

Los Angeles RUM FESTIVAL POP-UP

PART OF THE
CALIFORNIA
RUMFESTIVAL



**HAAS BUILDING ROOF TOP
DOWNTOWN L.A.**
219 West 7th St

THURSDAY | SEPTEMBER 11TH

**4:30 pm - 10:00 pm Haas Building DTLA - Roof Top
VIP RUM EXPERTS SESSION**

VIP Rum Experts Session consists of a 5.5-hour program (4:30 - 10:00 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

**5:00 pm - 6:30 pm Haas Building DTLA - Roof Top
THE TRADE "INDUSTRY" SESSION**

The Trade "Industry" Session consists of a 1.5-hour program (5:00 - 6:30 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. Price: Regular Price: \$45.00 (Limited amount) Note: Only For members of the trade (bar, restaurant & retail sale of beer/spirits) and beverage media.

**5:00 pm - 5:45 pm Haas Building DTLA - Roof Top
DUNDERSTRUCK:
HAMPDEN ESTATE PAST, PRESENT &
FUTURE**

Join LM&V's for an in depth tasting of Hampden Estate. Due to the history and unique production methods, Hampden Estate produces rums like nowhere else with iconic flavors that are unique in the world of spirits. Discover the magic and mystery of Trelawny Rum.

SPEAKER: KATE PERRY

**6:00 pm - 10:00 pm Haas Building DTLA - Roof Top
VIP RUM ENTHUSIASTIC SESSION**

VIP Enthusiastic Session consists of a 4-hour program (6 - 10:00 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.

**6:00 pm - 6:45pm Haas Building DTLA - Roof Top
DIFFERENT RUMS, DIFFERENT DRINKS
THE EVOLUTION OF RUM IN EXOTIC
COCKTAILS**

Rum cocktails have never stood still. Over the last 100 years we've seen the rums used in iconic recipes change and evolve, sometimes for the better, and often for the worse. Why is that? Sometimes it's down to cost, sometimes it's taste, and sometimes it's pure availability.

In this seminar, we'll explore how rum blends in cocktails have shifted over time—through tiki classics, modern bar programs, and brand-led menu placements. We'll look at whether modern day tiki cocktails can ever stand up to their historic rum counterparts, and whether the rum choices we make today will be as revered in 100 years as their predecessors.

Together with Sean Cork (Caña Rum Bar) and Fede Hernandez (RumLab & US Rum Congress), Mitch Wilson (Global Ambassador, Black Tot Rum) will lead a conversation on the forces shaping the rums we taste in cocktails today, and how bartenders can reclaim the spirit of blending behind the bar.

SPEAKER: MITCH WILSON, FEDE JOSE HERNANDEZ & SEAN CORK

SCHEDULE GUIDE

**7:00 pm - 10:00 pm Haas Building DTLA - Roof Top
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, automatic participation to DaiquiriMANIA.

**7:00 pm - 7:45 pm Haas Building DTLA - Roof Top
Legends of the Swizzle Stick**

Brief: Come along with Edward Reynolds from Angostura Rum as he shares the fascinating history of the beloved Swizzle Stick — its roots, its role, and how to swirl your way to the perfect drink.

SPEAKER: RAYMOND EDWARDS

**Haas Building DTLA - Roof Top
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.



GUEST SPEAKERS



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