

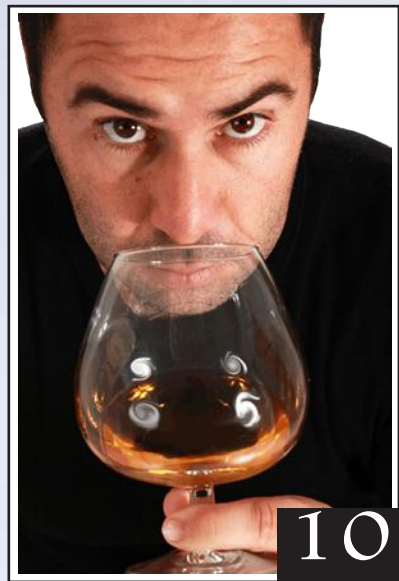
# Got Rum?™

FEBRUARY 2014

FROM THE GRASS TO YOUR GLASS!

**EXCLUSIVE INTERVIEW - ANGEL'S SHARE  
- BARTENDER'S CORNER -  
VALENTINE'S SPECIAL - TOBACCO & RUM**





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# Got Rum?<sup>TM</sup>

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ON THE COVER: A romantic gift of rum and chocolates.

INSIDE COVER: Assortment of Milk Chocolates.



## FROM THE EDITOR

### Distilled How Many Times?

In the frenzy to differentiate their products from their competitors', some craft distillers (rum, vodka, gin, etc.) are resorting to creative interpretations of how their stills work to make fabulous-sounding marketing claims. Have you seen labels for spirits that claim to be 3, 5, 8, 10 or more times distilled? Some consumers are drawn to them like moths to a flame, while others, the more savvy ones, simply smile and keep on walking down the aisle.

By definition, a "batch" represents a session where the pot still is started with liquid at a specific alcohol strength/ Through evaporation and condensation, an alcohol of higher strength is condensed and collected OUTSIDE of the still. The batch is completed when the original liquid is deemed to have been "spent" and the kettle is emptied and washed prior to processing the next "batch."

In reality, however, there are many craft distillers who claim that, by having a reflux installed, the reflux acts as a secondary distillation. Others, who have rectification columns attached to their stills go a step farther, by counting each plate in their columns as an additional batch distillation. Thus, a pot still with a reflux and a 6 plate column, in their minds, produces an 8-time distilled spirit!

True batch re-distillation involves the application of a lot of additional energy, since each time the liquid base needs to be brought up to its boiling temperature. Granted, the higher the alcohol content of each batch, the shorter the time to bring it to a boil, but the distillation does tie up equipment, labor and energy.

Perhaps these distillers truly believe that they are being clever and that they are not hurting the industry, but often times their near vision comes at a great price, as consumers realize the misleading practices and decide to boycott the brand altogether.



There is a famous quote by Calvin Coolidge that summarizes my stance on this:

*"There is no dignity quite so impressive, and no one independence quite so important, as living within your means"*

And an equally famous quote by Oscar Wilde that illustrates the point I'm criticizing:

*"Anyone who lives within their means suffers from a lack of imagination"*

I want to take this opportunity to thank all those distillers who stay away from such fantastic and imaginative claims, who simply keep focused on the task at hand and let the quality of their distillate speak for itself.

Cheers,

A handwritten signature in black ink, which appears to read 'Luis'.

Luis Ayala, *Editor and Publisher*

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

Do you want to learn more about rum but don't want to wait until the next issue of "Got Rum?"? Then join the "Rum Lovers Unite!" group on LinkedIn for updates, previews, Q&A and exclusive material.



# THE ANGEL'S SHARE



My name is Paul Senft - Rum Reviewer, Tasting host, Judge and Writer. My exploration of Rums began by learning to craft Tiki cocktails for friends. I quickly learned that not all rums are created equally and that the uniqueness of the spirit can be as varied as the locales they are from. This inspired me to travel with my wife around the Caribbean, Central America, and United States visiting distilleries and learning about how each one creates their rums. I have also had the pleasure of learning from bartenders, brand ambassadors, and other enthusiasts from around the world; each one providing their own unique point of view, adding another chapter to the modern story of rum.

