

Rums of Puerto Rico Program & The Rum Lab are making a trip to the USA in a national effort to promote Puerto Rican Rums

Also, inviting all to attend Puerto Rico's national rum festival, the 10th edition of the Taste of Rum, in March 2019

CHICAGO, ILLINOIS , USA, August 28, 2018
/EINPresswire.com/ -- Starting in September until December 2018, [Rums of Puerto Rico](#) is bringing to seven (7) cities in the US a glimpse of the Puerto Rico national rum festival "[Taste of Rum](#)". The event will celebrate its 10th edition and there's no better way to share some of the experience, culture, music and rums though out the United States with this Pop-Up US Rum Tour.

The tour offers rum-lovers and newcomers a chance to taste a wide variety of Puerto Rican rums such as Bacardi, Don Q, Caliche, Ron del Barrilito and more. One can try all rums either neat, on the rocks or feature rum cocktails elaborated by each venue's mixologists. For attendees looking to geek out, Rums of Puerto Rico Brand Ambassador, Ramon Diaz will be offering Aged Rums Tasting Seminar in each city. Certainly, great music will be provided by Puerto Rico's own DJ DNGR GRDN.

The Pop-Up US Rum Tour events; will take place on the following dates, venues and cities:

Sept 7th - Pagan Idol - San Francisco, CA
Sept 28th - Maman & Mimi - New York City, NY
Oct 11th - Ronero - Chicago, IL
Nov 9th - Cafe Citron - Washington, DC
Nov 16th - Trader Vic's - Atlanta, GA
Dec 6th - The Townsend - Austin, TX
Dec 8th - The Ruins - Dallas, TX

The goal of the Pop-Up US Rum Tour is to promote; the amazing rum brands produced in Puerto Rico, Puerto Rico's official rum festival "Taste of Rum" that will take place in March 2019 and the island as a destination. Rum production and tourism are fundamental revenues for the island.

"As champagne is to France, Rum is to Puerto Rico. Which means that rum-making in the island is serious business, governed by strict quality control guidelines and regulations, when it comes to rum, Puerto Rico is the land that sets the bar, we are THE RUM STANDARD."- Mentions, Alexandra Salgado, Rums of Puerto Rico, Director.

In Puerto Rico all rums must adhere to strict standards by law: they must be aged at least 1 year, gold rums must be aged at least 2 years, and premium rums no less than 6 years. Additional quality standards include the requirement of using only the best molasses; aging in white oak barrels; and the production of rum by a continuous distillation process only (not a still). All these requirements add to the flavor and quality of the final product.



RUMS of
PUERTO RICO
RUM CAPITAL OF THE WORLD

PROUDLY PRESENTS

Sep. 7th
SAN FRANCISCO, CA

Sep. 28th
NYC, NY

Oct. 11th
CHICAGO, IL

Nov. 9th
WASHINGTON, DC

Nov. 16th
ATLANTA, GA

Dec. 6th
AUSTIN, TX

Dec. 8th
DALLAS, TX

TASTE OF RUM
Mar. 2nd, 2019
SAN JUAN, PR

FOR MORE INFORMATION PLEASE VISIT
[TASTEOFRUM.COM](#)

[therumlab.com](#) [QUESTIONS: INFO@THERUMLAB.COM](#)

Rums of Puerto Rico - Taste of Rum US Pop Up Tour 2018

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*Alexandra Salgado, Rums of
Puerto Rico, Director*

“Hurricane Maria was a challenge, but our Island is
recovering and open for business. We want you to join our
Pop-Up US Rum Tour so you can try our great rums and
then, in March 2019 visit Puerto Rico for our famous rum
festival “Taste of Rum”. - Said, Federico Hernandez -
Partner at [The Rum Lab](http://www.therumlab.com).

For more information about the tour, visit
www.tasteofrum.com or www.therumlab.com

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About Rums of Puerto Rico

Rums of Puerto Rico, a division of the Puerto Rico Industrial Development Company (PRIDCO),
was created in 1948 to promote the sugar cane industry and portrait the excellence in
craftsmanship and dedication of all the rums manufactured in Puerto Rico. The Rums of Puerto
Rico Program provides marketing incentives, which are used by the brands to advertise and
promote events as part of co-branding campaigns. Learn more at www.rumcapital.com.

About The Rum Lab

The Rum Lab is a creative and production agency focused on the rum industry. The company
produces the Puerto Rico's national rum fest - Taste of Rum - in addition to the California Rum
Festival, Chicago Rum Festival, New York Rum Festival, and new this year, the debut of the Miami
Rum Congress. Events produced by The Rum Lab attract thousands of guests including beverage
trade professionals, rum aficionados, tourists and local consumers. Learn more at
www.therumlab.com.

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