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A S THE BRANDS REPORT HAS

grown in scope and stature, we hear regular reports that its rankings are eagerly contested in the halls of brand power. In an industry that pays high praise to star bars and their bartenders, it's nice, if only once a year, that we salute the brands that these influencers of the drinks industry serve in their venues.

This report doesn't claim to be a definitive bottle-by-bottle guide to sales but more a snapshot of buying habits in a sample of what we consider the world's best bars. We poll more than 100 global bars that fulfil our requirement – bars that have won or been nominated in recent global awards – producing up-to-date insight in this fast-shifting channel.

So what makes a brand successful in this environment? As you would expect they must be premium, but affordable, rather than luxury. The quality of the liquid is paramount – and while incentives come into the buying equation, with reputations to uphold, no amount of listing fees and retro agreements makes up for average juice.

Long story short: each large group seems to have its trump card brand, but Diageo has the strongest hand. It takes the title of bestseller in gin – the largest category – American whiskey (third largest), vodka (fourth), tequila (fifth) and scotch (sixth). Of the major categories, only the title in rum (second biggest category) goes to a non-Diageo brand, with Bacardi lifting the prize. Though battles for house pour see the fiercest competition, the smaller brands with smaller marketing budgets that populate the lower reaches of these lists – the bottles of the back bar – say just as much about what bartenders hold dearest.



Hamish Smith
EDITOR

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COVER IMAGE:
ISTOCK.COM/
MAURESE

SUPPLEMENT EDITOR

Hamish Smith
+44 (0)1293 590045
hamish.smith@drinksint.com

MANAGING EDITOR

Christian Davis
+44 (0)1293 590047
christian.davis@drinksint.com

NEWS & WEB EDITOR

Shay Waterworth
+44 (0)1293 590046
shay.waterworth@drinksint.com

RESEARCHER & WRITER

Angel Brown
+44 (0) 1293 590048
angel.brown@drinksint.com

ART DIRECTOR

Christine Feeman
christine.feeman@agilemedia.co.uk

ART EDITOR

James Down
james.down@agilemedia.co.uk

PRODUCTION EDITOR

Jaq Bayles
+44 (0)1293 590048
jaq.bayles@drinksint.com

COMMERCIAL DIRECTOR

Rob Cullen
+44 (0)1293 590043
rob.cullen@drinksint.com

SENIOR ACCOUNT MANAGER

Carmen Poel Francesch
+44 (0)1293 590042
carmen.poel@drinksint.com

PUBLISHER

Justin Smith
+44 (0)1293 590041
justin.smith@drinksint.com

ACCOUNTS

Carol Cureton
+44 (0)1293 558134
carol.cureton@agilemedia.co.uk

ANNETTE O'CONNELL

+44 (0)1293 590051
annette.oconnell@agilemedia.co.uk

MANAGING DIRECTOR

Russell Dodd
+44 (0)1293 590052
russell.dodd@drinksint.com

DRINKS INTERNATIONAL

DRINKS INTERNATIONAL
Longley House,
International Drive,
Southgate Avenue,
Crawley, West Sussex
RH10 6AQ United Kingdom
TEL: +44 (0)1293 590040
FAX: +44 (0) 1293 474010
WWW.drinksint.com

Agile
Media Ltd



HOW WE DID IT

AN OVERVIEW OF THE METHODOLOGY THAT LEADS TO THE RANKINGS EACH YEAR

The Brands Report is a snapshot of the buying habits of the best bars in the world. We're interested in branded products, but also the classic cocktails that elite bartenders are making and the spirits categories they make them with.

Our rankings are the result of a poll of more than 100 global bars. The field is narrow for good reason – the object is not to gain a wide and vague insight but to target the world's best bars. Which are defined how, I hear you ask. Well, this description comes with a definition: the world's best bars are those that have been shortlisted in the past three years for major awards globally.

So, our bars are either winners of or nominees from worldwide awards such as The World's 50 Best Bars (1-100) and Tales of the Cocktail's Spirited Awards; regional awards such as Asia's 50 Best

Bars, *Drink Magazine's* Bar Awards, Germany's Mixology Awards; and countrywide awards: the Class Bar Awards, Australian Bartender Awards and the *Time Out* Awards from various markets around the world. In Latin America, where no major awards bodies exist, editor Hamish Smith has solicited the recommendations of local bar figures and drinks journalists.

This methodology means our pool of bars is ever changing, tracking to success stories of the industry. Of course a balance has to be found between narrowing in on the parts of the world where the most elite bars exist and achieving a global geographical spread.

This year 109 bars took part in the survey, drawn from 38 countries around the world. As you'd expect, markets with a high concentration of high-end bars are represented accordingly, with the

