

Beat: Lifestyle

## LA RHUMERIE - MYTHICAL CAFE COCKTAIL BAR Dedicated To RUM & EXOTIC RESTAURANT

HEART OF SAINT-GERMAIN DES PRES IN PARIS

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**USPA NEWS** - "La Rhumerie" previously called "Rhumerie Martiniquaise" was created in 1932 by Joseph Louville. His Great-Granddaughter perpetuates today more than 90 Years of Family Passion for Rum...

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After the deadly rumble of war Joseph Louville purebred West Indians spent his time on the Continent. His British License passed in Bordeaux he became a Bailiff then a Notary. This Curious Man was saddened by the Fact that most of his Contemporaries in the Metropolis were unaware of the Sweetness of the West Indies, the Richness of its Land, the Spectacle of its Enchanting Landscapes.

On May 6, 1931, radical socialist President Gaston Domergue inaugurated the Colonial Exhibition in Vincennes, a large exhibition which attracted 22 million visitors. Joseph Louville, a Year later, bought an Antique Dealer's Store at 186 Boulevard Saint-Germain and inaugurated with his three Sons (Albert, Jules and Servalle) "La Rhumerie martiniquaise" which became "La Rhumerie" so as not to attribute the Virtues of Rum to a Single Island.

After the Second World War, Parisians rediscovered their city. In Saint Germain des Prés, a festive, cultural and artistic atmosphere is gradually taking hold. The Rising Tide of Existentialism imposes itself on one Side by the Literary Cafés with Jean-Paul Sartre and Simone De Beauvoir and on the Other Side with the Cellars where Greco, Mouloudj sang... and where the Jazz Men: Sidney performed. Bechet, Claude Lutter and many others...

The Louville Brothers welcomed Squads of Celebrities: Henri Salvador, Georges Bataille, Antonin Artaud, Marcel Aymé, Man Ray... Broke Students, Bohemians. Today "La Rhumerie", an Exotic Coffee, still and always shares its Destiny with New Lovers of this Eau-De-Vie from Distant Islands, these Leeward Islands where a Tropical Paradise shines on the Horizon.

- Agricultural and Industrial Rum - The Difference lies in the Raw Materials used in its Manufacture!

\* Agricultural Rum is an Eau De Vie produced from the Fermentation of Pressed Sugar Cane Juice, called Vesou. A Martinique AOC guarantees Quality and Know-How over Generations.

\* Industrial Rum is obtained by the Fermentation of Molasses (Residues from the Refining of Cane Sugar) elongated with Water and sometimes Cane Juice.

Distillation Processes play an Essential Role in the Final Product whether it is Column or still, each House has its Little Recipe! Also come into play aging, the Different Varieties of Cane, the Terroirs, the Blends and Vintages as well as the Multiple Distillate Processes (English, French and Spanish) which give the Rum its Marks of Nobility!

- Varieties of Cane  
Gold, Blue, Grey, White, Red...

- Plot  
Geographical or Sugar Cane Growing Area of ??a Domain

- Raised in Amber Wood  
Aged from 18 Months to Less Than 3 Years

- VO from 3 Years  
Old Rums

- VSOP Between 4 and 5 Years  
Large Reserve, Extra Old and Out Of Age

- Vintage  
Year of Distillation and More Than 6 Years Completed

- Solera  
Hispanic Method, a Blend of Several Years, the Oldest Rums educating the Youngest

- Menu Chosen:

#### Cocktails

- \* Mango Mojito: Rum Havana 3 years 4.cl, Mango, Lime, Fresh Mint
- \* Planter: Rum 5 cl, Pineapple Juice, Guava, Passion Fruit, Vanilla, Lime

#### Starters

- \* Caribbean Plate: Cod Accras, Creole Pudding, Bananas Fried Plantain, Tomato Rougail, Caribbean-style Marinated Chicken Wings & Fish Chiquetaille
- \* Fierce: Mashed avocado, Spicy Grilled Cod

#### Main Courses

- \* Fish Pepper Spicy Marinated in West Indian Style then Fried, Fried Onions and Rice.
- \* Madinina: Chicken Breast marinated in Curry, Avocado, Pineapple, Iceberg, Red Onion, Coriander, Cashew Nuts

#### Desserts

- \* RUM BABA Raisins, Candied Pineapple, Whipped Cream
- \* Coconut Tart and its Scoop of Vanilla Ice Cream
- \* Chocolate Cake With Pineapple Chips, Candied Ginger and its Scoop of Vanilla Ice Cream

#### Review:

We were welcomed by Julia Bodin (Co-Manager and Descent of Joseph Louville) & Nicole Siméon, Waitress. Significant Presence of Regular Customers, surprising for such a Tourist Artery. Between Discretion and Humility, this Regular Rum Bar has been able to cross the Ages without distorting its Identity. Regarding the Cocktails, Even if the West Indies remain a Privileged Source of Distillations between Martinique and Guadeloupe, many other Countries are represented. To guide you in your Consumption, the Cocktail Menu is fortunately very explicit. Delicious Typical Dishes well representing the Caribbean Specialties.

Source: La Rhumerie (166, boulevard Saint-Germain - 75006 Paris)  
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