

FISHING • CRUISING • RACING • TRAVEL \$2.50

PLEASURE BOATING®

**DOUBLE
ISSUE!
FAMILY ISLANDS
& NEW ELECTRONICS**

CROSSING THE STREAM

THE STORY OF GROG

WHITBREAD RACE

**FISHING THE
BAHAMAS**

**LORAN
GETS
BETTER**

**TAKE
YOUR
OFFICE
TO SEA**

**VERSATILE
HANDHELD VHF**

**CELLULAR
PHONES
GO TO SEA**

BULK RATE
U.S. Postage
PAID
Hollywood, Fla.
PERMIT NO. 332

From Screech To Añejo, Rum Is The Sailor's Toast

by Henry M. Holden



HENRY M. HOLDEN

The Bacardi Rum Plant in Puerto Rico contributes to the 10 million cases of Puerto Rican rum sold annually in the U.S.

Visitors to the Caribbean invariably are asked to sample the appropriate symbol of the islands—rum. The Caribbean is the world's rum center, with Puerto Rico the world's leading producer.

Rum is now the fastest growing spirit category in the United States. A whopping 85 percent of the rum sold in the United States, or about 10 million cases, comes from Puerto Rico. That's about 12 percent of the Commonwealth's gross national product. And the popular liquor has come a long way from its old "yo-ho-ho" image as the favorite of pirates and smugglers.

Rum's history in the Caribbean dates back almost 500 years and started with Columbus. He brought sugar cane from

the Canary Islands to the West Indies on his second trip to the New World, in 1493. It soon became an important crop throughout the region and was probably introduced into Puerto Rico by Ponce de Leon after he was appointed governor in 1508. The Spanish conquistadors already knew about distillation, and it was a natural step from growing sugar cane to distilling the molasses made from the cane into rum.

Over the years, the new spirit spread to Colonial America where it became the premier drink. Cheap, strong and tasty, the colonists made it into many colorful libations with such exotic names as Rattle-Skull, Whistle Belly, Vengeance and Kill-Devil.

Rum was one of the apexes of the

Triangular Trade that was the basis of New England's economy throughout much of the 18th Century. Molasses and sugar from the West Indies were shipped, on New England vessels, to Massachusetts and other New England manufacturing centers where they were distilled into rum. The rum went to Africa's Gold Coast, also on New England vessels, where it was traded for slaves. The slaves went back to the West Indies to

the molasses (the slaves were shipped on New England "blackbirders" that continued in the trade long after it became illegal). And the profits went into the pockets of the Yankee manufacturers and shipowners.

In Nova Scotia and Newfoundland people drank something called "screech," made by filling the empty barrels in which rum was aged with hot water and sugar and letting them sit for a few days. The stuff can still be encountered in some of the Canadian maritime provinces' outports, and anyone who wonders

was the principle refreshment.

Around 1800 the popularity of rum faded as spirits distilled from grain grown by American farmers took preeminence. Whiskey was made from barley and corn. It would be more than 150 years before rum regained a major position in the United States over locally-produced spirits.

A pint of neat rum was handed out daily to English sailors as an anti-scurbutic (scurvy-preventive). This wasn't the light rum that most of us prefer today, but a dark, aromatic drink that was 150-180 proof and which the sailors downed straight, so it's not surprising that drunkenness was endemic in the British Navy. But the rulers of the British Navy knew that the daily rum allowance was about the only thing that allowed the British sailor to withstand his brutal life, and eliminating the rum handout would have meant instant mutiny.

In an effort to gain some control over the problem (and cut the booze bill on his ships), one admiral ordered that the rum be cut 50-50 with water. The admiral wore a cloak made from a rough cloth called grogram, and so his nickname, Old Grog, was quickly applied to the watered-down drink.

