



NOVEMBER 3rd to NOVEMBER 8th 2025

THE FIFTH EDITION

BRE 2025

The 5th EDITION



BARBADOS RUM EXPERIENCE:

THE ONLY BARBADIAN EVENT DEDICATED EXCLUSIVELY TO THE RUM INDUSTRY OF BARBADOS. SET ON THE ISLAND OF BARBADOS WHERE RUM WAS BORN. THE BRE AIMS TO ENGAGE A LOCAL AND INTERNATIONAL AUDIENCE TO EDUCATE HONEST RUM HISTORY, PRODUCTION AND CULTURE SURROUNDING THE UNIQUELY BARBADIAN SPIRIT. ELEVATING BARBADOS RUM TO ITS RIGHTFUL POSITION AS ONE OF THE FINEST SPIRITS IN THE WORLD.

Dates 2025:

November 3rd to November 8th

Venue 2024:

Radisson Aquatica Resort, St Michael.

Organization:

TBRS (Experiences) Ltd

Foursquare Complex

Foursquare St. Philip

Info@barbadosrumexperience.com

www.barbadosrumexperience.com

BARBADOS RUM EXPERIENCE ELEMENTS



RUM SEMINAR SERIES

The core of the Barbados rum experience is the seminar educational series. Where we take a deeper look on Barbados rum history, the Caribbean colonial past, the origins of the word rum and much more. All BRE participants are invited to attend all the seminars to expand their knowledge on rum's history and its production methods, how the industry emerged and why the double retort is a Caribbean innovation.



RUM DISTILLERY VISITS

Fully immersive rum distillery tours to the leading distilleries on the island, from the historical Mount Gay distillery to the authentic St Nicholas Abbey and the world-renowned Foursquare distillery. Guests will get a deep dive behind the world of Barbados rum and what makes it such a unique spirit at the global level. Visits are split into smaller groups to ensure an intimate and open environment for learning.



RUM EXPERIENCES

No rum experience would be complete without understanding the wider impacts of the rum industry on Barbadian culture and social life. Participants will get to directly engage with local rum shop culture, experience the Bajan hospitality in our cocktail bars and restaurants and take in the sunshine and fun with cruises, beach days and walking tours and more!



CONFIRMED SPEAKERS 2025



Dr. Richard Drayton



Dr. Andrew Stoute



Jacklyn Broomes



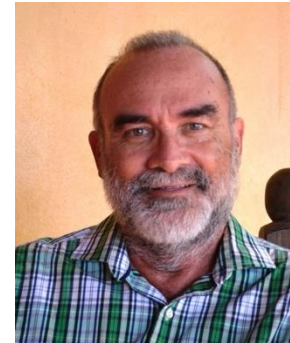
Richard Seale



Trudiann Branker



Dr. Sylvan Spooner



Dr Lennox Honychurch



Dr. Geoff Ward

OUR AUDIENCE

32% AMERICAS

A third of the BRE audience comes from the US & Canada

15% CARIBBEAN

We actively work to recruit & sponsor local Barbadians to attend the BRE each year.

43% EUROPE

Almost an even mix between UK and European guests

10% ASIA

Smaller presence but growing with past guests from AUS, NZ, Taiwan & Japan



RUM CENTRAL

We have once again partnered with the fantastic Radisson aquatica resort for the 2025 edition who were extremely welcoming and supportive of our first edition.

The Radisson will operate as our 'Rum Central' and remains centrally located to accommodate guests who would prefer to stay at the Hilton or Marriott hotels nearby.

Rum Central will be the point of reference for all seminars and educational sessions. It will also operate as the logistical base for all transportation links for distillery visits and rum experience activities.

The Radisson logo is written in a black, cursive script font with a blue underline.The Mount Gay logo features the text "MOUNT GAY" in a bold, black, sans-serif font, with "Barbados Rum" in a smaller font below it and "EST 1703" in a red, serif font at the bottom.The St. Nicholas Abbey logo includes a circular emblem with a landscape scene, the text "St. Nicholas Abbey" in a serif font, and "BARBADOS - WEST COAST" in a smaller font below.The Foursquare Rum Distillery logo features a red silhouette of a distillery building with a chimney, the text "FOURSQUARE" in a bold, sans-serif font, and "RUM DISTILLERY" in a smaller font below.



01

Rum Seminar Series

THE CORE ELEMENT OF THE EXPERIENCE
AND THE HEART OF TELLING THE STORY
OF BARBADOS RUM

RUM SEMINAR EDUCATIONAL SERIES

The core element of the Barbados rum experience is the educational program. To elevate Barbados rum to its rightful place as one of the most respected spirits in the world.

