

# FROM THE BAR STOOL

Winter 2014

Issue No. 6

FROM YOUR  
CRAFT SPIRITS  
SPECIALISTS:

Our guide to new products, things we have learned, people we have met, places we have visited, and upcoming events that are getting us excited

## What's New In Young's Market Company's Craft Spirits Portfolio?

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# The History of R(h)um

## History

Rum is historically known by many different names. It is believed that the name 'Rum' originated in Barbados although no one knows for sure. It has been called 'Rumbustion', 'Barbados Water', 'Red Eye', 'Rumscullion', 'Devil's Death', 'Nelson's Blood', 'Rumbo' and 'Kill-Devil'. All these names imply rum to have been a fiery, strong and powerful spirit inducing the drinker into drunken stupor with ease. It was known as 'Nelson's Blood' as it was believed that Admiral Nelson's body was carried back to England in a barrel of Rum. The sailors on the boat, although greatly respecting Nelson, started to siphon off the rum to drink. When they got back to England the barrel was empty of rum, so the sailors had been drinking Nelson's Blood. Modern rum brands will translate rum into the language historically of the colonized area – Rum (English islands), Rhum (French islands) and Ron (Spanish and Portuguese islands).

## Sugar Cane Origins

Sugar cane (the raw ingredient of rum) first arrived in the Caribbean with Christopher Columbus in 1493 on his second voyage. This makes the Caribbean the birthplace of the rum industry although rum was produced earlier in other parts of the world. 2000 years ago, sugar cane grew like weeds in India and China. After his conquest of the Punjab, Alexander the Great's armies spread the cane through Egypt and the Mediterranean. Later, the Moors took the cane to Europe having learned the skills of distillation from the Saracens. This knowledge and skills were taken to the Caribbean by the 16th Century Spanish Conquistadors. Their original hopes of finding gold were dashed and so they turned to rum that turned out to be just as profitable. It is funny to think that such a valuable product comes from molasses, the waste product of sugar refinement! With the English, Dutch, Spanish and French colonizing the Caribbean during the 1600's, rum soon became the corner-stone of the Caribbean economy.



**Admiral Nelson**



**Columbus**

# The History of R(h)um

## The British Royal Navy and Rum Rations

The British Royal Navy has a long history with rum. Life on board the naval vessels of the 1600's was primitive and hard. It was made harder by the fact there was very few comforts – in particular drink – apart from stale beer and foul water stored for weeks in wooden casks. When Vice-Admiral William Penn captured Spanish Jamaica in 1655, the local rum was brought on board. The sailors must have loved this sweet tasting spirit to lift them out of their misery. By 1731, a daily rum issue was commonplace on board ships stationed in the West Indies. At first, the rum ration simply replaced the beer ration, which meant each sailor was drinking  $\frac{1}{2}$  a pint of crude and very strong rum every day in one gulp. Hence the term, **“Navy Strength”**. Extreme drunkenness was inevitable causing sickness and deaths through accidents. By 1740, Vice-Admiral Edward Vernon ordered that rum was no longer served as a  $\frac{1}{2}$  pint ration but at two half rations diluted at 4:1 with water. Vernon's nickname of “Old Grogam” was shortened to “grog” and used as the name for the ration. Over the years, the ration weakened so that by 1850, the ration was only a quarter of the original amount. With the ever-increasing sophistication of modern weapon systems, the Royal Navy had to abandon the rum ration on July 31st, 1970 – “Black Tot Day” – the final ration was drunk with the traditional toast of “Up Spirits”.

