josechu Iturrioz was soon recognized as a brilliant young man and proved himself an excellent businessman at Don José's side.

To Be Continued ...

*Sources: E.J. de la Fé and JOSE ARECHABALA, S.A.
EN SU 75o ANIVERSARIO 1878-1953, Published
1954.*

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

Battle of Vanilla-Flavored Rums



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

Battle of Vanilla-Flavored Rums

Unlike mango (featured in last month's issue), vanilla is an essence mastered by many companies, both in its aroma and taste components. Determining which is the perfect vanilla-flavored rum is a hard thing to do unless one breaks down all the elements of such rum and ranks them individually. Sweet taste, for example, is not a dominant part of the essence of vanilla, yet it is one that has been long associated with its many presentations. Thus our scores for Sweetness and other categories remain subjective, based on each judge's interpretation of "perfection."

Color

With the exception of Brinley and Whalers, all rums were uncolored. Brinley's color was dark, as dark as the color of vanilla extract. Whalers, on the other hand, had an orange-amber color. If pleasing your sight is as important as pleasing your other senses, choose a rum whose color matches your expectations.

Aroma

Nothing announces the upcoming gustatory experience with as much anticipation as the sense of smell. A true, rich and vivid aroma will never leave a doubt in your mind as to the nature of that which is about to enter your mouth. The unanimous decision from our judging panel was that Whalers Vanille had the best aroma of the group. Brinley Gold Vanilla Rum was a close second place in this category.

Taste

Having been tempted by our senses of sight and smell, we proceed with the tasting of the samples. Any signs of disagreement between the aroma and the taste are indications of an unbalanced product. Once again our judging panel decides unanimously that Whalers has the best taste of the group. Ron Rico Vanilla Rum was a close second place in this category.

Sweetness

How much sweetness should a vanilla rum have? Enough to make the rum enjoyable alone or on the rocks, but always being careful to respect the essence of vanilla as the dominant element in the product. Whalers was again ranked as the unanimous winner in this category, showcasing a well-balanced sweetness level.

Smoothness

The rum tasting experience cannot be considered complete unless one considers the smoothness and aftertaste of a product. A grand entrance should always be matched by an equally grand exit. Surprisingly, Whalers did not win this category. Instead, the unanimous decision went to Cruzan Vanilla Rum.

The Verdict

According to our tasting panel, Whalers Vanille is this year's best Vanilla-Flavored Rum. It has a great aroma, a superb taste and a well-calculated sweetness level. All these factors more than make up for its finish not being as smooth as it could be. Congratulations to Bishop Wines & Spirits!

The Spirit of Cooking - by Margaret Ayala

Since its discovery, vanilla has captivated the palates and imaginations of all who encounter it, giving new dimensions to existing dishes and opening the door for the creation of new ones. Here are some recipes that are sure to please!



Apricot Souffles with Vanilla Rum Whipped Cream



Source: Gourmet Magazine, March 1996

Prep Time: 1 hour
Cook Time: 25 minutes
Yield: 6 soufflés

6 oz. Dried Apricots (about 1 1/2 cups)
1 1/2 C. Water
3/4 C. Sugar (plus additional for coating ramekins)
1 Tbsp. Fresh Lemon Juice
1 Tbsp. Dark Rum
1/2 tsp. Vanilla
2 Pinches Salt
5 Lrg. Egg Whites

1/4 tsp. Cream of Tartar
1/2 C. Heavy Whipping Cream
1 Tbsp. Dark Rum

In a heavy saucepan, simmer apricots, water and 1/2 cup of the sugar, covered, for 20 minutes. Transfer hot mixture to a food processor and puree until very smooth. Force puree through a fine sieve into a bowl and stir in the lemon juice, rum, vanilla, and 1 pinch of salt. Cool puree completely. (Puree may be made 2 days ahead and chilled, covered.)

Bring puree to room temperature before proceeding. Transfer puree to a large bowl. Pre-heat oven to 350 degrees F. Generously butter six, 7-ounce (3 1/2 by 1 3/4) ramekins and coat with additional sugar, knocking out the excess. With an electric mixer, beat whites with a pinch of salt until foamy. Beat in cream of tartar and beat whites until they hold soft peaks. Beat in remaining 1/4 cup of sugar, a little at a time, and beat meringue until it just holds stiff peaks. Whisk about one fourth of the meringue into the puree to lighten, then fold in remaining meringue gently but thoroughly.

Ladle batter into ramekins and bake soufflés on a baking sheet in the middle of the oven for 20 to 25 minutes, or until puffed, golden brown, and just set in center. Remove ramekins from oven. Whisk heavy cream until doubled in volume, add rum and continue to whisk until light and fluffy. With 2 forks pull open center of each soufflé.

Place a dollop of rum-laced whipped cream in opening.

