



Canefire Gazette

CHRISTMAS EDITION

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Australia takes back the Bottle Shop - The Rum Baron's Report

Early in November I attended the Australian Distillers Association Annual General Meeting. The meeting was held at the Margaret River Distillery; the very new and impressive venture by Cameron Symes, (owner/distiller of Limeburners and Tiger Snake whisky in Albany). There was an eclectic attendance of independent distillers from all over country, including the old guard such as Sullivan's Cove in Tasmania and Spike Desert from the Ord River Rum Company in Kununurra; and some new front runners such as Starward, from Essendon and 4 Pillars from Sydney. There was also some young, fresh faces from Archie Rose Distillery, and WA's own Whipper Snapper and Hippocampus Metropolitan Distilleries.

Talking to these people I found we are all of the same mind – getting Australian spirits into the bottle shop! There is a growing body of Australian distillers producing high quality Australian spirits with range encompasses everything from vodkas and gins to rums and whiskies and many more creations in between. Currently the Australian bottle shop offers a

wide selection of Australian wine and beer, though the spirit selection consists largely of internationals. While international spirits are of great quality and there is strong established brand loyalty, our own backyard is offering some world class spirits. It reminds me of the wine industry some 15 to 20 years ago. International wine used to dominate here in Australia, and the bottle shop would carry a small selection of Australian wines. Nowadays the Australian wine section is the vast majority of any bottle shop, and our wine regions have grown exponentially. Overseas Australia has become synonymous with fantastic wine regions to rival that of France, Spain and California.

Wouldn't it be great if in 15 to 20 years time Australia gains that recognition for our spirits?

We are at the start of something great in our industry. There are now over 50 independent distilleries in Australia. There is also a growing interest in new, local and craft spirits by the Australian consumer. We want to see it grow

and get experimental. We want to make great Australian products for Australian bottle shops. We want to put Australian spirits on the global map. And when I say 'we' and 'our' I don't just mean 'us' the company, but you the consumer. We may make the stuff, but we make it for you. We make it for you to share and enjoy. Without that, we do not exist. Next time you are in a bottle shop ask if they carry any Australian spirits, and if they don't, ask why not. If you are already a Canefire drinker, why not see what Whipper Snapper has to offer? If you like rum but love whisky, chase down a bottle of Starward whisky.

If you want to try something uniquely Australian why not have a go at Tasi pepper berry liqueur from Lark Distillery?

There has never been a more exciting time in Australian spirit production, and you lucky people are the ones who get to reap the benefit. So dive in and have a drink.

You can follow The Rum Baron via his instagram account: beardedrumbaron



Monsoon Rum Balls

Ingredients:

250g ginger biscuits

250g plain biscuits (i.e. Marie)

1/2 cup coconut

395g condensed milk

3 tbs cocoa

6 tbs Canefire

1 tbs chocolate sprinkles, to coat

Method:

Crush biscuits in food processor until crumbly but not powdered.

Add biscuit crumbs, coconut and cocoa to a large mixing bowl and combine.

Add condensed milk and Canefire, and mix.

Roll mixture into little balls and roll in coconut or chocolate sprinkles.

9 Things You Didn't Know About Christmas...

1. Japanese people traditionally eat at KFC for Christmas dinner, thanks to a successful marketing campaign 40 years ago. KFC is so popular that customers must place their Christmas orders 2 months in advance.
2. A village in Peru settles their grudges by fist fighting on the Christmas day, then go drinking and start the New Year off on a clean slate.
3. Paul McCartney earns \$400,000 a year off his Christmas song, which is widely regarded as the worst song he ever recorded.
4. Boxing Day is traditionally the day people receive gifts from their bosses. In the 17th century, servants used to have their day off on December 26, because of course they had to work on December 25. So, as a goodwill gesture, their employers would pop things like leftover food and a little bonus money in a box to give out the day after Christmas.
5. Christmas sends at least 15,000 people to the ER due to accidents hanging lights on ladders to taking

roast out of the oven. To top it off, dried Christmas trees spark hundreds of fires, an average of 17 deaths, and \$13 million in property damage annually.

6. The first American batch of eggnog was created by the Jamestown settlers. The word nog comes from the word grog; that is, any drink made with rum.
7. The highest grossing Christmas movie of all time is *How the Grinch Stole Christmas* starring Jim Carrey.
8. Fruitcake can age 25 years and still be eaten (and enjoyed), as long as it contains the proper preservatives and is stored in an airtight container.
9. It was in In A.D. 350 that Pope Julius I, bishop of Rome, proclaimed December 25 the official celebration date for the birthday of Christ.

Canefire Christmas Message

Tis' the week before Christmas, and all across Perth,

There are revellers stirring, looking for cheer, and mirth, Mojitos and lazy vodkas, they drank quite a few,

Bloody frogs, gin and tonics and monsoons too.

The tinsel has been strung,

The mistletoe hung,

And when the rum gets mixed with lemonade,

There's always plenty of new friends to be made.

The elves are out back, furiously distilling,

The bar staff frantically mixing and refilling,

But remember everyone, on this special day,

To enjoy responsibly, as Santa says, "don't drink and sleigh".