### Serving out the Grog



# The History of R(h)um

## Rum and the USA

In 1654, a General Court order made in Connecticut made rum from the Caribbean illegal but it still became an important part of the colonial North American economy. Food, livestock and timber were traded in exchange for rum, which was a particular favorite of the fisherman and lumberjacks who had to endure harsh winters and cold weather. Despite being illegal, rum was also traded to the North American Indians who drank vast quantities of it. Alcohol abuse devastated the social and economic order in the Indian communities that had already been hit by disease brought over by the European settlers. Combined with the US Cavalry, Rum and disease helped to destroy the American Indians. It took the American Revolution and its inevitable disruption of the economy to slow down the spread of rum to the Indians. Before long, molasses was being shipped to New England for distillation into rum – hundreds of distilleries sprang up and a roaring industry making 12 million gallons of rum a year. Most of the molasses came from French islands as it was cheap. In 1733, the British Government in London passed the first **Molasses Act**, putting **heavy taxes on imports of rum**, sugar and molasses from non-British Islands of the Caribbean. This new law was not welcomed in the colonies, as raw materials from British islands were more expensive. It is widely believed that rum played a very crucial role in fueling the flame of discontent that led to the Boston Tea Party and the American Revolution. Rum, smuggled in by rumrunners, helped to keep American spirits high during the years of Prohibition in the States (1919 – 1932). Bootlegging, controlled by the Mob gangsters, was very profitable. A consignment of rum bought on Nassau, Bahamas for \$170,000 could be worth up to \$2 million on the streets of Chicago. The big players of the were people like “Scarface” Al Capone and Bill the “King of the Rum Row” McCoy (the phrase “The Real McCoy” dates from the 1920’s when Bill McCoy’s rum was famed for its purity and strength) who were rumored to have made as much as \$20 million a year!



**Sugar Refinery**



**Bill  
“King of Rum Row”  
McCoy**

# Production

## Production: Raw Materials

Rum is made from a sugar cane, which is one of the tallest members of the grass family. The cane can grow up to 14 feet high under tropical conditions. The harvesting of sugar cane takes place as close to the ground as possible. In some places, the fields are torched with fire first to clean away the dead leaves and to drive out snakes. The cane is usually cut by hand using a machete if the farm is on hilly ground or it is too small to need mechanization, although the larger farms use harvesting machines. The plant re-generates by sending out new shoots (“ratoons”) from the base of the ground stalk. These shoots grow towards the sun into stalks that photosynthesize the sucrose found in the cane. In most other plants, this sucrose is turned into starch for energy storage – not so in the sugar cane. It remains in its original form. At the time of harvest, the stems of the cane are spongy and full of the richly sweet sap. The cane deteriorates quickly after harvesting, so it is transported quickly to the mill.

At the mill, the cane is chopped and then passed through a series of rollers and grinders that squeeze the juice out from the stems. The crushed remains of the cane (“bagasse”) are used for variety of things from fuel to chipboard. The green colored cane juice (“veju”) is then heated and clarified before being pumped into evaporators that drive off any excess water. The liquid is then cool-boiled in a vacuum to create a syrupy mixture from which Grade A sugar crystals are extracted. The brownish-black liquid that remains is known as Light Molasses. It is both light in color and flavor and is often used as syrup for desserts. After a second boiling, the molasses is darker and thicker. This molasses is known as black treacle molasses. The third and final boiling gives “Blackstrap” molasses - the stuff from which rum is made. It is very thick, dark and sticky. It tastes slightly bitter even though it still contains approximately 55% of the un-crystallized sugar. It contains lots of the original impurities of the sugar which help give the rum its characteristic flavors and aroma. Rum producers state that it is the unique qualities of the sugar cane, which give their rum the feeling of the island it is from. It takes approximately 1.5 gallons of molasses to make 1 gallon of rum. Rums made from molasses are called “Rhum Industriale” whereas rums made from sugar cane juice are known as “Rhum Agricole” and are commonly found in the French Islands and South America – primarily Brazil (Cachaca).



Rum can be distilled either using a pot or column still. The type of still used will often be linked to the history of the island. The old **English and French colonies will usually use a pot still** (the still used in Scotland and Cognac) whereas **column stills are mainly used by the old Spanish colonies**. Some rums will use a blend of pot and column distilled rums to give a greater depth and complexity to their rums (e.g. Appleton Estate). The pot-distilled rums tend to be heavier as the highest strength after distillation is 85% abv, so there is more room for impurities before bottling. Column distilled rums are lighter, crisper and cleaner with less of the molasses character as they leave the still at a much higher alcoholic volume (>96%).

