

# FROM CASK TO COCKTAIL





# ‘HOUSE ABOVE THE CLOUDS’



# CONTRIBUTORS

**LORENA VASQUEZ**



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Ron Zacapa Centenario Master Blender of 34 years, Lorena Vásquez. Nicaraguan by birth, in addition to her expert knowledge of rum, has a bachelor's degree in Chemistry & Pharmacy with studies in Food Technology and Business Administration. Passionate about the art of crafting premium rum, driven by her quest for perfection, she considers herself as having one of the greatest jobs in the world, being a master blender is not a profession but a way of life.

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**DAVE BROOM**



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Dave Broom is a Glaswegian who gets paid to drink and then write about it. He's been getting away with it for over 30 years.

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**LYNNETTE MARRERO**



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In 2011 Lynette Marrero created Speed Rack, combining a cocktail competition for women bartenders and raising money for breast cancer-related charities. She was honored by the James Beard Awards as one of America's Leading Female Mixologists 2009, was named Food & Wine/Fortune Magazine's Most Innovative Women in Food and Drink 2015. In July 2019 Marrero received the Tales of the Cocktails' Spirited Awards Best Mentor and the inaugural Philanthropy Award for her work with Speed Rack.

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**MARK MORIARTY**



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Mark is a 27 year old chef, based in Dublin, Ireland. He works at The Greenhouse restaurant, under head chef Mickael Viljanen, which holds one Michelin star. In addition to this, he works across numerous food projects, including TV, brand consultancy, global pop-up restaurants and ambassador rolls. Mark also acts as Diageo reserves 'Global Gastronomer', Mark is a former San Pellegrino World Young Chef of the Year, and is listed on the Forbes 30under30.

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**LAUREN MOTE**



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Lauren is the Diageo Reserve Global Cocktalian, co-creator of Bittered Sling Bitters, Sommelier, writer, and spirits judge. A former World Class Canada champ, and top12 in the world – Lauren now spearheads our World Class Studios educational program, and creates programming for bartenders, ambassadors, customers and consumers across 60 countries. She's the global ambassador for the World Class program and represents the entire Reserve portfolio.

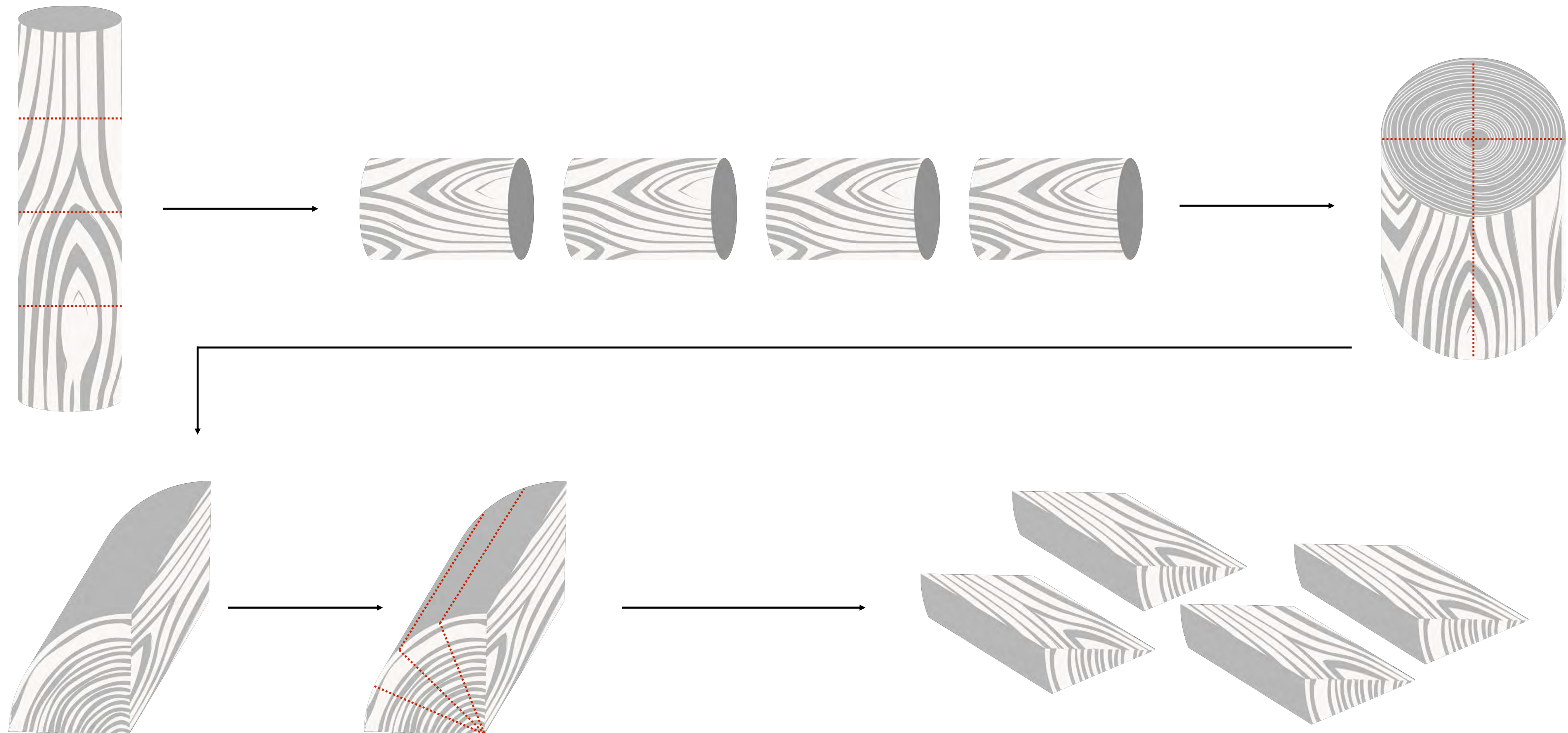
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# COOPERING



