

# Got Rum?™



SEPTEMBER 2011

FROM THE GRASS TO YOUR GLASS!

## THE POWER OF WHITE

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





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# Got Rum?

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ON THE COVER: White rum splash.

INSIDE COVER: View of a Tepuy in Canaimá, Venezuela. Photograph by Luis Ayala.



## FROM THE EDITOR

### White Rum or Sugarcane Vodka?

Over the past decade, several white rums have received top accolades at beverage competitions for their cleanliness and purity of taste.

While I enjoy a well-rectified white rum more than a rough aguardiente, I also believe that purity should not be the goal of white rum, since insipidness is at the core of vodka's production, not rum's.

But just how much flavor should a white rum have? Should it matter if it is pot-stilled or column-stilled? The answer is "it depends." Here are a couple of examples of different white rum styles that are perfectly acceptable:

- A good Cuban-style white rum should be much cleaner and lighter than a traditional Guyanese white rum.
- French-style white rhums should be fruitier and more floral than their British counterparts.
- White rums from countries with aging laws should retain some traces of oak in their flavor and aroma.

The problem facing white rums is that judges in tasting competitions will always try the rums neat, so those companies seeking medals will try to design products that will satisfy the judges' need for smoothness.

But because 99 percent of white rums



are consumed in cocktails, those smooth rums end up disappearing when mixed even with the mildest juices or sodas, just like vodkas do.

The opposite is also true: white rums that manage to impart a great rum taste to cocktails are seldom clean or smooth enough to be appreciated when judged neat by an expert panel.

So what is the distiller to do? This is an education problem for judges and a cultural issue for consumers.

Medals will always be important because they speak of the level of attention and craftsmanship that goes into producing a rum, but savvy drinkers need to look beyond them to understand the styles and mixability qualities of each rum before selecting the perfect one for them.

Please send me your thoughts about this or any other rum topic.

A stylized, handwritten signature in black ink, likely belonging to Luis Ayala.

Luis Ayala, *Editor and Publisher*



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



## WORLD RUM NEWS

**T**hese 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.gotrums.com](http://www.gotrums.com) for contact information.

### August 18th

#### **Castle Brands Inc. Announces a 21% Increase in Net Sales**

(by Shanken News Daily) New York-based Castle Brands Inc. has announced a 21% increase in net sales to \$7.4 million for its fiscal 2012 first quarter, ended June 30. Bolstered by Gosling's Rum, Pallini Limoncello and Boru vodka's U.S. growth, group volume rose 19% to more than 70,000 cases. Net losses for the quarter, however, grew 21.7% to just under \$2.1 million, as operating losses fell slightly, from \$1.7 million to \$1.3 million. Castle Brands president and CEO Richard Lampden said the company would continue to streamline operations and reduce overhead and distribution costs, with the "full benefits of these cost savings efforts to be recognized in the current fiscal year."

### August 11th

#### **Diageo Launching Campaign for Its Captain Morgan Brand**

(by Shanken News Daily) Diageo is launching a new multi-media promotional campaign for its Captain Morgan brand starting this month and ending in October. "The Captain's Island" campaign will run mostly through the brand's Facebook page, giving fans a chance to win a trip to a Caribbean island and \$15,000. Actress Mena Suvari will help promote the campaign, which will also include television and Internet ads across 13 different markets—the U.S., Canada, U.K., Ireland, Germany, Austria, Czech Republic, Denmark, Russia, Argentina, Mexico, Peru and Costa Rica. This campaign follows on the heels of the "To Life, Love and Loot" ad effort announced by the brand in May, featuring commercials filmed by movie director Tom Hooper.

### August 4th

#### **Southern Wine & Spirits Appoints Kirt Clemens As Senior Vice-President NASW**

(by Shanken News Daily) Southern Wine & Spirits has appointed Kirt Clemens svp, eastern region, for its North American Spirits & Wine Brokerage division (NASW), effective August 1. Clemens was previously vice president-general sales manager for Southern's Mid-Atlantic division, based in Raleigh, a position he held for five years. In his new role he'll report to NASW evp-general manager Robert Swartz. NASW is the Southern Wine & Spirits division handling Diageo and Moët Hennessy brands across the 18 control states.

#### **After Record Second Quarter, Beam Says It Will Step Up Brand Investment**

(by Shanken News Daily) Beam Global Spirits & Wine enjoyed record sales of \$703 million, up 11%, in the three months through June, and says it intends to continue aggressively upping its spend behind key brands in the second half of 2011. For the first half of the year, Beam's net sales increased by 14% to \$1.38 billion, while operating income before charges rose 12% to \$299 million. "Our investments in innovation and brand building are paying off, and we're further stepping up our brand investment as a result," said Bruce Carbonari, chairman and CEO of Beam parent Fortune Brands.

#### **Pernod Ricard suffers setback in duel with Bacardi Ltd. over Havana Club**

(by Shanken News Daily) The U.S. Court of Appeals for the Third Circuit today upheld a 2010 decision by a U.S. District Court in Delaware that found no significant risk of consumer confusion as to whether Bacardi's Puerto Rico-produced Havana Club brand—sold in the U.S. in small quantities—is made in Cuba. "No reasonable interpretation of the label as a whole could lead to the conclusion that it is false or misleading," said U.S. Circuit Judge Kent Jordan. Pernod says it will now "consider its options" in the ongoing trademark battle. Pernod general counsel Ian FitzSimons said, "It's important to note that this decision does not grant any right in the 'Havana Club' trademark to Bacardi."



