




# The Rumnaissance

Understanding the modern trends and styles of rum

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Rum is perhaps the most  
misunderstood and  
underappreciated spirit

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Rum went from  
from suits...

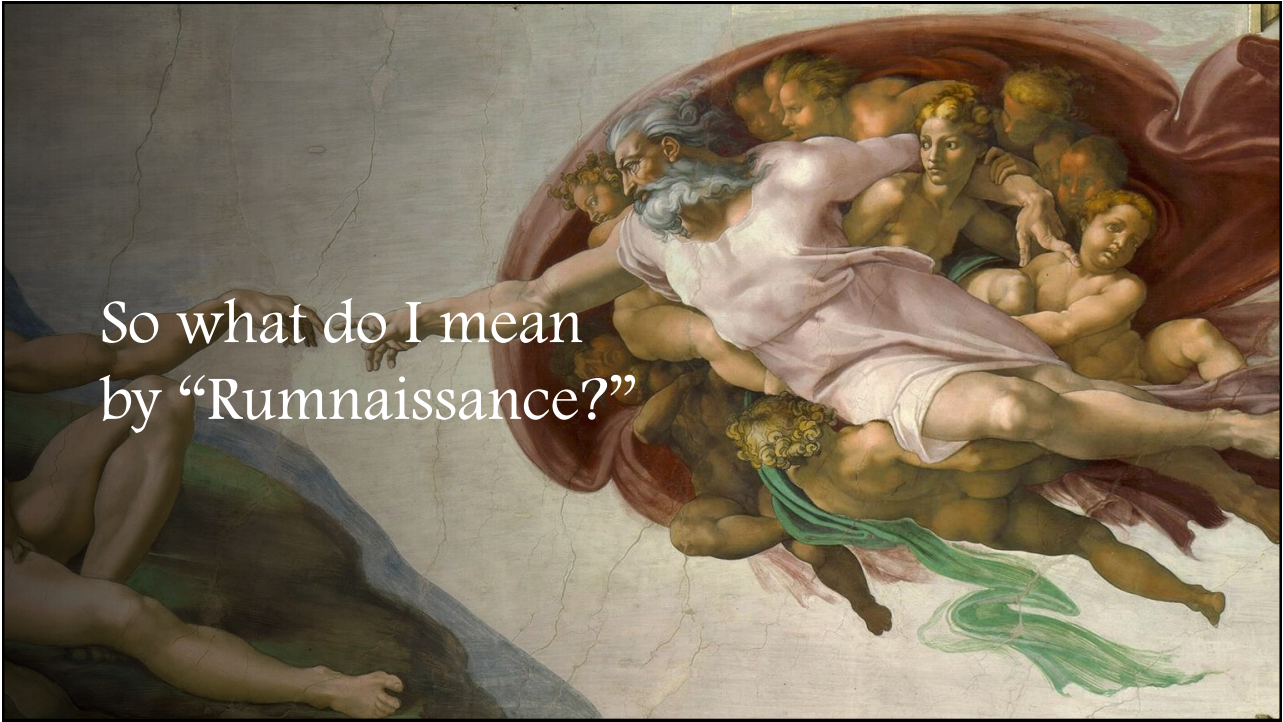
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...to shots.

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So what do I mean  
by “Rumnaissance?”

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Clairin:  
The Spirit of Haiti

Clairin is more than a spirit. It is entwined with the culture and people of Haiti. It is the perfect representation of terroir driven spirit production.

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# The Hallmarks of Clairin:

- ~ Indigenous ingredients
- ~ Wild fermentation
- ~ Non-adulterated
- ~ Climate influenced

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Trend#1  
Terroir

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# Glass 1

## Clairin Le Rocher

- Made in Pignon
- Produced from a blend of three indigenous sugar cane varieties
- Not sugarcane juice, but a sugarcane syrup
- Uses 30% dunder from previous runs
- Bottled at 94.4 proof

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# Congeners Bring Us the Funk

- ~ Dunder the “lees” of rum – flavorful, aromatic leftovers of a distillation run.
- ~ Congeners are made up of acids, esters, aldehydes, and other compounds
- ~ Use of pot stills result in spirits higher in congeners
- ~ Known as “hogo” in Jamaica

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# Glass 2

## Forsyths WP 151 White

- Produced by Worthy Park Estate
- High congener concentration
- Intense aromatics, flavors
- Unaged, bottled straight from the still at 151 proof

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# The Art of Blending

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## Blending Rums

- ~ Allows the creation of a flavorful and balanced rum
- ~ High ester rums blended with milder ones
- ~ Mixing distillates from pot and column stills

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## #3 Beachbum Berry's Zombie Blend

- ~ High ester rums blended with milder ones
- ~ Mixing distillates from pot and column stills
- ~ Blend of Demerara (Guyana), Trinidadian, and Jamaican Rums
- ~ Designed with cocktails in mind

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## The Finishing Touch

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## Trend#4 Cask Finished Rum

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## Aging and Finishing

- Rum is typically aged in ex-bourbon barrels
- Just as blending various rums showcases unique flavors, finishing does as well
- Allows master blenders and distillers to borrow aromatics and flavors from variety of places

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## #4 Ron Abuelo XV Sherry Cask Finish

- 15 Year Rum, finished in Oloroso Casks for an additional year
- Produced with Abuelo's estate sugar cane
- 80 proof
- 100% Column Still

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## The Old American Ways

- ~ By 1760s, Massachusetts had almost 70 distilleries, Rhode Island over 30
- ~ Distilled from inexpensive molasses from West Indies
- ~ Replaced by whiskey and disrupted by prohibition of the slave trade and the American Revolution

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## Trend#5 AMERICAN RUM IS BACK

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## #5 Privateer Single Cask “Rum the Jewels”

- ~ Aged four years in used rum cask
- ~ Mix of pot and column still distillates
- ~ 113.4 proof, bottled at cask strength
- ~ Head distiller – Maggie Campbell

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## Trend #6 The Unending Quest for Perfection

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What does perfection mean for  
rum drinkers?

- ~ Transparency – disclosure of ingredients, of components, of aging
- ~ No additives
- ~ Geographical representation
- ~ Balance of flavors
- ~ Harmony

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## #6 Hampden Estate

### “Great House Distillery Edition 2020”

- ~ Blend of two rums
- ~ 80% 2013 OWH
- ~ 20% 2017 Diamond H
- ~ 118 proof
- ~ Estate produced and aged
- ~ Unadulterated

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What haven't we  
talked about? Lots.

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A photograph of a sunset over the ocean. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The sky is filled with dark, dramatic clouds that are illuminated from below by the setting sun. The waves are breaking in the foreground, creating white foam. The overall mood is serene and hopeful.

The future is bright

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