# CREATING THE STAVES





# BUILDING THE CASK



# TOASTING

“TOASTING HAS A DYNAMIC EFFECT ON FLAVOR COMPOUNDS. 100 VOLATILE COMPOUNDS HAVE BEEN IDENTIFIED IN OAK, THE MAJORITY OF WHICH ARE ACTIVATED THROUGH TOASTING. BURNING HELPS TO BREAK APART CELLULOSE AND HEMI-CELLULOSE WHICH CONTRIBUTE SWEET AROMAS SUCH AS CARAMEL, TOFFEE AND COTTON CANDY. UNDER HEAT, HEMI-CELLULOSE ALSO BREAKS DOWN INTO OAK LACTONE WHICH GIVES AROMAS OF COCONUT AND SPICE.”

- DAVE BROOM





A large, intense fire is burning inside a metal structure, likely a grill or furnace. The fire is bright orange and yellow, with many sparks flying out. In the foreground, the curved, wooden staves of a barrel are visible, partially obscuring the bottom of the fire. The background is dark and industrial, with metal beams and a chain-link fence visible.

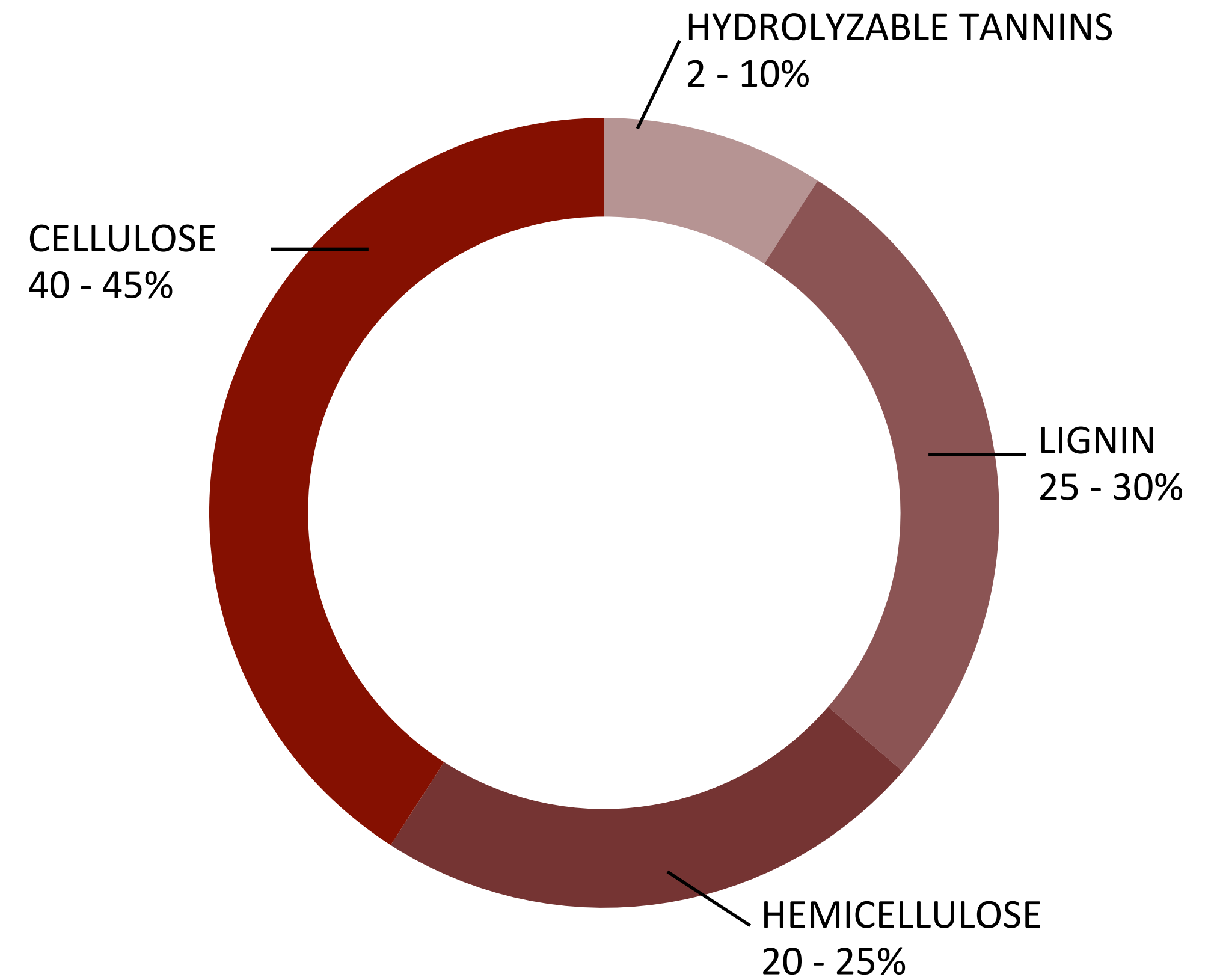
# CHARRING



# INSIDE THE WOOD



# OAK COMPOSITION





# TYPES OF OAK



# AMERICAN OAK

- ALSO KNOWN AS QUERCAS ALBA
- LOW IN TANNINS
- HIGH IN VANILLIN AND CIS-LACTONE - VANILLA, COCONUT AND SPICE
- OTHER SIGNATURE AROMAS ARE TOFFEE, CARAMEL, CANDY AND TOBACCO





# EUROPEAN OAK

- TYPES INCLUDE QUERCUS SESSILIFLORA OR QUERCUS ROBUR
- USED FOR BOTH ARMAGNAC AND COGNAC, AS WELL AS MOST SHERRY
- OAK IS MORE POROUS, MEANING IT IMPARTS MORE TANNINS