## UPCOMING EVENTS



### **Sydney Bar Show Week - Sydney, Australia**

September 11th – 14th

<http://barshow.com.au/>

### **Fifth Annual S. F. Cocktail Week - San Francisco, USA**

September 19th – 25th

<http://sfcocktailweek.com/site/>

### **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/](http://www.ultimate-beverage.com/spirits_wine_tasting/ultimate-blast-2011/)

### **2011 Caribbean Rum & Beer Festival - Barbados**

October 28th - 29th

<http://www.rumandbeerfestival.com/>

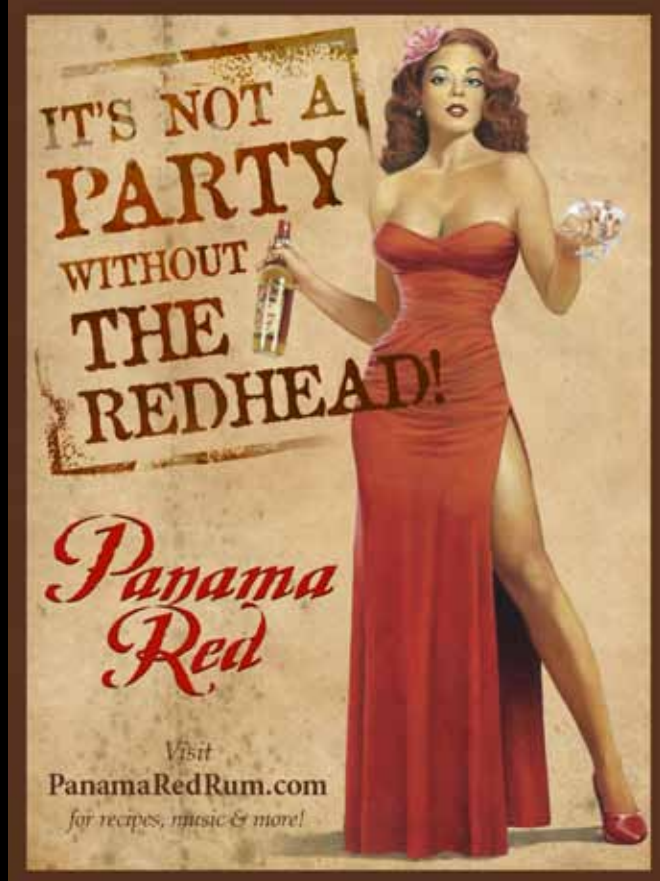
### **Worldwide Distilled Spirits Conference 2011 - Glasgow, Scotland**

December 9th

<http://www.wdsc2011.org/>

**Got Rum? September 2011 - 7**





On August 15th and 16th, "Got Rum?" Publishers Luis and Margaret Ayala had the pleasure of conducting a rum seminar ("The Basics of Rum") and food pairing to celebrate the premiere tasting of Panama Red Overproof Rum at Hemingway's Island Grill in Estero and Pensacola, Florida.

Above: Margaret Ayala, Luis Ayala, Rum Master Blender Francisco Fernandez Perez (Don Pancho) and Carlos Esquivel, Executive Director PILSA.

The rum pairings menu was prepared by Justin Fleming, General Manager (Estero), and it included: Caipirinha Aperitif, Pyrat Rum paired with Crostini with candied citrus, smoked gouda and honey comb, Zaya Rum paired with maduros with vanilla dipping sauce and grilled tropical fruit, Panama "Red Sky" paired with Jerked Snapper with yogurt thyme sauce, Panama Red Rum neat paired with white chocolate Panama Red bread pudding with rum caramel sauce.

Below (left to right): Robert Cowan, Francisco Fernandez, Jim Wasson, Carlos Esquivel and Chip Wasson.







Top left: Paula Hodai presenting Jerked Snapper with yogurt thyme sauce.

Above: guests listening attentively to Mr. Francisco Fernandez and Carlos Esquivel speaking about the making of Panama Red.



Left: Maduros with vanilla dipping sauce and grilled tropical fruit.

Below (left to right): The friendly staff at Hemingway's Island Grill, Estero. Natasha Ponciano, Amy Gennaro, Paula Hodai, Dana Haussman and Laura Dimpflmaier.

Photographs by Jim Jett.



## THE ANGEL'S SHARE



**R**ailean Texas Gulf Coast White Rum (80-Proof). The aroma of this rum is straightforward and colorful, just like good 'ol Texas talkin', laden with bananas and citrus oils.

The initial taste is fresh, sweet and brief and it leaves the palate craving for more. The aroma suggest a far more aggressive rum than the taste delivers, but the overall experience is enjoyable nonetheless, especially when mixed with light tropical juices or citrus sodas.

### Featured Cocktail - Texas Lavander Daiquiri

#### Ingredients

1½ oz Railean White Rum

¾ oz Lime Juice

½ oz Texas Lavender Syrup (recipe below)

#### Directions

Shake and strain into a cocktail glass and garnish with a lavender sprig

#### Texas Lavender Syrup

To make lavender syrup combine 2 cups sugar and 2 cups water in a saucepan. Bring syrup to a boil over medium heat and cook for 10 minutes, reducing the water and sugar to a syrup. Add 12 – 14 sprigs of fresh Texas lavender (dried lavender is an acceptable substitute) and allow to boil for 2 minutes. Remove saucepan from stove and allow syrup to cool at room temperature. When cool strain lavender out and store in the fridge the syrup should keep for two weeks.

