

Whisky Compass

Exploring the Craft, Culture & Community of Whisky

SPECIAL WHISKIES FOR FATHER'S DAY

Whisky inspired gifts for the father's in your life

EXCLUSIVE LOOK AT THE VICTORIA WHISKY FESTIVAL

STAR

Bar Convent Brooklyn



Inside BCB Brooklyn, the Global Summit of the Bar World

In Brooklyn's vibrant Industry City, where industrial heritage meets modern innovation, Bar Convent Brooklyn (BCB) 2025 will take place on June 10–11. Now in its seventh year, this isn't just a trade show, it's a dynamic celebration of spirits, blending tradition, craftsmanship, and forward-thinking vision. For whisky enthusiasts, BCB 2025 is a must-attend pilgrimage, offering a deep dive into the world of spirits through tastings, education, and networking.

BCB Brooklyn is a hub where over 5,300 industry professionals converge to explore and discuss the craft of spirits. More than a marketplace, it's a community fostering connections and knowledge exchange. Event Director Jackie Williams explains, "BCB started in Berlin in 2007 and expanded to

Brooklyn in 2018. It's about connections, through education, tasting, and networking." The event's commitment to inclusivity and sustainability shines through initiatives like composting cocktail waste and using recycled materials for booths, reflecting an industry increasingly conscious of its environmental impact.

Williams highlights the show's evolution: "The core remains craft spirits, education, and networking, but we've grown each year in attendees, exhibitors, and sessions. For 2025, expect wider aisles, more handwashing stations, and expanded outdoor spaces for safety." A new education committee ensures the richest content yet, with sessions addressing diversity, equity, and inclusion alongside industry trends, showcasing

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BCB's progressive ethos.

While BCB celebrates all spirits, whisky holds a special place in 2025. The show floor will feature a diverse array of whiskies, from classic Scotch and Irish expressions to bold American bourbons and precise Japanese drams. Established brands like Brother's Bond and Tullamore Dew will anchor the bourbon and Irish categories, while innovative distillers showcase terroir-driven whiskies that reflect local grains and regional identity. Williams notes, "We represent whisky across its spectrum, honoring tradition while spotlighting new releases. Our international scope includes whiskies from Japan, Italy, Canada, and beyond, broadening attendees' palates and knowledge."

Emerging trends will be celebrated, with distillers experimenting with unique finishes and limited-edition releases. These whiskies, often crafted with unconventional ingredients, offer a taste of their provenance, making each sip a cultural journey. BCB's ability to cater to both traditionalists and innovators sets it apart, ensuring there's something for every whisky lover.

Education is at BCB's core, and 2025 delivers a robust program curated by industry luminary Lynnette Marrero and a distinguished committee. Over 50 sessions will cover topics from cocktail chemistry to hospitality's emotional demands. The Liquid Lounge stage, a highlight for whisky fans, will feature Master Distiller Jota Tanaka of FUJI Japanese Whisky sharing insights into crafting malt and grain whisky under one roof, a rare feat of precision. Other seminars will explore the grain-to-glass process behind Ammunition's bourbon and rye and a revived American whisky style through the George Dickel x Leopold Bros. collaboration.

Williams emphasizes the educational depth: "Our Main Stage hosts 10 panels, while demo stages, taste forums, and Park Street University offer hands-on tastings and strategy-focused talks. New for 2025, the Crafted Conversations series provides intimate discussions on mental health and inclusive leadership." The Courtyard Bar adds excitement, with rapper and Amber & Opal Honey Botanical Whiskey co-founder Ja Rule hosting tastings both days at 1 PM. VIP+ badge holders can join a conversation with him on June 10 to discuss his venture.



Authors Alley, presented by Lofty Pigeon Books, returns for its second year, offering a space to meet authors like Robin Robinson (The Complete Whiskey Course), Kara Newman (The Cocktail Cabinet), and Colin Spoelman (The Bourbon Drinker's Companion). These sessions provide reflection and inspiration, enriching attendees' understanding of whisky and cocktail culture.

BCB's commitment to emerging brands is evident in the Emerging Brands Pavilion, which provides dedicated space for new labels to shine. The 2025 Brand Accelerator Pitch Competition, supported by Women of the Vine & Spirits and Diverse Powered Brands, offers emerging brands a chance to pitch to industry experts. The winner receives a prize package from partners like Double Forte and MHW to boost growth and visibility. Williams explains, "BCB supports brands at every stage. Established brands can create immersive booth experiences, while new entrants gain exposure through the Pavilion and Pitch Competition."

BCB is a networking powerhouse, fostering connections among professionals. The "Crafted Conversations" pavilion encourages intimate dialogues between attendees and artisans, turning business cards into lasting bonds. Williams says, "BCB is a welcoming hub for industry friends to discuss trends,

discover new brands, and elevate their craft." Attendees, from bartenders to brand directors, leave with insights to enhance their work, inspired by shared passion and expertise.

BCB creates lasting memories. Williams recalls, "The first BCB Brooklyn in 2018 was a highlight, bringing Berlin's spirit to Brooklyn with unique exhibitors and panels. In 2019, we served over 350,000 samples, but it's the community that stands out." Past whisky sessions, like those exploring Ammunition's grain-to-glass process or the George Dickel x Leopold Bros. blend, have been liquid stories, each pour revealing a narrative of craft and heritage.

Bar Convent Brooklyn 2025 is a vibrant celebration of whisky's diversity, from time-honored expressions to daring innovations. It's a space where the spirit's past and future harmonize, offering a sensory and intellectual journey for distillers, bartenders, reviewers, and collectors alike. With just seventeen days to go, prepare your palate and notebook for an illuminating experience. BCB isn't just an event—it's a dialogue, a community, and a testament to whisky's enduring allure. Raise your glass and step into the story of spirits at Bar Convent Brooklyn.

Bar Covenant Brooklyn

June 10th -11th, 2025

Industry City, Brooklyn, NY



www.barconventbrooklyn.com/