- AROMATIC, WITH HIGH LEVELS OF CLOVE, SWEET FRUITS AND RESINS.





## EX-SPIRIT CASKS

- EX AMERICAN WHISKEY - VANILLA, CARAMELIZED PINEAPPLE, BANANA, GREEN WOOD, ORANGE ZEST.
- RE-CHARRED EX AMERICAN WHISKEY - ALMOND, TOASTED VANILLA, TOFFEE, TOASTED CACAO, CINNAMON, NUTMEG, COCONUT.
- EX OLOROSO - DRIED FRUITS, CANDIED FRUITS, APRICOTS, PEACHES.
- EX PEDRO XIMENEZ - DRIED PRUNE, FIGS, RAISINS, SOFT PLUM  
(FOR XO)
- EX COGNAC - DRIED RED FRUITS, TROPICAL FRUIT, TOASTED COFFEE, CARAMEL, ASTRINGENT DARK CHOCOLATE, SPICY NOTES.



# COMPOUNDS

SUBSTANCE		AROMA
VANILLIN	→	VANILLA AROMA
FURFURAL	→	ALMONDS, BREADY, DRIED FRUIT
HYDROXYMETHYFURFURAL	→	CARAMEL
SYRINGALDEHYDE	→	CHOCOLATE & TONKA BEAN
SINAPALDEHYDE	→	ALDEHYDES - SWEET FRUIT NOTES
CONIFERALDEHYDE		
TANNINS	→	ASTRINGENT WOOD, LEATHER & SPICE.
LACTONES	→	COFFEE & TOFFEE
EUGENOL	→	CLOVES
FURAN	→	TOFFEE & NUT
CREOSOL	→	SPICY LEATHER





“ONE OF THE BEST QUALITIES OF RON ZACAPA FOR ME, AS A CHEF, IS THE LIGHTLY SPICED CARAMEL NOTES THAT COME TO THE FORE ON THE NOSE. HERE, I’VE USED RICH, BUTTERY INGREDIENTS TO HIGHLIGHT THESE QUALITIES; FROM PARFAIT, THE WARM BUTTERY BRIOCHE TO A SPICED BUTTER. THE USE OF WILD HERBS AND FLOWERS PROVIDES INSTAGRAMABILITY AND BRINGS US BACK TO THE COUNTRYSIDE OF GUATEMALA”