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OUR POOL OF BARS IS EVER CHANGING, TRACKING TO SUCCESS STORIES

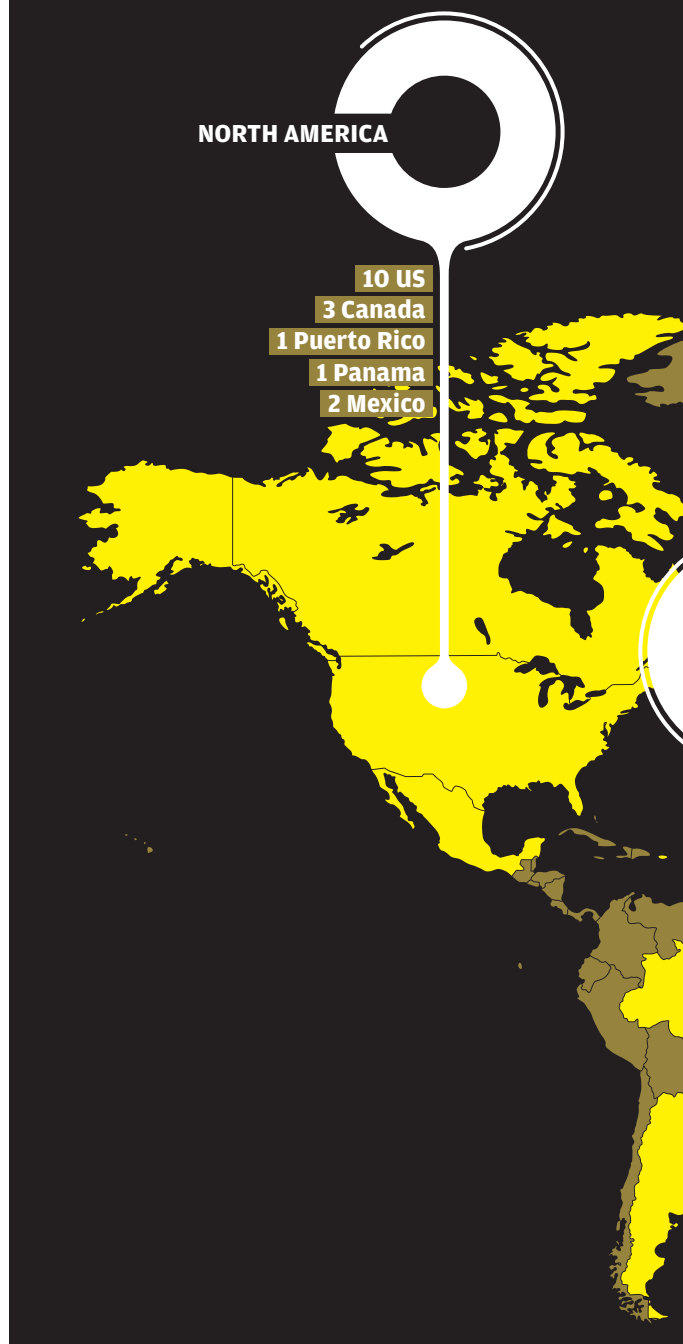
likes of the US, UK and Australia contributing the most to the survey.

THE POLL

We ask bar owners, head bartenders and bar managers to open up their spreadsheets and divulge their bars' buying habits. Each respondent was asked to rank their three bestselling products in each spirit category

(plus selected wine, beer, modifiers and mixers).

A bestselling brand, even in the best bars in the world, earns its place on more than taste, so we also wanted to know the brands that are not necessarily doing huge volumes but have cool-appeal right now. This is where the Trending lists come in. Within these tables are the brands





The Brands Report by country

customers are increasingly asking for, perhaps because of word of mouth or even on bartenders' recommendations.

Often the brands that figure highly in the Trending list move on to the Bestselling list the following year, as curiosity and excitement transitions to volume of sales.

The Bartenders' Choice list is where we see what

bartenders themselves prize most, irrespective of what sells best or what is trending. So, brands here have the kudos of bartender love, if not

WE ALSO WANTED TO KNOW THE BRANDS THAT HAVE COOL-APPEAL RIGHT NOW

necessarily sales. But, if our website viewing numbers are anything to go by, The World's Bestselling Classics section is the list with the widest appeal. Here we see classics paradoxically do go in and out of fashion – our list of 50 is slow moving but trends do show up.

We finish with the Spirits list, where we track

the hot categories in the elite bar, finishing after gin, naturally.

While these lists are only snapshots – by no means bottle-for-bottle accurate – they are surprisingly consistent in their results. The brands that have traction at the top of the pyramid – the most important place to be – are borne out here in the tables of the Brands Report. **DI**



#1 BARTENDERS' CHOICE WORLDWIDE
FOR TWO CONSECUTIVE YEARS.

Thank you!



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BARTENDERS' CHOICE

TOP TWO CONTINUE TO REIGN AND GIN REMAINS THE DARLING OF THE SPIRITS PANTHEON

YOU CAN HAVE one bottle of spirits – what is it? This, in essence, is the question asked of bartenders for this ranking. It's not about the bestselling spirits in their bar, not necessarily the fad brand out of the hipster rucksack – it's

what they feel most affinity with. For two years consecutively, our survey has said that bottle is

Plantation. Indeed, it hasn't featured outside of the top two spots in four years. To be clear: that's in a field containing every spirit brand in the world. Why do bartenders love it? Plantation manages to be both the quality, affordable rail slinger, with the interesting and higher-end family members peering down from the back bar in support. It's a formidable combination.

Though Tanqueray, it has to be said, has its apostles too. The gin brand hasn't finished outside of the top two favourites in eight years. Bartenders admire the

//
PLANTATION HASN'T FEATURED OUTSIDE OF THE TOP TWO SPOTS IN FOUR YEARS

classic credentials of Tanqueray, the even finer Tanqueray Ten, and interest is maintained by the not-so-occasional spin-off – Sevilla, Rangpur and Malacca have all been hits.

Pernod Ricard duo Monkey 47 and Beefeater take third and fourth spots respectively. They represent two ends of the gin spectrum – Monkey 47, young and on-trend, brimming with botanicals and high-end packaging; Beefeater the dependable, affordable classic long-beloved by the category's disciples.

It can't be overlooked that three of the top four in this list of bartenders' favourites are gins – gin is the never-ending trend.

Tahona-turned tequila brand Fortaleza makes its second appearance in this list, while the lip-puckering Campari is an evergreen darling of the bar. Compass Box continues to make inroads and seems the in scotch right now. Its size and agility suit this channel, where there is a collective penchant for small-run bottlings. Skipping down, Michter's makes its first appearance in the Bartenders' Choice list. The family-owned brand has prioritised the elite on-trade above all, positioning itself among the high-end American whiskeys. You will find few bartenders who don't prize Michter's.

TOP TEN

- 1 PLANTATION
- 2 TANQUERAY
- 3 MONKEY 47
- 4 BEEFEATER
- 5 FORTALEZA
- 6 CAMPARI
- 7 COMPASS BOX
- 8 BULLEIT
- 9 HENDRICK'S
- 10 MICTER'S





RUM

WITH ITS PLETHORA OF STYLES RUM HAS BEEN WINNING PLAUDITS IN RECENT YEARS AND ITS ELEVATED POSITION IN THE PANTHEON OF SPIRITS IS REFLECTED IN RISING QUALITY

RUM'S LIGHTER styles rein supreme in the world's best bars, according to our findings. The multi-distillery colossus Bacardi, led by its Superior

expression, has taken top spot this year, with just under a third of our polled bars making it their house rum. In more than half the sample, Bacardi was on the podium.

