

SAN FRANCISCO

RUM FESTIVAL & CONGRESS



PART OF THE
CALIFORNIA
RUM FESTIVAL

SCHEDULE GUIDE

SEPTEMBER 13TH SATURDAY

11:00 AM

Lets make RUM @ Wright & Brown Dist.

Enjoy a VIP experience at Wright & Brown Distillery in Oakland, where Co-Founder Earl Brown will personally guide you through the fascinating process of crafting rum.

1:30pm – 7:00pm

SESSION #1 - VIP RUM EXPERTS - Grand Tasting Session VIP RUM EXPERT Sessions

Audience: RUM AFICIONADOS & EXPERTS (Industry professionals & General Consumers)

Details: Consists of a 5.5-hour program offering the attendees the opportunity to:

2:00pm – 3:30pm

SESSION #2 - INDUSTRY TRADE - Grand Tasting Session INDUSTRY TRADE: Grand Tasting Session

Audience: Members of the trade such as F&B, DISTILLERY, BARTENDER, IMPORT, DISTRIBUTION, MARKETING, ETC

Details: Consists of a 1.5-hour program offering industry professionals the opportunity to: Network with the brand representative, taste premium rums and attend brand seminars (RSVP only as space is limited.)

2:30PM

ASIA PACIFIC GEMS | FIJI, AUSTRALIA & PHILIPPINES

Join **Joris Lincke** of E&A Scheer and **Alexandre Gabriel**, Master Blender at Maison Ferrand, and **Ryan Gilbertie**, for a fascinating exploration of Asia-Pacific rum gems. From the rich, bold character of Fiji to the innovative spirits of Australia and the Philippines, discover how this diverse region is reshaping the rum world—long thought to be defined by the Caribbean.

3:00pm – 7:00pm

SESSION #3 - VIP RUM ENTHUSIASTIC - Grand Tasting Session VIP RUM ENTHUSIASTIC: Grand Tasting Session

Audience: SPIRITS & RUM ENTHUSIASTIC (Industry professionals & General Consumers)

Details: Consists of a 4-hour program offering the attendees the opportunity to: 1 hour early admission, exclusive tasting cup, taste premium rums and attend brand seminars (RSVP only as space is limited.)

3:30PM

LEGENDS OF THE SWIZZLE STICK

Supposedly, for something to be a true Caribbean swizzle stick used to prepare many rum cocktails, it must come from the Caribbean swizzle stick tree (*Quararibea turbinata*). Its star-shaped branches have been used for centuries to stir and aerate cocktails, acting as a natural, hand-spun blender.

In this spirited seminar, bar expert **Raymond Edwards** of Angostura Rum and **Adam Rains**, Beverage Director & Principal Barman at The Golden Tiki, Las Vegas, will take you on a journey through the history, culture, and enduring magic of the swizzle stick in "Legends of the Swizzle Stick."

4:00pm – 7:00pm

SESSION #4: INTRO TO RUM: General Admission - Grand Tasting Session INTRO TO RUM:

General Admission – Grand Tasting Session

Audience: General Consumers interested in learning more about rum

Details: Consists of a 3-hour program offering the attendees the opportunity to: 3oz souvenir cup, taste premium rums and automatic participation to **DaiquiriMANIA**.

4:30PM

AMERICAN RUMS

American rum is making a strong comeback. Before the Revolution, rum was the most consumed spirit in the colonies—New England not only crafted exceptional rums but also imported them from across the Caribbean. Today, two leading American distilleries step into the spotlight to showcase their distinctive styles and passion for rum. On the panel: **Erin** and **Kevin Wright** of Striped Lion Distillery on the East Coast, **Earl Brown** of Wright & Brown, a celebrated Bay Area distillery and **Robyn Smith**.

DaiquiriMANIA

Audience: General consumers interested in cocktails and learning more about rum.

What to expect: **DaiquiriMANIA** is a new program TheRumLab will be launching in 2025 during the Intro to Rum Session, which will take place during the **GRAND TASTING SESSION**.

This session will be a vibrant celebration of the classic daiquiri cocktail, reimagined with a modern twist and set to the nostalgic beats of retro music.