- MARK MORIARTY

PLATE:

POTTED PARFAIT, PORT JELLY, WILD FLOWERS, WARM BRIOCHE

AMUSE:

PARFAIT AND BRIOCHE FINGERS

BITE:

WARM BRIOCHE BREAD, SPICED BUTTER



# THE THREE STAGES OF MATURATION

SUBTRACTIVE MATURATION

ADDITIVE MATURATION

INTERACTIVE MATURATION



# SUBTRACTIVE MATURATION

- NEW MAKE SPIRIT CAN BE AGGRESSIVE IN NATURE
- SUBTRACTIVE MATURATION REMOVES UNWANTED SULPHUR COMPOUNDS
- MOST WILL BE ABSORBED INTO THE CHARRED LAYER



# ADDITIVE MATURATION

- SPIRIT STARTS TO EXTRACT FLAVOR FROM THE OAK
- COLOR STARTS TO BE IMPARTED
- THE ELEMENTS OF SPIRIT AND WOOD SEEM TO SIT ALONGSIDE EACH OTHER



# INTERACTIVE MATURATION

- FLAVOURS OF THE SPIRIT AND CASK BEGIN TO CREATE NEW AND MORE COMPLEX AROMAS
- A SMALL AMOUNT OF ACETIC ACID IS PRODUCED WHICH INTERACTS WITH THE ALCOHOL, PRODUCING FRUITY ESTERS
- THE BOUNDARIES BETWEEN WOOD AND SPIRIT-DERIVED FLAVOURS BLUR