Though the Mojito and – more importantly at this end of the pyramid – the Daiquiri call for light rum, Bacardi's new expression Cuatro has found a sweet spot between its Superior and Ocho, boosting footprint.

Havana Club, which is now narrowing in on younger drinkers, has a following for its three-year-old when it comes to Cuban classics. The brand trailed Bacardi in our sample, with 20% making it their go-to rum pour.

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HAVANA CLUB HAS A FOLLOWING FOR ITS THREE-YEAR-OLD WHEN IT COMES TO CUBAN CLASSICS

More than a third made it among their top-three pours.

The love for Plantation among bartenders is clear. It finished third in our bestselling list but topped the trending list – the brands that do well in this ranking are so often recommendations from bartenders. And if that wasn't enough, it topped our Bartender's Choice list. But when it comes to competing for house pour and working its way to the top of our bestselling list, it couldn't fight off the muscle and global reach of Pernod Ricard and Bacardi this year. The Maison Ferrand blended rum, which leads with its 3 Stars variant, was the top pour in 11% of bars polled and was part of the supporting cast in just under a third.

Rum – a conflation of many countries' productions – is as diverse as they come. If the top of the list is dominated by lighter styles, we then follow a path through the Caribbean. Appleton provides the punchy, funky Jamaican style, and Zacapa and Diplomatico the rounded styles from Guatemala and Venezuela respectively. Angostura represents Trinidad, Mount Gay Barbados, and El Dorado the demerara style of Guyana. We finish with Gosling's of Bermuda. Rum has a style for every cocktail occasion. **DI**

BESTSELLING BRANDS

- 1 BACARDI
- 2 HAVANA CLUB
- 3 PLANTATION
- 4 APPLETON
- 5 RON ZACAPA
- 6 DIPLOMATICO
- 7 ANGOSTURA
- 8 MOUNT GAY
- 9 EL DORADO
- 10 GOSLINGS

TOP TRENDING BRANDS

- 1 PLANTATION
- 2 DIPLOMATICO
- 3 BACARDI
- 4 APPLETON
- 5 HAVANA CLUB
- 6 CLAIRIN
- 7 DON PAPA
- 8 ZACAPA
- 9 DICTADOR
- 10 CARONI



PERONI

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ITALIA



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VITA CON STILE

GIN

DUELLING DUO CONTINUE SPAT AT THE TOP WHILE PINK SALES CONTINUE TO FLOURISH

TANQUERAY TOPS the gin pops this year, edging out old foe Beefeater. The two brands have almost identical records over the 11 years we've been polling elite bars, making it almost impossible to say one is dominant over the other in this channel. But this year, Tanqueray

was found to be the top seller in more than a quarter of bars polled, and a top-three seller in two thirds. The brand has its standard edition for volume, Tanqueray Ten for the up-sell and a supporting cast of interesting flavour editions. Somehow the brand's spin-offs don't say 'sell out', yet do sell out – as was the case with Tanqueray Malacca, which came back due to popular demand.

While Gordon's has been sacrificed on the pink alter, Tanqueray was preserved. Beefeater

//
TANQUERAY WAS FOUND TO BE THE TOP SELLER IN MORE THAN A QUARTER OF BARS POLLED

wasn't so fortunate. Bartenders may roll their inner eyes at the pink gin bar call, but they won't deny it's big business. Beefeater can pride itself on having one of the best London Drys around, but its pink variety certainly hasn't hurt its sales. It was the house pour in a quarter of bars, but was much less likely to be in the supporting cast, our poll suggests.

Hendrick's has the opposite role in the world's best bars – it's rarely the go-to, but is a regular on the top-three roster. Essentially, its distinctive cucumber and rose flavour profile has carved out a niche but needed role. As Bacardi's front row gin, Bombay takes its share of house pours in our pool of bars – around 10% – and fails to threaten its main competition, Tanqueray and Beefeater.

Beyond the big four – each of which sells more than a million 9-litre cases globally – there are the craft and bartender brands. Pernod's second gin brand, Monkey 47, was a popular one outside of the speed rail, while Rémy Cointreau's Botanist was found to have slightly less footprint but was more likely to be a house pour. Monkey 47 is the hot gin brand of the world's best bars, as evidenced by our trending list. **DI**



BESTSELLING BRANDS

- 1 TANQUERAY
- 2 BEEFEATER
- 3 HENDRICK'S
- 4 BOMBAY
- 5 MONKEY 47
- 6 BOTANIST
- 7 CITADELLE
- 8 FORDS
- 9 ROKU
- 10 FOUR PILLARS

TOP TRENDING BRANDS

- 1 MONKEY 47
- 2 TANQUERAY
- 3 FOUR PILLARS
- 4 ROKU
- 5 HENDRICK'S
- 6 THE BOTANIST
- 7 SIPSMITH
- 8 INVERROCHIE
- 9 KI NO BI
- 10 PORTER'S

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AMERICAN WHISKEY

THE SPOTLIGHT IS STILL ON KENTUCKY AS HOUSEHOLD NAMES CEMENT THEIR PLACE IN THE TOP BARS

WITH THE proliferation of distilleries continent-wide, North American whiskey is no longer the sole domain of its heartlands Kentucky and Tennessee. Yet when it comes to high-end bars, these are the states that dominate, Kentucky in particular. The Bluegrass state's famous old brands carry trust in

international circles and are mostly part of a big-group portfolio offering.

Bulleit, having slipped to second last year, makes it four wins in five years, underlining its consistency. With a high rye content in its bourbon – something of a boon to bartenders – this is the house pour in a fifth of bars we polled and on the top-three roster in close to half. It's a little drop down

to the rest of the field, where Buffalo Trace leads a group

BULLEIT, HAVING SLIPPED TO SECOND LAST YEAR, MAKES IT FOUR WINS IN FIVE YEARS

that includes Maker's Mark and Woodford Reserve. The Sazerac brand was the house call in just under 15% of cases, but a top-three seller in a third of those polled. Beam-Suntory's Maker's Mark, after unexpectedly topping our poll last year, takes a solid third, and while it wasn't as consistently chosen as the top pour, it was in the supporting cast in a third of cases. Brown-Forman's Woodford Reserve performed similarly. Perhaps with a marginally inferior distribution, Campari Group's Wild Turkey was found to be a top-three bourbon in a quarter of our sample of the world's best bars.