Participants in the Barbados rum experience will be registered to participate in all seminars. Working with leading professors and researchers from UWI and the distilleries. Seminars will take place at Rum Central.

SEMINAR TOPICS 2025:

- THE CARIBBEAN – THE IMPORTANCE OF PLACE
- THE HISTORY OF SUGAR, FROM NEW GUINEA TO BARBADOS
- ORIGINS: BARBADOS RUM
- TEMPERANCE MOVEMENT(S) AND EFFORTS TO CONTROL THE DRINKING OF RUM
- YEAST IN RUM
- THE AGRICULTURE OF SUGARCANE
- THE BUSINESS OF EVAPORATION
- REGENERATIVE AGROFORESTRY & RUM
- RUM IN THE ROYAL NAVY.





02

RUM DISTILLERY VISITS

THE HANDS ON, IN THE FIELD EXPERIENCE
EXPLORING THE WORKING DISTILLERIES
ON THE ISLAND

DISTILLERY VISITS

A core element of the Rum Experience is the educational program behind Rum, Rum History in Barbados, Rum production and distillation at the leading distilleries. The BRE has partnered with Genuine Barbados Rum Inc. to facilitate the exclusive behind the scenes distillery visits and seminars.

Participants will have a hands on and exclusive distillery visit with each Barbadian distillery and their teams. Showcasing the beauty and prestige of the best distilleries in the Caribbean.

DISTILLERY VISIT ELEMENT:

- The Birthplace of Rum at Mount Gay Distillery Visit
- Traditional Rum Production at St Nicholas Abbey Visit
- Rum Distillation & Maturation: Foursquare Rum Distillery Visit





03

RUM EXPERIENCES

LIVING AND EXPERIENCING THE CULTURE
OF RUM IN HER BIRTHPLACE





OPENING NIGHT AT, THE BARBADOS MUSEUM

Hosted at The Barbados Museum Barbados following a full day of seminars with leading professors our guests get an evening of local rum cocktails crafted by Barbadian mixologists. Served with local and regional bites guests are then free to roam the museum and explore Barbadian History.



RUM CRUISE – TIAMI

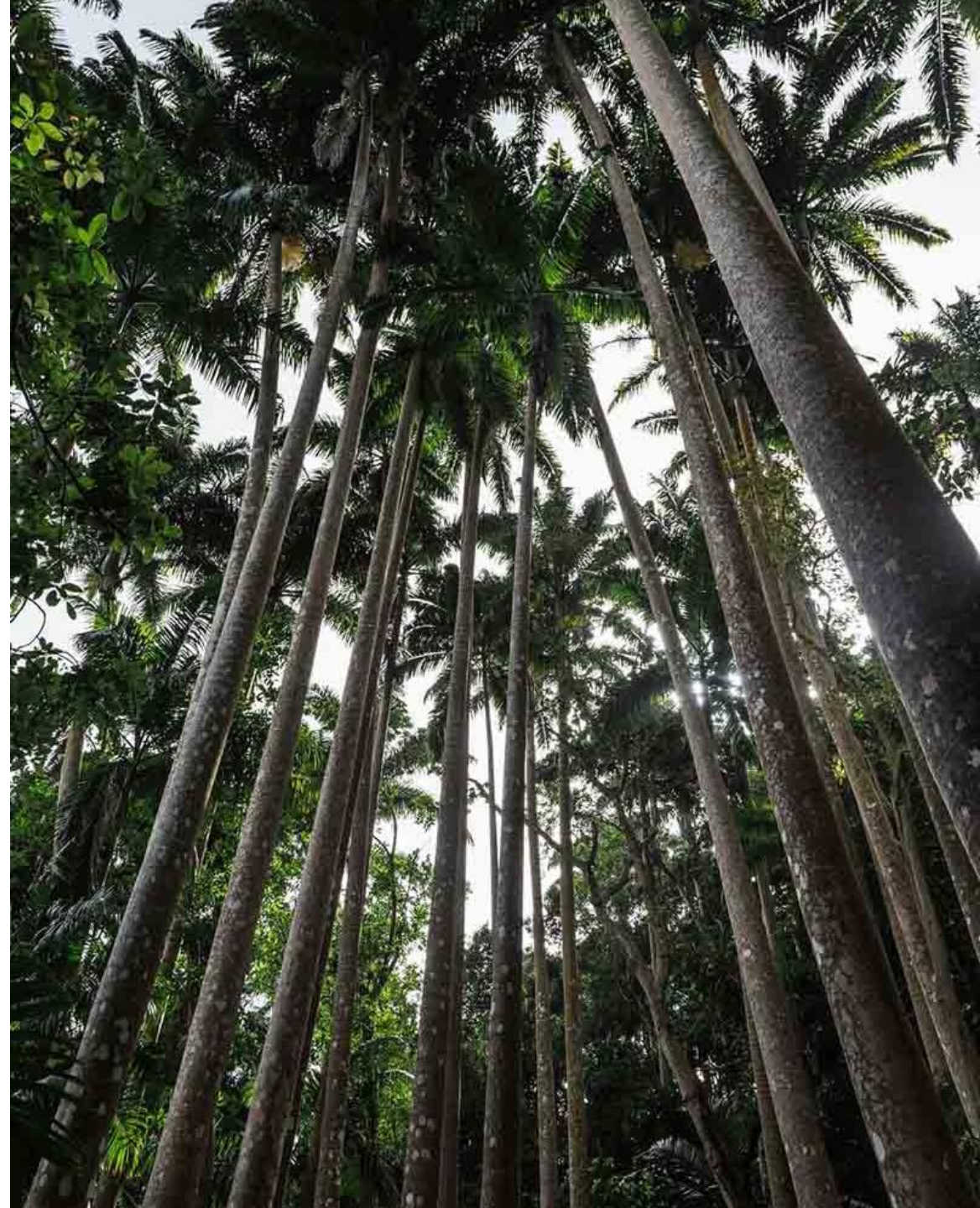
CRUISING OUT THE BRE ON A HIGH WITH TIAMI

