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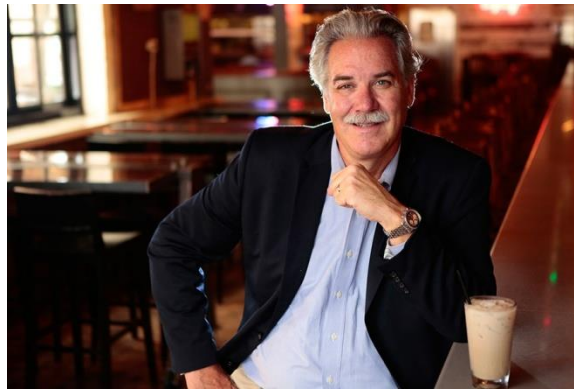
Jan. 9, 2017

NIGHTCLUB&BAR

CONVENTION / TRADE SHOW

MARCH 27 -29, 2017
LAS VEGAS CONVENTION CENTER

RUMCHATA MASTER BLENDER AND FOUNDER OF AGAVE LOCO BRANDS, TOM MAAS, WILL DELIVER KEYNOTE AT 2017 NIGHTCLUB & BAR CONVENTION AND TRADE SHOW



Tweet it: .@RumChata Master Blender Tom Maas confirmed to deliver keynote at @NightclubBar Show #ncbshow17 www.ncbshow.com

Las Vegas — The **2017 Nightclub & Bar Convention and Trade Show** confirms special keynote session with the industry’s leading tastemaker and president of Agave Loco Brands, **Tom Maas**, on **Monday, March 27 at 12:45 p.m. at the Las Vegas Convention Center.**

Maas’ expertise in the industry dates back more than 49 years when his love for the distilled spirits industry began as an 11-year-old traveling the world learning about the business from his father. The keynote session, **“RumChata Diaries: The Making of an American Success Story,”** will showcase how to build a brand from scratch. Maas will share his personal story of creating the RumChata formula in his home, the trials and obstacles endured, as well as invaluable lessons learned that he can impart to anyone who wants to become a successful entrepreneur. In addition, Maas will offer insight on all elements of a startup venture from projected financing and marketing a brand with a small budget to producing and distributing a product into the industry.

“I am looking forward to having the opportunity to share my knowledge of the industry during The Nightclub & Bar Show,” said Tom Maas, RumChata master blender and founder of Agave Loco Brands. “Not only will attendees be able to hear about my personal experience creating RumChata, but they will

also learn about the most important traits needed to be successful, including passion, patience, flexibility, discipline, and a strong work ethic.”

As a veteran in the industry, Maas’ brand formulation and sales management expertise has expanded three of the world’s top selling whiskey brands, including Jack Daniel’s, Canadian Club and Jim Beam. In addition, he was actively involved from the beginning in the development of ten new brands, reaching more than \$25 million in annual sales revenue.

The 2017 Nightclub & Bar Show conference program will educate top industry professionals from across the globe with an variety of educational sessions with some of the brightest and most thought-provoking personalities in the bar and nightlife industry. The curated speaker lineup taps into an array of fields within the business, giving attendees the opportunity to develop revitalizing ideas that will help shape their success across specialty fields.

All keynotes are open to attendees, speakers, sponsors and exhibitors and are sponsored by Revention. Please visit Nightclub & Bar Show’s [website](#) for complete keynote details and [here](#) for a full list of speakers.

The Nightclub & Bar Show, scheduled to take place March 27-29, 2017, is the world’s largest gathering of bar, nightlife and beverage professionals. The show offers industry professionals the opportunity to connect with suppliers, network with new businesses, discover new products and gain critical skills to ensure their success in the dynamic bar and nightlife industry. For those interested in attending the show or for more information, please visit www.ncbshow.com.

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About Nightclub & Bar Media Group:

Nightclub & Bar Media Group, a division of Boston, MA based Questex LLC, is the go-to resource for the on-premise professional. Mirroring the fast-paced, trend-setting nature of the beverage industry, Nightclub & Bar has been providing the specific tools bar professionals, owners and managers need to grow their businesses, compete, and succeed in this hyper-competitive and dynamic industry for over 30 years. Nightclub & Bar Media Group produces the [Nightclub & Bar Show](#), [VIBE Conference](#), [Nightclub & Bar Top Rated Lists](#), Nightclub & Bar Awards, and produces daily content on www.nightclub.com.

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