



HIGHLIGHTS FROM BAR CONVENT BROOKLYN 2024: A CELEBRATION OF INNOVATION AND CONNECTION



Photo Credit: Bar Convent Brooklyn

New York, New York (June 18, 2024) - [Bar Convent Brooklyn](#) returned to Industry City on June 11 and 12, leaving visitors and exhibitors with a wealth of new knowledge, connections and experiences. As the premier event for professionals in the bar and beverage industry, this year's edition exceeded expectations, showcasing the latest trends, innovations and educational insights in the world of spirits.

With the highest attendance in its history, the show welcomed more than 5,300 industry professionals -- an 18% increase from last year -- and provided an unparalleled opportunity for networking and discovering the latest industry trends. The show floor was abuzz with excitement as visitors explored 230 exhibiting brands, representing 47 states and 48 countries worldwide, together sampling more than 550,000 drinks and spirits over the course of the two days. 132 speakers led 52 highly-attended education sessions, each covering various aspects of the beverage industry, from emerging trends to inclusivity and innovation.

"We could not be happier with the success of Bar Convent Brooklyn 2024 and are grateful to all who attended and contributed to making this event a memorable experience," said Bar Convent Brooklyn Event Vice President, Jackie Williams. "Over these last two days, this industry reunion displayed such energy, creativity and camaraderie. It has been an inspiring event, and we look forward to seeing how the ideas and trends showcased here will shape the future of our industry."

Educational excellence was a cornerstone of Bar Convent Brooklyn 2024. Under the leadership of the event's Head of Education, Lynnette Marrero, Co-Founder of Speed Rack, MasterClass host, award-winning bartender, Liquid Creative Director at Aplós and Partner and Chief Mixologist at Delola, the education committee curated a diverse lineup of Main Stage sessions. These seminars, along with

those presented across The Liquid Lounges and Park Street University, covered a wide array of topics, including the latest trends, classic spirits and cocktails and innovative new brands.

A significant focus of this year's education sessions was on global hospitality trends. In sessions like "Mixing Cultures: The Art of International Hospitality," led by Jose Ignacio "Nacho" Jimenez, Takuma Watanabe, and Damiano Coren, participants explored diverse hospitality styles and traditions from around the world. The session highlighted the use of fruit distillates in Mexico, the emerging trend of shochu in cocktails, and the importance of supporting small producers and creating unique flavors, including artisanal vermouths and zero-proof cocktails. Additionally, "Unveiling Middle Eastern Hospitality," led by Reza Esmaili, Judy Zahra Elahi, Natasha Bahrami, Philip Khandehrish, and Chris Hassaan Francke, offered a captivating journey into Middle Eastern culture's intersection with the global hospitality industry, emphasizing the intrinsic nature of hospitality in Persian traditions and their contributions to modern cocktail ingredients.

Innovation and trends in the spirits world were at the forefront of discussions, with sessions like "Sweet Imo-tion," by Stephen Lyman, David Wondrich, and Christopher Pellegrini, delving into the history and production of Japan's sweet-potato shochu, showcasing the artisanal spirits crafted in Kyushu. Visitors also explored the transformative potential of non-alcoholic beverages in sessions like "NA Everywhere," by Derek Brown, Elizabeth Gascoigne, Chris Marshall, and Sam Bail, each of whom highlighted the growing demand for non-alcoholic drinks and the creative opportunities they present for industry professionals. This session underscored the increasing abstinence from alcohol among adults and the innovative ways bars are creating inclusive environments through events and extensive non-alcoholic offerings.

Workplace health and safety were prioritized in sessions aimed at fostering a supportive and sustainable industry environment. Catarina Bill's "Mixing in Mental Health as a Bartender," provided a platform for discussing practical strategies for maintaining mental well-being in the fast-paced hospitality industry, including partnerships with universities to offer no-cost counseling to those in the food and beverage sector. Additionally, Bar Convent Brooklyn's first Lunch & Learn session, led by Alison Anne of Restaurant Revolution, "How Do I Get Everyone to Care As Much As I Do?" offered leadership training and development, focusing on effective and inclusive leadership strategies to create a cohesive and accountable team. This session emphasized the importance of leadership in cultivating a workplace where every team member feels valued and engaged.

This year's show also showcased a vibrant blend of entertainment and industry recognition. The inaugural Bar Convent Brooklyn Street Party infused the event with music, drinks, lawn games and entertainment, fostering a lively atmosphere and strengthening connections among visitors and exhibitors. Concurrently, the 15th Annual New York International Spirits Competition (NYISC) honored winners with onsite medals, celebrating excellence in the industry. Moreover, the Writer's Block offered a unique platform for 15+ esteemed industry authors to showcase and promote their latest publications, engaging visitors through signings and discussions, further enriching the event experience.

Participants and exhibitors praised the event for its organization, educational value and vibrant atmosphere. Xavier Herit of Campari Group remarked, "What I love about Bar Convent Brooklyn is there's so many people -- so many bartenders from all over the country -- coming together in New York City. This year, I've seen far more education, new techniques, new brands, new categories. Bar Convent Brooklyn is growing every year and getting bigger and bigger!"

Looking ahead, the Bar Convent Brooklyn team is already planning for the 2025 event, scheduled for June 10 and 11. With promises of new programming, additional exhibitors and expanded opportunities for industry professionals, next year's event is set to raise the bar even higher.

For more information and to stay updated on the latest news and developments, please visit the official Bar Convent Brooklyn website at www.barconventbrooklyn.com and follow along on social at [@barconventbrooklyn](https://twitter.com/barconventbrooklyn).

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