# AIR

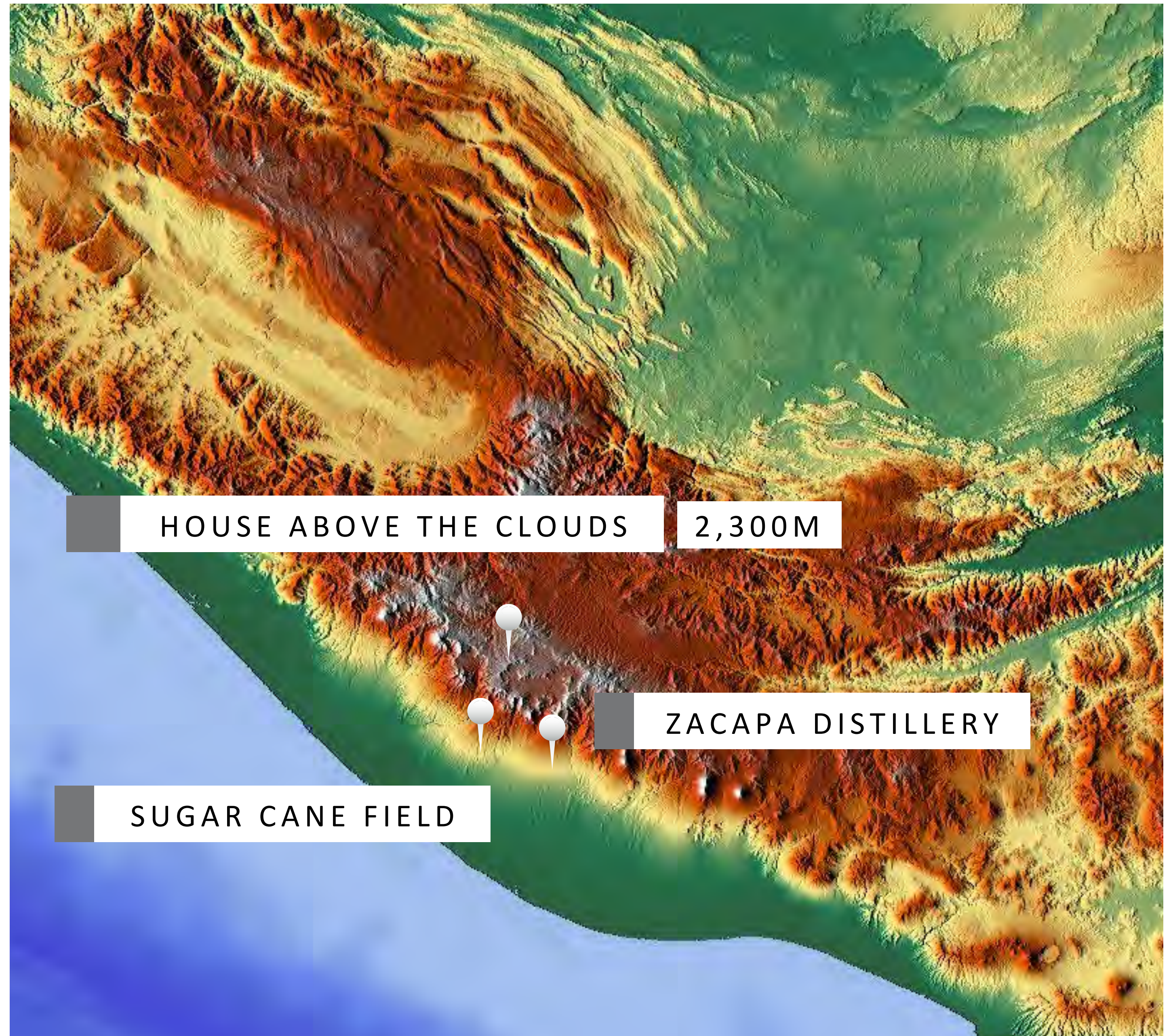
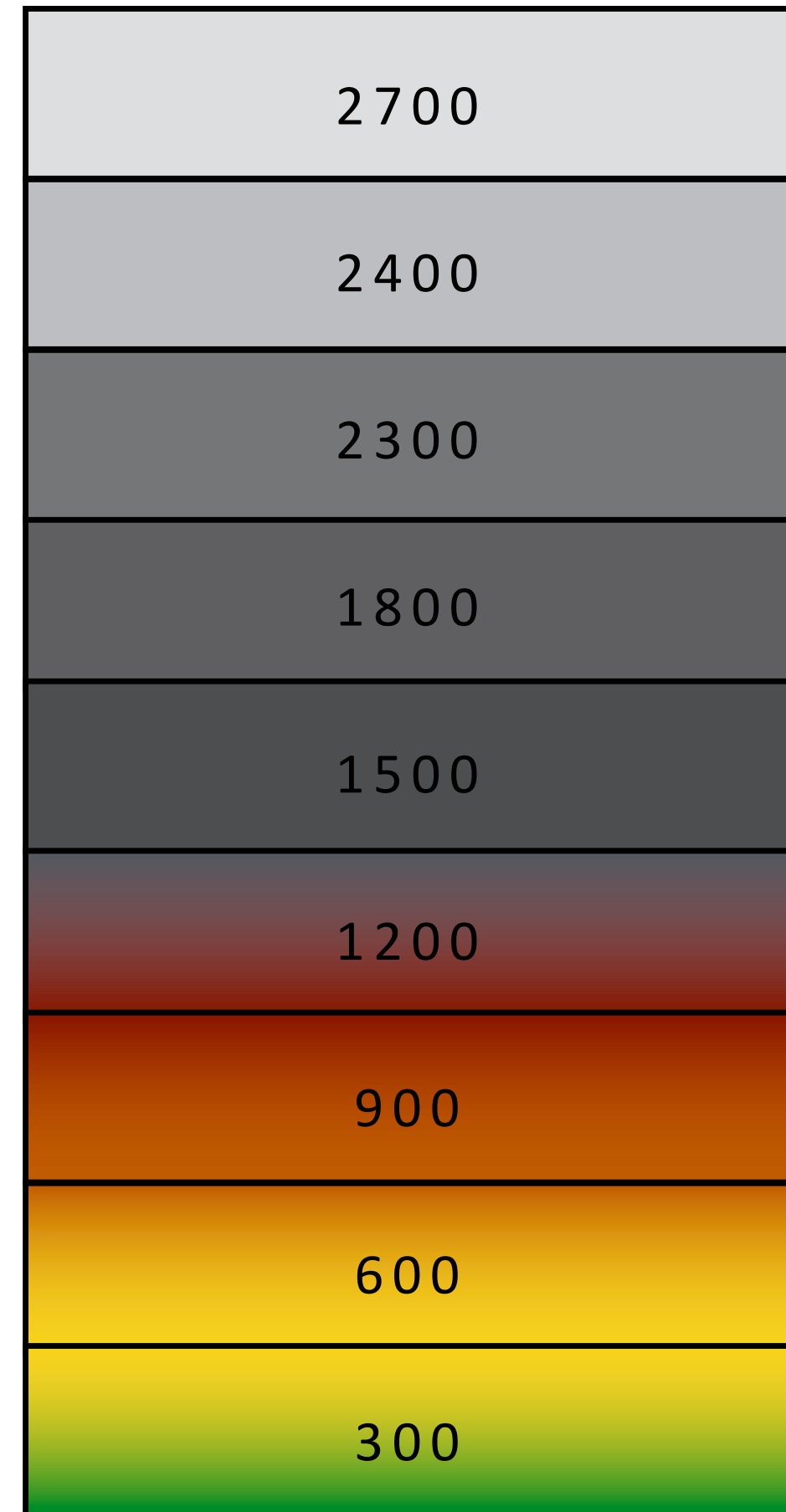
SPIRIT MOVES IN AND OUT OF THE OAK.

