



CHIEF ♦ EXECUTIVE ♦ BOARDS
INTERNATIONAL

Chief Executive Book Review # 37

A History of the World in Six Glasses

By: Tom Standage © 2005 Walker & Company ISBN 0-8027-1447-1

(See other Chief Executive Book Reviews for the history of other drinks)

The History of Distilled Drinks

1. Distilled drinks provided a durable and compact form of alcohol for transport
2. The emergence of new distilled drinks occurred as European explorers were opening up the world's sea routes
3. European slave traders took brandy as currency and it helped fuel the slave trade
4. Distilled sugar cane was given the name Rumbullion (alias kill-devils) and later shortened to Rum
5. In the late 1700's Britain began to add lemon and lime to the rum rationed to seamen. The vitamin C prevented scurvy and the sailors were called limeys
6. Brandy is distilled wine and rum is distilled molasses. Rum became the North American colonies' favorite drink
7. Rum became the most profitable manufactured item produced in New England
8. In 1733 Britain passed the Molasses Act, which levied a prohibitive duty on all molasses imported into the North American colonies from foreign companies. Britain was excluded
 - a. There was widespread defiance of the Molasses Act, and it was a step towards American independence
9. The Sugar Act was passed by Britain in 1764 to strengthen the enforcement of the Molasses Act. The Tea Act was passed in 1773 and resulted in a tea party
10. American pioneers began to distill cereal grains into whisky
 - a. An excise tax on whiskey produced the whiskey rebellion in 1794