

Got Rum?™ We Do!

November 2003

Rum Cake Competition

**Halloween Rum Treats,
Rum Around the World,
Angel's Share and More!**

Got Rum? Magazine
www.rumshop.net



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Produced by Rum Runner Press, Inc.

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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

Time for Nominations

With the end of the year just around the corner, it is time for us to start preparing our annual “Best and Worst of the Year” list. With this in mind, we need your help. We would like to get your opinion on several issues, including:



* Best rum of 2003 in each of the following categories: White, Gold, Dark, Spiced, Flavored, Over-Proof, French-style, Premium (10+ years) and Super Premium (15+ years)

* Best news of 2003 for the rum industry

* Worst news of 2003 for the rum industry

* Best new rum (introduced in 2003)

* Best rum cocktail

* Best rum Bar or Restaurant

* Best rum vacation destination

* Best rum advertisement

* Best product presentation

As always, thank you very much in advance for your suggestions and nominations. We value your opinion.

Please e-mail me at luis@rumshop.net.

Luis K. Ayala
President / Editor

Halloween Rum Treats



our beverage of choice. We are pleased to bring you an array of spooky recipes, courtesy of our friends at VooDoo Spiced Rum and RedRum. For the ingredients and mixing directions, please visit www.voodooorum.com and www.redrum.com.

Using VooDoo Rum: Witch Doctor, VooDoo Devil, VooDoo Doll, VooDoo Magic, Cursed Tiki, Bone Shaker and VooDoo Zombie.

Using RedRum: Blood Drop, Dead Man Drinking, Gangrene, Mad Cow, Casket Cooler, Dead Elvis, Gremlin and Jonestown Kool-Aid.

Halloween came and went, but some of us are still enjoying the “spirit” of the party, so what better way to continue the celebration than with

3rd Annual Rum Cake Competition

Bahamas Rum Cake Factory

Bahamas Rum Cake Factory

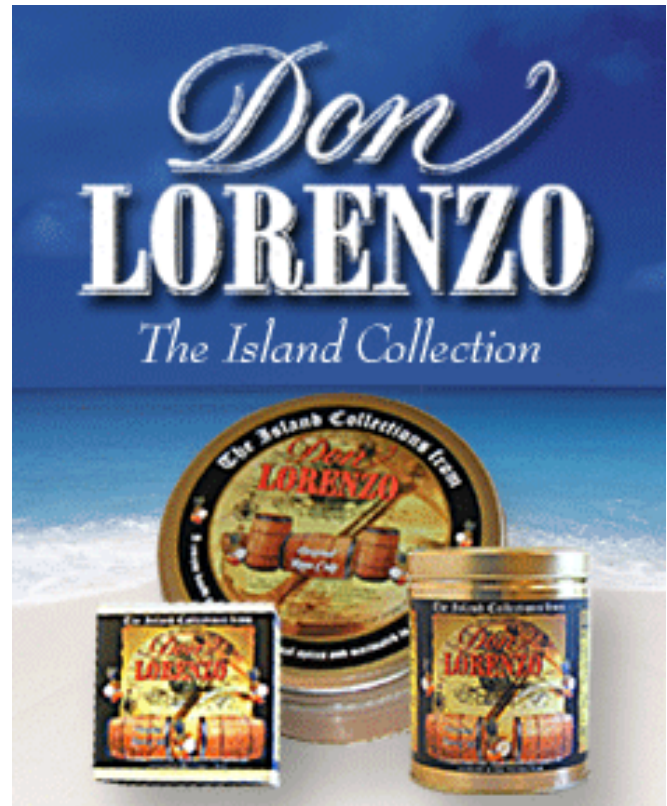
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P.O. Box 10065 APO

