



BAR CONVENT BROOKLYN 2023 WRAPS-UP FIFTH IN-PERSON SHOW, MARKING ANOTHER SUCCESSFUL EVENT

Nearly 200 Exhibitors, 50+ Education Seminars & the Most Extensive Global Representation in the Show's History

New York, New York (June 22, 2023) - [Bar Convent Brooklyn](#), the premier trade show for the beverage industry, celebrated its highly anticipated two-day event on June 13 and 14, 2023, marking another extraordinary year of innovation, networking and inspiration. Returning to Brooklyn's Industry City, the event proved to be an unparalleled platform for participants to discover the latest industry trends, gain invaluable sights, and forge meaningful connections within the thriving beverage community.

Enjoyed by more than 4,500 industry professionals, this year's Bar Convent Brooklyn proved to be the largest event to-date. The fully sold-out show floor featured 198 brands from 51 countries and 46 domestic states, 121 speakers for 55 education sessions and 475,000 drinks and spirits sampled poured over the course of the event. From craft spirits and artisanal wines to cutting-edge bar equipment and sustainable packaging solutions, Bar Convent Brooklyn offered a comprehensive overview of the ever-evolving beverage landscape.

"Bar Convent Brooklyn continues to raise the bar with each passing year," said Jackie Williams, Event Director for Bar Convent Brooklyn. "The event offers an essential platform for professionals to come together, share knowledge, and shape the future of our industry. We were excited to welcome back everyone to Industry City, as it once again provided the perfect location to host this dynamic group of exhibitors, attendees, and speakers."

Each year, Bar Convent Brooklyn's revolving education committee cultivates an inspiring roster of sessions for attendees, focusing on the latest trends, classic spirits and cocktails, new and exciting brands, and much more. The 2023 event was collaboratively led by Bar Convent Brooklyn's Head of Education, Lynnette Marrero, Co-Founder of Speed Rack, MasterClass host, and award-winning bartender, Liquid Creative Director Aplós, and Partner and Chief Mixologist, Delola, and the talented and diverse array of industry professionals that make up the education committee and featured 52 percent more programming, resulting in 55 total sessions, all of which were incredibly well attended.

A common theme during this year's show were rum and the Caribbean. "Caribbean Drink Culture Medicine, Myths & Music," hosted by Kiowa Bryan, Alexander Kong, and Sly Augustin, explored how alcohol, and rum specifically, is used as a form of escapism and to foster community, while Ian Burrell's "Should Rum Fall Victim to Cancel Culture," took a deep dive into the controversial past of the rum industry. Despite previous transgressions, the rum industry creates millions of jobs in the Caribbean and is valued at \$2.5 billion, with expectations to only continue growing.

Workplace wellbeing and safety was another important topic. Amie Ward's "Creating Safe Hospitality Spaces," discussed several tangible and accessible ways to help lower sexual assault statistics. "Sustainability and Workplace Wellbeing: The Role and Importance of Meaning Making," led by Jessica Pomerantz and Laura Louise Green, focused on the importance of investing in employees through human sustainability. Staff that work in spaces that engage in programs rooted in mental health, social justice missions and values are recorded to have improved wellbeing, resulting in an estimated increased value of \$3,000 per employee.

The Liquid Lounges introduced guests to a number of new and lesser-known spirits, including Dan Nicolescu's "Which Cognacs for Which Cocktails," Don Lee's "Sweet As Sugar: Koji in Spirits and Cocktails," Jean-Francois Bonnete's and Pierre Martin Neuhaus' "Terroirs de France: Calvados, Armanac & Rhum Agricole de la Martinique!" and "WTF is Singani: Bringing the Newest Spirit Category to the United States," hosted by Steven Soderbergh, Ivy Mix and Luis Pablo Granier.

Bar Convent Brooklyn 2023 received overwhelming praise from participants and exhibitors alike. Freelance writer Jared Ranahan said "I had such a great time this year at Bar Convent Brooklyn. It surpassed every expectation I had! This year was the best year yet and the energy was at an all time high. I discovered so many exciting, new brands and enjoyed being able to see all of my old favorites. Really looking forward to next year already!"

Following the tremendous success of this year's event, the organizers are already gearing up for an even more remarkable Bar Convent Brooklyn in 2024. The next edition is scheduled for June 11 and 12 and promises to introduce fresh concepts, immersive experiences, and unparalleled opportunities for industry professionals.

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.

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