



The Rum Experience - Collector's Edition: The Complete Rum Reference Guide

By Luis K Ayala

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"Rum surely has no better ambassador than Luis Ayala. In his hands the rich and colorful history of rum comes alive, so vividly you can almost smell and taste the properties of this truly legendary libation. From New Zealand to Barbados, Venezuela to Puerto Rico, Ayala has sampled the rums of the world to compile a definitive history of rum as well as the most comprehensive tasting portfolio available to rum connoisseurs. Ayala speaks and writes passionately about a spirit that is as elegant and sophisticated as the world's finest cognac, brandy and bourbon. As the cocktail culture brings us closer to rum - the first and most versatile cocktail spirit - we begin to see rum's important place in mixology. The daiquiri and the mojito are perfect starting-off points to learn about rum's finer incarnations. From the shaker to the snifter sipper, Ayala covers all types of rum and rum experiences. This book is a must for anyone who wants to learn more about rum or is already engaged in an enthusiastic affair with the world's most lively and famous spirit." (Greg Morago, The Hartford Courant)

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- Sales Rank: #2912357 in Books
- Published on: 2010-06-18
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .54" w x 8.00" l, 1.40 pounds
- Binding: Paperback
- 230 pages

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Editorial Review

About the Author

Luis K. Ayala is no stranger to rum. With over a decade and a half of hands-on experience, from judging at international rum competitions and tastings to assisting distilleries in the production of new rums, he has witnessed -and written- about all aspects of the rum industry. His books include: The Rum Experience, The Encyclopedia of Rum Drinks, The 2002-2003 Rum Buyer's Guide and American Rum. In 2001, Mr. Ayala, along with his wife and partner, Margaret, founded Rum Runner Press Inc., a company devoted to servicing the needs of the rum industry, from education and training to production and special events. Today Rum Runner Press publishes the world's only monthly Rum Magazine ("Got Rum?") which is read by tens of thousands of rum aficionados around the globe. Mr. Ayala's reputation as a rum lover and an expert in the field is well known. To date he is the most published rum author in the world. In September of 2002 he was the recipient of the International Rum Festival's Platinum Award for his "Global education and promotion of rum." In 2006, Luis Ayala was asked to work with Georg Riedel (from Riedel Crystal) to develop the first ever Riedel Rum Glass for Ron Zacapa Centenario. Today Luis Ayala is a sought-after consultant for the rum industry; his skills have helped launch new rums, improve existing rums and fine tune consumer and trade campaigns. He is the leading force behind nomenclature unification efforts and is an avid supporter of consumer education.

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