

Spotlight on Canefire Ambassador: Joel McArthur



It was a case of love at first taste when long-time Canefire fan Joel McArthur had his first sip.

Joel had popped in to his local bottle shop just before Christmas in 2002 and something new on the shelves caught his attention.

"I've always liked rum. I started with the more mainstream well-known brands but there was no going back after I tried Canefire," he said. "It's so smooth to drink and you can mix it with anything. My favourite drink at the moment is Canefire and dry-ginger-ale with a slice of lime."

As well as the rum, Joel, who is a qualified commercial plumber, also took a liking to the Swan Valley where the Canefire Distillery and Tasting Rooms are located, buying a house there in 2010.

"It's such a great area. I grew up in the country, so living in a standard suburb wasn't for me. The Swan Valley is perfect for me. It still feels country and a little bit rural, but you're only half an hour from the city. It's the best of both worlds."

Competition time - Win a trip for two to Broome!

We had so much fun giving away a year's supply of Canefire earlier this year that we decided to run an even bigger competition! One lucky punter will win a trip for two to sunny Broome, including flights, accommodation and some great activities. Make sure you get your entries in by 1st October and watch out for the winning entry which will be announced on 10th October. Entry is free and easy so check it out at www.canefire.net.

Limited edition rum

In celebration of the Kimberley Rum Company's 10 YEAR ANNIVERSARY in the Swan Valley they quietly commissioned the Master Distiller to creak open the cellar and dust off a barrel. Not quite a barrel. 10 bottles in fact. Taken from across two barrels. A very smooth blend of rich French Oak that will linger on



the back of your palate with a low heat in your cheeks. Enjoy straight up at room temperature. Like us on Facebook to get the inside line on when we will be giving these bottles away!

**\$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.**

Mums Canefire Pate

Ingredients:

3/4 cup Hot Water
2 Chicken Stock Cubes
1 1/2 teaspoons Gelatin
2 tablespoons Cold Water
Parsley
1kg Chicken Livers
1 cup Canefire
90g Butter
6 Bacon Rashers
2 Large Onions
1/2 teaspoon Thyme
1 Bay Leaf
2/3 cup Cream
Salt & Pepper
150g Butter

Method:

Put hot water and crumbled stock cubes into saucepan.

Sprinkle gelatin over cold water, add to saucepan, stir until combined. Bring to boil, remove from heat, allow to cool.

Pour enough chicken stock into an oiled 24cm by 10cm loaf tin to just cover the bottom.

Place parsley leaves decoratively over layer.

Pour in the rest of the stock and refrigerate until set.

Chop chicken livers roughly and place in bowl with Canefire and allow to marinate for 1 1/2 hours.

Drain livers and keep Canefire liquid.

Heat 45g of butter in large pan, add livers and cook until browned on all sides.

In a separate pan melt remaining butter.

Saute peeled and chopped onions and chopped bacon.

Add thyme, bay leaf and the livers, simmer for a further 5 minutes.

Remove from heat and remove bay leaf.

Put mixture with Canefire Liquid into blender and blend until smooth.

Fold in cream, season with salt and pepper and allow mixture to cool.

Spread evenly over the gelatin mixture and the return to the refrigerator.

When set, turn container upside down onto the serving plate. Serve with Toast Points, Lavosh or Crackers.

SAVE THE DATE

Canefire Promotions Calendar

Small Batch Release November 1

That's right folks, Small Batch #10 is being released in a matter of weeks!

The 10th anniversary Small Batch is a blend of our renowned Canefire Backburn and a Tawny Port from the prestigious Olive Farm Winery in the Swan Valley. This rum presents full flavour with lighter characteristics of sweet blossom and honeysuckle on the nose. Bright tones of honeyed cinnamon and dried apricot blend with the warm caramel and treacle of the rum. Rich yet delicate with a fresh, clean finish. Store in the freezer and serve neat for an enjoyable springtime imbibe.

Small Batch #10 will be released on 1st November this year. Keeping with tradition there will only be 500 bottles produced. It will be available for order online, or come through the distillery and enjoy a sample with us. However you buy, get yours early to avoid missing out. For further updates join our Small Batch Club at canefire.net

Christmas Celebration December 17 - 24

Scarily, Christmas is just around the corner and we have been busy making sure we have a brilliant week planned to help everyone get into the festive season. There will be special prices available so you can stock up on presents, as well as a limited edition eggnog cocktail available at the tasting room. Watch Facebook and Twitter in December for all the details.

Canefire Events Calendar

Rumfest 2015

Rum, Ribs & Reggae

Saturday, October 10

10am to 5pm

Rumfest 2015 is set to be huge! We have rum, we have ribs, we have reggae. We also have beer thanks to our local mates at Brew 42. The groovin' lineup includes Cera Kymarni & Lioness Movement, The Isolites, The U-Nites, DJ General Justice, DJ Mumma Trees and DJ Upfront. Did we mention the ribs? There will be four mouth-watering rib recipes to choose from (or choose them all) plus a rib-eating competition! The Canefire Drone will be capturing all the best moments so make sure you are wearing your best rasta rags. Tickets are limited and selling like hotcakes so grab yours now at www.canefire.net for only \$10. Please bring receipt and ID on the day to ensure a smooth entry.

Fremantle Beerfest

Saturday November 14 to

Sunday November 15.

Make sure you catch up with the Canefire crew at the Fremantle Beerfest this year. We will be at the Freo Esplanade all weekend serving the punters up with ice cold cocktails. There's also 300+ beers and ciders on offer, heaps of delicious food stalls and live entertainment so it's definitely an event not to be missed.

December 17 - 24