The desire to share this information led me to create [www.RumJourney.com](http://www.RumJourney.com) where I share my experiences and reviews in the hopes that I would inspire others in their own explorations. It is my wish in the pages of "Got Rum?" to be your host and provide you with my impressions of rums available in the world market. Hopefully my tasting notes will inspire you to try the rums and make your own opinions. The world is full of good rums and the journey is always best experienced with others. Cheers!





## Selvarey Cacao



**S**elvarey Cacao rum presents an interesting challenge as it is so new that not much is known about this spirit. Through a little bit of research, a helpful bottle label and an email I was able to learn the following: Selvarey is Spanish for Jungle King and the rum is distilled in Panama using Copper Stills and then aged for five years in Bourbon casks.

From the casks the rum is blended by Don Francisco "Pancho" Fernandez with Panamanian Cocoa, bottled and imported by Pacific Plate Spirits of California. It is my hope that information about its availability and distribution will be provided on the Selvarey rum website later this year.

### Appearance/Presentation

This tall, long handled 750 ml bottle is capped in gold with a synthetic cork. The neck wrap has the words Selvarey Cacao front and back. The labels have a gold, bronze and silver color scheme with black script. The silhouette of a gorilla is centered on the front label. The back label provides details about the rum and the expected legal requirements. The liquid has a cherry-amber color that only lightens slightly when poured in the glass.

### Nose

It is absolutely not a surprise that the aroma is comprised mainly of rich dark cocoa. After I let it sit for a few minutes I detect a slight hint of oak in the aroma.



# THE ANGEL'S SHARE

## Palate

Sipping this rum revealed an upfront dark chocolate flavor reminiscent of Hershey's Chocolate Syrup. After the initial rush of chocolate there was a nice bite of true oak and rum flavor. The bite of the oak is just a tad bitter and lingers with the cocoa in the finish.

## Review

I have tried many flavored rums and sometimes the company's attempts at creating a product with a specific flavoring falls short. This is not the case with Selvarey Cacao Rum.

I truly enjoyed the blend of this rum. Too often the flavor of the rum is buried by the strong flavorings used or the artificial chemicals create an unrecognizable concoction. Instead the Blender demonstrated his skills by providing a nicely balanced product that accentuates both the cocoa and flavors of the rum in a nice rich blend.

Coming in at 70 proof, I believe this flavor balance will allow bartenders to experiment and be able to create both warm and cold cocktails as its flavors will play well with fruits and spices. When you spot this bottle on the shelf, it is definitely worth purchasing for its cocktail potential.

## Kahakai Tiki Banana Spiced Rum

**K**ahakai Tiki Banana Spiced Rum is a unique new offering to the market place as I am not sure I have seen this combination used before. Blended to 70 proof, the product uses a combination of rums, natural flavors, spices and added caramel for color.

## Appearance/Presentation

The 750 ml bottle has a plastic cap sealed with a yellow tropically designed neck wrap. Much easier to open than the Kahiki Spiced, I was relieved that I did not have to crack out a knife to get to the rum.

The foil label provides a nice visual pop to the logo and accents to the art work but when out of the light the Lono character and jungle scene are a bit dark. However, the yellow of the logo and Banana Spiced title balance nicely with each other.

The liquid in the bottle and glass has copper and cinnamon hues. Agitating the glass creates a razor thin ring with legs that race down the glass. The ring then transforms into thick beads that cling to the side of the glass and hang there.

## Nose

The warm Banana note is strong, steady, and dominates the aroma. It reminds me of banana pudding and raises my curiosity about the flavor.



### Palate

The entry of the rum is a creamy wash of banana, vanilla, cinnamon, and baking spices. The bite of the low congener rum nips sharply around the edges as the sweetness of the liquid fades in a vanilla flavored finish.

### Review

This rum reminds me so much of banana pudding it was sort of interesting to drink straight. The immaturity of the rum definitely falls in line with other ingredient rums and that is where things will get tricky for the imbiber. I am sure the flavors are some combination of natural and artificial ingredients so care must be taken when building a drink with it. I mixed it with some vanilla almond milk and it reminded me of a spicy banana sundae. The company recommends that it be used in a Banana Daiquiri.

Overall this is not a dynamic rum and delivers exactly what is promised on the label. Fun in its simplicity and at around twenty dollars a bottle, Kahakai Banana Spiced rum is a good product to experiment and create with.