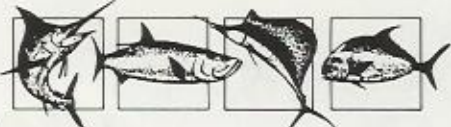
But there is still a tradition in the British Navy that a member of the royal family who visits a naval vessel concludes that visit by ordering the captain to "splice the mainbrace," and all hands are treated to an extra grog allowance.


The first significant reappearance of rum in the United States occurred during and just after World War II, when there was a severe whiskey shortage. When scotch, bourbon, and rye were again available in the 1950s, rum sales declined. Not all of the rums were of the highest quality and predictably, and consequently rum's popularity suffered. It is very important to the quality of rum that the molasses be high in sugar, and low in ash without odors and contaminants that will affect the resulting distillates.

At this point, the Puerto Rican government and the rum industry tackled the problem of rebuilding the spirit's quality and reputation. Through legislative action and the industry's close monitoring of the quality, rum has again become a major social beverage.

By the 1960s many Americans were drinking "Cuba Libres," rum and Coca Cola with a twist of lemon or lime, a drink that originated among political opponents of former Cuban dictator Fulgencia Batista (although some claim a

continued on page 138





Keys Classic

Release Tournament

to benefit the
American Mental Health Fund
Learn to see the sickness. Learning is the key to healing.

April 21st through May 7th, 1989

**WIN \$50,000.00
FIRST PRIZE**
2nd \$12,000.00
3rd \$ 6,000.00

CONSOLATION WINNER \$4,000.00
Two Person Team Event

SPECIES	LINE TEST	ROD/BAIT
MARLIN	30#	GENERAL
TARPON	15# OR 12#	FLY GENERAL BAIT
SAILFISH	12#	SPIN, BAIT
PERMIT	8#	PLUG, BAIT

FISHING GROUNDS: PRELIMINARY ANYWHERE IN THE FLA KEYS
FINALS: LOWER KEYS AREA

**PRELIMINARY ROUND
SUNRISE APRIL 22
TO SUNSET MAY, 5**

**FINAL FISH-OFF
MAY 6 and MAY 7**

QUALIFYING: To qualify for the final Fish-off Teams must catch 3 of the 4 qualifying species anytime from April 22 to May 5, 1989.
(non-qualifiers may participate in the Consolation Finals.)

KICK OFF PARTY	APRIL 20	Upper Keys
KICK OFF PARTY	APRIL 21	Lower Keys
FINAL KICK OFF PARTY	MAY 5	Lower Keys
COCKTAIL PARTY	MAY 6	Lower Keys
AWARDS PARTY	MAY 7	Key West

