

# THIRD ANNUAL CALIFORNIA RUM FESTIVAL RETURNS TO SAN FRANCISCO

*As the Premier Rum Expo on the West Coast, California Rum Fest Ups the Ante with Stellar 2017 Lineup*

SAN FRANCISCO, CALIFORNIA, UNITED STATES, July 11, 2017 /EINPresswire.com/ -- [The Rum Lab](http://TheRumLab.com) has announced the 2017 dates of its third annual West Coast rum extravaganza – [California Rum Fest](http://CaliforniaRumFest.com). Benefitting the Operation Helping People (O.H.P.) Foundation, a group focused on youth mentoring in the Bay Area, the anticipated two-day, premier immersive rum event is slated for September 8-9 at SOMArts Cultural Center in San Francisco.

“Conceived as a forum to educate beverage trade professionals, media and consumers on the dynamic history, production and applications of premium rum, the launch of California Rum Fest in 2015 was met with unprecedented enthusiasm.” said Federico Hernández, Owner, The Rum Lab. “On the heels of two years of successful rum-fueled events, we are thrilled to bring California Rum Fest back to San Francisco for its third consecutive year.”

Featuring more than 40 premium rum brand expressions from around the world, Friday, September 8 will accommodate members of the beverage trade with intimate access to brand representatives, tastings, seminars and educational breakout sessions. Day two, Saturday, September 9, will culminate in the Rum Bazaar, a five-hour event featuring tropical rum cocktails created by some of SF’s best bartenders, arts & crafts by local vendors and live music from 12-5 p.m.

Marquee industry guest speakers already on tap for Day 1, include:

Richard Seale, “Understanding Rum” – Fourth Generation Master Distiller, Foursquare Distillery, Barbados

Roberto Serrallés, “Don Q Master Class” – VP of Business Development and the Commercial Director, Don Q, Puerto Rico

Bryan Davis, “Rum in the 21st Century” – Owner of Lost Spirits and Inventor of the Davis Method, an innovative alternative method of aging spirits, which has been industry recognized and used by a handful of award-winning producers

The poster for the California Rum Festival 2017 is set against a dark wood-grain background. At the top left, it says 'CALIFORNIARUMFEST.COM'. Below that is the 'REAL COCKTAIL INGREDIENTS' logo. The main title 'CALIFORNIA RUM FEST 2017' is in large, stylized letters, with 'SEPTEMBER 8<sup>TH</sup> - 9<sup>TH</sup>, 2017' below it. The event schedule is listed: Friday, September 8th, includes a Spirit Industry Session (2-4 PM), Rum Aficionado Grand Tasting (5-9 PM), and a Saturday, September 9th, Rum Bazaar (1-6 PM). A section for 'GUEST SPEAKERS' on Friday, Sep. 8th, features five speakers with their names, titles, and photos: Richard Seale (Understanding Rum), Roberto Serrallés (Don Q Rum Master Class), Bryan Davis (Rum in the 21st Century), Mount Gay Rum (Trade Master Class), and Ron Diplomatico (The Art of Making Rum). Logos for 'the rum lab THE RUM LAB.COM' and 'SOMARTS CULTURAL CENTER' are also present. At the bottom, it states 'ALL RIGHTS RESERVED. MUST BE 21 OR OVER TO ATTEND ALL EVENTS.', 'BENEFICIARY: OPH FOUNDATION', and 'QUESTIONS: INFO@THERUMLAB.COM'.

California Rum Festival Poster

For more information on California Rum Fest, including tickets for purchase, visit [www.californiarumfestival.com](http://www.californiarumfestival.com).

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#### About The Rum Lab

The Rum Lab produces Puerto Rico's national rum fest - Taste of Rum Puerto Rico - in addition to the California Rum Festival, Midwest Rum Festival and NEW this year, the debut of the [New York Rum Festival](#) coming up on September 30. Events produced by The Rum Lab attract hundreds of guests including beverage trade professionals, rum aficionados, tourists and local consumers. Learn more at [www.therumlab.com](http://www.therumlab.com).

Kylie Barnett  
Raising The Bar Communications  
707-815-7216  
email us here

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