Created by Bobby Heugel, Front of the House Manager & Bartender of Beaver's Restaurant in Houston, Texas



**K**oloa Kaua'i White Rum (80-proof). This rum has a sweet aroma with hints of pineapple and citrus oils.

Once in the mouth, the initial taste is that of sweetness, followed by toasted hazelnuts and concluding with a slightly bitter and dry note.

While destined primarily for the cocktail shaker, this rum can also be enjoyed almost neat, by mixing it with a small amount of fresh coconut water and a dash of bitters.

## Featured Cocktail - Cucumber-Thyme Mojito

### Ingredients

1.5 oz Koloa White Rum  
3 slices Cucumber, bias-cut 1/8" thick  
1/2oz Thyme Syrup (recipe below)  
3 Mint Leaves  
1 Lime Wedge  
2oz Seltzer or Soda Water  
Thyme sprig for garnish

### Directions

In a shaker glass, muddle 2 slices cucumber, mint and lime. Add Koloa Rum, thyme syrup and ice, filling to 2/3 of shaker glass. Shake 10 seconds and pour into glass (do not strain). Fill remainder of glass with seltzer. Garnish with cucumber slice and thyme sprig.

### Thyme Syrup

½ cup water  
¼ cup superfine sugar  
½ oz fresh thyme sprigs, washed

Bring ingredients to a boil and remove from heat. Let stand until room temperature and strain.

Created by Laurie Shibao, 22°North Restaurant and Bar, Kaua'i



## THE ANGEL'S SHARE



**W**histling Andy White Rum (80-Proof). The aroma is unmistakably sugary, with a trace of allspice in the back.

When tasted, the sweetness asserts itself, but not as intensely as expected based on the olfactory evaluation.

Following the sweet notes one can detect traces of caramel and a final light vanilla note.

Overall this is a good mixing white rum for anything from Mai Tais to Rum Runners.

### Featured Cocktail - Apricot Lady

#### Ingredients

- 1 oz. Apricot Brandy
- 1 ¼ oz. Light Rum
- ¼ tsp. Triple-Sec
- 1 Tbsp. Lime Juice
- 1 Egg White
- 1 slice Orange

#### Directions

Shake all ingredients (except orange slice) with ice and strain into an old-fashioned glass over ice cubes. Add the orange slice and serve.





**R**on Ricardo White Rum (80-Proof). This rum's aroma is aggressively sugary, reminiscent of freshly squeezed canejuice or guarapo.

Once in the palate, the sweetness comes through, but not as robustly as the aroma suggested, eventually yielding to bitter grapefruit.

This rum is best consumed mixed with assertive tropical juices or dark sodas.

## Featured Cocktail - Rum Cosmo

### Ingredients

1 ½ oz. Ricardo White Rum  
½ oz. Cointreau  
¾ oz. Cranberry Juice  
¼ oz. Lime Juice

### Directions

Combine all ingredients in a cocktail shaker with ice. Shake well. Strain into a cocktail glass and garnish with a lime wedge.



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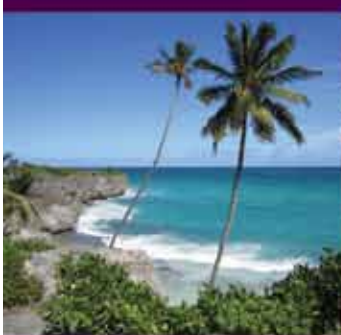
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# RUM

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# THE IMPORTANCE OF WHITE RUMS

**T**he following material is part of Lesson II from The Rum University's course titled "Rum Appreciation in the 21st Century." Please visit [www.RumUniversity.com](http://www.RumUniversity.com) to download the complete course free of charge.

*-Publishers*

Since all the rum in the world, regardless of which category it falls into, starts its life as white rum, we could say that white rums are the foundation of the Rum Industry.

White rums are usually labeled by their manufacturers as: White, Clear, Crystal, Cristal, Blanc, Blanco, Silver, Plata and sometimes Light. A very pragmatic way of looking at this is to say that white rums are transparent or clear rums that are neither over-proof nor flavored. In Barbados, and in several other Caribbean countries, white rums are also known as "see through" rums.

Over the years many companies have decided to go after vodka drinkers as a way of increasing their market share. For this reason it is understandable to see white rums that are extremely neutral and insipid, characteristics recognized and appreciated by vodka lovers.

During aging, contact with the oak barrels imparts a light amber color into the rum. When the goal is to produce a white rum, the rum is filtered prior to bottling to remove this color. Other times it is bottled straight, bypassing the filtration. Although purists could argue that these unfiltered aged rums are no longer "white," nothing prevents the manufacturers from selling them as such.

Most of the rum sold in the world is white and 80-Proof. While there are those who believe that white rums' sole purpose is to be used as mixers, others argue that all rum should be white and that it should be enjoyed neat (straight).