# Bartender's Corner

**W**hen studying the history of a country, some scholars undoubtedly head to the libraries, to read and re-read manuscripts of yesteryear. I, on the other hand, prefer to start by exploring the culinary and mixological legacy of the bygone eras: I head to the bars and pubs!

Early colonial America was a constantly changing landscape. The recipes for their contemporary cookery and drinkery are a window into that time.

Join me as I journey through the best of what has survived, as I explore the drinks that forged and survived the growth of the American nation.

*-Dr. Ron A. Ñejo*





# Early American Rum Cocktails - Part 2



## Early American Rum Cocktails

### #2: Hot Milk Punch

The following recipe calls for Brandy, but you can safely substitute with a high-congener sweet rum like El Dorado. "Santa Cruz Rum" refers to rum from St. Croix, in the US Virgin Islands, and refers to light amber or white, low-congener rum.

#### Ingredients:

1 Tablespoonful of Fine White Sugar  
2 Tablespoonful of Water  
1 Wine-glass of Brandy (approx. 4-6 ounces)  
½ Wine-glass of Santa Cruz Rum (approx. 4-6 ounces)  
Fill with Hot Milk

#### Directions:

In a shaker add all ingredients and fill shaker with hot milk. Shake ingredients very well and pour into a large bar glass or mug. Grate a little nutmeg on top.

Note: To make this same cocktail as a cold drink, add 1/3 Tumblerful of shaved ice and cold milk. Now you have a "Cold) Milk Punch".



# Rum Cocktails for Lovers

## RUM APHRODISIACS

**A**phrodisiacs are foods thought to increase sexual drive or to enhance reproductive ability. Many centuries ago, philosophers attributed aphrodisiac properties to any food that represented “seed” or “semen,” such as eggs, bulbs and grains. Later foods were considered to have aphrodisiac properties if they had any resemblance to genitalia. Modern science looks at the composition of foods and believes that those with a high concentration of Zinc are beneficial to the libido, as Zinc controls progesterone levels. Here is a list of foods commonly thought to have aphrodisiac properties:

Almond, Aniseed, Arugula, Asafetida, Asparagus, Avocado, Bananas, Basil, Broccoli Rabe, Chocolate, Carrots, Coffee, Coriander, Fennel, Figs, Garlic, Ginger, Honey, Liquorice, Mustard, Nutmeg, Oysters, Pine Nuts, Pineapple, Raspberries, Strawberries, Truffles, Vanilla and Wine.

## HAPPILY EVER AFTER

1 3/4 oz Rhum J.M. Blanc  
3/4 oz Cynar  
3/4 oz Cherry Heering  
1/4 oz Averna  
2 Dash Rhubarb Bitters  
1 Dash Whiskey Barrel Bitters

Combine all ingredients except bitters into an ice filled cocktail shaker.

Shake and strain into a crushed ice filled cocktail glass.

Drop bitters into the glass and stir.

Recipe Courtesy: Rhum J.M. Blanc





### THE SUPERIOR LOVE POTION

50 ml White Rum  
12.5 ml Crème de Cacao  
1 Scoop Strawberry Ice Cream (or sorbet)  
5 ml Parfait Amour Liqueur  
25 ml Lime Juice  
25 ml Champagne

Shake all of the ingredients together until the ice cream/sorbet dissolves. Pour the champagne into a flute and then single strain the gelato mix on top. Garnish with a single Maraschino cherry and grated dark chocolate.

### SAINT VALENTINE

1 1/2 oz white rum  
1/2 oz Fonseca Bin 27 Ruby Port  
1/2 oz orange curacao or Grand Marnier  
1/2 oz fresh-squeezed lime juice

Pour the ingredients into a cocktail shaker with ice. Shake well. Strain into a chilled cocktail glass.

### BETWEEN THE SHEETS

1 oz. White Rum  
1 oz. Cointreau  
1/2 oz. Lemon Juice  
1 oz. Spanish-style Rum or Cognac

Add all of the ingredients to a cocktail shaker filled with ice, shake until well chilled.

Strain into a cocktail glass or a coupe and garnish with a lemon twist.