Salmon With Curried Vanilla Rum-Butter Sauce

Source: www.vanilla.com

1 Tbsp. Olive Oil
 1 Med. Onion (chopped)
 1 Tbsp. Chopped Fresh Ginger
 1 Tbsp. Chopped Garlic
 1 Vanilla Bean, split
 1/4 C. Amber Rum
 1 1/2 C. White Wine
 1 scant Tbsp. Thai Green Curry Paste (or more for more spiciness)*
 1/4 C. Heavy Cream
 1/2 Stick Cold Butter, unsalted
 6 (4 to 6-oz.) Salmon Fillets, skin removed
 Salt and Pepper to taste

Prepare salmon fillets and grill, bake or poach the salmon fillets until just done while making the sauce. Keep warm until sauce is complete.



Sauce: Heat oil in a saucepan over medium heat. Saute onion, garlic and ginger until onion is soft, about 5 minutes. Add vanilla bean, wine, rum and curry paste. Bring to a boil and reduce by half. Add cream, return to a boil, and reduce by half again.

Remove sauce from heat and whisk in butter, 1 tablespoon at a time. Pass sauce through a fine strainer. Season to taste with salt and pepper. Puddle a small amount of sauce on each plate. Place the salmon fillets on sauce, and then pour sauce over tops of fillets. Garnish with chopped chives or parsley and lemon slices.

Pork Medallions with Vanilla Rum Cream Sauce

Source: www.fooddownunder.com

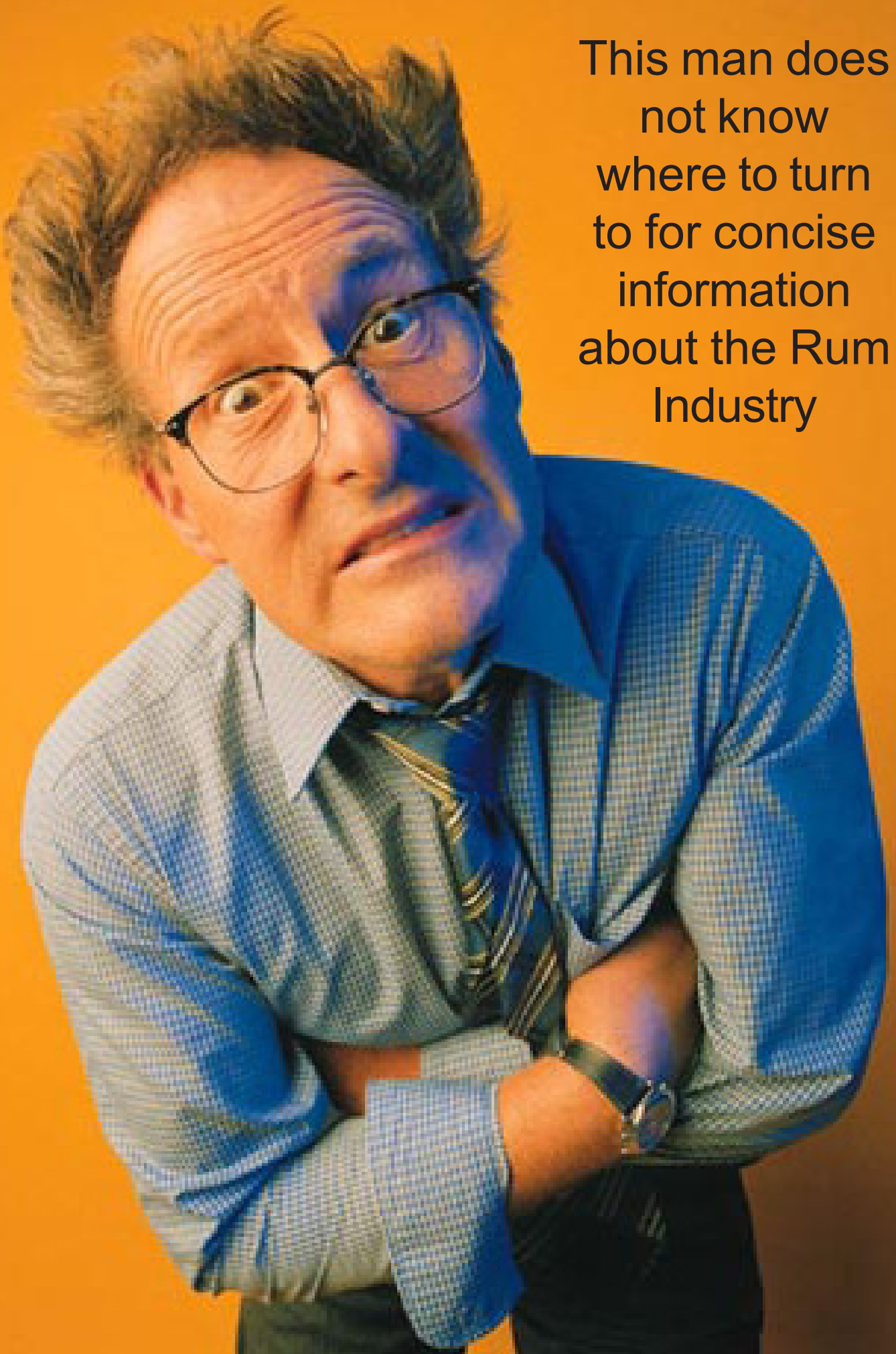
1 x 12-oz. Pork Tenderloin
 1 sm Vanilla Bean
 2 Tbsp. Dark Rum
 3 Tbsp. All-Purpose Flour
 Salt and Freshly Ground Pepper
 2 Tbsp. Vegetable Oil
 1 Tbsp. Butter
 1/4 C. Water
 1/4 C. Whipping Cream