If the top five are all household names, Michter's is the small-batch American brand on the rise. It was the first big-ticket whiskey to make an impact overseas and through ambitious and effective marketing to bartenders it has steadily climbed the Brands Report rankings in line with its burgeoning appeal. We shouldn't be surprised – Michter's was the top Trending brand last year, something it's repeated in 2020. If its perception is both of quality and cool, don't be surprised to see it make the top half of the Bestselling list next year. **DI**

BESTSELLING BRANDS

- 1 BULLEIT
- 2 BUFFALO TRACE
- 3 MAKER'S MARK
- 4 WOODFORD RESERVE
- 5 WILD TURKEY
- 6 MICTHER'S
- 7 JACK DANIEL'S
- 8 FOUR ROSES
- 9 JIM BEAM
- 10 RITTENHOUSE

TOP TRENDING BRANDS

- 1 MICTHER'S
- 2 BULLEIT
- 3 WOODFORD RESERVE
- 4 MAKER'S MARK
- 5 BUFFALO TRACE
- 6 SAZERAC
- 7 BOOKER'S
- 8 WILD TURKEY
- 9 JACK DANIEL'S
- 10 KNOB CREEK



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around the world:
thank you.



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KEEP WALKING



KEEP WALKING



KEEP WALKING

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SCOTCH WHISKY

SINGLE MALTS ARE STARTING TO SHINE IN COCKTAILS WITH PEATED BRANDS FINDING THEIR MIXING NICHE

BECAUSE SO MANY classics call for bourbon and rye, scotch has never been the go-to whisky in cocktail bars, but it is certainly now much more in the thinking. Johnnie Walker is the big beast of these parts – it's topped our poll 10 of the past 11 times. As the biggest-selling

scotch globally and backed by Diageo's distribution and bar-world contacts, it's no surprise this grand old brand is dominating. In about a quarter of bars, Johnnie Walker was found to be the house pour, and a top-three choice in a third.

So while Walker walked it this year, we've seen further consolidation of popularity for the malts that lie beneath it. Making up the top four are Laphroaig, The

//
JOHNNIE WALKER IS THE BIG BEAST – IT'S TOPPED OUR POLL 10 OF THE PAST 11 TIMES

Macallan and Talisker.

In the past few years of this report we have spoken of how bartenders have moved on from the thinking that blends are more mixable than malts, with seven of the bestselling 10 this year single malts – and that remains the overarching trend. Laphroaig, though a lot less likely than Johnnie Walker to be the house pour (for obvious reasons), is the go-to smokey scotch of a list that includes four peated malts. Almost half of bars polled suggested it was within their three most-used scotch whiskies. Macallan is one of the few malts of a million cases (give or take) and competes with Glenfiddich and The Glenlivet worldwide. In the high-end international bar it is the clear winner in its field and this year takes the trending title too. Talisker, meanwhile, may be much smaller but, like Laphroaig, has a cult following in the bar trade.

We've also seen something of a comeback from the other big blends. Bacardi's Dewar's reputation seems to be slowly climbing in estimations and our ranking – where it's up to fifth – with cask finishes piquing the interest of bartenders. Chivas likewise has climbed the table up to sixth, putting last year's bad performance behind it. **DI**



BESTSELLING BRANDS

- 1 JOHNNIE WALKER
- 2 LAPHROAIG
- 3 MACALLAN
- 4 TALISKER
- 5 DEWAR'S
- 6 CHIVAS REGAL
- 7 GLENFIDDICH
- 8 ARDBEG
- 9 BALVENIE
- 10 LAGAVULIN

TOP TRENDING BRANDS

- 1 MACALLAN
- 2 ARDBEG
- 3 JOHNNIE WALKER
- 4 SPRINGBANK
- 5 MONKEY SHOULDER
- 6 LAPHROAIG
- 7 GLENFIDDICH
- 8 COMPASS BOX
- 9 BRUICHLADDICH
- 10 BALVENIE

IRISH WHISKEY

THIS STYLE MAY NOT CARRY THE HEFT OF AMERICAN OR SCOTCH, BUT IT STILL MANAGES TO MAKE ITS MARK ON THE BACK BAR

IN THE BAR channel, Irish whiskey might take a back seat to American styles, and even scotch, but few venues don't have a small collection on their back bar. More than any other brand, Jameson is likely to be one of them. In a half of the bars polled, it was found to be the house Irish whiskey and in

80% it was among the top-three sellers. We shouldn't be surprised: Jameson makes up a two-thirds share of its category. And, while it has classic status, the Irish Distillers/Pernod Ricard brand keeps things interesting with a bevy of limited editions – the localised initiative, Caskmates, has been a hit in these parts. A quarter of those polled said it was the trending brand too. Bushmills, our survey

JAMESON MAKES UP A TWO-THIRDS SHARE OF ITS CATEGORY

suggests, has pulled ahead of the other big blends – Tullamore Dew in particular. The Northern Irish brand was once again found to be a top-three choice in just under half of those polled. If the top two are the affordable mixing (and occasional shot) whiskies, further down we see a step up in class. Redbreast, from the Irish Distillers' stable, is the leader of the single pot still pack – price to one side, you get the feeling this is the bartenders' choice. In just under a third of cases it's among their top-three sellers. Teeling, a blend with a malt leaning, also has cult appeal and is in the roster in one out of three bars.

Tullamore Dew, which sells more than 1.3m 9-litre cases worldwide, isn't competing in the way you might expect in the world's best bars. The William Grant-owned brand was found to be the house Irish in only a handful of our sample, and a top-three seller in less than 20%.