## **The Most Popular Type of Rum in the World**

Just how popular is white rum in the world? Walk into any liquor store that sells rum and you will always find at least one or two brands. Walk into any bar that serves rum and you will find it there as well. Open any book with rum cocktail recipes and look at the ingredients of a dozen or more recipes. Generally 50 to 75% of the recipes will call for white rum.

What is it about white rum that makes it so popular? There are many answers to this question:

- 1) White rum is very neutral in taste and aroma, which makes it a very good mixer.
- 2) It is made from sugarcane or sugarcane derivatives, which makes it a great companion for sweet or sugary juices or syrups.
- 3) Since it is aged for a very short amount of time (or no time at all in some countries), it is less expensive than all other forms of rum, thus it is very economical, which translates into higher profits for bars and restaurants.





## Misconceptions About White Rum

There is a general misconception that white rums are not aged. Actually, all rums bottled in Puerto Rico have been aged for at least one year (Dominican Republic and Venezuela, among other countries, have longer aging requirements). The rum is aged in oak barrels that have previously been used to age other spirits such as whiskey or bourbon.

Once the spirit has been aged the rum is drained from the barrel and then carbon filtered to remove the color gained during the time spent aging. Some white rums such as Barcelo Gran Blanc from the Dominican Republic are aged as many as four years before carbon filtering to return the spirit to the clear appearance it had when it was distilled. Carbon filtering also removes some residual congeners.



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# RUM IN HISTORY



1522



1567

## September Through The Years

1522 - Ferdinand Magellan's lieutenant Juan Sebastian d'Elcano (del Cano) returns to Seville September 6 aboard the Vittoria with 18 surviving sailors of the first circumnavigation of the world.

1567 - Antwerp's sugar-refining industry moves to Amsterdam following the capture of Antwerp by the duke of Alva.

1522

1572

1622

1672

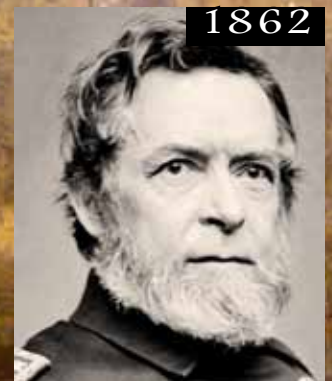
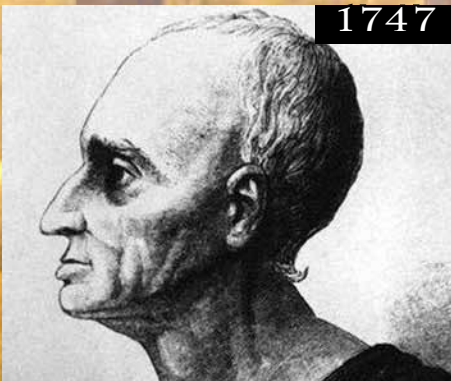
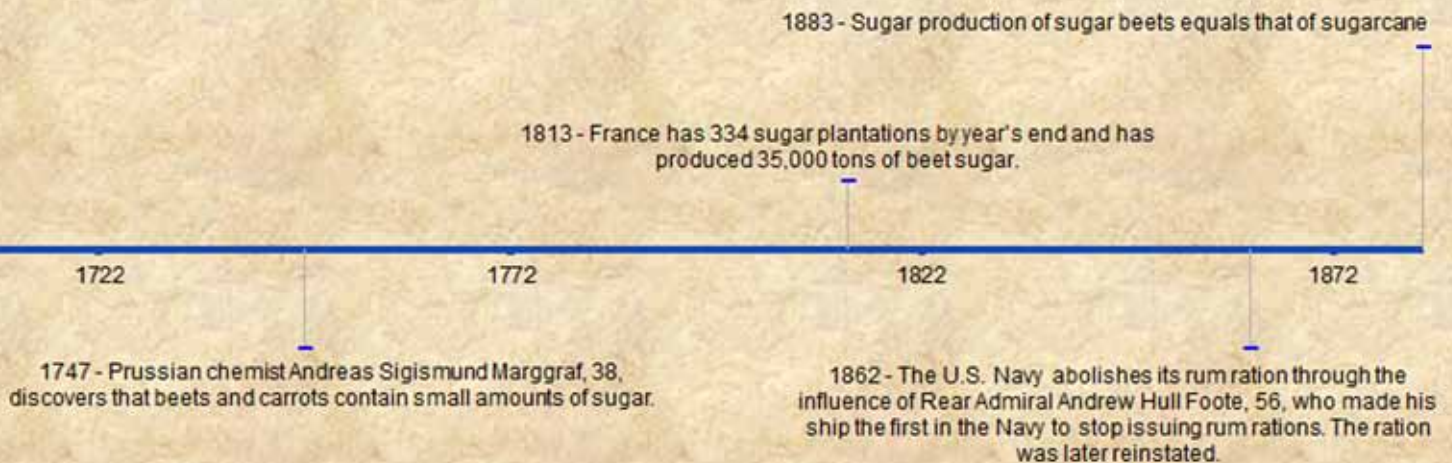
1559 - Around 1,500 Spanish colonists land at Pensacola, Florida, but hostile natives force them to move to Port Royal Sound in what later will become the English colony of South Carolina.