Grand Cayman, Cayman Islands

BWI

www.rumcakes.com



3rd Annual Rum Cake Competition

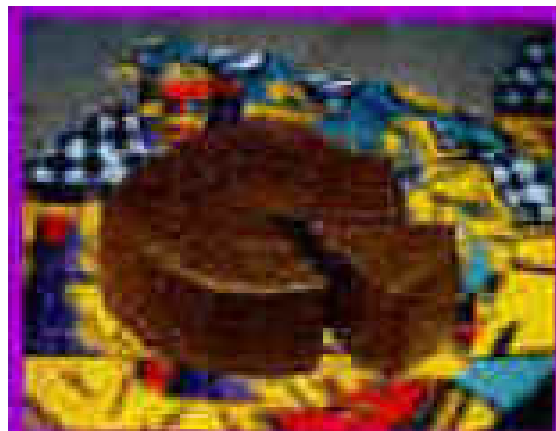
Caribbean Rum Cakes

Portia's Fine Custom Cakes

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caribbeanrumcakes@att.net

www.therumcakeplace.com



Heidi's

Heidi's Rum Cakes

P.O. Box 404

Sawyer, MI 49125

Tel: (269) 422-6675

www.rumcakegifts.com



3rd Annual Rum Cake Competition

Kona Gold

Kona Gold Rum Co.

87-3556 Mamalahoa Hwy

Captain Cook, HI 96704

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Fax: (808) 328-8513

www.konagoldrum.com



Sweetness & Moisture Content

As part of the judging process, judges were asked to rank each cake in terms of sweetness and moisture content.

The score possibilities ranged from 0 to 10, with 5 representing the perfect score. (In the case of sweetness, a score of 0 would be no sweetness at all, and a score of 10 would be oversweet).

Here are the judges' Sweetness results:

Traditional Category

- 4.56 Blackbeard's Original
- 5.44 Don Lorenzo Original
- 5.22 Blackbeard's Traditiona;
- 5.22 Kona Gold Macademia Nut
- 4.56 Blackbeard's Special Reserve

Dry Fruit Category

- 6.22 Carribbean Rum Cake
- 5.22 Blackbeard's Rum & Raisin

Flavored Category

- 4.78 Blackbeard's Coconut
- 5.67 Don Lorenzo Piña Colada
- 5.67 Blackbeard's Piña Colada
- 6.56 Don Lorenzo Banana
- 5.89 Blackbeard's Banana
- 4.89 Blackbeard's Peach
- 4.89 Blackbeard's Mango
- 5.33 Heidi's Lemon-Poppy
- 4.89 Blackbeard's Key Lime
- 5.44 Blackbeard's Mojito
- 4.89 Blackbeard's Spiced
- 6.33 Don Lorenzo Coffee

3rd Annual Rum Cake Competition

Chocolate Category

- 5.00 Blackbeard's Chocolate Banana
- 5.33 Don Lorenzo Chocolate
- 4.67 Blackbeard's Chocolate Orange
- 4.67 Blackbeard's Chocolate

The judges were also asked to rank each cake's moisture content in a similar fashion to sweetness: the possible scores ranged from 0 (very dry) to 10 (very moist). Again, a score of 5 represented the ideal moisture content.

Here are the judges Moisture results:

Traditional Category

- 4.33 Blackbeard's Original
- 6.78 Don Lorenzo Original
- 5.22 Blackbeard's Traditiona;
- 4.89 Kona Gold Macademia Nut
- 4.78 Blackbeard's Special Reserve

Dry Fruit Category

- 6.33 Carribbean Rum Cake
- 5.11 Blackbeard's Rum & Raisin

Flavored Category

- 5.00 Blackbeard's Coconut
- 4.33 Don Lorenzo Piña Colada
- 5.33 Blackbeard's Piña Colada
- 6.44 Don Lorenzo Banana
- 5.33 Blackbeard's Banana
- 4.67 Blackbeard's Peach
- 4.89 Blackbeard's Mango
- 4.78 Heidi's Lemon-Poppy
- 5.22 Blackbeard's Key Lime

- 4.22 Blackbeard's Mojito
- 5.11 Blackbeard's Spiced
- 6.22 Don Lorenzo Coffee

Chocolate Category

- 4.67 Blackbeard's Chocolate Banana
- 4.78 Don Lorenzo Chocolate
- 4.44 Blackbeard's Chocolate Orange
- 5.00 Blackbeard's Chocolate

The Judges

We would like to thank all the participating judges for lending us their expert palates. Without their help, the arduous task of tasting and judging rum cakes would not be possible. They are:

Patrick Davidson- President of Central Texas Rum Appreciation Society

Craig Daugherty- Rum Connoisseur

Susan Daugherty- Rum Connoisseur

D.C. Campbell- Author and Rum Connoisseur

Paris Permenter- Food & Travel Writer

John Bigley- Food & Travel Writer

Brenda Hogan- Rum Connoisseur

Waynell Jackson- Rum Connoisseur

Todd Jackson- Rum Connoisseur

Hosted by: **Margaret E. Ayala**- Vice-President,
Rum Runner Press Inc.