Roe & Coe, Diageo's Irish hope, is lurking with intent – this year it has gained a further place – while Dead Rabbit, a partnership between the Dublin Liberties and New York's favourite Irish bar, is a new and welcome addition to the list. **DI**

BESTSELLING BRANDS

- 1 JAMESON
- 2 BUSHMILLS
- 3 REBREAST
- 4 TEELING
- 5 TULLAMORE
- 6 GREEN SPOT
- 7 ROE & CO
- 8 THE DEAD RABBIT
- 9 CONNEMARA
- 10 POWERS

TOP TRENDING BRANDS

- 1 JAMESON
- 2 BUSHMILLS
- 3 REBREAST
- 4 TEELING
- 5 GREEN SPOT
- 6 YELLOW SPOT
- 7 THE DEAD RABBIT
- 8 TULLAMORE
- 9 RED SPOT
- 10 MIDLETON



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WORLD WHISKIES

JAPAN IS THE STAND-OUT PRODUCER IN THIS CATEGORY, WHILE CANADA AND TAIWAN ARE THE OTHER TWO COUNTRIES TO WATCH

T HIS **CATCH-ALL** category, taking in global whiskies (outside of American, scotch and Irish) tends to be dominated by Japan. This year we have five Japanese, four Canadian and a Taiwanese – the whiskies of the likes of India, Australia and Scandinavia have yet to

make inroads in the global bar channel. This category (in its present form) has also only ever produced one winner. Nikka – the stable of which includes eponymous brands, such as Nikka from the Barrel, and sub-brands Yoichi, Miyagikyo and Taketsuru – has once again prevailed. This year we have combined its competitor Suntory's Yamasaki, Hakushu and Hibiki into one umbrella brand to make a fair comparison. Nikka still won out. In almost half of cases Nikka was the bestselling world whisky in our

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IN ALMOST HALF OF CASES NIKKA WAS THE BESTSELLER IN OUR SAMPLE OF THE WORLD'S BEST BARS

sample of the world's best bars and a top-three choice in 80%. Nikka manages to be sold in high volumes while maintaining its cool – it's the top trending world whisky this year.

Suntory may have lost out to its great rival, but the two together form a duopoly at the top of this list. In more than half of our polled bars you'll find one of Suntory's products – it's the top pour of its category in almost a quarter.

Kavalan is almost a category in itself as the sole representative of Taiwan in this list. Known for its tropical aged profile and sherry-edged styles, it has carved out a niche and garnered a following in the trade. Those that stock the whisky use it regularly, our poll suggests, with about 10% making it their go-to world whisky.

Whistlepig, in fourth, is distilled and part-aged in Canada, before heading south of the border. As a big-ticket whisky, it's few bars' house rye, but it's increasingly on the back bar, appearing in our top 10 for the first time. Lot 40, another rye, joins Canadian Club and Crown Royal in the Canadian contingent, while Mars, Akashi and Ichiro's all make their debuts, showing the new-found depth of the Japanese category. **DI**

BESTSELLING BRANDS

- 1 NIKKA
- 2 SUNTORY
- 3 KAVALAN
- 4 WHISTLEPIG
- 5 LOT 40
- 6 MARS
- 7 CANADIAN CLUB
- 8 AKASHI
- 9 ICHIRO'S
- 10 CROWN ROYAL

TOP TRENDING BRANDS

- 1 NIKKA
- 2 SUNTORY
- 3 KARUIZAWA
- 4 AKASHI
- 5 CHICHIBU
- 6 KAVALAN
- 7 STARWARD
- 8 CANADIAN CLUB
- 9 AMRUT
- 10 MARS





VODKA

VODKA HAS INCREASED ITS CACHET WITH CRAFT BRANDS GARNERING PLAUDITS AND CONSUMERS REALISING ITS A CATEGORY WITH FREEDOM TO EXPERIMENT

KETEL ONE has retained its position as the bestselling vodka brand in the world, with 32% of elite bars declaring it the number one choice. As one of Diageo's Reserve brands, Ketel One gets a lot of exposure through the company's World Class bartender competition, which this year held one leg of the global final at Ketel

One's Netherlands distillery. This makes it a familiar brand to bartenders all over the world and it continues to percolate down to consumers.

Aside from Ketel One's ongoing reign, Tito's is one of the most interesting developments. The Texas-based vodka is beginning to dominate the US market through its craft branding – a style which is craved by consumers in cities such as New York and Chicago due to the

ASIDE FROM KETEL ONE'S REIGN, TITO'S IS AN INTERESTING DEVELOPMENT

boom in craft whiskey production. Tito's is now the fifth bestselling vodka brand, having not featured in the list in 2019, and its success is so significant that Brewdog used Tito's as a model for its Rogue One vodka to match the same craft styling.

Pernod Ricard's heavyweight Absolut has leapfrogged Belvedere into third in the list with 16% of the participating bars stating it their number one bestseller. Meanwhile, it's bad news for Diageo's Ciroc, which has dropped three places to ninth, and Beluga has dropped off the list altogether, suggesting the demand for expensive vodkas in the elite on-trade is declining.

Something to look out for in 2021 is the emergence of brands from less traditional markets, such as Haku and Nikka Coffee from Japan rather than Russian and Polish brands. The same thing is currently happening with gin as consumers are more experimental than ever and the absence of geographical indicators for vodka gives the category freedom to expand beyond its traditional strongholds. **DI**

BESTSELLING BRANDS

- 1 KETEL ONE
- 2 GREY GOOSE
- 3 ABSOLUT
- 4 BELVEDERE
- 5 TITO'S
- 6 STOLICHNAYA
- 7 WYBOROWA
- 8 RUSSIAN STANDARD
- 9 CIROC
- 10 SKYY

TOP TRENDING BRANDS

- 1 KETEL ONE
- 2 GREY GOOSE
- 3 TITO'S
- 4 ABSOLUT
- 5 BELUGA
- 6 HAKU
- 7 BELVEDERE
- 8 NIKKA COFFEE
- 9 REYKA
- 10 STOLICHNAYA



MEET THE POLISH RYE



W LET'S
MEET



COGNAC

HENNESSY CELEBRATES 11 YEARS OF SUPREMACY, WHILE MAIN COMPETITOR FALLS BACK IN WHAT COULD HERALD A FIGHT-BACK BY OTHER MAJOR PLAYERS

ELEVATED TO ITS own category in the Brands Report, the new cognac list still has a familiar order. Hennessy is impossible to dislodge from its throne – it is the only brand in the history of this report to top its table 11 years in a row. At more than 7m 9-litre cases globally, this brand makes up 40% of cognac sales and is almost three times the size of the next biggest brand. And though the bar

world has a soft spot for the small and the crafty, there's no getting around Hennessy's ubiquitous appeal. Offering the gamut of styles and inhabiting a range of price positions, it quenches the thirst for brandy cocktails or more considered sipping. In almost three quarters of bars, Hennessy is among the top three brands used. In more than a third, Hennessy is what bartenders reach for first. It's also the trending cognac, which bodes well for the Moët Hennessy/

//
THERE'S NO GETTING AROUND HENNESSY'S UBIQUITOUS APPEAL

Diageo brand next year.