AIR ENTERS THE CASK, HELPING TO CREATE NEW FLAVORS.

ALCOHOL EVAPORATES, LOWERING THE CASK VOLUME.



HEIGHT IN METRES  
ABOVE SEA LEVEL

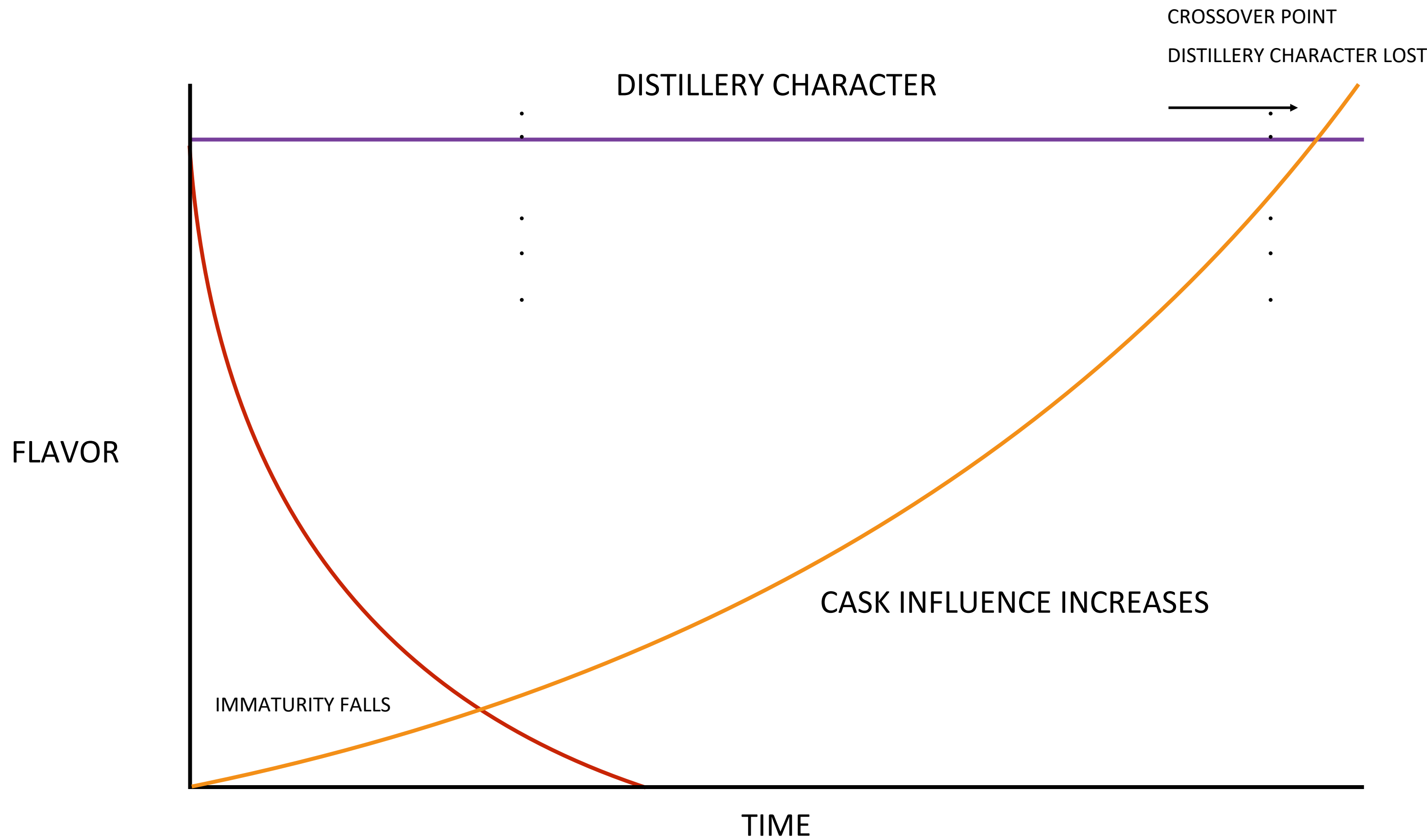




# DISTILLERY CHARACTER VS TIME

“TIME IS A NUMBER. MATURITY IS A CHARACTER”

- DAVE BROOM



THIS SHOWS HOW OVER TIME IMMATURITY [RED LINE] FALLS AWAY,  
AND STEADILY THE CASK INFLUENCE [ORANGE LINE] GROWS, EVENTUALLY DOMINATING THE DISTILLERY CHARACTER.  
THERE’S NO TIMESCALE.

