



## Interview with Rohan Passmore Fascinating Canefire facts

The Canefire Gazette sat down with founder Rohan Passmore and learned some tasty tidbits about the company's early days.

1. He didn't name the business the Kimberley Rum Company because he liked the sound of the name. The company was founded in Kununurra in the Kimberley in 1998.
2. The first bottle of Canefire Rum was distilled, entered in a competition (winning second prize), auctioned (for \$200) and drunk within 48 hours.
3. When they were granted a licence in 2001 they were the only licensed distiller in WA.

Until the mill closure in 2007, Canefire was produced with sugar from the Kununurra sugar mill.



### Rumfest

#### Saturday October 10

Hold on to your hats people, this year's Rumfest will be bigger and better than ever! Introducing RUM, RIBS & REGGAE – RUMFEST 2015. As well as great live entertainment (line-up to be announced) and amazing rum cocktails, there will be mouth-watering ribs to devour and a crazy rib eating competition! Don't be a Buffalo Soldier, come dressed in your best Rasta rags and trim those dreadlocks! Stay tuned for more details and keep October 10 free as it is a day not to be missed.

### Winter Rum Recipe

Winter is here! To warm up your cockles why don't you try this classic winter cocktail, made special with Canefire:

#### Hot Buttered Canefire

##### Ingredients:

- 1 tspn raw sugar (dissolved)
- 2 shots Canefire
- 1 cup boiling water
- 1 slice unsalted butter
- Optional – orange peel and cinnamon stick for garnish

##### Method:

Place the sugar in a glass and add a dash of boiling water. Stir until dissolved.

Add 2 shots of Canefire and slice of butter. Top up with boiling water. Stir with cinnamon stick and garnish with orange slice.

**Enjoy!**

### Canefire Goes Global!

The 19th of June was a stormy one for the denizens of Perth and while most were winding down for the week, the Distiller and his cohorts were busy filling an order bound for Middle Earth; namely Christchurch, New Zealand.

Talks had ended and a deal was struck! The first shipment of our fine West Australian rum was air lifted to begin its 5000km journey to find its new home at a purpose built Canefire Club in the heart of the busy Christchurch night life district.

Doors are scheduled to open in early July and will feature a host of products including our world renowned Canefire Dark Rum, our range of delicious liqueurs and our infamous new gin; the Dead Governor.



## Bearded Rum Baron bears all!

Working for a rum company is exactly how you imagine it. A lot of drinking, a lot of the time. I am charged with acquiring a vast knowledge and taste for drinking. So what does a man whose job it is to drink do when he goes on holiday? He drinks.

Two major things stood out to me in the haze of my Asian adventure. The first being the global obsession with beards, the second being the growth in Asian distilled spirits.

Being a heavily bearded man venturing through Asia garners a high level of celebrity, which can make you a target for tourist traps. Everyone was wanting to take a picture with me or run their fingers through my lustrous man-grooming. There is nothing like walking up to a monument in a communist Vietnam and having a military officer with a machine gun approach you, only to take out his iPhone and ask for a photo with you, a perk that gave us after hours viewing of Ho Chi Minh's mausoleum. Seriously, grow a beard; it will open doors for you.

Asia has a burgeoning distilling market. China and particularly Japan are making waves globally with some well-crafted spirits, of which the ripple effect can be seen through neighbouring Asian countries. Thailand has the Sang Som distillery, which is producing a high calibre spirit. Their Special Rum pairs well with lime, soda and lots of ice. Vietnam is stepping forward with a lot of white spirit production, particularly vodka.

Venturing into Laos led to Snake Whisky - a whole cobra, pickled in a bottle of whisky. If you have ever had the misfortune of finding a dead rat in a damp area - that smell is how snake whisky tastes, and the taste lingers. The Whisky was smooth, I have to give it credit there, but that musty, decayed after taste will haunt

me to my grave. There were two other spirits on offer - Tiger Penis Whisky and Turtle Whisky. I refused both. Tigers are too majestic to kill so frivolously and turtles are too adorable to pickle and drink.

Lovers of craft spirits need to keep an eye on Asia. Their approach is unique and inventive. This experience will bring some perspective to help us at Canefire continue to come up with quality spirits.

**\$1 COFFEE'S &  
10% OFF  
BOTTLE SALES**

**EVERY MONDAY**



**FOR SENIORS**

**\*OFFER APPLIES FOR THE  
DISTILLERY DOOR ONLY.**

**MUST PRESENT A VALID SENIORS  
CARD TO RECEIVE PROMOTION.**

## Canefire Promotions Calendar

### Senior's Day, Every Monday

Great Northern Distillery is proud to launch Senior's Day! Every Monday Seniors can enjoy a \$1 coffee, as well as spirit and liqueur tastings. Tours of the distillery are also available with the Master Distiller (bookings required).

### Mother's Day, May 10

We were delighted to have lots of moms join us for a cocktail on Mother's Day this year. The Canefire Crew made sure they were well looked after with complimentary coffees and specials on our delicious Faithful Henry Butterscotch Liqueur. We bet there are quite a few sweet-toothed mum's who enjoyed opening a bottle on the day. Butterscotch Liqueur is delicious over ice, mixed

with milk for an adult milkshake, or simply drizzled over ice cream.

### International Rum Day, August 16

To celebrate we are selling Canefire UP, Canefire White and Backburn OP at a special price! From the 10th to 16th August, you can get all of these products at the cellar door with 10% off. For online ordering please use code INTRUMDAY.

For the week leading up, you can order a limited edition rum cocktail at the Great Northern Distillery. Just ask one of the friendly bar staff for a "Vista Chino" Cocktail.

### Father's Day, September 6

Don't worry dads, you can enjoy complimentary coffee on Father's Day as well! Get your kids to bring you down to the Great Northern Distillery on the day and try our spirits, liqueurs or cocktails while you are there. From 31 August to 6 September we are giving away a free Canefire stubby holder with every bottle purchase made at the cellar door, so make sure you take advantage of this amazing offer so you can get into Dad's good books! Online orders please use code STUBBY.

### Talk Like a Pirate Day, September 19

Ahoy! Saturday September 19 is Talk Like a Pirate Day! Come down to the Great Northern Distillery with your mateys and celebrate all things pirate! There will be rum served by wenches and slaves, and mojitos to fight off the dreaded scurvy. One dollar from every bottle sale from 14th to 21st of September 2015 will be donated to the Cancer Council of Australia.

Don't be a landlubber, come dressed in your finest eyepatch and pegleg and you might even win the heart of a bonny lass. Here are the top 10 pick up lines for pirates courtesy of [www.talklikeapirate.com](http://www.talklikeapirate.com)

10. Avast, me proud beauty! Wanna know why me Roger is so Jolly?
  9. Have ya ever met a man with a real yardarm?
  8. Come on up and see me urchins.
  7. Yes, that is a hornpipe in my pocket and I am happy to see you.
  6. I'd love to drop anchor in your lagoon.
  5. Pardon me, but would ya mind if I fired me cannon through your porthole?
  4. How'd you like to scrape the barnacles off of me rudder?
  3. Ya know, darlin', I'm 97 percent chum free.
  2. Well blow me down?
- And the number one pickup line is...
1. Prepare to be boarded.