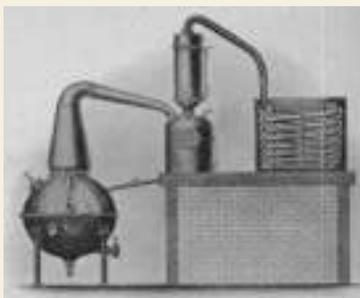
## Ageing

Due to the consistently high temperatures in the Caribbean, **rum ages at approximately three times the rate of Scotch or Cognac**. This 'Caribbean Ageing' (or 'Tropical Ageing') means that a 7-year-old rum will have many of the same qualities of a 21-year-old Scotch! Even white rums will be aged for a period of time, usually up to three years. The color is then filtered out using charcoal filtration. The ageing of rum (as with all ageing) gives the rum a smoother, more complex quality. It started when rum producers started to make more rum than the demand required. The excess rum was stored in oak casks, which were also used to transport the rum on ships back to Britain, Spain and France. It was noticed that the spirit gained color from the wood and a superior taste. The process of ageing is largely not understood, although we know that the spirit takes tannins, flavors and colors from the wood as it is porous and so allows the spirit to move in and out with temperature. This also allows the rum to 'breathe' causing complex oxidative changes to the chemical make-up of the spirit. Most barrels used in the Caribbean are used Bourbon barrels. Often a rum producer will add water to the rum before ageing to bring it down to around 80% abv. This will slightly slow the evaporation without hindering the effect of the wood ageing.

## Blending

The vast majority of rums are blended from a mix of styles, ages and types. In some cases (Bacardi) they are blended from rums originating in different countries. Some rums are also colored with caramel at this stage to ensure a consistency of color within the product as well as, in some cases, to help give a sweeter, more caramelized in taste and aroma. Once the different rums have been selected for blending, they are allowed to 'marry' together after being reduced to bottling strength with water. Again, the quality of water is very important and is often boasted about by the rum producer.

**Pot Still**



**Column Still**



# Classification of R(h)um

There are no legal definitions as to the classification of rum but here is a rough guide:

**White/Light/Silver** – Clear colored, light bodied and dry. Most are column-distilled and work as a fairly neutral base for a cocktail. E.g. Bacardi Carta Blanco, Havana Club Silver Dry.

**Gold/Oro/Ambre** – Medium bodied, slightly sweet rums. Can be made in either type of still. Color comes from the wood although some caramel can be added. Good mixed or drunk neat/rocks. E.g. Appleton V/X, Mount Gay Eclipse

**Dark/Black** – Usually made in pot stills and aged in heavily charred barrels. These are the more traditional styles of rum. They are very aromatic and full-bodied with a large molasses note. Often caramel is added for color and flavor. E.g. Lambs Navy Rum, Woods 100.

**Premium Aged/Anejo/Rhum Vieux** – Amber-hued, well-matured rums thought of very highly by rum connoisseurs. The “Cognac of the Caribbean”. E.g. Havana Club 15Yr Old, Appleton Extra

**Single Marks/Single Barrel** – Very rare rums from a single distillery. Often bottled from individual casks or from vintage years. E.g. Cruzan Single Barrel, J. Bally 1976

**Overproof** – mainly a category filled with white rums. Needs to have an abv over 57%. Very strong, very powerful – not for the faint hearted. Usually used in punches or longer drinks. E.g. Wray & Nephew Overproof (68%abv), Bacardi 151 (75.5% abv)

**Cachaca** – The main cane spirit in South America. It is also known as “Aguardiente de cana”. It is made from the sugar cane juice and is so a Rum Agricole.



**American/Colonial:** This style of rum is reminiscent of the original product distilled in the early years by enterprising Colonials with brandy-making experience. 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.



**Cuban/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.



**Cachaca:** The main cane spirit in South America. It is also known as "Aguardiente de cana". It is made from the sugar cane juice and is so a Rum Agricole but the harvesting process and the distilling to proof give it a very different taste from the AOC controlled Rhum Agricole coming out of the French Island of Martinique.

