



MIAMI RUM CONGRESS

**SCHEDULE
GUIDE**

FRIDAY - JANUARY 31, 2025

9:00 - 11:00 | Registration + Cocktails

Morning Registration for Day 1 of the 2025 Miami Rum Congress.

Cocktails: SPIRIBAM will be sponsoring the morning rum bar session with delicious cocktails.

10:00 - 10:45 | Rhum Liqueurs: From Tradition to Modernity

Commencing the 2025 Miami Rum Congress, join Audrey Bruisson (Spiribam, Global Marketing Director), Jen Akin (Spiribam, Pacific Region Market Manager), and Daniele Dalla Pola (Tiki Mixologist, Rum Enthusiast, and Co-Founder of Alamea Liqueur) as they touch on the history and tradition of liqueurs, their production methods, and how they may be used in cocktails.

SPEAKERS

**Jen Akin • Audrey Bruisson • Daniele Dalla Pola
• Garnet Phillip**

11:00 - 11:45 | Rum Revealed (Park Street)

Understanding Category Trends: Dive deep into rum's evolving landscape with our expert panel as they unpack market data and trends. Discover how consumer preferences and trade dynamics have transformed the category. Our panelists will share exclusive insights on premiumization trends, market performance metrics, and the key factors driving rum's sales in both on- and off-premise channels.

SPEAKERS

**Matthew Crompton • Travis Miller • Lance Willner
• Krista Schubert**

12:00 - 12:45 | Rum's Next Chapter (Park Street)

Forecasting 2025 & Beyond As the spirits industry evolves, what's next for rum? Our forward-looking session brings together category leaders to explore emerging opportunities and predict tomorrow's trends. Panelists will discuss anticipated shifts in consumer behavior, untapped market segments, and strategic recommendations for capitalizing on rum's potential in 2025.

SPEAKERS

**Jay Cocorullo • Eric Zurita • Jason Sherman
• Andrés Correa**

13:00 - 13:45 | Independent Bottlers - Behind the Scenes

Independent rum bottlers offer rum enthusiasts access to unique and bespoke rums that are often unknown to the general public. However, their role extends beyond the mere selection of exquisite rums, and they may not always guarantee financial rewards. In this session, we will delve into the inner workings of some of today's most prominent independent bottler brands, exploring their significant contributions to the rum ecosystem.

SPEAKERS

Dan DeHart • John Hsu • Joris Lincke • Matt Pietrek

13:45 - 14:45 | Lunch + Cocktails | Bar Transition

Lunch Break for Day 1 of the 2025 Miami Rum Congress.

Cocktails: MAISSON FERRAND will be sponsoring the afternoon rum bar session with delicious cocktails.

15:00 - 15:45 | Give Rum a Shot Tales from Brand Ambassadors & Trenches

Rum boasts a vibrant community of passionate enthusiasts, and their numbers continue to grow. However, outside these circles, many people hold misconceptions about rum and are hesitant to take it seriously. In this session, some of today's most experienced brand ambassadors will share their insights and experiences in breaking down barriers to recognizing rum as a first-class spirit.

SPEAKERS

**Jim Wrigley • Eric Winter • Mitch Wilson
• Adrienne Stoner • Jay Cocorullo**

16:00 - 16:45 | Rum and Social Media / IM

The digital world is buzzing, evolving faster than the latest viral trend. Consumers and brands are connecting daily through social media and instant messaging—making decisions, discovering new ideas, and promoting the hottest products or services. But let's not forget: just like a good cocktail, this fast-paced mix needs the right guardrails to keep it balanced and ensure everything flows smoothly!

SPEAKERS

**Roy Vazquez • Antonio LDH • Rodrigo Iturbide
• Fede Hernández**

17:00 - 17:45 | Reexamining Golden Era Rums of the Mai Tai, Mai Kai, and Beyond

While tropical drink enthusiasts revere and seek out the classic rums of the early to mid-20th century, recent discoveries suggest that some long-held assumptions about those rums may be incorrect. In this session, several renowned rum historians and writers will review these findings in a modern context.

