



THE WORLD'S 50 BEST BARS AWARDS TO BE HOSTED IN LONDON ON 5TH OCTOBER 2017

The drinks industry's most anticipated night of the year, The World's 50 Best Bars awards, will take place on **Thursday, 5th October, 2017**. Now in its ninth year, The World's 50 Best Bars provides an annual ranking of bars as voted for by over 500 industry experts from across the globe. The list represents the ultimate international guide to the world's top bars and drinking destinations. This year's awards event will take place at a brand new location: the historic **Southwark Cathedral** in **London, UK**.

The World's 50 Best Bars awards is an evening of international celebration, bringing together the best bartending talent from around the globe. Alongside the live countdown of the list, culminating in the announcement of **The World's Best Bar** – a title taken by The Dead Rabbit Grocery & Grog in New York in 2016 – this year's ceremony will see a range of new accolades introduced.

The **Industry Icon Award** will honour one of the greats of the cocktail world for his or her lifetime's work. The **One To Watch Award** will identify an international rising star bar. The **Best New Opening Award** recognises the newcomer which has generated the most excitement, while the **Bartenders' Bartender Award** goes to an individual nominated by the bartenders on The World's 50 Best Bars list. These awards join those for **Best Bar in North America, Australasia, Asia, Europe, Latin America and Africa & the Middle East** respectively, as well as for the **Highest New Entry, Highest Climber** and **Legend of the List**.

The voting system for 2017 has been refined to produce a truly global representation of bars and reflect the growth of new cocktail culture in regions around the world. This year, **The World's 50 Best Bars Academy** was expanded to over 500 members – made up of bartenders, consultants, drinks writers and cocktail aficionados. Each voter was tasked with choosing their top seven bars, based on personal experience and preference, with a minimum of three of these bars needing to be located outside the voter's country of residence. The voter must have visited each of the chosen bars within the last 18 months. The list is generated directly from the votes of the Academy members.

The changes have been introduced by the new team behind The World's 50 Best Bars, which is now fully owned and organised by **William Reed Business Media**, the company that also owns The World's 50 Best Restaurants. William Reed Business Media takes over from *Drinks International*, part of Agile Media, in the organisation of the awards and voting, with *Drinks International* taking the role of trade media partner.

William Drew, Group Editor of The World's 50 Best Bars, says: "We are very excited to be overseeing the creation of The World's 50 Best Bars list and the presentation of the awards on 5th October. We have a stunning new venue with a larger capacity, and a host of new awards to present at what will be a night



THE WORLD'S 50 BEST BARS 2017

characterised by great excitement, copious cocktails and a dash of drama. Most importantly, The World's 50 Best Bars is about celebrating excellence and providing a unique global guide for discerning drinkers."

The list of bars ranked from **51-100** in the world, according to the votes of the Academy, will be announced two weeks ahead of the awards on the **19th September**, providing an insight into exciting up-and-coming venues as well as more established operators that remain relevant. It will also signal the final countdown to the most important night in the industry's calendar on 5th October.

On the evening of the awards event itself, the bar owners and bartenders from The World's 50 Best Bars list will enjoy a pre-awards Bartenders' Feast at Cinnamon Kitchen in London, overseen by chef-owner Vivek Singh, complete with cocktails provided by Ketel One Vodka, Heering Cherry Liqueur, Bols Genever and Michter's.

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NOTES TO EDITORS:

About The World's 50 Best Bars

The World's 50 Best Bars, owned and organised by William Reed Business Media, provides a definitive list of the world's best drinking venues, voted for by those in the know. Returning for its ninth year, the list has become the most anticipated ranking for drinks professionals and bar aficionados across the world, and the awards are the highlight of the bar industry calendar.

How the voting works

The final list is compiled by votes from The World's 50 Best Bars Academy, comprised of more than 500 drinks experts, including renowned bartenders and consultants, drinks writers and cocktail specialists. The Academy of voters is spread across the globe with: 150 based in Europe; 115 based in North America; 70 in Latin America; 110 in Asia; 30 in Africa & the Middle East; and 30 in Australasia. The distribution of voters is designed to reflect the relative development and sophistication of the drinks sector, and the concentration of quality bars, in each region. Each voter casts 7 votes, based on their best bar experiences of the previous 18 months, of which at least 3 must be for bars located outside the voter's country of residence.

How the awards work

- **Industry Icon Award** (new) – an individual honoured for his or her lifetime's work in the industry, as voted for by The World's 50 Best Bars Academy
- **Bartenders' Bartender** (new) – an individual voted for by the bartenders of The World's 50 Best Bars 2017 for their impact and contribution over the previous year

OLMECA
ALTOS
100% AGAVE

WITH
"DRY"
Asahi

Bols
Genever
Amsterdam
est. 1875

BOTRAN
AGED RUM

HEERING
-The Original-
CHERRY LIQUEUR



Ketel One
VODKA



NIKKA WHISKY



Tanqueray
LONDON



THE WORLD'S 50 BEST BARS 2017

- **One To Watch** (new) – a rising star bar from outside The World's 50 Best Bars, selected by the organisers as having the potential to break into the elite list in the future
- **Legend of the List** – the bar that has performed most consistently over the history of the list. Employees Only was the inaugural winner in 2016. Note: bars cannot win this award twice
- **Best New Opening** (new) – the bar opened within the voting year (July 2016-July 2017) that has performed best on the list (excluding the Highest New Entry)
- **Highest Climber** – the bar that has risen most places within The World's 50 Best Bars (so excluding 51-100) from 2016 to 2017
- **Highest New Entry** – the highest-ranked bar that has entered the list for the first time
- **Continental Awards** – the highest ranked bars in, respectively, North America, Latin America, Europe, Africa & the Middle East, Asia and Australasia
- **The World's Best Bar** – ranked No.1 in the world, according to the votes of The World's 50 Best Bars Academy

Results

The list of The World's 50 Best Bars 2016 is available at www.worlds50bestbars.com/fifty-best-bars-list-2016/

The best way to follow the build-up to and announcement of the 2017 list and individual awards is via The World's 50 Best Bars digital channels:

www.worlds50bestbars.com

Twitter: [@50BestBars](https://twitter.com/50BestBars) | #Worlds50BestBars

Instagram: [@50BestBars](https://www.instagram.com/50BestBars) | #Worlds50BestBars

Facebook: [Worlds50BestBars](https://www.facebook.com/Worlds50BestBars)

William Reed Business Media

The World's 50 Best Bars is owned and organised by William Reed Business Media. The World's 50 Best Bars list has been published annually since 2009. The list of Asia's 50 Best Bars has been published since 2016. The World's 50 Best Restaurants list has been published since 2002. William Reed Business Media is solely responsible for organising the awards, collating the votes and producing the lists.

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