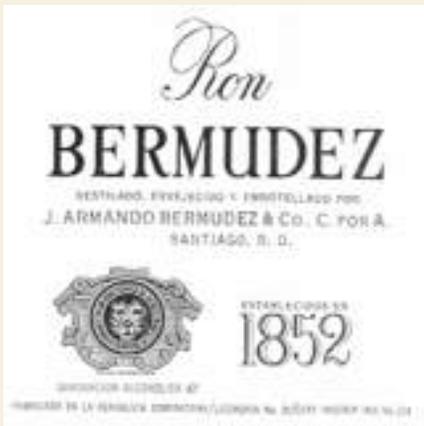


**French:** Not all rums (rhum) made in French-speaking countries are considered to be French in style. Only those distilled in pot stills from fermented sugarcane juice (as opposed to distilled from molasses) are considered French in style. French rums are characterized by a large amount of congeners that result in increased aldehydes (fruity and floral notes). Good representatives of this style are made in Martinique in the French West Indies.



## Jamaican/Guyanese:

Epitomized by dark, heavy and potent products, rums from these two countries have established defined this category and, subsequently, have fought against the ensuing stereotype. While not all rums produced today in these two countries are true to the original style, a few of them continue to perpetuate it, perhaps no one more than Appleton V/X.



Ron Bermudez is not represented by YMCO  
Just an example of Spanish Style rums  
And no relation to Alessandro, we think....

## 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 Zacapa Centenario from Guatemala.

\*

## 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). Pusser's is the most commonly name representative of this genre, British Royal Navy Imperial Rum is the most authentic.

## 10 things you should know about Rum

**1. Rum is a spirit distilled from Sugar cane juice... either from the molasses created as part of making sugar (Rum Industrial) or directly from the sugar cane juice (Rhum Agricole and Cachaca) and can only be made in a country that grows sugar cane.**

**2. Sugar cane grows in hot climates only around the world since it was introduced by Christopher Columbus**

**3. Traditional Rum producing areas are the Caribbean Islands, South and North America and Australia and the Asia-Pacific Islands**

**4. Rum must be at least 37.5% abv and many rums can be as high as 85% abv.**

**5. Rum comes in three main styles: white rum (good cocktail/ mixed drink base), Gold or Aged (cocktails, mixed drinks and sipping) and Dark (mixed drinks and cocktails)**

**6. The main Rum brands are Bacardi (multi site), Bundaberg (Australia), Appleton Estate (Jamaica), Havana Club (Cuba) and Mount Gay (Barbados) with the USA being the largest market worldwide.**

**7. Aged rums pick up flavor from the barrel and because of the heat it gets a lot of flavor very quickly compared to Whisky or Brandy.**

**8. The main factors that will influence the quality and style of a rum are:**

- The source of the sugar (sugar cane direct or molasses)
- The length of fermentation (short equals light rum; long equals heavy/dark rum)
- The type of Still (Pot equals heavy; Continuous equals light)
- The length of time in the barrel
- The strength of the rum at bottling

**9. Rum is the base for many of the world's most popular cocktails: the "Cubans" (Mojito, Cuba Libre and Daiquiri) and the "Islands" (Pina Colada, Mai tai, Zombie) as well as being versatile enough to be drunk in mixed drinks or neat.**

**10. One of the most popular new rum styles is Cachaca which is an Agricole Rum made only in Brazil and is the main ingredient in a Caipirinhia.**



**86 Co. Caña Brava**

Molasses product from Panama created by the former master Francisco “Don Pancho” J. Fernandez distiller of Havana Club for over 35 years. 3 year old Cuban style “Carta Blanca” made from local sugarcane molasses harvested at the base of a volcano. Style: Cuban/Puerto Rican



**Bacardi 1909 Carta Blanca**  
– Cuba now Puerto Rico –

from the oldest Bacardi distillery and bottled at 89 proof in Mexico. Bacardi has been family owned for six generations but began with Don Facundo Bacardi y Maso who immigrated to Cuba in 1830 from Spain. The local rum was harsh, fiery and dark, so he set about ways to improve it. In 1862, he bought a small rum distillery with his sons and started to make the world’s 1st white rum. It was of a completely new and quickly became Cuba’s favorite rum and known in capitals all over the world. During the Cuban Revolution (1960), all of Bacardi’s assets were seized illegally but thankfully they had opened a few other distilleries around the world. Style: Cuban/ Puerto Rican



**Facundo NEO Silver Rum**

Bacardi's premium rum collection starts with a white rum that is really a blend of aged rums 1-8 years in age and then charcoal filtered to become clear. Bacardi was a pioneer in charcoal filtering and so it's no surprise to see them take it to the next level with NEO. The challenge in filtering the color from an aged spirit is maintaining the aromas, flavor, and character from the original spirit.