Results on Next Page ->



Blackbeard's sails home with Gold.

1st place Traditional (*Original Rum Cake*)

1st place Chocolate (*Chocolate-Banana Rum Cake*)

1st place Flavored (*Coconut Rum Cake*)

& 12 other Awards for Excellence.

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2003 Rum Cake Results

Traditional Rum Cake Category

Place	Cake
1	Blackbeard's Original
2	Don Lorenzo Original
3	Blackbeard's Traditional
4	Kona Gold Macademia Nut
5	Blackbeard's Special Reserve

Dry Fruit Rum Cake Category

Place	Cake
1	Caribbean Rum Cakes
2	Blackbeard's Rum Raisin

Chocolate Rum Cake Category

Place	Cake
1	Blackbeard's Chocolate Banana
2	Don Lorenzo Chocolate
3	Blackbeard's Chocolate Orange
4	Blackbeard's Chocolate

Flavored Rum Cake Category

Place	Cake
1	Blackbeard's Coconut
2	Don Lorenzo Piña Colada
3	Blackbeard's Piña Colada
4	Don Lorenzo Banana
5	Blackbeard's Banana
6	Blackbeard's Peach
7	Blackbeard's Mango
8	Heidi's Lemon-Poppy
9-Tie	Blackbeard's Key Lime
9-Tie	Blackbeard's Mojito
10	Blackbeard's Spiced
11	Don Lorenzo Coffee



Las Vegas!

RUM EXPO 2004

at Nightclub & Bar Trade Show

For All:

- * Distillers**
- * Importers**
- * Distributors**

40,000+ Attendees!

www.RumExpo.com

Special Announcement

Due to logistical and legal delays involved in the organization of our Rum Expo 2004 in Las Vegas, we have decided to postpone the Expo until 2005. Receiving, storing and transporting the rum samples from distilleries outside the USA requires Federal and State permits which take time to obtain. Our sincere thanks to all of those who have expressed interest in the event. We will keep you posted.

Rum Runner Press, Inc.

Ron Zacapa Centenario's "Night of Stars"

In the rum world, earning a 1st Place Award is a great reason to celebrate. Doing so two years in a row would call for a celebration twice as large.



W h a t would you do if your rum earned 1st Place for five years in a row? If you are Industrias Licoreras de Guatemala, proud producers of Ron Zacapa Centenario, you invite everybody you know to the country's largest party in modern history! On November 11th, 2003, "Noche de Estrellas" (Night of Stars) was the place to be at. The event was held at the beautiful Casa Santo Domingo resort in the city of Antigua, about a 40-minute drive away from Guatemala City. The party high-

lighted Ron Zacapa Centenario's fifth consecutive win at the International Rum Festival's competition, plus its induction into the Rum Hall of Fame. The guest list was a veritable "Who's who"

of Guatemalan and Central American figures. The number of guests in attendance at the event numbered an astonishing 1,700, all of whom enjoyed the great music, food and, of course, rum.

Leading into



the great ball room, guests were treated to live exhibits depicting every phase of rum production, including: harvesting of the sugarcane, fermentation, distillation and quality control.

Congratulations to all our friends in Guatemala for their continuous success!



lighted Ron Zacapa Centenario's fifth consecutive win at the International Rum Festival's competition, plus its induction into the Rum Hall of Fame. The guest list was a veritable "Who's who"



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

The Angel's Share: White Rums



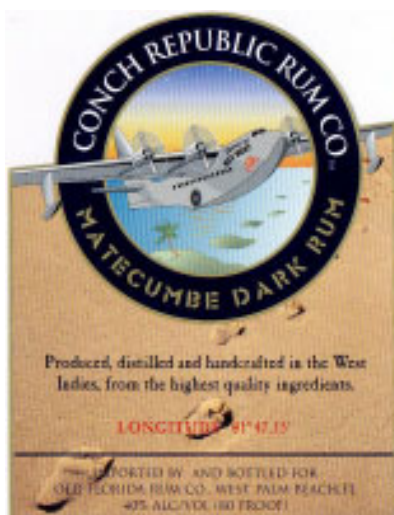
Coruba Jamaica Rum

Coruba Jamaica Rum (80-Proof). This rum is distilled in small batches with a pot still, making it a full-bodied rum.

