

SCHEDULE GUIDE



FRIDAY - FEBRUARY 9, 2024

9:00 am - 11:00 am

RUM CONGRESS

Registration & Welcome Cocktails

MBCC - Art Deco Room Registration for Rum Congress attendees. Explanation of program and break times. A welcome drink will be provided.

10:00 am

LE DÉCOLLAGE – CANE RULES

EVERYTHING AROUND ME C.R.E.A.M

MBCC - Art Deco Room

BEN JONES | PHILIP GILLIER

11:00 am

FINDING THE RIGHT ROUTE-TO-MARKET

(Powered by Park Street University)

MBCC - Art Deco Room

DANIELLE ZIGHELBOIM | ALEXANDER "ZAN" KONG | SCOTT ROSENBAUM

12:00 pm

CRAFTING A RETAIL PRESENCE FOR YOUR RUM BRAND

(Powered by Park Street University)

MBCC - Art Deco Room

FLETCHER TATE | SARAH NAGEL SISISKY | GABRIEL URRUTIA

1:00 pm

AGING – HOW ALL CONDITIONS AFFECT AND VARY ALL RUMS

MBCC - Art Deco Room

DENY DUPLESSIS | IAN HOYLES | ALEXANDRE GABRIEL | MATT PIETREK

1:45 pm - 2:45 pm

Lunch & Cocktails Break

MBCC - Art Deco Room

3:00 pm

THE ROLE OF TRAVEL RETAIL IN YOUR RUM STRATEGY

MBCC - Art Deco Room

ALEXANDRA ALFARO | WALTER AGUILAR | FEDE J. HERNÁNDEZ | IRELLA CASCO

4:00 pm

CURRENT ON & OFF TRADE TRENDS

MBCC - Art Deco Room

DIANA ARELLANO | "TRADER" JAY COCORULLO | DANIELE DALLA POLA

5:00 pm

RUM AND LITERARY COCKTAILS FROM DICKENS TO HEMINGWAY

MBCC - Art Deco Room

MITCH WILSON | JIM WRIGLEY
JULIO CABRERA | ADRIENNE STONER

5:45 pm - 6:00 pm

THE RARE SPIRITS SOCIETY ADVENTURE

MBCC - Art Deco Room

ANTONIO LÓPEZ DE HARO | LUIGI ROCKETS

6:00 pm - 6:30 pm

RUM CONGRESS – Awards, Recognitions & Cocktails

MBCC - Art Deco Room

To conclude Friday Rum Congress the event will handouts some awards and recognitions. During these period, rum cocktails will be served by sponsors.

SATURDAY - FEBRUARY 10, 2024

10:25 am - 10:55 am

CONGRESO DE RON: REGISTRO

MBCC - Art Deco Room

10:55 am

CONGRESO DE RON: CREACIÓN DE PRODUCTOS NUEVOS

MBCC - Art Deco Room

DON PANCHO

11:55 am

CONGRESO DE RON: MASTER CLASS DE RON BOTRAN

MBCC - Art Deco Room

IVAN VALDEZ

FEBRUARY 2024 9TH - 11TH

MORE INFO
MIAMIRUMCONGRESS.COM

SATURDAY - FEBRUARY 10, 2024

12:55 pm
CONGRESO DE RON: RON Y REVELACIONES
MBCC - Art Deco Room
NOIDYS HERRERA

2:00 pm - 7:00 pm
GRAND TASTING VIP RUM EXPERT SESSION
Grand Tasting Room
Grand Tasting VIP Rum Expert Session consists of a 5-hour program (2:00 pm - 7:00 pm) offering the attendees the opportunity to: 2 Hour early admission Exclusive tasting cup presented by The NEAT Glass Taste premium rums Automatic subscription to TheRumLab Weekly Industry Newsletter Participate in The Rum Cocktail Hours

2:00 pm - 3:30 pm
GRAND TASTING INDUSTRY "TRADE" SESSION
Grand Tasting Room
The Grand Tasting Industry Industry "Trade" Session consists of a 1.5-hour program (2:00 pm - 3:30 pm) offering industry professionals the opportunity to: Network with the brand representative Taste premium rums Mingle with industry colleagues

1:55 pm
THE SPIRIT OF SAINT LUCIA COCKTAIL COMPETITION
MBCC - Art Deco Room

4:00 pm - 7:00 pm
GRAND TASTING GENERAL ADMISSION SESSION
Grand Tasting Room
The Grand Tasting General Admission Session consists of a 3-hour program (4:00 pm - 7:00 pm) offering the attendees the opportunity to: 3oz souvenir cup Taste premium rums

4:30 pm
UNLOCKING BARBADOS' RUM EVOLUTION: BLENDING NEW STYLES AND OLD TRADITIONS
MBCC - Art Deco Room
ALEXANDRE GABRIEL | DON BENN

5:30 pm
RHUM BARBANCOURT: FROM TRADITION TO INNOVATION
MBCC - Art Deco Room
JEAN MARC EWALD

GUEST SPEAKERS



ALEXANDRE GABRIEL



DIANA ARELLANO



DENY DUPLESSIS



DANIELLE ZIGELBOIM



DANIELE DALLA POLA



DONN BEN



IRELLA CASCO



IVAN VALDEZ



JAY "TRADER" COCORULLO



JEAN MARC EWALD



JIM WRIGLEY



ALEXANDRA ALFARO



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ALEXANDER "ZAN" KONG



BEN JONES



DON PANCHO



FLETCHER TATE



GABRIEL URRUTIA



IAN HOYLES



FEDERICO J. HERNÁNDEZ



ADRIENNE STONER

SUNDAY - FEBRUARY 11, 2024

1:00 pm - 5:00 pm
INDUSTRY SUNDAY SOIREE

The Gates by Double Tree
Sunday offers the opportunity for Industry professionals to chill while enjoying music, Cocktails elaborated by celebrity bartenders, and access to the Bartender Competition. The event is scheduled to take place from 1:00 pm until 5:00 pm.