**Facundo Eximo Rum**— a lot of aged rums are a result of blending a number of different rums together after aging into a single, unified product. That product must state the youngest rum in the mix, but often there are small amounts of older rums to help add dimensionality and depth. Blending after aging gives a blender a great amount of ability to balance and shape the character of a rum. It takes a tremendous amount of skill to do this blending BEFORE a rum is aged, and that's what Bacardi has done with Eximo. Eximo is a 10 year old rum which was blended before it was put into the barrel 10 years ago. In the mix are a few rums older than 10 years old (and were 1-2 years at the time of original blending), giving Eximo a total age range of 10 – 12 years.

**Facundo Exquisito Rum-**

A blend of rums aged between 7 and 23 years and finished for at least a month in sherry casks. The nose on Exquisito combines classic rum notes of vanilla and brown sugar with solid oak and dried cherry. Like the Eximo, Facundo Exquisito does a great job of integrating these aromas into a complex and well integrated nose. The entry is slightly softer than the nose, with vanilla and brown sugar notes leading the charge. These sweet and soft notes are quickly followed by an undercurrent of oak. This oak ramps up in the midpalate where it's met with dried cherry, raisin, and sherry. One of the great things about Exquisito is that the initial sweet notes also intensify in the midpalate and help balance out the drier and spicier notes. Towards the end of the midpalate, Exquisito becomes a lot more spicy with the addition of black pepper, clove, and an additional smoky oak note. This spice helps define the finish which is quite long and slightly dry, showcasing smoky oak and vanilla with a touch of sherry.

**Facundo Paraiso XA Rum-**

Bacardi doesn't disclose the complete mix of rums for Paraiso aside from saying "up to 23 years in age" with the "highest concentration of the oldest and finest rums of the collection", but with a hand numbered label and a decanter bearing the family seal, we're confident that this is the rum that Facundo L. Bacardi had to fight the rest of his family so furiously to get released. The rum in Paraiso is blended and then rested in French cognac barrels which previously held XO cognac. Unlike the Eximo and Exquisito, the nose for Paraiso doesn't scream oak. Instead it's an unexpectedly subtle nose that requires quite a bit of digging through. Paraiso's nose is a combination of vanilla, shortbread cookie, ginger, oak, cherry, and marzipan along with milk chocolate, salted caramel, and hazelnut. While both the Eximo and the Exquisito have bourbon-like qualities to them, Paraiso does adopt a cognac-like nose where the aromas are very tightly integrated and challenging to single out.

## Berkshire Mountain

Molasses product from Massachusetts by Chris Weld who draws his water from a local spring and uses local farm products. This is the Massachusetts's first legal distillery since prohibition and the first product he made. It happened to win a double gold at SFWSC in 2007 although his gins have garnered most of the attention this product is off the charts and requires you be sitting down when tasting. Style: American/Colonial & Jamaican/Guyanese



**ROGUE OREGON DARK RUM** is hand crafted using 100% Hawaiian Cane Sugar at the Rogue Distillery in Newport, OR. After distilling, it is ocean-aged in Rogue Dead Guy Whiskey barrels for 3 months. Item 698520 Front Line \$27.45

**ROGUE HAZELNUT SPICE RUM** is hand crafted using 100% Hawaiian Cane Sugar and freshly toasted Oregon Hazelnuts. It is artisan distilled with five natural spices and toasted hazelnuts grown by Kirk Family Filberts, a family-run orchard located adjacent to the Rogue Farm in Oregon's Wigrich Appellation. After distilling, it is ocean aged in Rogue Dead Guy Whiskey barrels. Item 698521 Front Line \$27.45