The color is deeply dark, the aroma rich with a strong oak element. It opens boldly in the palate, permeating your taste buds with traces of raw sugar, oak and tannins. The finish is sweet and has great depth. It is

strong enough to mix with the most aggressive fruit juices, yet tasteful enough to enjoy on the rocks. If you have ever looked for a rum to cook with, one that would stand the heat of the kitchen and still leave behind a great rum taste, then look no further for this one will do just that.

www.appletonrum.com



Matecumbe Dark Rum

Matecumbe Dark Rum (80-Proof). This rum was first created to celebrate the Conch Republic's unity of purpose and sense of pride, as it seceded from the "Union" in 1982.

slightly oaky. Once in the palate, it opens up vividly with hints of caramel and spice. The finish is dry and slightly bitter.

This is a good mixing rum and a great conversational piece.

www.cruzanrum.com



Bardenay Rum

Bardenay Rum (80-Proof). The Bardenay distillery is the first establishment licensed by the BATF, which produces AND serves rum. The rum has a faint amber color, the bottle is corked and sealed in black wax. It is distilled using an Eau-de-Vie still manufactured by Holstein in Germany. The aroma is strong, with mild traces of fruitiness and oak. It opens smoothly in the palate, where its distinctively sweet

character comes across richly. The finish is warm, dry and slightly bitter.

At around \$10 USD per bottle, this is a great find despite its youthful character. If you are ever in Boise, Idaho, make sure you stop by to try it. Who ever thought that rum would be produced in Idaho!

www.bardenay.com

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

The Spirit of Cooking - by Margaret Ayala

Ham Biscuits with Rum Cherry Chutney

¼ C. Dark Rum
 1 C. Dried Sour Cherries
 1 tsp. Olive Oil
 1 Shallot (minced)
 1/3 C. Orange Marmalade
 Salt and Black Pepper (to taste)
 24 Buttermilk Biscuits
 Dijon Mustard
 24 Slices Country Smoked Ham (thin slices)

In a small saucepan, gently warm rum. Remove pan from heat, add cherries and set aside for 15 minutes. Heat oil in a small skillet over medium heat, add shallots and cook until soft, about 5 minutes. Stir in soaked cherries and marmalade. Season with salt and pepper. Refrigerate the rum/cherry chutney until cold. Split the biscuits and spread bottoms with Dijon Mustard. Top with a slice of ham, a small spoonful of the rum chutney and the remaining biscuit top. Enjoy!



Pineapple-Apricot Rum Omelet

4 Eggs
 1 sm. Can Crushed Pineapple
 Small amount of Lemon Zest
 1 Tbsp. Apricot Jam
 ½ tsp. Salt
 ½ C. Dark Rum
 2 Tbsp. Sweet Butter
 1 Tbsp. Sugar

Beat eggs with lemon zest (scraping of lemon peel), sugar and salt. Place butter in a preheated skillet and add egg mixture. When omelet is set and half done combine pineapple with jam and rum and fold into omelet for finishing. Sprinkle with sugar and serve.

Piña Colada Pancakes with Hot Rum Sauce

Pancakes:

2 C. All-Purpose Flour
 2 Tbsp. Baking Powder
 ¼ C. Sugar
 ½ tsp. Salt
 1 (15 1/4 oz.) Can Crushed Pineapple
 2 Eggs, beaten

1 C. Milk
 ¼ C. Olive Oil
 1 C. Flaked Coconut, additional coconut, if desired
 Pineapple rings, if desired

Rum Sauce:

1 C. Sugar
 1 Tbsp. Flour
 ½ C. Half'N'Half
 ½ C. Butter
 2 Tbsp. Dark Rum

Pancakes: In a large bowl, mix flour, baking powder, sugar and salt. Drain pineapple; reserve syrup. Add water to syrup to make 1 cup of liquid. In a medium bowl, combine eggs, syrup-water mixture, milk and olive oil. Add to flour mixture. Stir only until combined; batter will still be lumpy. In small bowl, mix pineapple and coconut. Preheat griddle. Brush with oil. Pour ¼ cup batter for each pancake onto griddle. Sprinkle each pancake with 1 tablespoon pineapple mixture. Cook over med-high heat for 2-3 minutes until underside is golden brown and surface is bubbly. Turn and cook 2-3 minutes more until other side is golden brown. Serve with Rum Sauce, additional coconut and halved pineapple rings, if desired.

