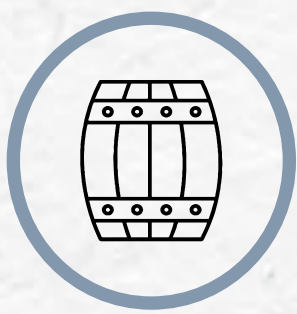


RUM

MASTERCLASS:

YOUR QUESTIONS ANSWERED!



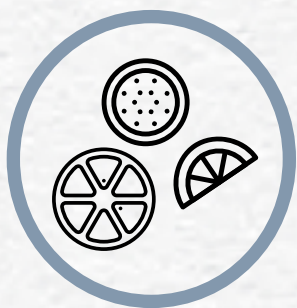
1. WHAT IS MEANT BY THE ANGEL'S SHARE AND WHY IS IT HIGHER IN SOME REGIONS?

The Angel's Share is the amount of alcoholic drink lost to evaporation. This is usually connected to the climate – generally speaking, the higher the temperature the higher the Angel's Share will be.



2. DO CLIMATE CONDITIONS ACCELERATE THE AGING PROCESS?

The aging process varies from location to location. For example, you could leave a rum to age longer in a colder climate, but it wouldn't necessarily match up with a tropical rum. The higher temperatures, and sometimes the variation between temperatures on a given day, causes the interaction between the barrels and rum to be significantly higher. This means that to achieve the same amount of influence from the barrels, far less time is required. Climate takes rum in a different direction in general, time is not the only factor.



3. DOES AGED RUM PAIR BETTER WITH LEMON OR CAN WE STILL KEEP USING LIME?

It depends on what you want from your drink! Lemon tends to create a sweeter profile with less of the sharpness of lime so if you want to create a sweeter serve, go for lemon.



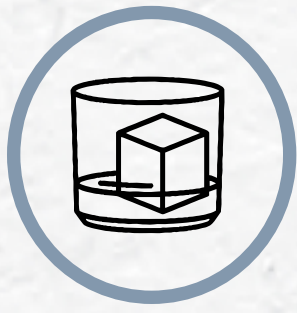
4. WHICH TRENDS WILL INFLUENCE RUM COCKTAILS IN THE FUTURE?

Premium rum with no adulteration!

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5. HOW DO YOU TASTE NEAT RUM?

Sip, then leave it to stand for five minutes before revisiting.



6. WHY ARE SPICED AND FLAVOURED RUMS SO POPULAR RIGHT NOW?

It's easy drinking – sugar and seasonal spices are a big hit with people!



7. WHAT TYPES OF FOOD ARE BEST SERVED WITH RUM?

Asian food and seafood can be a great match with rum-based cocktails. BBQ flavours also taste great with aged rum.



8. HOW DO I RECREATE THE COCKTAIL FROM THE MASTERCLASS?

Easy! All you need is:

- 50ml white lightly aged rum
- 15ml lime
- 10ml Campari
- 20ml chinola passion fruit
- 5ml sugar syrup