### CUPID'S KISS

1 oz. Cruzan Raspberry Rum  
1 oz. Canadian Club Whisky  
Cranberry Juice

Fill highball glass with ice. Add rum and whisky, fill with juice and stir.





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LICORERA CIHUATÁN



March

## THE RUM HISTORIAN



The Rum Historian is in Barbados, continuing his research on the origins of rum.

His articles will resume in March.



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## RUM IN HISTORY



### February Through The Years

1477 - Christopher Columbus visits England, but fails to obtain the financial support needed for his venture in quest for a new route to the Indies.



1655 - England imports less than 88 tons of sugar, a figure that will grow to 10,000 tons by the end of the century as tea consumption, encouraged by cheap sugar, increases in popularity.





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

1800 - Selective breeding experiments begin to increase the  
sugar content of sugar beets, currently at six percent.

1979 - St. Lucia, St. Vincent and the Grenadines gain their  
independence from Britain.

1777

1877

1977

1974 - Grenada gains its independence from Britain.



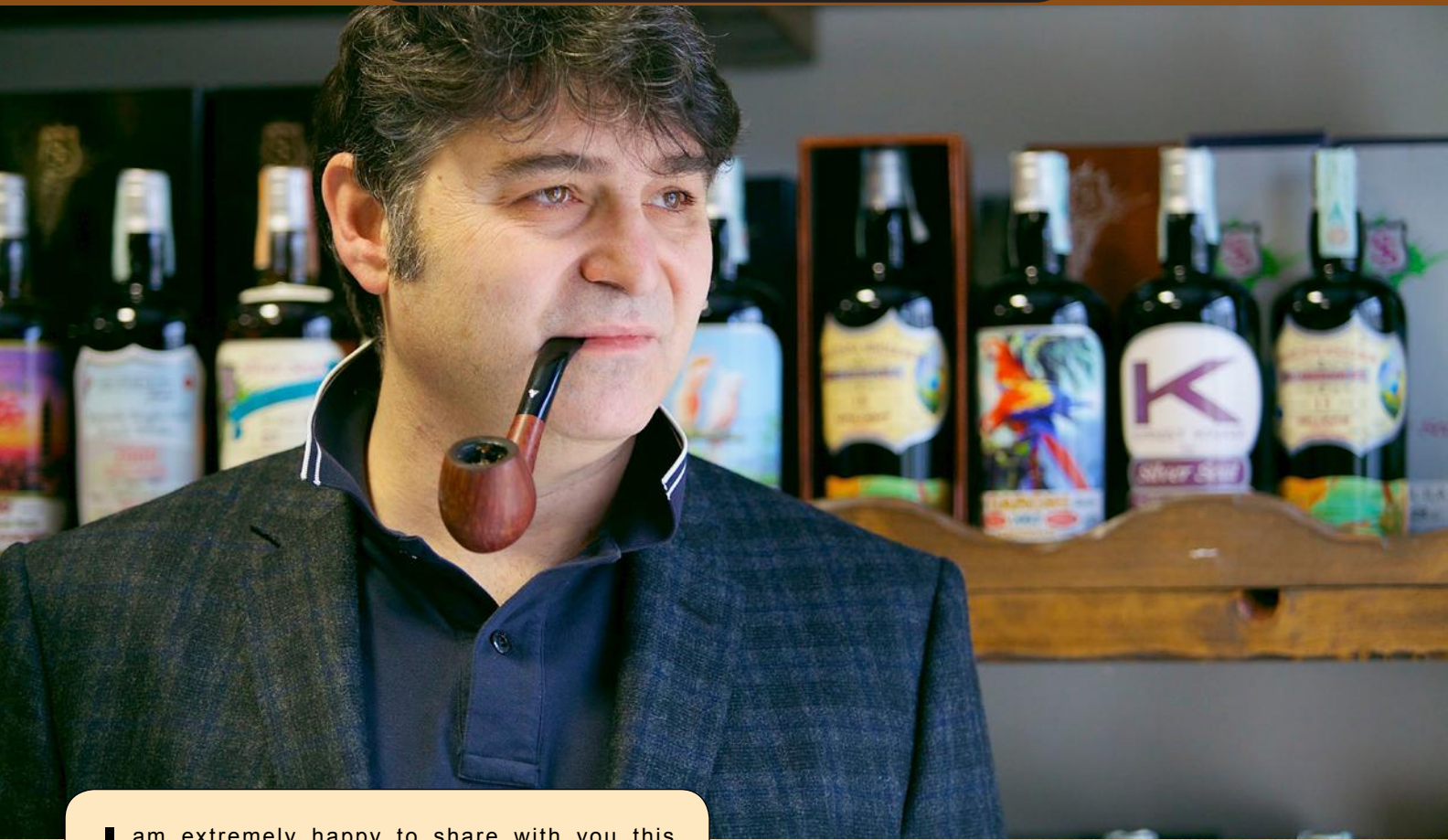
1800



1974



## EXCLUSIVE INTERVIEW



I am extremely happy to share with you this exclusive interview, as this is the first time I interview the same person about two of my passions: rums and chocolates! I could not have thought of a better time for this interview than this month, a month when we celebrate Valentine's Day, when a box of chocolates brings a smile to a loved one's face and when couples toast one another, celebrating their shared love.

Luis and I had the honor and pleasure of meeting Mr. Massimo Righi at the "Show Rum Italian Rum Festival" in Rome, Italy last year in October. Mr. Righi is the owner of Whisky Antique, located in Modena, Italy and his brands are Silver Seal and Sestante Collection. In this interview Mr. Righi shares with us information about his rum insights, as well as, some of the chocolates from the Antica Dolceria Bonajuto collection that he likes to pair with his rums.

If you ever have the opportunity to try Mr. Righi's rums and pair them with the delicious chocolates, you will not be disappointed. I wish Mr. Righi much success and I look forward to meeting up with him again in the very near future.

*Margaret Ayala, Publisher*

### **Q: How did you get started in the rum business?**

It is a long history, I initially started in the whisky business, many years ago, when I was in Scotland attending school. My first surprise was to find so many different kinds of whisky, with each one having its own unique taste.

My idea was to select the best whisky and bottle in single casks and at cask strength, so that people could try the real difference from one product to another. Later I was introduced to rums and I was really surprised and impressed by some rums, the different characteristics and such wonderful taste, so I started selecting rums in much the same way as I did my whiskies.