A Rum Reunion

It has been 10 YEARS since The Kimberley Rum Company made the Swan Valley its home away from home at the Great Northern Distillery. In celebration of over a decade in distilling our Master Distiller was commissioned to release a



micro-blend of Rums across two generations of Distillers.

The first Rum, aged no less than 12 years, was put to barrel by the original Master Distiller and co-founder Rohan Passmore back in 2003. A heavily oaked Rum with deep caramel and earthy undertones.

The second Rum, aged no less than 8 years, was one of the first Rums put to barrel by current Master Distiller Ryan Passmore under the careful eye of his father in early 2007. Capturing a young, zesty profile with slightly sharper top-end flavours.

Carefully blended, these two rums form a robust balance of character truly unique to Canefire.

**Buy 2
Cocktail Packs
AND GET A FREE BOTTLE
OF FAITHFUL HENRY OF
YOUR CHOICE**

**ONLINE ORDERS -
PROMO CODE: HENRYXMAS.
CUSTOMER TO SPECIFY LIQUEUR TYPE IN
SPECIAL INSTRUCTIONS.**

And we only made 10 bottles!

To commemorate this auspicious milestone we invited a mix of local Distillers, Winemakers, Small Batch Members and Advocates to an evening of all things Rum. Guests were invited to sample previous Batches, trade Canefire stories and rub shoulders with key players in this burgeoning boutique spirit market. Guests were also given the opportunity to sample, and purchase, the long anticipated release of Small Batch 10 before the general public issue.

Among the dignitaries were Codie Palmer, founder and Distiller of the upcoming Illegal Tender Distilling Company in Dongara and James Young from Wild Swan Distilling Co in the Swan Valley; quietly trading top secret techniques in the artisan craft of Rum-making.

As the sun set over The Valley the guests congregated for the highlight of the evening; our first ever Reserve Rum Auction. Signed by both Distillers and accompanied with a hip-flask (for tasting) and a certificate of authenticity, this prize caught many discerning eyes. Bidding was fierce between several parties with a dark house riding in late to push the bid past the thousand dollar mark but the Lennane gang, long time Canefire enthusiasts, would not give up. The final bid came in at whopping \$1250 with all proceeds going to the YWCA's Encore Program.

When given the good news, Cathy Stubbs of Encore Perth, was excited by the prospect of increasing Encores programs from 12 to 16 in 2016. Encore runs an 8 week exercise program for women with breast cancer, said Cathy, relying on the help of volunteers and state funding. Having met and spoken with several of these volunteers and participants of the program it is clear to see the donation will have a profound impact on the community. So a big THANK YOU to the Lenane's and the volunteers of Encore!

More information can be found about Encore, and other YWCA programs, at their website:

<http://www.ywcaencore.org.au/>



Rumfest 2015

Rumfest 2015: Rum, Ribs & Reggae was a sold out show and a major success! People flocked in droves to the Great Northern Distillery on a bright, sunny October day and enjoyed mouth-watering ribs, icy cold Canefire and groovin' reggae beats. The Broome Competition winner was announced and the victor, Muzala Makeche, was there to receive his prize! A big congratulations to Muzala, and to the winner of our inaugural rib eating competition, Rui Fragona, as well. Canefire extends a massive thank you to everyone who contributed and attended. We can't wait to do it all again next year and look forward to seeing you there!



Canefire Events Calendar

Canefire Christmas

**Saturday 12 December to Thursday
24 December 2015 @ Great Northern
Distillery**

Come down to the Great Northern Distillery in the lead up to Christmas and try our limited edition Christmas cocktail, the Stocking Stuffer. It's a spicy, warm concoction that will get you in the mood for all the Christmas trimmings to come. Why not do your Christmas shopping while you are there and take advantage of our festive Christmas promotions.

Canefire Australia Day

**Tuesday 26 January 2016 @ Great
Northern Distillery**

Get into an Aussie Spirit by drinking local on Australia Day. We'll be firing up the barbie for a dinky-di sausage sizzle and guarantee Barnesy will be played at least once. Come along dressed in green and gold and enjoy Canefire, the Spirit of Western Australia.

Araluen Fremantle

Chilli Festival

**Saturday March 12 to Sunday March
13 2016 @ Fremantle Esplanade**

Canefire is such a good companion to chilli, that we can't resist the Araluen Fremantle Chilli Festival every year. Make sure you pop over to our bar to douse the fiery flames in your mouth with some delicious, ice cold Canefire cocktails. The Canefire Crew will be there all weekend slinging mojitos and fruit tingles for your enjoyment. Cheers!

Canefire Easter

**Sunday 27 March 2016 @ Great
Northern Distillery**

Our annual Easter Egg Hunt will be held on Easter Sunday. It's a family friendly event so bring the kiddies to hunt some eggs while adults can try our Easter cocktail. Named "Rabbit Fire" by last years competition winners, this limited edition drink is a sweet concoction with notes of coffee and chocolate. Bad Boy Bunny can confirm it's deliciousness after consuming one too many last year.