hum

BOTANICAL SPIRIT

sip nature.

Rated 94 – Exceptional
GOLD MEDAL
in the International Review of Spirits
by the Beverage Testing Institute
"A brilliant flavor creation that could become a mixologist's staple."

MicroLiquor 2011 GOLD SPIRIT AWARDS

What is hum botanical spirit?

hum is a 70 proof spirit. hum & Soda is the new, delicious 'Vodka Soda,' the reinvented 'Gin & Tonic' and the natural 'Rum & Coke'. hum has been called "seductive" and "lap-up luscious" by the most important spirits critic in the US and a "mixologist's staple" by the Beverage Testing Institute.

hum has a striking crimson red color from fair trade hibiscus, a peppery kick from organic ginger, heady aromatics from cardamom and the intoxicating fragrance of kaffir lime. This unparalleled spirit ironically tastes like the boldest "red wine" you could ever imagine.

hum is technically a "liqueur," however, it cannot be compared to traditional liqueurs with which most consumers are familiar. At a bold 70 proof, hum was created as a base spirit (like Rum, Tequila, Scotch). We consider hum to be in a category of its own as there is nothing else like it on the market in that it is strong enough to stand alone, but also has the versatility to blend with every other base spirit, wine, champagne and beer!

hum is created by soaking four incredibly rich botanicals (cold tea maceration) in our hand-crafted, pot still rhum AFTER distillation and is then bottled unfiltered in order to help retain the full flavors and properties of the botanicals (which contain antioxidants, vitamin C, and digestives).

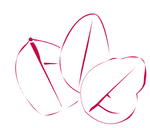
hum is best enjoyed on the rocks or with a splash of soda and lime or your favorite cola. Enjoy it tall with tonic, ginger ale or lemon/lime or citrus soda. Add hum to your favorite beer or sparkling wine. Replace sweet vermouth or orange liqueur with hum to kick up the classic Negroni, Manhattan or Margarita. Shake it with sour mix to make an incredible Martini. Brew your favorite tea, add hum and seasonal produce and make a killer Punch. Cook with hum like you would with brandy. Then, end your evening with your favorite ice cream drizzled with hum. The applications are only limited by your imagination.

Tasting notes…

Floral note:
fair trade hibiscus

Warmth and spice:
ginger root

Heady spice note:
green cardamom



Top citrus note:
kaffir lime

Reviews…

Paul Pacult
Spirit Journal September 2010
***** 5 stars/Highest Recommendation

Really pretty, nearly opaque cranberry juice/crimson/ruby red color; superb purity. Offers up gentle and unabashedly seductive fragrances of citrus (lime definitely), flowers (I'm told hibiscus), and spice (ginger, pepper) that all work in unison to create a remarkably unique, organic, and sensually pleasing aroma in the first sniffs; additional time in the glass (seven minutes) serves the ginger root the most as it leaps forward to dominate the bouquet. Entry is devilishly piquant and spicy (the ginger acts up); midpalate is slinky, spiced, bark-like, rooty, and moderately juicy sweet. Finishes on a bright, lively note of juiciness, since the ginger fades and the other spices, like cardamom, surge to the front. Like nothing else out there and lap-up luscious.

Beverage Testing Institute
94 Points
September, 2009

Brilliant deep ruby color. Vibrant aromas of cardamom and hibiscus follow through on a round, satiny entry to a vibrant, fruity-yet-dry full body with peppery ginger and pomegranate notes. Finishes with a very long, spicy melange of hibiscus, cardamom and honey. A brilliant flavor creation that could become a mixologist's staple.

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Level 1:

hum *is 70 proof & is a* ***base spirit.***

hum & Soda

- 1/3 hum
- 2/3 soda or tonic
- Lime

hum & Iced Tea

- 1/3 hum
- 2/3 iced tea (optional: replace all or 1/2 of the iced tea with lemonade)
- Splash of citrus soda (optional)

hum on the Rocks

- 2 ounces hum
- Pour over rocks
- Citrus wedge

Boozey Soda

- 1/3 hum
- 2/3 your favorite soda (cola, root beer, orange, creme or citrus soda)
- Garnish with your favorite citrus

Bubbly Sangria

- Ice packed wine glass
- 1 ounce hum
- 1 ounce sour mix
- Top with sparkling wine
- Seasonal fruit sprinkled on top

hum & Ginger

- 1/3 hum
- 2/3 ginger ale or ginger beer
- Garnish with your favorite citrus

Level 2:

hum *also plays well with all other base spirits to re-invent classic cocktails.*

The hum Martini

- 2 ounces hum (optional: 1 ounce flavored vodka, 1 ounce hum)
- 2 ounces sour mix
- Shake, twist, Martini glass
- Optional splash of sparkling wine

Seasonal Collins

- .75 ounce hum
- .75 ounce Gin
- Build in a Collin's glass over ice, top with soda
- Garnish with seasonal fruit (berries + mint, rosemary + grapefruit or apples + sage)

Vodka, hum & Soda (V.H.S.)

- .75 ounce hum
- .75 ounce Citrus Vodka
- Serve on rocks
- Top with soda
- Garnish with lemon or lime

humhattan

- 1 part hum
- 3 parts Bourbon or Rye
- Stirred 33 times
- Served neat
- hum marinated cherries, bitters

3 Citrus Margarita

- 1.25 ounces 100% de Agave Tequila
- .75 ounce hum
- .5 ounce each of fresh squeezed lemon, lime & orange juice
- Shake, strain, serve on rocks, salt rim
- Garnish with lime wheel

Bourbon Fizz

- 1 ounce Bourbon
- 1 ounce hum
- 1 1/4 ounce pineapple juice
- Rocks, splash citrus soda, slapped mint

Level 3:

hum *can also be used with fresh produce, botanicals, & bitters to create mixology driven cocktails.*

Mother Nature's Mojito

- Build in a pint glass
- Muddle 2 ounces or 1/4 cup (handful) of seasonal berries (blueberries/strawberries/blackberries), 12 mint leaves & 4 lime wedges until juicy & aromatic
- 1.5 ounces hum
- Fill with ice, shake, pour into tall glass
- Top with ginger ale

Smoke & Mirrors

- Build in a pint glass
- 1.5 ounces Mezcal
- 1 ounce hum
- 3 lime wheels muddled
- Pinch of sea salt
- 3/4 ounce Agave
- Shake, strain over rocks, lime wheel garnish
- Optional: add 1 ounce passion fruit

Spirited Tea

- 1 part hum
- 1 part sour mix
- 2 parts strong iced tea
- Serve in a fun glass for individual servings or punch bowl for a party
- Garnish with seasonal fruit & herbs
- Fresh sour mix:
    - Juice and zest of 4 lemons
    - 1 cup maple syrup or agave nectar

Brews & Booze

- Pint glass 3/4 full of ice
- 1.5 ounce hum
- 1.5 ounce sour
- Splash orange juice
- Top with Allagash White or Blue Moon (or your favorite beer)

humspirits.com