

# THE **Rum** UNIVERSITY

## **Rum Appreciation In The 21<sup>st</sup> Century**

### **Lesson XII**





# Lesson XII - From Humble Origins to Works of Art: Closing Remarks

## Welcome!

This is the last lesson of the Rum University's first course: "**Rum Appreciation In the 21st Century**". This lesson brings to an end the most important joint educational effort undertaken by Rum Runner Press, Inc., along with the sponsoring companies, to whom we will be forever grateful. If you have been with us from the beginning, please accept our appreciation for your attention and devotion. We have enjoyed putting these lessons together with the hope that each page, each exercise, each paragraph would bring you closer to experiencing the joy and passion we feel for rum, the nectar of the tropics.

We are looking forward to sharing new journeys with you in the near future. In the mean time, here are some closing thoughts and remarks.

## The Perfect Rum Glass

Can the perfect glass help you appreciate rum better? Absolutely yes! Why then, isn't there a "Rum Glass" sold for people to drink their rums out of? Riedel's Wine Glass Company is, without a doubt, the leading custom wine and spirit glass producer in the world. They offer glasses for every spirit imaginable, including rum. Riedel offers different glasses for different types of wine. Their approach to rum, however, is to offer only one glass. Why only one? It is definitely not because of their lack of understanding about rum as a spirit; I'd like to think it is because of a clear absence of adopted standards and styles among rum producers in the world. Why else, would someone even dream about using the same glass for Pot Stilled and Column Stilled rums, molasses and sugarcane juice rums, young and very old rums, rums aged in hot and cool climates, rums aged in American or French oak?

Rum is the world's most versatile distilled spirit because it emanates from more than one country, more than one continent. When the production of a beverage is limited to a small geographic region, that beverage becomes very static and immutable, always showcasing characteristics that are unique to its birthplace. Rum, on the other hand, is produced in countries such as Mexico, New Zealand, India, Brazil, Nepal and, of course, most Caribbean nations. For this reason, each rum company tries to define its own style and to establish its own norms of what rum should taste like.



Venezuelan rum, for example, can't exceed a certain level of sweetness. Rum in other countries has to be aged for at least 3 years. Some countries will age their rums in cool climates while others will do so in a tropical environment. At the end, when the product is blended and bottled, each company will attribute their product uniqueness to their personal approach at each step of the production. The result of this seemingly unorganized effort is an industry capable of producing rums that are as varied as the countries they come from. Thanks to the varied background and diversified schools of thought around the world, rum is one of the most dynamic categories on the planet. However, this same strength is also its weakness, as industry members lack the nationalistic and cultural ties among themselves to come together in an organized fashion to defend their common interests.

At the time of this writing, there have been some attempts by a few companies to introduce into the market "rum" produced from the distillation of fermented sugar beet juice. There are also "cachaça" and "aguardiente" producers who have attempted to label their products as "rum" in certain markets. Since there is no "Worldwide Rum Producer's Association" to act on behalf of its members, some of these attempts have had varying amounts of success.

But what does this have to do with the perfect rum glass? Well, in order for Riedel to create a custom glass, the interested party must make a large monetary commitment to finance the production. For the most part, the type of money we are talking about is not something that any one company is eager to spend by themselves. But having so much family and cultural pride behind their products, rum producers are unlikely to sit down at the negotiations table with their competitors to invest jointly on such a glass. Even then, chances are that the proposed design may not represent well (or equally-gracefully) all the rums in all the companies involved.

In other words, the same conditions that make the rum industry so versatile and powerful also limit its ability to work together, to speak with one voice and to defend its collective interests.

Is the glass half-full or half-empty?

Perhaps rum's "coming of age" will not be dictated by individual efforts by distilleries to introduce ever-finer rums (whose names are adorned with endless "premium" adjectives), but by the industry's ability to set cultural and philosophical differences aside and work together towards common goals. Only then will we be able to say that rum has achieved the respect of its peers.



## About Rum Styles

Is it possible for a distillery located outside of Cuba to produce “Cuban-style” rum? Is it possible for one outside Jamaica to produce “Jamaican Style” rum? To answer these questions, think for a moment about all the international restaurants around the world. Almost all big cities have Italian, Japanese, Chinese and Mexican restaurants. If it were impossible for a chef to prepare traditional dishes outside their countries of origin, none of these restaurants would exist. Reality, however, indicates that it is not only possible; it is a very common occurrence. A chef well versed in the art of Italian cuisine will be able to produce excellent Italian dishes anywhere in the world, using the local cooking utensils and ingredients.

What is a style after all, if not the application of beliefs, the adherence to tradition (recipes) and the desire to produce something that is very close to one’s heart. So the answer to the two questions in the preceding paragraph is a clear and loud “Yes.”

## Little Known Facts About Rum

Did you know that...