Rémy Martin, which is exclusively made from Grand and Petit Champagne Crus, was found to be the go-to in 17% of bars that sold cognac and a top-three choice in almost two thirds. Pernod's Martell was almost as likely to be the house pour, but half as likely to be among our bars' supporting cast.

Courvoisier was a top-three choice in a third of bars but the house cognac in less than 10%. The brand has always been a friend of the global bar trade, through the work of its impressive until-recently ambassador Rebecca Asseline.

Pierre Ferrand, which for four years looked to be the only brand to compete with Hennessy in this channel, has dropped back to fifth. Whether that's a quirk of this year's sample, or the first sign of the other big cognacs fighting back, we'll see next year. This maison remains the house in 10% of our polled bars and a top-three pick in a little less than a third.

There's a big drop from fifth to sixth and the other cognac brands in the list.

BESTSELLING BRANDS

- 1 HENNESSY
- 2 RÉMY MARTIN
- 3 MARTELL
- 4 COURVOISIER
- 5 PIERRE FERRAND
- 6 CAMUS
- 7 HINE
- 8 MERLET
- 9 PAUL BEAU
- 10 ABK6

TOP TRENDING BRANDS

- 1 HENNESSY
- 2 RÉMY MARTIN
- 3 PIERRE FERRAND
- 4 CAMUS
- 5 MARTELL
- 6 HINE
- 7 MERLET
- 8 JEAN FILLIOUX
- 9 SAZERAC DE FORGE
- 10 A HARDY



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BRANDY

FOR THE FIRST TIME THIS YEAR COGNAC GETS ITS OWN LIST, SO HERE THE CONCENTRATION IS ON THE REST OF THE WORLD'S BRANDIES

WITH COGNAC graduating to its own list, our brandy category is the best of the rest. If that sounds like faint praise, we're talking about every other brandy-producing region in the world. Where there is wine, there is brandy. So Torres, for the first time, is our brandy

champion. The Catalan brand is trying to change the perception of its country's brandy, linking up with leading specialists to educate around the subject. Spanish bartender Juan Valls recommends drawing out the aged brandy's tropical notes in tiki drinks – who knew? Torres is the top choice in a third of our sample and among the trio of most used in more than half. It's also the top trending brandy.

Greece's Metaxa is actually a blend of grape spirit and Muscat – but bartenders deal

TORRES IS TRYING TO CHANGE THE PERCEPTION OF ITS COUNTRY'S BRANDY

in flavour rather than category definitions, so we've included it here in the brandy list. The brand's annual cocktail comp in the Aegean has helped to garner a following, making Metaxa relevant rather than gathering dust on the back bar. Almost 20% of respondents said Metaxa was their go-to brandy, while more than a third said it was among its three bestsellers.

The remaining members of the top five take us to Jerez, to more traditional, oaky brandies. With a bigger, bolder taste profile than cognac, these brandies have an immediate point of difference – the challenge is to get their products into the hands of bartenders.

Our respondents in Spain are well aware of its qualities – here Spanish brandy still outsells vodka. But in most other worldwide markets, there is still a job to do to get bartenders to try Spanish brandy in a Sidecar, Vieux Carré or Corpse Reviver No. 1.

DI

BESTSELLING BRANDS

- 1 TORRES
- 2 METAXA
- 3 CARDENAL MENDOZA
- 4 CARLOS I
- 5 FUNDADOR

TOP TRENDING BRANDS

- 1 TORRES
- 2 METAXA
- 3 CARDENAL MENDOZA
- 4 CARLOS I
- 5 YSABEL REGINA



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TEQUILA

WITH AGAVE-BASED SPIRITS FINALLY TAKING THE SPOTLIGHT IN BAR CULTURE, IT'S THE PREMIUM BIG NAMES THAT ARE MAKING THE BIGGEST NOISE

DON JULIO has retained its crown as the bestselling tequila brand in the world's best bars. The immense distribution power of Diageo, combined with Don Julio's position within the company's Reserve range, makes it the most recognised premium tequila brand in the bar world. The results show

that Don Julio is the bestselling brand in around 20% of participating bars, which represents a huge portion of the premium tequila market, now thriving in Europe.

Sitting in second is Patrón which, since Bacardi acquired the brand in 2018, has had significant investment in on-trade activations, such as its Perfectionist bartender competition. Although Patrón was first pick in just a third the number of bars as Don Julio, it had

DON JULIO IS THE BESTSELLER IN AROUND 20% OF PARTICIPATING BARS

greater representation as a second or third-pick tequila.

Brands Report veteran Ocho has dropped to fifth in the list of bestsellers, which may be a surprise to many bartenders given its cult following in the industry, as well as the fact it was the top trending brand last year.

However, it's good news for Fortaleza, which has taken the 10th-place spot away from Espolon as it completes a list dominated by premium tequila brands. The inevitable curiosity around George Clooney's Casamigos after its industry-shocking acquisition by Diageo has put it right in the mix of the top trending brands. However, it's also worth asking whether Patrón can challenge Don Julio in 2021 given its position as the number one trending brand this year. **DI**

BESTSELLING BRANDS

- 1 DON JULIO
- 2 PATRÓN
- 3 OLMECA
- 4 JOSE CUERVO
- 5 OCHO
- 6 HERRADURA
- 7 CALLE 23
- 8 EL JIMADOR
- 9 TAPATIO
- 10 FORTALEZA

TOP TRENDING BRANDS

- 1 PATRÓN
- 2 DON JULIO
- 3 OCHO
- 4 FORTALEZA
- 5 CASAMIGOS
- 6 JOSE CUERVO
- 7 CALLE 23
- 8 EL TESORO
- 9 ESPOLON
- 10 HERRADURA



PISCO

TWO COUNTRIES BATTLE IT OUT FOR SUPREMACY IN THIS SECTOR

THE ONGOING debate over the origins of pisco – and therefore the most authentic choice of brands – will probably never conclude. One thing which cannot be argued is that Chilean pisco is more popular with bartenders than it used to be. Two years ago just three of the top 10 bestselling brands were Chilean, but now the balance is 60/40 in favour of

Peru, with more Chilean brands getting close to the top 10.