## Roaring Dan's

Roaring Dan's Rum is distilled from fermented grade "A" sugar cane molasses. Before a second distillation, pure Wisconsin maple syrup is added. The rum is then aged in a combination of new charred American white oak barrels and used bourbon barrels. The hint of maple we add gives Roaring Dan's Rum a buttery sweetness on palette entry followed by a dry finish. Though by American laws, it must be labeled as "flavored rum", the addition of Maple during distillation gives more added texture than flavor. Style: American/ Colonial & Jamaican/ Guyanese.



## Zaya 12 Year Reserve

Molasses product from Trinidad blended from 3 to 5 different rum none aged for less than 12 years in medium charred white oak barrels. This is the same "Zaya" recipe as it has always been and blended by the same master blender. Some with amazing palates have noticed a more favorable yet subtle butterscotch, brown sugar and maple nose since the move from Guatemala to Trinidad occurred. Style: Jamaican/ Guyanese.



## Dos Maderas

Molasses product from Barbados and Guyana aged for 5 years in used bourbon barrels then finished in 3 years in Dos Cortados Sherry Casks and for the 10 year another 2 years in Pedro Jimenez Sherry Casks. Style: Jamaican/Guyanese meets Spanish

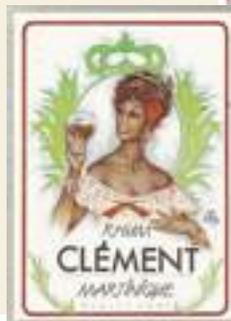


## Ron Matusalem

Molasses product from Cuba now Dominican Republic with a story similar to Facundo Bacardi. Matusalem focuses on the Solera style in aging and blending their rum, a method utilized and made famous in Spanish brandy production. Style: Cuban/ Puerto Rican.

## Depaz Rhum

Rhum Agricole style from Martinique, French West Indies (the only AOC outside of France) – This is the Cognac of the Carribean. Established in 1651 this estate has been producing rum in the northwest corner of Martinique at the foot of the island’s highest mountain, Mount Pelee. The volcanic ashes from the 1902 eruption give the sugar cane an explosive taste and character. Style: French.



## Rhum Clement

Rhum Agricole style from Martinique (the only AOC outside of France) founded in 1887 by M. Homere Clement. Considered to be the mecca of Rhum Agricole this 43 acre estate is where Homere began pressing sugarcane like fruit mimicking the French distillers of great Armagnacs. There portfolio includes everything from a Pure Cane to aged expressions with vintages well over 60 years old. Style: French.

## Pitu Cachaca

Rhum Agricole style from Brazil which has been distilled to proof since 1938. Vitoria is the owner and master distiller in the northern Pernambuco region. Pitu is one of 40,000 producers of Cachacas (over 4,000 brands in Brazil) and although extremely popular in Brazil only a couple thousand liters of the 90 million liters produced make it to the U.S. They utilize a unique harvesting method where they control burn the sugarcane stalks to remove the leaves, cut the cane, press for juice and begin natural fermentation in an open air environment all within a couple hours. Style: Cachaca.

## Montanya Colorado Rum

Rhum Agricole style product from Colorado distiller Karen Hoskin. Everything comes from American soil inside the glass bottle, sugarcane from Maui, clean snowmelt spring water from Crested Butte, Colorado and distilled as well as aged at over 9,000ft altitude. Style: French.

Clément is Martinique's premiere estate agricole rum, a traditional style of rum distilled from fresh free-run cane juice rather than black strap molasses. The heirs of Homere Clement have been crafting their exceptional rums in strict observance of the guidelines set forth by the Appellation d'Origine Controllee; and more importantly, according to the time-honored traditions inherited from Homere Clement, "the father of Rhum Agricole" since 1887. The estate and plantation are located on the site of an old sugar refinery and the rum may only be produced 2 months a year.



**Clément Première Canne:** A silver rum distilled from seven varieties of Martinique cane distilled only once and then rested for just over nine months in stainless steel and then reduced over time with distilled volcanic spring water. Tastes of cocoa bean, bitterweet chocolate, black tea, unrefined sugar, fress grass and carmelized sugar.

