

SAN FRANCISCO

RUM FESTIVAL & CONGRESS

RUMS of
PUERTO RICO
RUM CAPITAL OF THE WORLD

PLANTERAY
RUM

Rhum
Barbancourt
HATLEN DEPUES 1842

Simply Squeeze
REAL
COCKTAIL INGREDIENTS

PART OF THE
CALIFORNIA
RUM FESTIVAL

SCHEDULE GUIDE

AUGUST 31st

Rum Congress

2:00 pm - 2:30 pm SOMARTS

Rum Congress Registration

Registration for the San Francisco Rum Congress.
Only for Rum Congress Ticket holders.

2:30 pm - 3:15 pm SOMARTS

Introducing Mister Fogg: Navy Rum production history and techniques

Adrienne Stoner
Matt Pietrek
Alexandre Gabriel

Join Matt Pietrek aka Cocktail Wonk and Alexandre Gabriel (Maison Ferrand) as they share key findings during their research of a 300 Years of Navy Rum & It's Techniques.

*NOTE: These sessions are restricted to Rum Congress (Aug 31st) ticket holders and require an additional \$ to attend.

3:30 pm - 4:15 pm SOMARTS

French heritage in rum (Rum Congress)

Daniel Tindal
Ewan Henderson
Bryan Inman

Delve into the fascinating world of French heritage in rum with this insightful seminar. Join Ewan Henderson, Founder of The Rum Geography, as he explores the rich history and cultural influence of French-speaking Caribbean regions on rum production. Daniel Tindal, Commercial Sales Director for Crillon Importers LTD, will share his expertise on the renowned Barbancourt Rhum and its unique place in the market.

Enhancing the experience, Bryan Inman, also known as The Rum Champion, will present a feature cocktail that highlights the distinct flavors and traditions of French-style rum.

4:30 pm - 5:15 pm SOMARTS

Rums of the Mai Tai Through the Ages – Secrets Revealed (Rum Congress)

Kevin Crossman
Matt Pietrek

Few cocktails highlight rum better than the Mai Tai, the king of tiki cocktails and created by Trader Vic 80 years ago. Join Kevin Crossman and Matt Pietrek for a look at the evolution of the rums used in the Mai Tai through the decades, including deep dives into historic rum expressions. *NOTE: These sessions are restricted to Rum Congress (Aug 31st) ticket holders and require an additional \$ to attend.

5:30 pm - 6:15 pm SOMARTS

Puerto Rican Rum in Tiki Cocktails & beyond (Rum Congress)

Federico J. Hernández
Bret Pittman
Sergio Reyes

Join Fede J. Hernandez, author and founder of The Rum Lab, along with other distinguished industry experts from Puerto Rico, for an insightful seminar on the role of Puerto Rican rum in tiki cocktails and beyond. This session will explore the rich history, unique characteristics, and versatility of Puerto Rican rum, showcasing its essential place in the tiki tradition and its potential in modern mixology. NOTE: These sessions are restricted to Rum Congress (Aug 31st) ticket holders and require an additional \$ to attend.

6:30 pm - 7:15 pm SOMARTS

Barbados – Archives of 130 Years of Rum Production at W.I.R.D

Alexandre Gabriel

Join us for an exclusive seminar exploring the rich history of the West Indies Rum Distillery (W.I.R.D), founded in 1893 by two Stade brothers who traveled from Germany to Barbados. Over the years, the distillery has seen numerous owners and transformations, ultimately becoming part of the Maison Ferrand family. Alexandre Gabriel, Master Blender and Proprietor of Maison Ferrand, will delve into the distillery's extensive archives, showcasing the evolution of rum production and the various brands that have emerged from WIRD over the past 130 years. This is a unique opportunity to discover the heritage and craftsmanship behind one of rum most iconic distilleries.

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RUM FESTIVAL



SOMArts Cultural Center
934 Brannan St, San Francisco, CA

SEPTEMBER 1st Grand Tasting

1:30 pm - 7:00 pm SOMARTS

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 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 SOMARTS

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.

2:00 pm - 2:30 pm SOMARTS

Spirits of St Lucia Bartender Comp Finals Spirits of Saint Lucia Bartender Competition

The Fourth and FINAL 2024 Spirit of Saint Lucia cocktail competition sponsored by Bounty Rum and cocktail syrup producer Real Ingredients in a 'harmonious fusion of Caribbean heritage and modern mixology'.

Following the three successful rounds this year in Miami, Chicago and New York, the cocktail competition's final 2024 instalment will be held during the San Francisco Rum Festival. The competitors are invited to create and present a unique cocktail inspired by Saint Lucia's 'diverse culture and natural beauty' using Bounty Rum and Real Ingredients.