### **Q: How many different rums do you currently sell?**



We have a long list of rums, including the following:

- Demerara 1975- a 37 year old port morant, 2 different casks and strengths
- Trinidad 1991- a 20 year old rum
- Caroni 1997- available in different casks
- Demerara 1988- a 25 year old rum, also available in other cask strengths
- Jamaica 1993- a 20 year old rum
- Panama 12 year old
- Demerara 1977- 32 year old, also available in different cask strengths
- Demerara 18 year old



And many others that are still aging and waiting for their perfect time for bottling.

**Q: I know you like to hand-select barrels. What is your criteria?**

It's quite simple actually, I like a good rum and I look for different flavors, so my criteria is basically the same as when I am selecting a whisky cask: I buy what I like and I hope that my costumers will like it too.

I prefer bottling in single cask so as not to lose the characteristic of each rum. I want to share with you an example: 2 casks are distilled on the same day with the same sugarcane, same water and same pot still. They are then positioned in the warehouse close to each other to sit and age. One would think, at this point, that they are very similar, but that is not the truth. First, the wood is different and therefore will impart a change to the taste of the rum and the kind of maturation. Second, the position where the barrel is placed from the very start in the warehouse will not have much change, but after 10 or even 20 years there are a lot of changes, such as, the influence of sea, climate and the many flavors in the air. Take for example, you and I go to the beach one day and I use my body to protect you from the wind. One day is not going to make much of a difference, but what if we stayed in that same position for 10 or 20 years? Where our bodies are touching, they are protecting each other just like the barrels in the warehouse are protecting each other and are absorbing many flavors from each other.

Another difference is also if the vintage is made in the country of origin or in Europe. I don't know 100% which is better, but we can try two different styles and we will have to sample each to check for differences.

**Q: You have an amazing selection of single barrel rums, is there one you are most proud of (and why)?**

No, or yes. Much depends on what I want in the taste and that may change on a





daily basis, as well as, it depends on what kind of food I am eating. For me, the right combination is very important because with food your mouth is full of flavors so you have to find the perfect combination. However, having said all of this, some of my favorite casks are Demerara 37 year old 1975, 2 casks numbers 2042 and 2050. Two very different rums (see what I said before about maturation).