A superb blend of the finest white and aged Agricole Rhums, married with macerated Créole spices and sun-bleached bitter orange peels. Créole Shrubburst burst with luscious aromas and flavors reminiscent of Martinique. A staple of Caribbean culture, Créole Shrubburst is the "secret ingredient" frequently used by celebrity chefs and creative mixologists around the world.

**Clément V.S.O.P. Rhum Agricole Vieux** is aged a minimum of four years in virgin Limousin barriques and re-charred Bourbon casks. The superb alchemy of natural rum from sugarcane juice matured in a unique variety of the world's finest oak barrels orchestrated by our Cellar Master gives this exceptional aged rum its brilliant mahogany color, roasted cocoa bean aroma and its illustrious smooth mellow character. Warm caramel, exotic spice, and dried fruit aromas lead into a soft, silky entry with a moderately off-dry body full of coconut and banana creme brulee, nut, and dried fruit flavors. Finishes with a long fade of charred sugarcane, coconut custard, peppery spices and delicate wet minerals.

**Clément Cuvée Homère:** The Homère is the top of the Cellar Master's Selection Series and features the highest rated vintage rums of the last 15 years aged in French Limousin Barriques and re-charred Bourbon Barrels. Each is an ultra-premium rum comprised of vintage eaux-de-vie from the previous fifteen-years

**Clément Vieux X.O.**, an elegant and luxurious blend of well-aged, highly prized vintage rums which include 1952, 1970 and 1972 which are the finest ever in Martinique. This will be one of the finest sippers you will ever enjoy with masterfully blended flavors of spice, toffee and tobacco.

**Canne Bleue:** Crafted from the intensely aromatic juice of one varietal sugarcane, Canne Bleue is an exceptional white rum produced from only blue sugarcane. Clément Canne Bleue rests for just over six months in a stainless steel vat and is slowly reduced over time with distilled volcanic spring water creating a remarkable well-integrated full-bodied white Rhum Agricole, loaded with character and flavor unlike any other rum in the world.

**Clément Select Barrel:** Select Barrel is aged in particular oak barrels selected for their rich natural sweetness and intense aromatic qualities for a minimum of three years under the watchful eyes of our cellar master at Habitation Clément. The imaginative alchemy with this contemporary approach to selected oak results in a magnificent aged Rhum Agricole with well-balanced sweetness.

### St George California Agricole Rum

Rhum Agricole style from California. When Lance is willing to talk I listen and here's what he has to say, "Our goal was to create an eau de vie of sugarcane. The choice of small-diameter California sugarcane lends rich, grassy, vegetal aromatics that evoke both truffles and black olives. You can't get more locavore than this when it comes to rum. At a time when small distilleries are importing molasses, we're harvesting California sunshine and putting it in a bottle." There's not much that's made and we've just got our first batch since we ran out in 2010. Style: French.



### Mt. Gay Barbados

The oldest surviving deed for the company is from 1703, making Mount Gay Rum the oldest existing brand of rum in the world. Mount Gay Rum has been closely associated with sailing and a popular rum preference among sailors over the many years of its existence. Barbados, the most deeply British of the West Indian cultures, is often the first landfall for ships following the prevailing trade winds from Europe to the Caribbean. Style: Spanish.



## Koloa Hawaiian Rum

The Kōloa Plantation and Mill's first harvest in 1837 produced two tons of raw sugar. Talking story with old timers reveals that rum production began around this time.

Today, Kaua`i's distinctive "tall cane" continues to thrive in rich volcanic soil, nurtured by the pure waters of Mt. Wai`ale`ale, the wettest spot on Earth. It is from this proud heritage that we handcraft our single-batch, premium Hawaiian Rum.

Kōloa Rum Company was founded to create world-class Hawaiian Rum. We are the first and only licensed distillery on the Island of Kaua`i, where sugarcane production has been a traditional way of life. Our first batch of premium Hawaiian Rum was distilled and bottled in September 2009.

