



The Origin of Screech

Legend has it that Demerara Rum, from the West Indies, was very popular in Newfoundland. It was brought in, bottled, and sold in an unlabeled bottle (everyone knew what it was).

During World War II, the Americans set up bases in Newfoundland. One night, an American serviceman was out drinking with some locals. Eager to try the traditional drink of the province, he took a shot of the unnamed rum.

When he was able to breathe again, the American let loose a loud noise that was later described as some sort of horrible "screech".

The name stuck.

(Nowadays, instead of the original West Indies rum, Jamaican rum is used, which is much less likely to make anyone actually screech.)



Current Screech Label

The "Screech In" Ceremony

Every Newfoundlander knows what a "Screech In" Ceremony is all about. It is the only way that those not lucky enough to be born a Newfoundlander can become as close as possible to being a Newfoundlander, without having to die and be reincarnated as a Newfoundlander.

Those who survive the ceremony will be forever known as HONORARY NEWFOUNDLANDERS.

Requirements for the ceremony:

1. The "Screech In" ceremony can only be performed by a natural-born Newfoundlander.
2. A real fish (traditionally a cod, but, since these are hard to find, any whole fish will do).
3. A Sou'Wester.
4. A bottle of Screech.

The Ceremony:

The ceremony host (the natural-born Newfoundlander), will have the victim stand in front of a group of witnesses while wearing the Sou'Wester.

The host will then hold up the fish to the victim so that the victim can kiss the fish (on the lips). {The host and witnesses have final say on whether the kiss is sufficient to continue. In rare cases, two or more kisses have to be administered}.

Next, the host will gingerly pout a full shot of Screech. This is handed to the victim and he or she has to repeat the following, before drinking, and while holding the glass high:

"Long may your big jib draw"

After this, present the victim with the "Screech In" Certificate as proof of their adventure. Welcome them into the Royal Order of Screechers.



OFF THE ROCK

THE ROYAL ORDER OF

SCREECHERS

This is to certify that _____
of _____ has consumed on this day,
the _____ of _____ in the year _____
some of Newfoundland's golden elixir.
The bearer of this Certificate is hereby
enrolled in the Royal Order of Screechers.

[Signature]

PRESIDENT

PRESIDENT OFFICER