**Q: Would you say there is a difference in consumer palates from Italy versus the rest of Europe? If so, what is it and why do you think such a difference exists?**

In Italy we have great food and wine traditions, so the Italian people like to explore the many flavors and find the right combination, but all the people in the world can try and experiment with different rums to choose the one they like.

**Q: Do you have any plans to expand your rum portfolio?**

Yes, but only if I find very good casks. I don't want to enlarge my business only by increasing the quantity. I look to expand based on quality.

**Q: I noticed at your booth in Italy, all of your rum bottles are the same size and shape. Is this because you like this style for your rums or is it more for practical reasons?**

It is simply for practical reasons. We have a mold we created many years ago, which was an inspiration from bottles from the 19th century. Currently we have 70 cl and 150cl size bottles and in the near future we plan to also have 75 cl bottles available. So this is our style. In addition, we also spend a lot of time and money in designing and developing the packaging for our rums.

**Q: In addition to rums, you also have quite an extensive selection of chocolates. Can you tell us a little more about them, what makes them unique or special?**



Actually, I do not own the chocolates, they belong to my good friend Cioccolateria Bonaiuto in Sicily. I think their chocolates are very good when paired with spirits because they do not have any cacao butter making them a complete fusion.

**Q: Can you take us through the process you use to pair your chocolates with your rums?**

Too long, you have to try ..... and find the right combination in respect of the characteristic of both!

**Q: This is February, a month when Valentine's Day is celebrated in many parts of the world. Is there a pairing you would recommend for this occasion?**

Actually, I would like to offer three different kinds of pairings:

- Demerara 1975 with 80% chocolate
- Caroni 1997 with salt chocolate
- Demerara 18 year old with orange chocolate.

**Q: How can people contact you?**

They can visit my websites:

[www.whiskyantique.com](http://www.whiskyantique.com)

[www.silversealwhisky.com](http://www.silversealwhisky.com)

and they can contact me via email at [Max@whiskyantique.com](mailto:Max@whiskyantique.com).

**Q: Is there anything else you would like to share with our readers?**

Thank you very much and remember to drink responsibly and enjoy a good drink.

**Margaret:** Once again Massimo, thank you so much for taking the time to do this interview with me. Luis and I wish you much success.

**Massimo:** Thank you very, very much to you as well!





## PAIRING TOBACCO & RUM

Photographer: Danna Bordali



**M**y name is Philip Ili Barake, Sommelier by trade. As a result of working with selected restaurants and wine producers in Chile, I started developing a passion for distilled spirits and cigars. As part of my most recent job, I had the opportunity to visit many Central American countries, as well as, rum distilleries and tobacco growers.

But my passion for spirits and cigars did not end there; in 2010 I had the honor of representing Chile at the International Cigar Sommelier Competition, where I won first place, becoming the first South American to ever achieve that feat.

Now I face the challenge of impressing the readers of "Got Rum?" with what is perhaps the toughest task for a Sommelier: discussing pairings while being well aware that there are as many individual preferences as there are rums and cigars in the world.

I believe a pairing is an experience that should not be limited to only two products; it is something that can be incorporated into our lives. I hope to help our readers discover and appreciate the pleasure of trying new things (or experiencing known things in new ways).


### Cold Thinking

**A** couple of times each year, the weather is reversed between the hemispheres: if it is summer in the southern one, with high temperatures, the northern one is experiencing bitter colds. This is something quite evident today, with historical arctic colds.

I attempted to do a pairing based on where the majority (70%) of our readers are located. So this pairing is for those suffering the cold effects of winter. Few people would want to stay out in the cold for a very long smoke, so I had to select a cigar that would have a maximum smoking time between 30 and 40 minutes. I opted for a Rocky Patel Private Cellar Torpedo (6 1/8 x 52), this cigar is remarkable for its ring size and the color of its Connecticut Broadleaf wrapper, with a color that suggests a maduro cigar, but with a shine that is truly characteristic of Connecticut. The filler is Nicaraguan, which gives the cigar a lot of complexity, with dark toasted coffee beans and dry fruits, perfect for this pairing.