The concept should bring together rum enthusiasts, cocktail lovers, and music aficionados for a night of delicious drinks and unforgettable tunes.



5:30PM

RUM REVIVAL: EXPLORING AGRICOLE AND INDUSTRIAL STYLES, GLOBAL HISTORY, AND CULTURAL SIGNIFICANCE

Delve into the dual worlds of agricole and industrial rums in "Rum Revival: Exploring Agricole and Industrial Styles, Global History, and Cultural Significance." Join **Daniel Tindal**, General Manager of Crillon Importers, who has helped bring the storied Rhum Barbancourt from Haiti to the U.S.—a partnership that has been fueling American appreciation for this legendary agricole rum since at least the late 1990s

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Rhum
Barbancourt
HAÏTIEN DEPUIS 1862



Dos Maderas
AGED RUM

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SCHEDULE GUIDE

SEPTEMBER 14TH SUNDAY

RUM CONFERENCE

Audience: RUM AFICIONADOS & EXPERTS (Industry professionals & General Consumers)

Details: This will be a series of symposiums, one after the other, and consist of a 5-hour program offering the attendees the opportunity to: 4-5 Super Geeky Seminars by Rum Experts and welcome cocktail from 2:00pm.

2:00PM DUNDERSTRUCK: A DEEP DIVE INTO THE LEGENDARY HAMPDEN ESTATE

KATE PERRY of LM&V leads an in-depth tasting of **Hampden Estate**, one of Jamaica's most storied distilleries. With centuries of history and singular production methods, Hampden crafts rums unlike any others—iconic, intensely aromatic, and truly unique in the world of spirits. Experience the magic and mystery of expressions like Trelawny Rum in this session.

3:00 PM SPANISH SHERRY CASK: MANZANILLA, FINO, AMONTILLADO, OLOROSO, PALO CORTADO.

From the coastal freshness of Manzanilla to the deep complexity of Oloroso and the rare elegance of Palo Cortado, Spanish sherry casks bring an extraordinary range of character to the world of spirits. This session explores the unique styles—Manzanilla, Fino, Amontillado, Oloroso, and Palo Cortado—and reveals how their individual personalities shape the rums aged within them. With **RAFAEL RODRIGUEZ**.

4:00 PM A SMALL TOWN OF ARECIBO - RUMS OF PUERTO RICO

Brief: The city and municipality of Arecibo at one point was one of the most important rum and sugar producers in Puerto Rico. Join **FEDE J. HERNÁNDEZ** (author and rum aficionado) as he glance over Arecibo's history.

5:00 PM THE RUM NEVER SETS: A VOYAGE INTO NAVY RUM HISTORY AND PRODUCTION. ALEXANDRE GABRIEL PLANTERAY MISTER FOGG NAVY RUM, SAIL NO.2"

Join us for a special presentation with **ALEXANDRE GABRIEL**, co-author of The Rum Never Sets alongside famed spirits writer and historian Matt Pietrek. Alexandre will be our captain, charting a course through the fascinating history and production of Navy rum. We'll drop anchor and dive deep into the components of Mister Fogg's Sail No. 2, tasting each one before we raise a glass of the final blend. "Splice the mainbrace!"

6:00 PM ESSENTIAL RUMS FOR TIKI COCKTAILS

Just starting as a home bartender and looking to make tiki cocktails? It seems like you'd need to invest thousands of dollars in acquiring dozens of different rums, but most recipes can be made with just a few. We'll discuss the essential rum styles and provide an approach for starting or expanding your collection. With **KEVIN CROSSMAN** and **MITCH WILSON**

GUEST SPEAKERS



Alexandre Gabriel



Daniel Tindal



Erin Wright



Adam Rains



Earl Brown



Fede Hernández



Joris Lincke



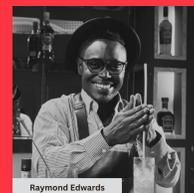
Kate Perry



Kevin Crossman



Kevin Wright



Raymond Edwards



Mitch Wilson



Ryan Gilbertie



Robyn Smith