Rum Sauce: In a small saucepan, combine sugar and flour. Stir in half-and-half and butter. Cook over medium heat until thick and bubbly, stirring constantly. Remove from heat; stir in rum. Refrigerate until needed. Yield: 16 pancakes



Strawberry Pancakes with a Lemon Curd and Rum Cream

8 oz. Fresh Strawberries (trimmed and halved)
 2 Tbsp. Butter
 3 Tbsp. Sugar
 Juice of one Orange
 2 Tbsp. Dark Rum
 3 Tbsp. Lemon Curd*
 250 ml Heavy Cream
 4 Pancakes

***Lemon Curd:**

3 Large Eggs
 1/3 C. Fresh Lemon Juice
 1 Tbsp. Lemon Zest (finely shredded)
 ¾ C. Sugar
 4 Tbsp. Butter, unsalted



Melt butter and sugar then add the strawberries, orange juice and rum. Cook briskly. Meanwhile, combine the curd, more rum (to taste) and cream and whip until firm. To serve, place some of the strawberry mix in each pancake, fold and garnish with the cream.

The Best Rum In The World

In 2001 and 2002, the Beverage Testing Institute of Chicago tested premium rums from around the world.

Ron Zacapa Centenario received the highest Score with 98 points out of a possible 100.

In 1998, the International Rum Festival discovered **Ron Zacapa Centenario**. Since then, it has received four consecutive Gold Medals along with the #1 Rating.



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AGED FOR 23 YEARS

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from the rich volcanic soil
of its native Guatemala



www.ronzacapa.com

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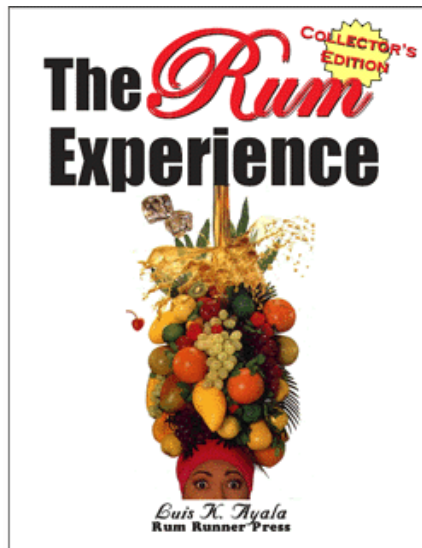
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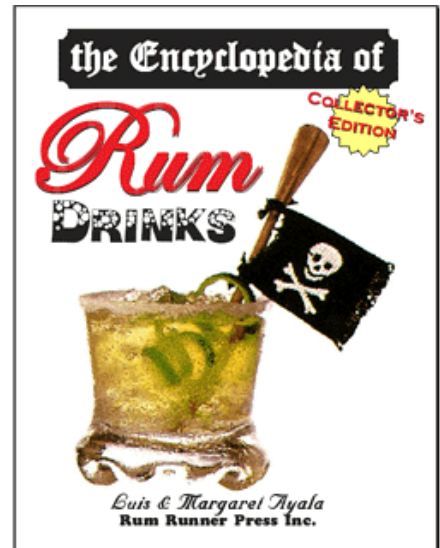
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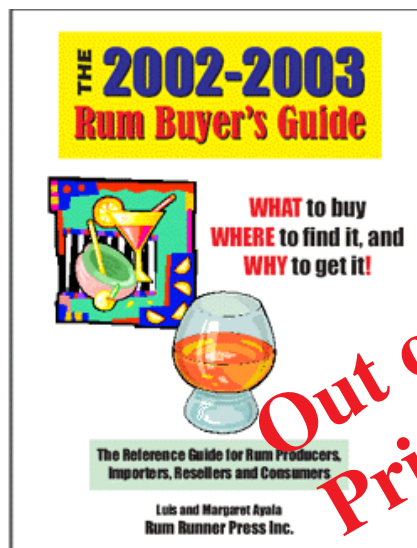
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Our Mission:

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