After a full week of seminars, distillery visits and rum experiences, there is no better way to relax after the Barbados Rum Experience than with our very own BRE Rum Cruise. The bar is fully stocked with Barbados Rum Cocktails from Mount Gay, Foursquare and St Nicholas Abbey with enough rum to make the British Royal Navy jealous. An afternoon of relaxing and imbibing in the Island sun.

BARBADOS RUM EXPERIENCES – NEW FOR 2024

COCO HILL FOREST – RUM & GINGER WALK

Partnering with Coco Hill Forest, the BRE will take its guests on an exclusive guided hike through the forest with mini lectures from our speakers along the way. Finishing up with a special tasting of the new Coco Hill Forest Ginger Rum Liqueur using ginger grown at the forest. Demonstrating how rum can bring about true lasting partnerships across the community.



BARBADOS RUM EXPERIENCES – NEW FOR 2025

AN AFTERNOON AT THE AGRICULTURAL AND CANE BREEDING STATION

At the BRE we like to give our guests an experience they will never forget. Having the opportunity this year to spend the afternoon with Jacklyn Broomes on site at sugar cane breeding station and learning about the agriculture of rum is something we are all looking forward to .





Some reflections from **Dave Broom**

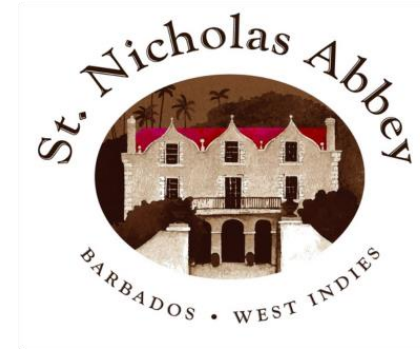
Renowned spirits author Dave Broom attended BRE in 2024, whose extensive writings on the subject of spirits are highly regarded worldwide, offered his perspective on the significance of Barbados and its rum industry.

He stated, “Barbados has transcended its role as just a producer of rum—it is a custodian of a centuries-old tradition that continues to evolve while honouring its roots.” “Barbados doesn’t just produce rum; it celebrates a tradition of craftsmanship and storytelling that dates back centuries. The island’s rums are a testament to resilience, innovation, and artistry.”

“The Barbados Rum Experience successfully highlighted how rum is much more than a drink—it's a vessel of history, community, and creativity. Attendees left with a deeper appreciation of Barbados’s unique contributions to the global spirits industry and a renewed sense of pride in its cultural legacy.

As the event concluded, one thing was clear: Barbados’s rum is not just a beverage but an emblem of the island’s soul—rich, complex, and endlessly inspiring”.

LOCAL PARTNERS WE WORK WITH



R.L. Seale & Company Limited.
ESTABLISHED 1926



COCO HILL FOREST
— BARBADOS —





THANK YOU!