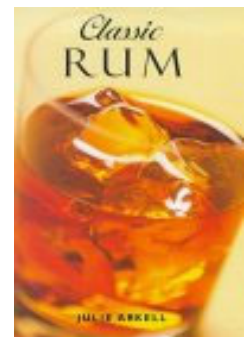
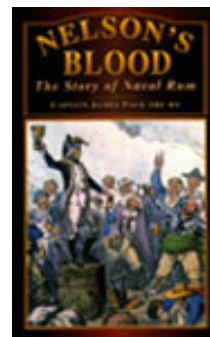
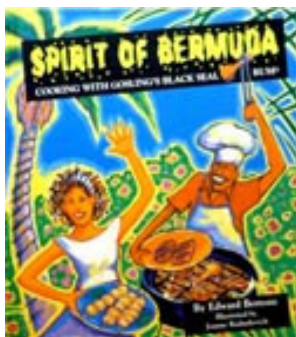
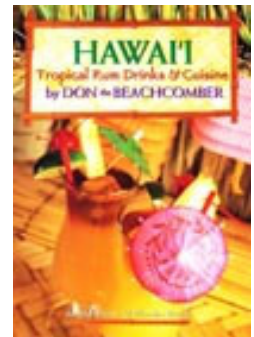
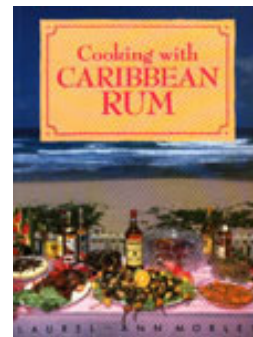
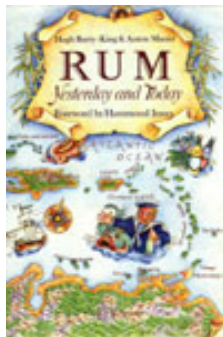
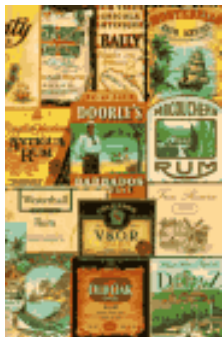
- \* ...the USA is the largest consumer of rum in the world (around 144 million liters in 2002)?
- \* ...after the USA, the largest consumer of rum is the Philippines (around 82 million liters)?
- \* ...before shampoo was a common household item, rum was considered to be an excellent hair cleaner?
- \* ...in addition to sugar and rum, molasses can be used to produce vinegar, soap and cattle feed?
- \* ...ice won't float in a glass filled with overproof rum?
- \* ...you can make your own personal blend of rums by mixing white, gold, dark and aged rums in varying amounts? You can even add spices and fruits.
- \* ...rum replaced beer on board Royal British Navy ships because it took less space and would not go bad on long trips?





# Further Reading Material

Reviews for these and other rum books can be found at [www.rumshop.net](http://www.rumshop.net). Click on “**Book Reviews**” on the navigation bar on the left side of the screen.



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# Featured Cocktail - Custom Creation

It is time now for you to produce your own cocktail. Review all the cocktails (and their variants) that we've covered in the past 11 lessons. Choose the one recipe or approach that best appeals to you. Then think about the perfect rum and the perfect ingredients that will make your drink come to life.

You can also look at "Got Rum?" for creative drink ideas. The June 2004 issue shows very creative cocktails invented by professionals at China Grill.

Keep in mind that having the right ingredients is only half the battle, using them in the right proportion is crucial to the success of the drink.

When you are done, e-mail us your recipe at: [info@rumshop.net](mailto:info@rumshop.net). Please make sure and include your full name so we can give you credit for it. We will be posting the recipes on our website so you can share your drinks with other fellow students. Once we've collected enough recipes, we will recreate them all and choose a winner.

Mix away!



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## Answers to Lesson 11 Questionnaire

Q. What are some of the attributes that have made rum such a popular drink?

A: Its mixability, variety, affordable price, link to the tropics, etc.

Q. Mention at least 4 of the 8 different types of rum.

A: White, Gold, Dark, Aged, Overproof, Flavored & Spiced, Vintage and Agricole.

Q. Where is Cockspur V.S.O.R. made?

A: Barbados

Q. Where are the Demerara rums produced?

A: Guyana

Q. Which is the oldest distillery in Jamaica?

A: Appleton Estate

Q. Why are "Naval Rums" called that?

A: Because they were, at one point, given to sailors as part of their daily ration.

Q. Where is Ron Pampero produced?

A: Venezuela.

Q. Mention three rums produced in the USA (including the US Virgin Islands)

A: Rums produced by Cruzan, Conch Republic, Charbay, Triple Eight and others

Q. In which country is the city of Angostura located?

A: This is a trick question. The city is actually located in Venezuela, but the Angostura Rums are produced in Trinidad & Tobago.







## **Rum Runner Press, Inc.**

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### Rum Services - Promotion & Research

**“Got Rum?” Advertising** - "Got Rum?" is the world's only monthly publication devoted solely to rum. Over the years, readership has constantly increased to its current level of approximately 30,000 worldwide. If you want to reach the most educated rum consumers in the world, there is no better place to advertise.

**Website Promotion** - Our websites attract a wide range of consumers looking for information about rum. Among the sites we own and control are: [www.gotrump.com](http://www.gotrump.com), [www.rumuniversity.com](http://www.rumuniversity.com) and [www.rumshop.net](http://www.rumshop.net). You can also rent the following domain names to promote your next rum event: [www.rumexpo.com](http://www.rumexpo.com) and [www.rumfest.com](http://www.rumfest.com).

**Rum Seminars for Consumers** - Over the past 5 years we have been conducting rum appreciation and education seminars around the world. The seminars have been conducted at restaurants, bars, liquor stores and convention centers and can be done in a variety of settings. These can be designed to include Rum Tasting sessions or not. One of our most popular training classes is for liquor store staff, make sure and ask us about it.

**Rum Market Research** - We can conduct surveys among our readers quickly and efficiently. Would you like to know how rum consumers feel about one of your rums? Do you know how they rank your rums against the competitors'? Do you want to know which new flavor they would prefer? Getting the same answers from qualified focus group participants would take much longer and cost a lot more than asking our highly selected reader base. Contact us for more details.

**Custom Recipe & Tasting Note Development** - Are you ready to share your rums with the world? What better way than with tantalizing cocktail and dessert recipes tailored to the particular organoleptic qualities of your rum!

**Book Writing and Publishing** - Do you want to share the history of your distillery and its products with the world? We can research, edit, write and even publish the book for you!

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