I designed this experience so it would work in the average household, with ingredients that are easy to be replaced, so there is no need to use the exact ones mentioned here. I wanted to combine a simple coffee service (American Coffee or weak Espresso with milk





and sugar and a traditional Espresso) with a Venezuelan rum that would mix well with caramel and coffee notes. I chose Ron Pampero Aniversario, a rum that I believe is well positioned from a price/quality perspective.

I also had to select a place to conduct the pairing, ideally a coffee house with a terrace (patio) where one could smoke peacefully, where they prepared and served the coffee well and where I would be allowed to take my time to prepare and finish the pairing. I roamed through many of the coffee houses in Santiago, looking for one that met my criteria. I then came across Café Vivaldi, in the Providencia neighborhood of Santiago. It is a very tranquil place, in a relatively new residential area (it was built about 5 years ago), with an ideal terrace for the pairing and with a surprisingly high quality of coffee preparation and service. Once all the pieces were set, it was time to start the pairing.

A couple of months ago I decided to start inviting selected friends to my pairings, this is something that has worked out quite well and I expect I will be continuing this tradition in the future. For this cold weather pairing I invited David Pérez, someone with whom I had shared a great pairing in the past.

The pairing would take place as follows: we would match the first third of the cigar with two types of coffee, one *Americano* and the other a double *espresso*. We would add a touch of rum to each of the coffees at the beginning and would then decide if we needed to add a bit of brown sugar. As it turns out, both coffees in the pairing benefited from the touch of sugar.

Smoking the cigar was fabulous, even better than the first experience I had with the cigar alone (without coffee). The draw was excellent and there was a lot of potential for a powerful combination. Be careful, however, not to add too much rum to the coffee, as this will unbalance the coffee, rendering the pairing useless.

Both coffees showed a good marriage with the cigar and the rum, interplaying with the common notes. But it was the creaminess of the espresso that convinced us to conduct the second phase only with the espresso.





Photographer: Danna Bordali

We moved from a very balanced pairing to a very demanding one, as the cigar became more and more aggressive. So we started sipping the espresso and the rum by themselves, not combined, making this a triangular pairing.

The rum, with its sugary notes, was enhancing the sweetness level of the espresso, meanwhile the cigar was adding tannic, dry and spicy notes to the equation, reminiscent of the high intensity cigars such as Ramón Allones from Cuba, or a Double Maduro Hoyo de Monterrey from Honduras, with its aggressive notes.

The longer the pairing went on, the more intense the experience, and the more coffee and rum we had to consume, which are both perfect remedies for a cold day outside. If you can devote 40 minutes of your day to this pairing, I highly suggest you do so. Just make sure you are wearing a warm jacket or coat. I am sure you will think of me as you enjoy this magical combination.

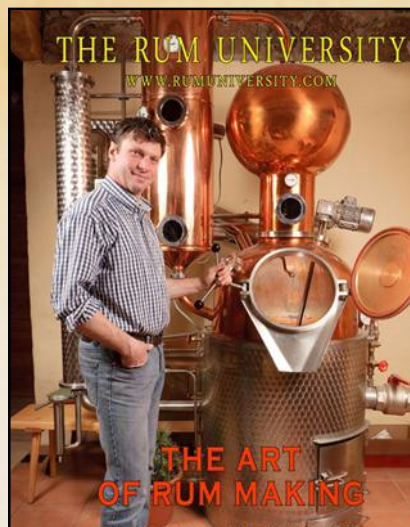
Cheers!

Philip Ili Barake  
Philip@GotRum.com





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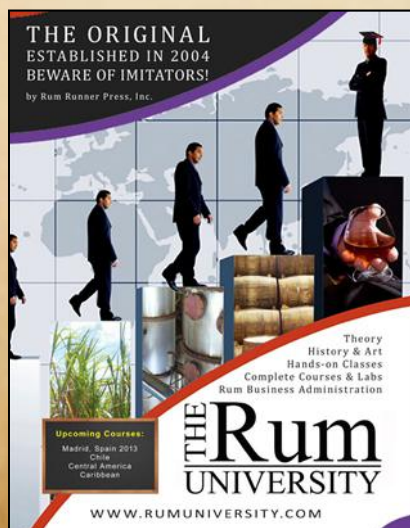
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