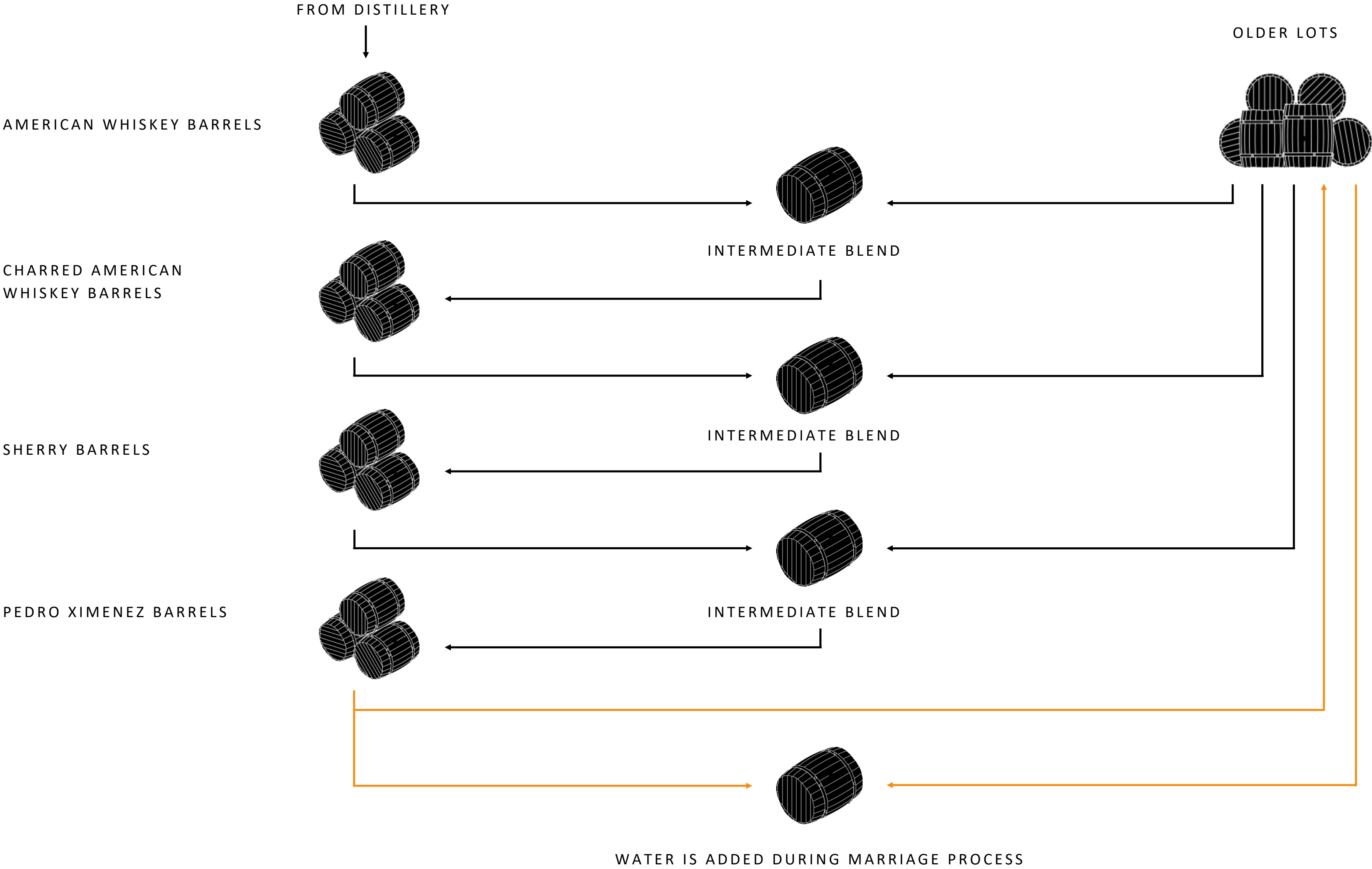
A CASK MADE OF NEW WOOD WILL RACE ALONG THE ORANGE LINE QUICKER THAN ONE WHICH HAS BEEN REFILLED.  
THERE ARE EXHAUSTED CASKS WHICH MAY STILL HAVE IMMATURE CHARACTERS AFTER 20 YEARS.  
THE DOTTED LINES THE WINDOW OF OPPORTUNITY FOR BOTTLING AND THE DIFFERENT BALANCES BETWEEN CASK AND DISTILLERY.