1559



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



## U.S.A. CRAFT RUM DISTILLERIES

### CALIFORNIA:

- Ballast Point Spirits  
<http://www.ballastpoint.com>
- Domaine Charbay  
<http://www.charbay.com>
- Essential Spirits  
<http://www.essentialspirits.com>
- Solomon Tournour Co.  
[solomon1@saber.net](mailto:solomon1@saber.net)
- St. James Spirits  
<http://www.saintjamesspirits.com>
- Stillwater Spirits  
<http://www.stillwaterspirits.com>

### COLORADO:

- Downslope Distilling  
<http://www.downslopedistilling.com>
- Mancos Valley Distillery  
Website under construction
- Montanya Distilling Co.  
<http://www.montanyadistillers.com>

### DELAWARE:

- Dogfish Head Brewing & Eats  
<http://www.dogfish.com>

### FLORIDA:

- Drum Circle Distilling  
<http://www.midnightpassrum.com>

### HAWAII:

- Haleakala Distillery  
<http://www.haleakaladistillers.com>
- Kolani Distillers LLC  
<http://www.kolanidistillers.com>

### IDAHO:

- Bardenay  
<http://www.bardenay.com>

### LOUISIANA:

- Celebration Distillation Corporation  
<http://www.neworleansrum.com>

### MAINE:

- Penobscot Bay Distillery  
<http://www.PenobscotBayDistillery.com>

### MASSACHUSETTS:

- Berkshire Mountain Distillers  
<http://www.berkshiremountaindistillers.com>
- Ryan & Wood, Inc.  
<http://www.ryanandwood.com>

### MISSOURI:

- Big Rock Distillery LLC  
[jimdblasit@aol.com](mailto:jimdblasit@aol.com)
- The Stable  
<http://www.amalgamatedbrewing.com>

### MONTANA:

- Yellowstone Valley Brewing  
<http://www.yellowstone-brew.com>

### OREGON:

- House Spirits Distillery  
<http://www.housespirits.com>
- Integrity Spirits  
<http://www.integrityspirits.com>
- Rogue Spirits  
<http://www.roguespirits.com>

### RHODE ISLAND:

- Newport Distilling Company  
<http://www.thomastewrums.com>

### TENNESSEE:

- Prichards Distillery  
<http://www.prichardsdistillery.com>

### TEXAS:

- Graham Barnes Distilling  
<http://www.treatyoakrum.com>
- Railean Distillers  
<http://www.railean.com>
- Spirit of Texas Distillery  
<http://www.spiritoftx.com>

### UTAH:

- Ogden's Own Distillery  
<http://www.ogdensown.com>

### WISCONSIN:

- Yahara Bay Distillers  
[nquint@aol.com](mailto:nquint@aol.com)



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## Got Rum? - Exclusive Interview

**W**e were very fortunate to find Peter Laurie, author of the best selling book "The Barbadian Rum Shop - The Other Watering Hole," now on its second edition.

Peter Laurie, a Barbadian graduate of Oxford University, is a former career ambassador of Barbados. He is the author of several plays and short stories, and has written three illustrated children's stories, a book on Barbados and a book on West Indies cricket. He lives in Barbados with his family and writes a weekly column for one of the local newspapers.

We are grateful to Mr. Laurie for granting us this exclusive interview.

*-Publishers*



Dear Peter,

First of all, we want to thank you for agreeing to this interview, we are certain our readers will enjoy knowing more about you and your excellent book "The Barbadian Rum Shop: The Other Watering Hole."

**Q: What inspired you to write your book and why did you chose this title?**

The Barbadian rum shop is an ancient icon of popular Barbadian culture, yet no one had ever written a book on it. I thought that it was in danger of dying out so my intention was to document it in text and photos. But I discovered the rum shop was alive and prospering. So my book turned into a celebration of the rum shop, ancient and modern.

I should explain that the rum shop is part bar part grocery store, though today it is mainly a popular and cheap bar where you buy your rum by the bottle. The rum manufacturers make small sized bottles of rum, called 'minis' (200 ml) and flasks (375 ml) especially for the rum shop trade. Rum shops come today in all shapes and sizes and attract a wide cross section of locals and visitors. The British-American actress Minnie Driver, in an interview in the American Airlines in-flight magazine, said that when she visits Barbados, the first thing

she does is leave her posh hotel and meet some friends in a rum shop, which is a very relaxed atmosphere. The only way to tell if you're in a rum shop is to order your rum by the bottle. If they won't serve you, you're not in a rum shop!

**Q: How long did it take you to write the book and what was the most enjoyable part of writing it?**

About a year. The best part was visiting the rum shops, meeting people and sampling the drink and food. Rum shop food is excellent value for money. There are thousands of rum shops scattered all over Barbados and some of the rural ones are gems. Barbados being also famous for its number of churches of all denominations, you can say that Barbados is truly an island of the spiritual and the spirituous.