This could be, in part, a measure of the craft pisco products now coming out of Chile, but also a response to the work being carried out by Chile's Association of Pisco with bartenders in Europe.

However, this year's champion is Barsol, which hails from Peru – 34% of bars that stock pisco said it was their number one. In fact, the brand was also found to be one of the top three choices in 59%

CHILEAN PISCO IS MORE POPULAR IN BARS THAN IT USED TO BE

of bars. Don't expect that dominance to be eroded next year – Barsol was twice as likely as its nearest rival to be named the trending pisco.

Macchu – which is among the top-three piscos in nearly a quarter of bars – came in second, up from fourth, just ahead of Barsol, which had an almost identical record.

Although Pisco Portón dropped down the bestselling list this year it is now second in the top trending category and, despite past trademark battles with tequila brand Patrón, John Schuler, the man behind the Peruvian brand, has now established his brand in the global bar channel.

But the biggest climber in the ranks was Demonio de Los Andes, which gained three spots to finish fourth in the 2020 list.

The challenge for Chilean pisco brands is to increase exports as 99% of it is currently consumed domestically. Meanwhile, for the overall category the big task is to celebrate the popularity of the Pisco Sour cocktail, but also demonstrate the flexibility of the South American grape spirit and increase its accessibility.

BESTSELLING BRANDS

- 1 BARSOL
- 2 MACCHU
- 3 PISCO PORTÓN
- 4 DEMONIO DE LOS ANDES
- 5 CAPEL
- 6 EL GOBERNADOR
- 7 WAQAR
- 8 ABA
- 9 CAMPO DE ENCANTO
- 10 LA DIABLADA

TOP TRENDING BRANDS

- 1 BARSOL
- 2 PISCO PORTON
- 3 MACCHU
- 4 DEMONIO DE LOS ANDES
- 5 EL GOBERNADOR
- 6 CAPEL
- 7 CAMPO DE ENCANTO
- 8 ABA
- 9 LA DIABLADA
- 10 WAQAR



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BESTSELLING BRANDS

- 1 DEL MAGUEY
- 2 MONTELOBOS
- 3 ALIPUS
- 4 ILEGAL
- 5 BRUXO

TOP TRENDING BRANDS

- 1 DEL MAGUEY
- 2 MONTELOBOS
- 3 ALIPUS
- 4 BRUXO
- 5 DERRUMBES

MEZCAL

A SMALL CATEGORY, MEZCAL IS ON-TREND FOR BARTENDERS AND CONSUMERS ALIKE

DEL MAGUEY has yet again dominated the mezcal results for 2020, with 44% of bars suggesting it's their bestseller. Having been acquired by the spirits conglomerate in 2017, the green bottle of Del Maguey has become even more of a fixture at top bars around the world. The investment and distribution power that comes with a company such as Pernod Ricard makes it easier to dominate a category which traditionally has little financial backing. Interestingly, the momentum behind Del Maguey appears to be building – it's risen to first in the top trending list for this year's edition, suggesting that money really does talk

within this small Mexican category.

Montelobos is runner-up in both lists and was the bestselling brand in 11% of the participating bars. This is partly down to the persistent travelling of founder Iván Saldaña, who regularly visits European markets to grow the brand in the on-trade. Europe is the biggest target for most brands looking to export due to the demand for premium spirits. Mezcal's rarity makes it one of the most on-trend spirits in the bartending community. **DI**



BESTSELLING BRANDS

- 1 CACHAÇA 51
- 2 LEBLON
- 3 SAGABITA
- 4 AVUA
- 5 YAGUARA

TOP TRENDING BRANDS

- 1 LEBLON
- 2 AVUA
- 3 SAGABITA
- 4 CACHAÇA 51
- 5 YAGUARA

CACHAÇA

THE CAIPIRINHA IS THE BEDROCK COCKTAIL FOR CACHAÇA, BUT THIS PRESENTS A CHALLENGE

CACHAÇA'S DEPENDENCE on the Caipirinha cocktail creates both opportunities and problems for the category. The platform the cocktail gives cachaça is invaluable and the volumes it demands are great, but much of the category's growth relies on the popularity of the cocktail.

Cia Muller-owned Cachaca 51 has overtaken Leblon to take top spot

in the bestselling list, having risen from third to second in 2019. Cachaca 51 narrowly beat Leblon, while three of the top five bestselling brands each took 16% of the top choices, suggesting there isn't a dominant cachaça brand among top-end bartending.

Interestingly, Leblon is number one in the top trending list, which suggests that 2021 could be the year the Bacardi brand reigns once again. **DI**





LIQUEURS

IT'S ALL ABOUT THE BIG NAMES AT THE TOP OF THE BESTSELLERS WHILE MORE SPECIALIST CONCOCTIONS MAKE THEIR MARK IN THE TRENDING LIST

WHILE IT FEELS like Negronis have been big business for a decade, our research suggests it's been more like half that.

Campari romped through our rankings from outlier to dominant force five years ago, carbon dating the mainstream acceptance of the classic.

While the Negroni is the most common home for this famous Italian bitter liqueur, classics such as the Americano, Boulevardier and Jungle Bird, not to mention bartenders' own creations, make for serious Campari demand. It is not only the top selling in our polled bars – the go-to in a third of bars and among the top three in two-thirds – but the trending one too, narrowly edging out the cool-as-cats Italicus.