Trim the pork tenderloin and remove any silverskin. Cut into four equal pieces, cross-wise.



Place each piece between 2 sheets of plastic wrap. Using a meat mallet, flatten each piece to a 1/4-inch thickness. Cut the vanilla bean lengthwise and using a small knife scrape out the black seeds. Place in a small bowl and add the rum. Cut the bean in half again and add to the bowl. Place the flour on a plate and season. Dip the pork medallions into the flour, coating lightly. In a large frying pan, heat the oil and butter. Add the pork and cook until browned, about 3 minutes a side. Keep warm. Pour out any fat from the pan, then, add the cold water and stir, scraping up the browned pieces on the bottom. Add the rum, vanilla seeds and bean, reduce the heat, then add the cream. Simmer gently until the sauce is thickened. Check the seasoning. Return the pork to the pan, heat gently and turn to coat with the sauce. Serve two pieces over pasta with sauce and your favorite vegetable.

This man does
not know
where to turn
to for concise
information
about the Rum
Industry



This man just
found out
about The
Rum Report



Which one would **YOU** rather be?

The 2004 Rum Report - Order Form

The 2004 Rum Report is the world's best source of rum industry information at your fingertips. Over 200 pages featuring answers, charts and analysis from 12 different monthly surveys of "Got Rum?" magazine readers from around the world.

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 will be available on October 15th, 2004. Reserve your copy before September 30, 2004 and receive a 20% discount! To pre-order your report, please print this form and fax it to Rum Runner Press, Inc. at (512) 671-6753.

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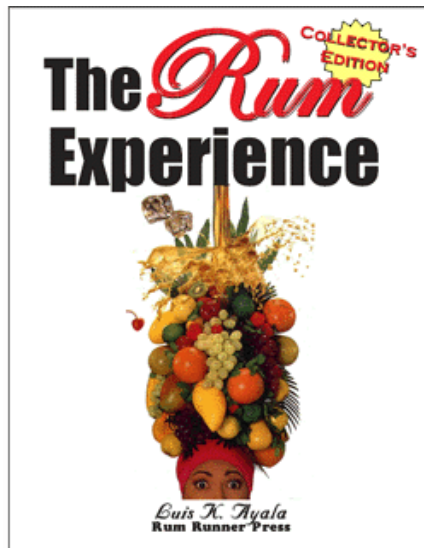
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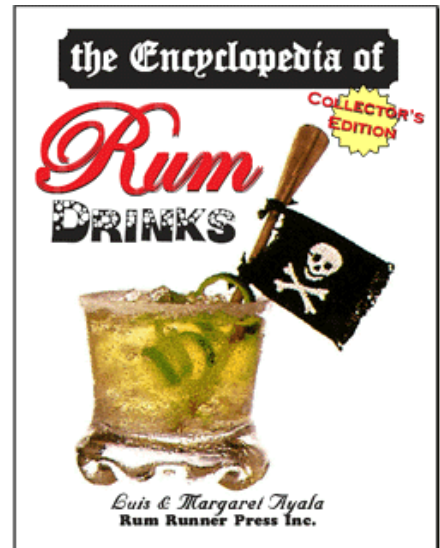
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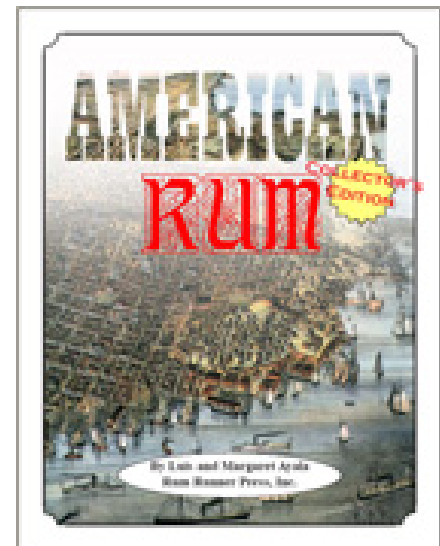
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- 1) To educate people around the world about the many faces of Rum.
- 2) To help rum Distillers, Blenders, Importers and Resellers spread the word about their wonderful products.
- 3) To promote the responsible and sensible enjoyment of what is perhaps the world's most underrated distilled spirit today.