The winner will receive US\$1,500 and a trip to Saint Lucia. They will join Miami champion Elizabeth Diaz (of La Cumbancha restaurant and bar), Chicago winner Mike Finn (of Sparrow bar), and the victorious Rachel Prucha (of Cotra) from New York. The second place contestant will receive US\$500, and the third will be awarded US\$225.

- Registration is open to all bartenders from 15 July to August 18 on the Bounty Rum website.
- Top eight finalists who will compete live at the San Francisco Rum Fest will be announced via social media on August 20th.

2:30 pm - 3:15 pm SOMARTS

So You Think You Know Rum

Arminster Randhawa
Kate Perry

Join Kate of LM&V and Arminster of The Rum Revival in a blind rum tasting competition. All rums poured will be from the LM&V portfolio (USA releases). Should you choose to accept, you will be challenged to a flight of blindly tasted rum and asked to name the Country, Range, Bottling for each glass. Winners who complete the tasting accurately will be awarded a \$400 LM&V gift card with a local retailer.

3:00 pm - 7:00 pm SOMARTS

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 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 SOMARTS

Jamaican Rum-me Crazy

Shannon Mustipher
Robert Gordon

Robert Gordon (National Rums of Jamaica) and Shannon Mustipher (Cocktail consultant, spirits educator, and author) 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 in Jamaica, as well as its impact on the global spirits market, where Jamaican rum holds a prestigious status.

4:00 pm - 7:00 pm SOMARTS

General Admission Tasting Session

SESSION #4: 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)



4:00 pm - SOMARTS

Intro to Rum / DaiquiriMANIA

DaiquiriMANIA is a new program TheRumLab will be launching in 2025. We will test the idea (Pilot) at the 2024 SF Rum Festival. DaiquiriMANIA will be a vibrant celebration of the classic daiquiri cocktail, reimagined with a modern twist and set to the nostalgic beats of retro music. This concept should bring together rum enthusiasts, cocktail lovers, and music aficionados for a night of delicious drinks and unforgettable tunes. Highlights: Twisted Daiquiris; DaiquiriMANIA showcases a variety of innovative and creative daiquiri variations, each crafted by participating rum brands at their booth.

DAIQUIRI MANIA

TWISTED DAIQUIRIS **RETRO MUSIC**

SEPT 1ST 2024

5PM
SOMArts Cultural Center

934 BRANNAN ST
SAN FRANCISCO, CA

POWERED BY
SAN FRANCISCO RUMFESTIVAL & CONGRESS

the rum lab
THE RUM LAB.COM

SANFRANCISCO RUMFEST.com



4:30 pm - 5:15 pm SOMARTS

Back to the Basics

Kate Perry
Arminster Randhawa

Join Kate Perry of LM&V for a liquid discovery of commonly used terms in rum rooted in its basic raw material and production methods. This comparative tasting will offer a sensory understanding of fermentation style (selected and wild yeasts), raw material (cane juice, syrup and molasses) still type (pot and column) and aging (tropical and continental climates).

5:30 pm - 6:15 pm SOMARTS

Choosing the next Unique & Exotic Rum

Chris Bittner
Joris Lincke

Join Antonio W. Blevé, the respected proprietor of Samoroli Rum, and Joris Lincke, an experienced commercial associate and rum blender at E&A Scheer, for an exclusive seminar on the discovery and selection of the next unique and exotic rum. Attendees will acquire insider knowledge from two industry experts, which will enhance their understanding and proficiency in the realm of exquisite rums. This seminar is guaranteed to enhance your rum selection voyage with valuable insights and expert advice, regardless of whether you are a connoisseur or a curious novice.

6:30 pm - 7:15 pm SOMARTS

Bourbon Consumers attraction to Rum presented by SFWS

Jamie Platto
Earl Brown

This seminar delves into the growing trend of bourbon enthusiasts developing an affinity for rum. Jamie will explore the factors driving this crossover, such as the similarities in flavor profiles, aging processes, and the increasing availability of high-quality rums.

GUEST SPEAKERS



EARL BROWN



ARMINDER RANDHAWA



ROBERT GORDON



JAMIE PLATTO



BRYAN INMAN



KEVIN CROSSMAN



FEDERICO J. HERNANDEZ



ALEXANDRE GABRIEL



SERGIO REYES



KATE PERRY



EWAN HENDERSON



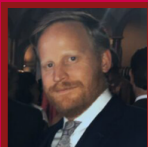
JORIS LINCKE



DANIEL TINDAL



ADRIENNE STONER



BRET PITTMAN



MATT PIETREK



SHANNON MUSTIPHER



CHRIS BITTNER