SPEAKERS

Matt Pietrek • Jim Hayward • Cory Starr • Myssi Davis

17:45 - 18:30 | Break + Cocktails by Maison Ferrand

Conclusion to Rum Congress & intermediate break before The Ultimate Awards

Cocktails: Maison Ferrand will be sponsoring the Afternoon & Evening rum bar session with delicious cocktails.

18:30 - 20:00 | The Ultimate Awards

The Ultimate Awards recognizes the best of the best in the rum industry.



JANUARY 31ST
FEBRUARY 1ST
2025



MORE INFO

MIAMIRUMCONGRESS.COM

SÁBADO - 1ro DE FEBRERO, 2025

10:25 - 10:55 | Registro: Congreso de Ron
Registration for Congreso de Ron

10:55 | Eminencias del Ron
Durante el desarrollo de esta enriquecedora charla, tendremos la valiosa oportunidad de escuchar detenidamente las interesantes reflexiones y dialogar de manera profunda y enriquecedora con reconocidas eminencias en el fascinante mundo de la categoría del ron. Esta será una excelente oportunidad para adentrarse en el estudio de su fascinante historia y sus impresionantes logros a lo largo de los años.

SPEAKERS
Don Pancho • Magda López • Raul Bejar

11:55 | Dulce Escape: Ron y Delicias del Caribe
Ingrese al dinámico piso de degustación y deleitarse en un intercambio privado de ron y dulces. Experimente la armonía de los finos rones y las delicias caribeñas. Esta sesión exclusiva proporciona una oportunidad inigualable para degustar sabores exquisitos y explorar nuevas dimensiones en su apreciación del ron.

SPEAKERS
Hannia Arias • Dameain Williams

12:55 | Notas de Elegancia
El objetivo principal de esta charla es compartir con la audiencia el rol de la mujer en la creación de un ron, desde la elaboración de un blend hasta la definición del perfil organoléptico.

SPEAKERS
Susana Ortega • Mercedes Sánchez • Susana Masis • Magda López

1:30 - 7:00 | VIP Rum Experts Session
Registration and Session for VIP Rum Experts

2:00 - 3:30 | Industry Trade Session
Registration and Session for Industry Trade Professionals

3:00 - 7:00 | VIP Rum Enthusiastics Session
Registration and Session for VIP Rum Enthusiastics

4:00 - 7:00 | Intro to Rum - General Admission Session
Registration and Session for Intro to Rum – General Admission

4:30 | What am I, rum or aguardiente, or all of the above?

It is said that the word "aguardiente" originated with the colonizing Spanish when they brought distillation practices to the new world and many times used this word prior to the official word "rum." Today, aguardiente varies per country and product. Let's hear and learn from companies that, as of today, continue using the word aguardiente for their distilled spirit.

SPEAKERS
Troy Arquiza • Julio Molano • Don Ferrari • Gabriel Urrutia

5:00 - 7:00 | DaquiriMANIA - General Admission Session

Registration and Session for DaquiriMANIA General Admission



5:30 | Barbados Rum Canvas: A Palette of Flavors

Uncover the true essence of Barbados rum: a harmonious marriage of column and pot still. The island's diverse distilling methods – from a myriad of vintage pot still styles and modern column stills – create a rich palette of rums. Learn how master blender Alexandre Gabriel and master distiller Don Benn expertly combine these unique expressions, much like a painter selects and blends colors, to craft rum masterpieces. This seminar will delve into the artistry of rum blending while giving the audience a chance to craft their own.

SPEAKERS
Don Benn • Alexander Gabriel • Adrienne Stoner

SUNDAY - FEBRUARY 2nd, 2025

1:00 - 5:00 | Industry Sunday Soiree
Sunday offers the opportunity for industry professionals to chill while enjoying music, cocktails elaborated by celebrity bartenders, and access to the Bartender Competition. The Gates by Double Tree Pool

GUEST SPEAKERS