Participating Donation Entry Fee \$1200 per Team.
A NON-PROFIT ORGANIZATION

Call for information 800/637-1102

Sponsored in part by the Monroe County
Tourist Development Council

ACE BOAT HOIST	32, 123	IMPULSE	E-17
AERO INTERNATIONAL TOURS	B-81	JEFF CRIPPEN OLDSMOBILE	28
A & K LIQUOR	B-61	JERRY LANGER'S MARINE	131
ALLSTATE	4, 5	KAWASAKI	COVER 2
APACHE POWERBOATS	9	KEYS CLASSIC RELEASE TOURNAMENT	20
APELCO	3	KENWOOD	E-30, E-31
ATLANTIC RADIO- TELEPHONE	E-9, E-21, E-27	KING AIR	129
BASRA	B-55	LAKES MARINE CENTER	124
BELL SOUTH MOBILITY	E-29	LIGHTHOUSE MARINA & MARINE HARDWARE STORE	B-62
BENNETT MARINE VIDEO	E-8	MAGELLAN	E-13
BENNETT TRIM TABS	10	MARINE DEVELOPMENT & RESEARCH CORP.	E-22
BETHEL MARINE ELECTRONICS	E-10	MEGATREND TELE- COMMUNICATIONS	E-16
BIMINI BIG GAME CLUB	B-67	MERC CHARTERS	27
BIMINI BLUE WATER, LTD.	B-68	MERRILL STEVENS DRY DOCK	137
BLUE DOLPHIN DISCOUNT MARINE ELECTRONICS	E-4	METZ COMMUNICATION	E-4
BOSTON WHALER	33	MINNS WATER SPORTS	B-55
BUDGET RENT A CAR	15	OUT ISLAND INN	B-75
C. A. HANSEN YACHT INSURANCE	B-73	PEACE & PLENTY HOTEL	B-55
CAT CAY CLUB	B-65	PORT LUCAYA	B-53
CHAMPION MARINE	24	RAY JEFFERSON	E-25
COBALT BOATS	7	RAYTHEON	COVER 4
COMPLEAT MARINE & INFLATABLES	29, B-56	RICH ELECTRONICS	E-20
CONCH HOUSE MARINA RESORT	11	SAIL AWAY YACHTS	136
CONCH INN RESORT & MARINA	B-71	SCHOONERS LANDING	B-62
DIGITAL MARINE ELECTRONICS CORP.	E-11	SIMRAD	E-5
EASTERN AIRLINES	26	SI-TEX	E-14
ELITE MARINE ELECTRONICS	E-7, E-23	SPACECRAFT BOATWORKS INC.	129
EXUMA DOCKING SERVICES	B-79	SPANISH WELLS RESORTS LTD.	B-81
FANTASEA DIVERS	22, 23	SPANISH WELLS YACHT HAVEN	B-72
FURUNO	E-32	STANDARD COMMUNICATIONS	E-2, E-3
GENESIS MARKETING & YACHT SALES	137	STATE FARM INSURANCE	21
GREAT HARBOUR CAY	B-61	SUZUKI	COVER 3
GREEN TURTLE YACHT CLUB	B-59	II MORROW INC.	E-15
GULF MARINE OF CLEARWATER	133	TRAVACO LABS	28
HAWK'S NEST FISHING & YACHT CLUB	B-77	WALKER'S CAY HOTEL & MARINA	B-62
		YACHT SEARCH	135
		ZODIAC	18

drink of the same name was popular at the turn of the century following the Spanish American Cuban War in which Cuba won her freedom from Spain, but before Coca Cola was invented).

Rum got a boost among modern sailors after Ted Turner defended the America's Cup on *Courageous* in 1977. He celebrated by getting uproariously drunk and rolling through the streets of Newport, R.I., with a huge crowd in tow and a bottle of rum in each hand. When the television cameras showed the post-race press conference end with Turner slipping unconscious under the table, rum instantly became the drink of choice at many major international yachting events.

All rum begins with the fermentation of sugar cane by the action of special strains of yeast. Rum is distilled to a very high proof (180), guaranteeing it will emerge with clean, muted spirits.

There are three basic rum styles; light (white), amber (gold), premium (dark). White rums are lightest and driest, and the biggest sellers. Its subtle flavor and delicate aroma make it ideal in mixed drinks like the daiquiri, rum collins and any fruit juice. The gold or amber rums are a bit fuller and more aromatic than the whites, since the final product is slightly lower in proof, leaving in more flavor elements. This more robust flavor makes the amber variety a good substitute for whiskey. The manufacturers reduce the proof by adding distilled water. Aging for at least a year in charged oak casks before bottling adds the gold color to the rum. Amber rum is becoming increasingly popular on the rocks, and in piña coladas, eggnog and colas.

Premier rum, also called dark rum, or añejo, is the product of special distillation, aging and blending. It has a deep velvety smooth taste and a complex flavor. Añejos are specially selected rums which are aged four to six years in oak casks, and the more expensive añejos are sometimes aged longer. Añejos are the most flavorful and distinctive of all the rums and the longer aging gives them a smoothness. It makes a fine substitute for brandy and cognac and goes well as an after dinner drink straight up or in coffee.

There are 28 different rums from Puerto Rico and 14 different brands. Barcardi is the single most popular brand of rum in the United States, and also the largest manufacturer in the world. **RS**