**Q: What is it that you want your readers to gain when they have read your book?**

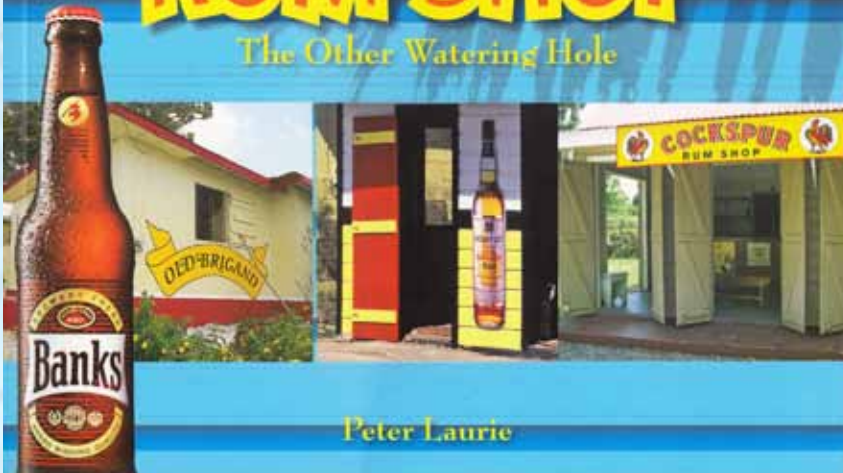
To understand more about the origins, history and culture of the rum shop, and to visit them and have the time of their lives. I took my wife to a rum shop for her 50th birthday a few years ago, along with 12 friends. The evening out, which included a dinner of grilled fish and breadfruit, and loads of drinks, along with a juke box playing olden goldies, cost the same as a dinner for two



Second  
Edition

# The Barbadian RUM SHOP

The Other Watering Hole



## Falernum Recipe

### Rum Infusion

- 1 cup White Rum (80-Proof)
  - Zest of 2-3 Limes
  - 3 Whole Cloves
  - 2 drops of Almond Extract
- Combine the rum, cloves, lime peel and almond extract in a glass jar and let them rest for 24 hours.

### Simple Syrup

- 4 cups Sugar
- 4 cups Water

Make the simple syrup by combining the sugar and water, bring the mixture to a boil over medium-high heat, stirring constantly to prevent scorching. When clear, remove from heat and let it stand until just warm.

After the rum infusion has rested for 24 hours, strain it and mix the rum with the simple syrup. You may add an additional drop or two of Almond Extract to adjust the bitterness.

in a fancy restaurant. But we had more fun.

**Q: During our travels to Barbados we always hear about “Corn ‘n Oil.” What can you tell us about this cocktail? How did it come about and is this considered a true “Bajan Cocktail”?**

Falernum is a rum and lime juice-based syrup made in Barbados. It is used to make ‘corn ‘n oil’ which is a rum and falernum, a traditional Christmas drink that is no longer so popular. But falernum is still used as a syrup in rum cocktails.

**Q: When most people hear the words “rum cocktail”, they immediately think of Mojitos, Hurricanes, Mai Tais and Piña Coladas. What is it that you think of first?**

The traditional Barbadian rum cocktail, now relatively unknown, is simplicity itself: rum, bitters, a little falernum (it should be on the dry side), lots of ice, shaken vigorously in a cocktail shaker and consumed immediately. NO LIME JUICE, NO FOLIAGE.

**Q: What is your favorite rum? Did you have a special rum by your side as you wrote the book?**

Practically all premium rums of the Caribbean are worth drinking, but each island has its distinct flavor, which comes from

the blending and aging techniques used. I happen to like Mount Gay Extra Old.

**Q: Other than Mount Gay’s claim to be making the oldest rum in the world (since 1703), why should people bother trying rums from Barbados? (ie, what makes them unique?)**

As I said, Caribbean rums are all excellent, and it is a matter of subjective judgment which you prefer. Barbadian rums (which are molasses rums) have a characteristically sweetish flavor, which I like. It is also a documented fact that rum was first made in Barbados, so we have a great deal of experience in the blending and aging. But I enjoy rums from all over the Caribbean (if it’s not from the Caribbean it’s not rum).

**Q: Would you like to share anything else with our readers?**

Rum is a versatile drink. The older ones (10yrs+) can be sipped like a cognac, the younger brown/golden rums can be taken like scotch, bourbon or rye, and the white ones can be an excellent substitute for vodka and gin. I have always enjoyed a gin and tonic but now drink white rum and tonic. If you put a twist of lime in it few people can tell the difference and it’s half the cost.





## Classifications of Rum, Part 6

In this issue, we explore the classifications of rum based on their style. If you missed Parts 1 through 5, please visit the website ([www.gotrum.com](http://www.gotrum.com)) and download the previous issues.

- **American (Colonial):** This style of rum is reminiscent of the original product distilled by enterprising Colonials with brandy-making experience in the 1700's and 1800's. The rum was pot-stilled, had a high level of congeners and was aged (more than likely very briefly), in oak containers only long enough to transport it to markets and to keep it while being sold to eager consumers.

A good representative of this style is Prichard's Fine Rum (Prichard's Distillery), distilled in Tennessee.

- **Cuban and Puerto Rican:** The Puerto Rican rum style is derived from the Cuban style, in which the goal is to distill the lightest, cleanest, most rectified alcohol possible, and then to add flavor to it only through careful aging and blending. For this reason, Cuban and Puerto Rican rums are considered to be "light" rums.

A great example of Puerto Rican style is Don Q Grand Añejo from Serrallés.

- **French:** Not all rums (rhums) made in French-speaking countries are considered to be French in style. Only those distilled in pot stills from fermented sugarcane juice (as opposed to distilled from molasses) are considered French in style. French rums are characterized by a large amount of congeners and aldehydes (fruity and floral notes).

Good representatives of this style are made in Martinique (for example Depaz), in the French West Indies.

