

Please send tear-sheets to: PUBLIC RELATIONS DEPARTMENT,

Rums of Puerto Rico

666 FIFTH AVENUE, NEW YORK 19. CIRCLE 5-1200



HOW TO HATCH AN EGGNOG

Should an eggnog be thick enough to eat, or thin enough to drink? Should it be made with whole eggs, or yolks alone? Experts disagree, and you may have difficulty deciding on your favorite recipe, but that's the only difficulty involved in making a delicious eggnog.

Rum eggnog has been synonymous with Christmas hospitality in America for nearly three-hundred years; for many families, preparing the eggnog is as much a ritual as trimming the Christmas tree. For our forefathers, whipping up an eggnog was really a trying, time-consuming task. Today, however, American ingenuity makes it possible to do the job in less time than it took a colonist to crack the eggs.

Dairies now market a non-alcoholic eggnog mix that needs only the addition of flavor in the form of light, dry Puerto Rican rum. Connoisseurs agree that eight ounces of golden rum is the ideal amount for each quart of mix; for an especially rich and wholesome Christmas cup, fold in a cup of whipped cream chill one hour and serve topped with grated nutmeg.

"Do-it-yourself" eggnogs are slightly more time-consuming, but they are well worth it; an electric mixer may be used to advantage for the beating and stirring. So, simply select a tested recipe and use the proper ingredients.

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A point worth remembering to insure maximum success when making either the "instant" or custom-made variety of eggnog, is that it's the rum that imparts authentic flavor. Being slightly heavy-handed with this old favorite never spoiled a well-hatched eggnog!

Here is a time-tested recipe that is sure to please the most discriminating taste.

EARLY AMERICAN EGGNOG
(serves 15-20)

12 egg yolks

1/2 lb. sugar

1 pt. milk

1 bottle ("fifth") gold label Puerto Rican rum

1 qt. heavy cream

Beat yolks until light. Add sugar until thick. Stir in milk and rum.

Chill 3 hours, fold in whipped cream. Chill one hour. Serve sprinkle with nutmeg.

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P R E C I S

220 WEST 42nd ST., NEW YORK 36, N. Y.

FOR RELEASE AT WILL

"SPIRIT OF '76"

Why don't you do your holiday entertaining this year in the early American tradition-- and enjoy the beverage that was the true "Spirit of '76"? Did you know that punches, flips and eggnogs made with rum were as much a part of colonial Christmas celebrations as plum pudding, turkey and mincemeat, and that George Washington considered rum a necessity for the morale of his troops?

Writing to a Congressional committee in 1777, Washington protested that rum for his men was available "in too small quantities." Early in the war, when troops were refusing to re-enlist, Washington ordered a rum ration to help induce them to sign up. The General also issued rum as a reward for victory and as a consolation for defeat. Beaten by the British at Brandywine, he boosted troop morale with a special ration of thirty hogsheads of rum made available for the purpose by Congress.

Rum was in such demand that men often risked their lives to get it. For instance, in the battle of White Plains, after a withering rifle volley had momentarily scattered the Hessians, some Americans ran out on the field to gather up not only abandoned military equipment, but rum--considered equally vital to the war effort.

Today, though rum is not nearly as scarce as it was in '76, it is as much in demand for the holiday season. In addition to well-loved eggnog, we've inherited colonial recipes for other rum beverages that are as much fun to make as

to drink.

Rum flip, or "one yard of flannel," as the colonists called it, was standard colonial Christmas cheer. Three to four quarts of flip were made at one time and tossed from pitcher to pitcher until the texture was smooth as cloth. The mixing was done at arm's length--hence the intriguing name. You'll find this recipe for an individual serving less time-consuming, but fully as tasty.

RUM FLIP

2 oz. Puerto Rican rum

1 whole egg

1 tsp. sugar

Shake well with crushed ice, strain into glass

and top with nutmeg.

Hot buttered rum was an outstanding early American favorite--the "coffee and doughnuts" of the Revolutionary soldier.

HOT BUTTERED RUM

2 oz. (1 1/2 jiggers) Puerto Rican rum (gold label)

1 tsp. sugar (brown or white)

1 pinch nutmeg

1 pinch cinnamon

1 pat butter

Scald a cup or mug and pour in rum. Add sugar and spices. Fill with boiling water and add butter.

Serve hot.

For a Super Hot Buttered Rum, proceed as described, but substitute maple syrup, cinnamon stick, and unsalted butter. Carefully float a teaspoon of flaming rum on top of the drink.

Punch, one of the most historic aids to conviviality, deserved its name in colonial times, when it was well laced with rum. Here are two holiday punches based on colonial recipes:

EARLY AMERICAN PUNCH
(approx. 20 six-oz. servings)

- 1/2 pint white rum
- 1/2 pint peach brandy
- 1/2 pint lemon juice (fresh or frozen) or fresh
lime juice
- 5 tablespoonsful Angostura bitters
- 3 quarts club soda

Mix together rum, brandy, juice and bitters. Allow to steep one hour. When ready to serve, add club soda and a block of ice. More rum may be added to taste.

RUM 'N TEA PUNCH
(approx. 10 six-oz. servings)

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| 1 oz. tea | 1 1/2 pints Puerto Rican rum |
| 1 quart boiling water | 1/4 cup sherry wine |
| 1 lb. fine sugar | 1 cup fresh lime juice or lemon
juice (fresh or frozen) |

Pour boiling water over tea and let stand 10 minutes. When cool, strain and add sugar stirring until dissolved. Pour over a block

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of ice. Add rum, sherry and fruit juice. Stir well and place thin slices of limes or lemons on top.

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