

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." 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: Heady spice note: ginger root 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.

h u m s p i r i t s . c o m To order, call 312.735.1838 Level 1: hum is 70 proof & is a <u>base spirit.</u>





#### hum & Soda

- 2/3 hum
- 1/3 soda or try just a splash
- Your favorite citrus

#### hum on the Rocks

- 2 ounces hum
- Pour over rocks
- Citrus wedge

## hum & Ginger

- 1/3 hum
- 2/3 ginger ale or ginger beer
- Your favorite citrus

## Level 2:

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

# The hum Cocktail

- 2 ounces hum
- 2 ounces sour mix
- Shake, twist

## Midwest Mule

- .75 ounce hum
- .75 ounce soft Gin
- Build in a Collin's glass, wafer thin cucumber slices & torn mint leaves
- Add hum & Gin, top with ginger ale
- Garnish with a lime or a spring of mint

## V.H.S.

- .75 ounce hum
- .75 ounce Citrus Vodka
- Top with soda
- Garnish with a citrus of choice

# Level 3:

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

## Berry Delicious humito

- Muddle 2 ounces or 1/4 cup (handful) of seasonal berries (ex. blueberries/strawberries & 12 mint leaves), 1 lime cut into wedges
- 1.5 ounces hum
- In a Collins glass, top with ginger ale or soda
- Garnish with lime

## Salty Bird

- .75 ounce hum
- .75 ounce Cucumber Vodka
- In a pint glass, add rocks, hum, Cucumber Vodka
- Top with equal parts lemonade and 7-UP
- Float a lemon wheel soaked in white soy sauce (Prep equal parts white soy sauce and water to dilute the salt effect for 30 minutes over lemon wheels)
- Top with 2-3 dashes Rhubarb Bitters

## Adult Soda

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

## hum & Green Tea

- 1/3 hum
- 2/3 Iced Green Tea
  - Splash of citrus soda

#### hum & Lemonade

- Equal parts hum & lemonade
- Serve in Collins glass with ice
- Lemon wedge

## humhattan

- 1 part hum
- 3 parts Burbon
- Stirred 33 times
- Served neat
- hum marinated cherries, bitters

## hum & Bubbles

- 1.25 ounces chilled hum
- 4 ounces sparkling wine
- Tip: add fruit juice for a humosa

## hum Margarita (humarita)

- 1.5 ounces Tequila
- Juice of one lime
- I ounce hum
- 1 ounce pineapple juice
- Shake/strain/serve up
- Optional Kosher salt rim

## hum Punch

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

# Sanctuary Cocktail

- I ounce hum
- 1 ounce Orgeat Syrup (any quality almond syrup should do the drink justice)
- 3/4 ounce fresh lemon juice
- 1/2 ounce smokey Scotch
- Shake/Strain over crushed ice/garnish with lemon twist

# humspirits.com