- **Jamaican/Guyanese:** Epitomized by dark, heavy and potent products, rums from these two countries have defined this category and, subsequently, have fought against the ensuing stereotype. While not all rums produced in these two countries are true to the original style, a few of them continue to perpetuate it, perhaps no one more than Myer's Jamaican Rum.

A great example of a modern Jamaican- style rum is Appleton's V/X.

- **Naval (British Royal Navy):** Rum was distributed to British sailors daily as a ration meant to keep morale high, a much needed incentive since the work was arduous and financially not very rewarding. Naval rum was rarely purchased from a single country/distillery,



instead the Admiralty had a “recipe” which typically included combining rums from Barbados, Jamaica and Guyana (read “Rum Yesterday and Today” by High Barty-King and Anton Massel for more information).

While Pusser’s is the most commonly named representative of this genre, British Royal Navy Imperial Rum is the most authentic.

- **Spanish:** When Spanish settlers arrived to the New World, they brought their brandy-making skills (and equipment) with them. It did not take a very long time for them to start using locally abundant fruits and sugarcane to produce alcohol. Spanish-style rums are characterized by their highly-fruity, brandy-like bouquet, with dominant raisin/currant/berry elements. While these can be produced using column stills, most rums in this category are produced by distilleries that employ pot stills.

A great example of this style is Ron Zafra Master Reserve from Panama.

- **Other:** Different countries are using forms of sugar that are readily available in their markets but which are not typical outside their countries. One such example is Mexico, where some distilleries have begun fermenting and distilling *piloncillo*, which is a very unrefined and moist form of compacted brown sugar. Rums distilled from piloncillo have very peculiar organoleptic properties that distinguish them from other rums. Future practice will dictate if this is the beginning of a “Mexican Style” of rum or not.

Next Month: Classifications of rum based on added flavors.



Rum styles from around the world

### The Organoleptic Assessment of Rum - Part 6

**A**s 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 guide-book 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.

#### de·gus·ta·tion

noun

\,dē-,gəs-'tā-shən\

##### Definition

the action or an instance of tasting especially in a series of small portions.

#### de·gust

transitive verb

##### Origin

French *dégustation*, from Latin *degustation-*, *degustatio*, from *degustare* to taste, from *de-* + *gustare* to taste. First Known Use: circa 1656.

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.”



Hedonic Scale: A measure of acceptance in terms of pleasure.

Example: Like extremely  
Like moderately  
Like slightly  
Neither like nor dislike  
Dislike slightly  
Dislike moderately  
Dislike extremely

Mouthfeel or Nosefeel: The feeling sensations occurring simultaneously with tasting or smelling. (Warmth, coolness, prickliness, smoothness etc.)

Organoleptic: Affecting or making an impression upon the senses, concerning the sensory impressions associated with eating and drinking.

Organoleptic Testing: Any testing based primarily on the perception of the human senses. In the taste testing vocabulary, this term includes eye appeal as well as bouquet, aroma and flavour.

Palatable: Agreeable to the "taste", savour; hence acceptable or pleasing.

Preference Test: Subjective taste test which attempts to measure psychological factors as well as flavour factors. (Which sample does the taster like best?)

Profile Test: A method of flavour analysis based on several other techniques which have been completed and organized to give an objective method for measuring and describing flavour. Flavour profile evaluates flavours according to (1) characteristic notes of bouquet, aroma and flavour-by-mouth (2) order of appearance of these notes (3) their strength and (4) the total flavour effect. In this method diagrams are used to represent the findings.

Pungent: Caustic, biting, penetrating.

Reliability: Reproducibility of results. The extent to which a test can be relied upon to repeat itself under the same conditions. Most tests are reliable, but many are not valid.

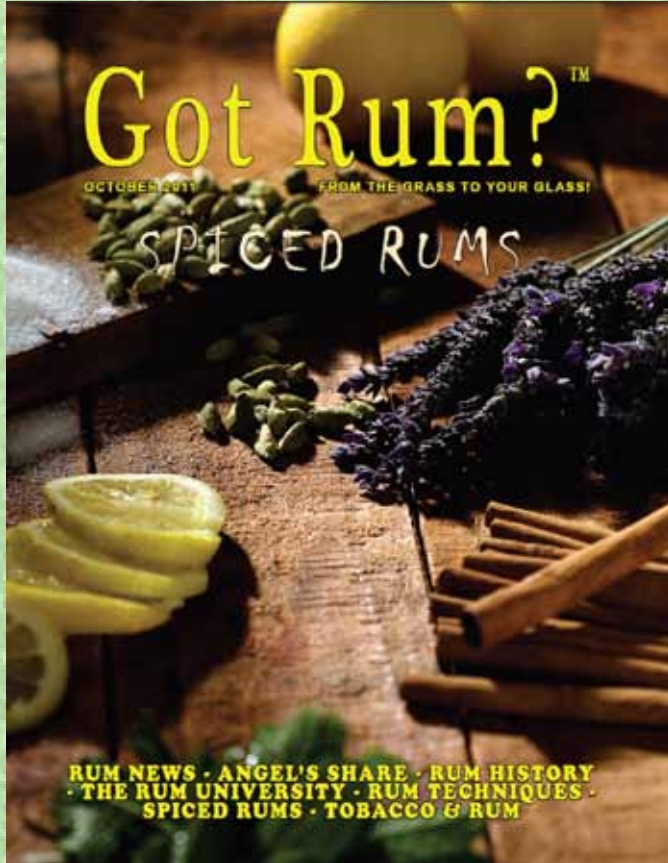
Rum: Distilled alcoholic beverage of distinct aroma and flavour characteristics derived from sugar cane products through processes of fermentation, distillation and maturing in wood.