# SOLERA SYSTEM



# SOLERA SYSTEM







“THE SOLERA SYSTEM IS A BLENDING AND AGEING SYSTEM DEVELOPED BY THE SPANISH OVER 500 YEARS AGO TO AGE SHERRY WINES IN WHICH THE “SOLERAS” ARE THE BARRELS PLACED CLOSER TO THE FLOOR THAT CONTAIN THE OLDEST RUMS AND THE “CRIADERAS” ARE THE BARRELS IN THE SUPERIOR SCALES WHICH HOLD YOUNGER RUMS. I WAS INSPIRED AND ADAPTED PART OF IT TO THE DYNAMIC SOLERA SYSTEM USED IN THE AGEING PROCESS OF RON ZACAPA, IN WHICH RUMS OF DIFFERENT AGES AND PERSONALITIES ARE BLENDED AND THEN SUBSEQUENTLY STORED IN SELECTED BARRELS TO CONTINUE THE MATURING PROCESS.”

- LORENA VASQUEZ



# TASTING





“WHAT I LOVE TO SEE IS THAT BARTENDERS ARE CONTINUING TO USE ZACAPA AS A BROWN SPIRIT AND NOT JUST AS A RUM. SO, IT CONTINUES TO BE APPLIED TO SPACES TRADITIONALLY RESERVED FOR WHISKIES AND COGNACS.

WE HAVE ALSO SEEN A MAJOR GROWTH IN RUM EDUCATION FOR BARTENDERS AND THEY UNDERSTAND THE AMAZING ARSENAL THEY HAVE WITHIN THE RUM WORLD. LIKE WHISKY, RUM IS INTRINSICALLY TIED TO TERROIR.

ZACAPA DELIVERS ON FLAVOR PROFILES THAT CAN ONLY BE BORN IN GUATEMALA WITH THE CANE STRAINS LORENA CHOOSES TO USE AND THEN THE TERROIR EFFECT ON OUR AGEING PROCESS.”

- LYNNETTE MARRERO





“RECENTLY, I WAS ASKED TO REIMAGINE THE ENTIRE SERVE STRATEGY FOR RON ZACAPA, AND HERE’S WHAT WE DID. WE LOOKED AT THREE CATEGORIES, CLASSIC INSPIRATIONS, FLORA & FAUNA AND COLOR & CASK. CLASSIC INSPIRATIONS LOOKED TO COCKTAIL HISTORY, AND FOUND INSPIRATION IN ZACAPA’S POWER TO CHANGE FLAVOURS IN ANY COCKTAIL TEMPLATE. FLORA & FAUNA WAS BASED AROUND THE COLORS AND GROWTH OF THE LAND, WHILE COLOR & CASK ALLOWED US TO LET NATURE DO HER THING IN THE AGEING PROCESS. THE MAIN THING THOUGH, WAS TO AMUSE AND DELIGHT, AND THAT’S PART OF THE MAGIC BEHIND ZACAPA.”

- LAUREN MOTE



DEMO #1

# TRES TROPICOS

1 1/2 OZ RON ZACAPA 23

2/3 OZ PINEAPPLE JUICE

2/3 OZ LIME JUICE

2/3 OZ SUGAR SYRUP (1:1)

TOP WITH COCONUT MILK FOAM

FINISH WITH COLD CARBONATED WATER

Add all ingredients (except foam and water) to a cocktail shaker with ice. Double strain into a highball glass with fresh cubed ice, and top with Coconut Cream foam, and a touch of cold carbonated water to finish. Garnish with pineapple fronds.





DEMO #2

# HARMONY COBBLER

1 OZ RON ZACAPA 23

1 OZ BELSAZAR SWEET VERMOUTH

1 OZ LEMON JUICE

1/2 OZ SUGAR SYRUP (1:1)

Add all ingredients to a cocktail shaker with ice. Double strain into a wine glass with crushed ice, and top with a sustainable straw, dehydrated (or fresh) half orange wheel, fresh mint and red/black/blue fruits on a pick.





DEMO #3

# XELA COUPE

1 1/2 OZ RON ZACAPA 23

2/3 OZ BELSAZAR SWEET VERMOUTH

1/3 OZ AMONTILLADO SHERRY

1/2 OZ CHERRY LIQUEUR

**2 DASH** ORANGE BITTERS

Add all ingredients to a mixing glass and stir with ice to chill and dilute. Strain neat into a small, chilled coupe. Garnish with a long orange peel.





AT HOME DEMO #4

# ZACAPA FINCAS OLD FASHIONED

2 OZ RON ZACAPA 23

1/3 OZ DEMERARA-COFFEE SYRUP (2:1)

2 DASH CHOCOLATE BITTERS

Add all ingredients to a mixing glass and stir with ice to chill and dilute. Strain into a chilled Rocks glass over a block of ice. Garnish with a long grapefruit peel.





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**THANKS!**

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