

JUNE 8TH, 2024

10:30AM - 1:30PM

RUM CONFERENCE

2PM - 7PM

RUM FESTIVAL

SCHEDULE GUIDE

100 Sutton Events (Brooklyn)

10:30 am

ADVANCE RUM CONFERENCE

Multiple Dimensions of Rum Blending

Attendees will receive tastings of the Holmes Cay Heritage Blend (Barbados, Venezuela and Martinique), the Holmes Cay Single Origin Fiji Blend and a preview of the upcoming Full Circle Blend (Barbados, Thailand, Ghana, Jamaica, Guyana, Trinidad and Privateer Rum from the USA) by Raising Glasses, Shannon Mustipher and Bryan Inman (The Rum Champion) *NOTE: These three sessions are restricted to VIP Rum Expert ticketholders and require an additional \$40 ticket to attend.

JOHN HSU
NIELS BENSCHOP
ERIC KAYE

11:30 am

ADVANCE RUM CONFERENCE

Botran Rum – A no sugar added Rum

Ivan Valdez, as the Senior Global Marketing Manager for Licores de Guatemala, is set to host a compelling Master Class focused on Ron Botran, a distinguished rum from Guatemala. A key feature of this session will be the emphasis on the unique characteristic of Ron Botran having no sugar added during its production process. This aspect is particularly notable as it distinguishes Ron Botran from many other rums that commonly incorporate added sugars to enhance sweetness and smoothness. During the Master Class, Valdez will explain how Ron Botran achieves its flavor profile through natural processes...

IVÁN VALDÉZ

RUMS of
PUERTO RICO
RUM CAPITAL OF THE WORLD

PLANTERAY
RUM

Rhum
Barbancourt
HAÏTIE DEPUIS 1822

REAL
COCKTAIL INGREDIENTS

12:30 pm

ADVANCE RUM CONFERENCE

Jamaican Rum-Me Crazy

Martha Miller (CEO at National Rums of Jamaica) and Alexander Kong's (Business Development Director @ Worthy Park Estate) seminar, titled "Jamaican Rum-Me Crazy," delves into the rich history and enduring popularity of Jamaican rum. This engaging session explores the origins of rum production in Jamaica, tracing back to the 17th century, when sugar cane plantations began distilling rum as a byproduct of sugar production. Miller and Kong highlight how Jamaican rum has evolved, emphasizing its unique distillation process, which often involves pot stills that contribute to the rum's distinctive, full-bodied flavor. The seminar also examines the cultural significance of rum [...]

MARTHA MILLER
ZAN KONG

1:30 pm - 7:00 pm

VIP Rum Experts Session

SESSION #2 – VIP Rum Experts Session consists of a 5.5-hour program (1:30 – 7:00 pm) offering the attendees the opportunity to: 2.5 Hour early admission Exclusive tasting cup presented by The NEAT Glass Taste premium rums Access to 2 VIP Seminars (RSVP only as space is limited. More details soon) Attend Consumer seminars (RSVP only as space is limited. More details soon) Automatic subscription to TheRumLab Weekly Industry Newsletter Participate in The Rum Cocktail Hours

2:00 pm - 3:30 pm

The Trade "Industry" Session

SESSION #1 – The Trade "Industry" Session consists of a 1.5-hour program (2 – 3:30 pm) offering industry professionals the opportunity to: Network with the brand representative Taste premium rums Attend Trade Focus Seminars (RSVP only as space is limited. More details soon) Mingle with industry colleagues Note: Only For members of the trade (bar, restaurant & retail sale of beer/spirits) and beverage media.

2:30 pm - 3:15 pm

Transcontinental Aging

Gain knowledge about the principles and procedures of Transcontinental Aging. The basic premise of the collection is transparency, which is inspired by the journey of rum. Beginning from its country of distillation to its site of aging.)

ADRIENNE STONER
DANIELLA SANCHEZ

NEW YORK

RUM FESTIVAL & CONFERENCE

RUMS of
PUERTO RICO
RUM CAPITAL OF THE WORLD

PLANTERAY
RUM

Rhum
Barbancourt
HAÏTIEN DEPUIS 1842

MORE INFO
NEWYORKRUMFEST.COM

3:00 pm - 7:00 pm

VIP Enthusiastic Session

SESSION #3 – VIP Enthusiastic Session consists of a 4-hour program (3 – 7:00 pm) offering the attendees the opportunity to: 1 Hour early admission Exclusive tasting cup presented by The NEAT Glass Taste premium rums Access to 1 VIP Seminar (RSVP only as space is limited. More details soon) Attend Consumer seminars (RSVP only as space is limited. More details soon) Automatic subscription to TheRumLab Weekly Industry Newsletter Participate in The Rum Cocktail Hours

3:30 pm - 4:15 pm

The Importance of Puerto Rican Rum for the Spirits Industry

LIZA CORDERO
FEDERICO J. FERNÁNDEZ
ASTROPHEL "TROY" ARQUIZA
DAVID "MASHYNNE" RIVERO

4:00 pm - 7:00 pm

Rum Aficionados GA Tasting Session

SESSION #4: Rum Aficionados General Admission Tasting Session consists of a 3-hour program (4 – 7:00 pm) offering the attendees the opportunity to: 3oz souvenir cup Taste premium rums Attend Consumer seminars (RSVP only as space is limited. More details soon)

4:30 pm - 5:15 pm

French heritage in Rhum

JEAN MARC EWALD
THAÏS ELIE
DONATIEN FERRARI

5:30 pm - 6:15 pm

The Uniqueness of Rones de Guatemala

MERCEDES SÁNCHEZ

GUEST SPEAKERS



ZAN
KONG



MARTHA
MILLER



JOHN
HSU



IVÁN
VALDEZ



NIELS
BENSCHOP



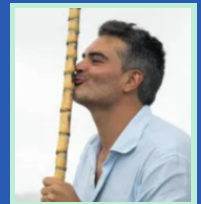
ERIC
KAYE



THAÏS
ELIE



MERCEDES
SÁNCHEZ



DONATIEN
FERRARI



FEDERICO J.
HERNÁNDEZ



LIZA
CORDERO



ADRIENNE
STONER



ASTROPEL
"TROY"
ARQUIZA



DANIELLA
SÁNCHEZ



DAVID
"MASHYNNE"
RIVERA