Rum Judge: One who has been elevated from the title of taster due to his special ability and qualifications.

Rum Taster: A person who has passed through a training course of rum tasting and has considerable experience in the art of tasting.

continued on page 29

## COMING UP



### OCTOBER 2011

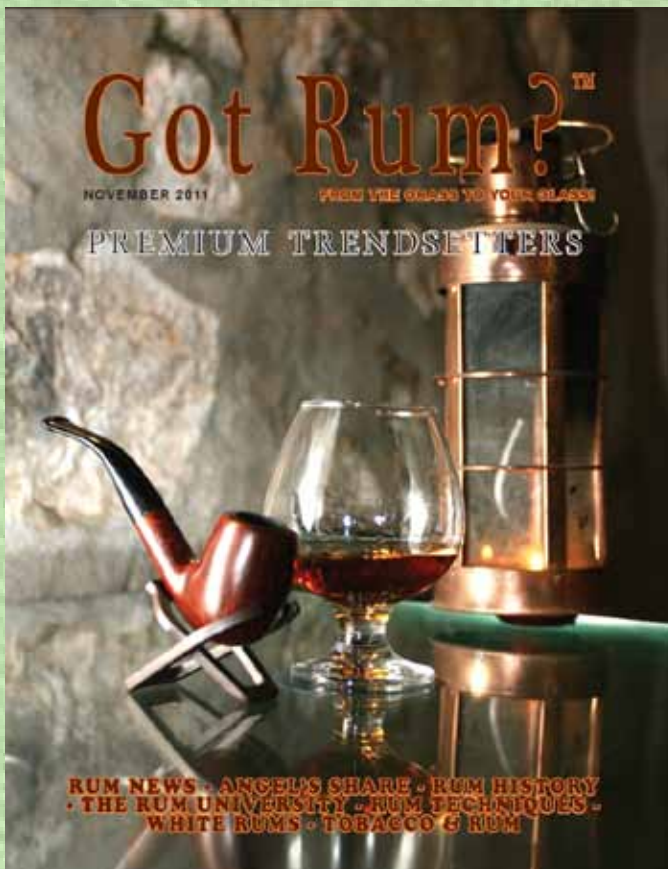
Variety is the spice of life and spiced rums are the life of the party! If you love spiced rums and want to learn how to make your own, then you should not miss this issue.

We will review the leading spiced rums as well as the history behind their key ingredients. Are peanuts an aphrodisiac? What is the difference between Bois Boinde and Mamajuana?

Producers: submit your spiced rum for free inclusion in October's issue.

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

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



### NOVEMBER 2011

It is hard to find premium rums capable of inspiring consumers, 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**.



Sharpness: An intense or painful, well localized reaction to a substance being smelled; e.g. various acids and alcohols.

Smell: The senses by which certain properties of substances are perceived through olfactory cells in the nose.

Sourness: A quality of taste sensation of which the taste of vinegar is a typical example.

Sweetness: A quality of taste sensation of which the taste of sugar is a typical example.

Taste: The sensation perceived by the taste buds on the surface of the tongue. Classifications for taste include only the four basic tastes: bitter, sweet, sour and salty.

Threshold (absolute): That physical intensity (of an aroma or flavour note) which will be detected 50% of the time. This value can be the average of a group, or of one individual. It is the minimum amount necessary for a sensation note to be detected.

Triangle Test: A type of difference test in which three samples are presented to the judge - two being alike and one odd. The taster attempts to identify the odd sample.

Two Sample Difference Tests: A type of difference test in which four pairs of samples are served at one time. The taster is asked to determine whether or not a difference exists between the two samples in each pair. This method measures the amount of difference between samples rather than indicating only that a difference between samples does exist.

Validity: The true measure of a sensory test. If a test is valid, it measures what it pretends to measure.

Don't miss October's issue, where we will describe in depth the objective and subjective rum testing methods. We will also delve into the preparation and selection of rum samples.

Additional didactic material is available in electronic format for free from The Rum University ([www.RumUniversity.com](http://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



### Arturo Fuente Hemingway Short Story



As told by Carlos Fuente, Jr.: "Hemingway cigars have a very warm place in my heart and in my memories. It is very pleasing for me to remember watching these shaped cigars being made by my grandfather, and to think that these cigars are now made in our factory in the Dominican Republic, that is very fulfilling. I hope that you enjoy the Hemingway cigars and what they mean to our family."

The Short Story, a 4½ x 49 interpretation of the Perfecto shape, is a mild-medium bodied Dominican cigar with a golden Cameroon wrapper.

## THE RUM



### Panama Red Overproof Rum



This rum has a very inviting dark copper-red color and an enigmatic shimmer.

The aroma is remarkably smooth for a rum with such a high proof, laden with hibiscus, peaches and wet oak.

The body is medium and smoothly envelops the palate, where the flavors effortlessly make themselves known: first the fresh sugarcane, then the orange-blossom honey and then the smooth wet oak. The finish entertains the taste buds and makes them beg for more like few other rums can, ending with a note of caramelized cinnamon baked pears.

Try it neat or on the rocks.



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