Chartreuse, which was the top liqueur

CLASSICS AND BARTENDER CREATIONS MAKE FOR SERIOUS CAMPARI DEMAND

in the last year Campari wasn't – 2013 – is normally in the upper-end reckoning. The supposedly monk-made herbal liqueur is a stalwart of the back bar and one of the brands in this category that bartenders prize over spirits. Chartreuse was a top-three choice in a third of bars polled.

Cointreau is a brand etched into the cocktail canons, so there's no surprise to see it maintaining lofty sales in the world's best bars. The brand was the top seller among our pool in 2014-2015 and recent rankings crown it the king of orange. Jägermeister deserves a mention. The brand hasn't appeared in the top 10 liqueurs since 2014, as it looked to be a casualty of its own bomb. Manifestly, Manifest – it's new brand spin-off – has brought a new lease of life.

Chameleon liqueur brands Giffard, Merlet and Bols have also bounced back. With ever-expanding lines, there's something for everyone. Conversely, specialist brands St Germain and Ancho Reyes prove there's a place for the jack of one trade too. **DI**

BESTSELLING BRANDS

- 1 CAMPARI
- 2 CHARTREUSE
- 3 COINTREAU
- 4 GIFFARD
- 5 MERLET
- 6 JÄGERMEISTER
- 7 ST-GERMAIN
- 8 ANCHO REYES
- 9 BOLS
- 10 LUXARDO

TOP TRENDING BRANDS

- 1 CAMPARI
- 2 ITALICUS
- 3 CHARTREUSE
- 4 ANCHO REYES
- 5 COINTREAU
- 6 MR BLACK
- 7 BOLS
- 8 MERLET
- 9 ST-GERMAIN
- 10 TEMPUS FUGIT





RHUBARB COLLINS

30 ml Giffard Rhubarb liqueur
30 ml Gin
10 ml Giffard gum syrup
20 ml Fresh lemon juice
40 ml sparkling water

Method

Shake first four ingredients
with ice and strain
into ice-filled glass

Garnish

Rhubarb ribbon

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COCKTAIL BITTERS

GRAND BRANDS CONTINUE GRIP ON BESTSELLERS BUT THERE'S BEEN AN ASSAULT ON THE TOP TWO WHEN IT COMES TO TRENDING

I F THE BITTERS category was laid out like a Monopoly board then Angostura would have hotels on Mayfair and Park Lane. The Trinidad and Tobago brand is used by

bartenders all over the world and is without doubt the go-to cocktail bitters used in drinks such as

the Old Fashioned and Manhattan.

Although there are more cocktail bitters brands coming to market the list of bestsellers has remained unchanged from 2019, suggesting little movement at the top end of bartending. However, things are a little different in the top trending list. The top two has always been the grand old brands of

the category: Angostura and Peychaud's. Angostura remains the top

THE BITTER TRUTH HAS RISEN TO SECOND THROUGH ITS INCREASED BARTENDER ACTIVATIONS

trending brand due to its total category dominance, however The Bitter Truth has risen to second through its increased bartender activations. The German brand recently paired up with Santa Teresa rum to create a cacao bitters specifically for the brand's signature serves. This type of personalised product development is an interesting route for bitters brands because it creates a symbiotic relationship behind the bar between two products.

With 95% of bars attesting to stocking Angostura as one of their three most used cocktail bitters, and 83% suggesting it was their number one choice, we're unlikely to see any changes at the top of the bitters tree soon.

Unlike craft spirits and the continuing development of the movement across different categories, cocktail bitters move at a much slower pace. To many bartenders, classic cocktails equal Angostura and Peychaud's – that relationship will take some unpicking. **DI**

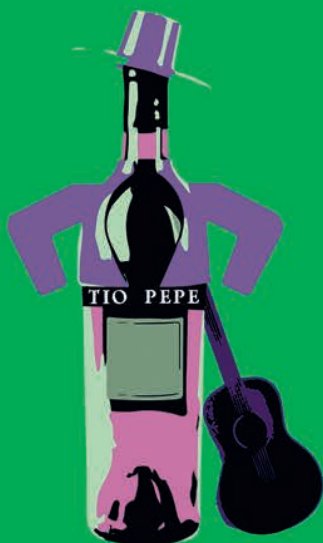
BEST SELLING BRANDS

1. ANGOSTURA
2. PEYCHAUD'S
3. THE BITTER TRUTH
4. FEE BROTHERS
5. BITTERMENS

TOP TRENDING BRANDS

1. ANGOSTURA
2. THE BITTER TRUTH
3. PEYCHAUD'S
4. BITTERMENS
5. BOB'S





TIO PEPE

#Sherryrevolution

SHERRY

SPAIN'S FORTIFIED WINES HAVE CAPTURED THE IMAGINATIONS OF BARTENDERS GLOBALLY, WITH EVERY STYLE LENDING SOMETHING DIFFERENT TO THE COCKTAIL PANTHEON

THAT 90% OF our sample of the world's best bars say they stock sherry goes some way to explain the renewed importance of this Spanish fortified in the modern cocktail bar. In most cases that's not just a single, lonely bottle either – half of our pool of respondents stocked three or more brands. Sherry

is well and truly in play. While some of the action is likely through by-the-glass sales, some classic cocktails call for the Jerez fortified too – notably the Bamboo, which is at 46 in our classics list this year. Probably most importantly, sherry is increasingly used in classic twists and other in-house creations. Its cause is helped by the fact that vermouth-based drinks have never been bigger. As more cocktails are created with the

//
SOME OF THE ACTION IS LIKELY THROUGH BY-THE-GLASS SALES

aromatised wine, the more bartenders also look to riff with other fortifieds. Sherry appears to be the first choice deputy, ahead of the likes of port, sauternes and madeira.

Bringing puckering acidity from one flank, air-aged nutty character in the middle and deep vinous sweetness on the other – this is a category that offers the spectrum of flavours, satisfying just about every possible need.

But one brand stands above them all – Tío Pepe is an icon of its category. In a third of the bars polled that sell sherry, the fino in a green bottle is the choice. In two-thirds of cases, it's one of the three bestselling sherries. Lustau is a one-stop-shop for all sherry's styles – manzanilla, fino, amontillado, palo cortado, oloroso, cream, muscatel and Pedro Ximenez. