

## 2013 Miami Rum Festival expands

The fifth annual Miami Rum Renaissance Festival -- the largest gathering of rum experts, professionals and enthusiasts in the world -- will span Monday, April 15 to Sunday, April 21, 2013 at the Doubletree by Hilton Miami Airport Convention Center.

Last year, more than 8,000 rum enthusiasts attended the festival with 20,000 square feet of exhibit space. The new space spans 40,000 square feet, twice the size of last year's event. Festival organizers are preparing for 15,000 attendees.

In addition to a week-long series of VIP parties, tasting sessions and celebrity seminars, the rum festival brings together members of the esteemed International Rum Expert Panel (RumXPs) for their annual tasting competition.

Two full days of Grand Tasting events for the public will take place on Saturday and Sunday, April 20 and 21. More than 240 spirits from the Caribbean and beyond will be available for sampling, along with a selection of island-style cuisine.

New this year is a half-day exhibit session exclusively for the beverage trade on Friday, April 19. Liquor store buyers, food and beverage managers, bartenders and other spirits trade professionals will be invited to attend.

The Miami Rum Renaissance Festival attracts cane spirit products and brands from all over the globe. Companies large and small will be on hand to present their rums to a global gathering of experts, reporters, critics and consumers.

South Florida is regarded as the number one rum market in the world, with a high percentage of rum enthusiasts, liquor stores, bars and restaurants offering both popular and top-shelf luxury rum products to consumers.

According to event manager Robin Burr, the Miami Rum Fest has doubled in size each year, a testament to the fact that consumer interest in sugar cane spirits is growing faster than any other category of liquor.

"We're proud to say that our prediction of rum's resurgence in popularity was on the money," said Robert A. Burr, festival organizer and publisher of Rob's Rum Guide. "An incredible range of fine rums, from casual and fun mixers to luxurious top-shelf sipping rums will be on display. There is no better opportunity for the rum enthusiast to sample such a vast selection of spirits in one place."

Rum lovers can choose between \$50 day passes to the grand tasting events and \$65 VIP tickets that allow early access to the exhibits and complimentary tickets to the celebrity seminars. VIP ticket holders also enjoy access to a private area featuring complimentary cuisine and VIP cocktails.

For those that wish to participate in the entire week of VIP special opportunities, a \$250 Executive VIP pass grants admission to all events.

For more information on the Miami Rum Renaissance Festival, activities planned during Miami Rum Week and exhibits at Miami Rum Fest, call 305-443-7973 or visit the web site at <http://www.RumRenaissance.com>