Style: Puerto Rican/ Cuban



## Brugal Rum

Dominican Republic.  
Style: Spanish & Cuban/  
Puerto Rican.





## Papa's Pilar Solera Rums

Blonde 3 yr. Item 459325 Front Line \$24.62

Dark 24 yr. Item 459327 Front Line \$30.80

Ernest Hemingway was this type of man – an adventurer who lived life to the fullest. He indulged us with glimpses of a vibrant life by stitching together distant cultures, passions, and people using the power of the written word.

Inspired by his appetite for adventure, we've proudly created a super-premium rum: Papa's Pilar

It is a spirit born of multiple rums hand-selected from the Caribbean, Central America and Florida. The rums are then brought to the U.S.A. and married together in our unique Solera aging and blending process. These rums are then finished in Spanish Sherry Casks.

## Mocambo Rum

Our product has a great cultural affinity with the sugar cane. The tropical climate, warm and humid, has been a key element for Veracruz to be the largest sugar producer in the country; and the region of Córdoba, to be the cradle of the most famous Mexican rums, produced in the oldest sugarcane region of America Continental. Rums are aged in European White Oak Barrels. Noble origin and knowledge of time give a unique character to its aroma and flavor. Bottling this rum with specific lot numbers per barrel, the product is distinguished as singular and incomparable.

## White Rum

We searched for every molasses we could find and combined it with every yeast that we thought might work. For months, we distilled every combination on the experimental still. After many dozens of runs, we developed our proprietary combination of multiple types of molasses and an unexpected strain of yeast that has resulted in one of the finest rums we have ever tasted.

We believe strongly that the best products can only be made from scratch. From raw material to bottle, we do it all. And we knew it had to be right, since it was the base for all of our rums.

The nose is sweet with a hint of the tropics. It is smooth, clean, and crisp from start to finish. It comes only from the finest cut of the distillation run, making it smooth neat or on the rocks with a clean finish. That also makes it the perfect base for a wide range of craft cocktails.



## Spiced Rum

We sought out to make a Spiced Rum like no other. The only criteria we had was that we had to love it, and it had to be unique.

Developing our Spiced Rum recipe was five months in the making. We took every herb and spice that we could find and monitored them separately in our Rum to see what flavors we wanted in our Spiced Rum. After adjusting for proportions, we came up with our final recipe.

The bouquet is distinctly fragrant and will surprise you. The taste is a unique blend of about a dozen natural ingredients with the richness of vanilla and cinnamon. It is smooth and perfect neat or on the rocks. The complexity makes it a great substitute for whiskey in any whiskey cocktail.



## Ginger Rum

Our Ginger Rum comes from our passion for innovation. Many experiments never made it to the bar, but our Ginger is the perfect complement to our rums. Our approach is consistent with every spirit we make.

We found every ginger from different regions and tested them all. Each region gave different characteristics. After many experiments, we realized that bringing out the heat was the easy part. The true refinement was to pull the sweetness from the ginger, and we hand selected the ginger that provided that flavor. We check for the quality of every ginger root, and hand peel every last one.

The Ginger Rum is smooth and clean. It pulls the sweetness of the ginger, with just a touch of heat. The color comes from the natural juices of the ginger. It's 100% natural. Its unique flavors make it the perfect base for any cocktail, but also easy to sip neat or on the rocks.



# Young's Market Company

## RUM PORTFOLIO

We hope you enjoyed this more in-depth look at our rum portfolio.

In doing this month's newsletter, we learned that the story of rum is really a history of exploration and migration.

In the case of companies like Bacardi and Ron Matusalem, the migration paints a darker story of having to leave Cuba because of its Communist regime. Both companies moved their operations to Puerto Rico and the Dominican Republic, respectively.

The rum industry also is very important in the history of the United

States of America and its separation from the British Empire.

From Christopher Columbus, to the Boston Tea party, to Al Capone's bootlegging operation, to the British Royal Navy, to Communism, the Rum industry has helped shape our world.

So next time you think of your Mai Tai's, Mojito's, Daiquiri's, El Presidente's and Ti Punches, you are drinking history.

**Salud!**

**Alessandro**

