

FOOD AND BEVERAGE

LVMH's Eminente hosts Cuban rum pop-up in Paris

February 10, 2023



The bar serves as the heart of this home-like popup. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

LVMH-owned Cuban rum brand **Eminente** brings a taste of home to Paris with a new pop-up event.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Acting as an art space, bar and restaurant, Casa Eminente resembles Cuba's "paladares" bar-meets-house concept where bars and restaurants are extensions of family homes. The pop-up debuted on Feb. 3.

Cuban spirit

Eminente takes inspiration from 19th-century Cuban tradition, updated by Cuban rum master Csar Mart's aging and blending techniques.

Making up the homelike atmosphere will be antique furniture, lush plants and artworks by various Cuban artists curated by Laura Salas Redondo, a Havana native.

[View this post on Instagram](#)

A post shared by LVMH (@lvmh)

Throughout the venue's residency, new mixologists will take their places behind the bar each month.

Those who visit on the weekends can learn from the masters, taking classes in partnership with French gift and products company Les Raffineurs.

Classes can be scheduled via the Eminente [site](#).

Aged over seven years in oak barrels, Eminente contains 70 percent Cuban sugarcane the highest ratio found in Cuban rum. The result offers a mix of flavors ranging from pear and cocoa to almond and coffee.

This rum serves as the base of a series of creative cocktails dreamt up by masters of the craft.

Cofounders of London's "Tayr + Elementary," mixologists Alex Kratena and Monica Berg, are up first. The pair's menu includes the honey, lime and coffee flavored Canchnchara rum, as well as the house twist on a Pomelo Daiquiri.

With drinks will come food, also provided by a rotating lineup of masters, including eco-minded chef Julien Sebbag.

Founded in 2020, Eminente is one of the house's newer offerings ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.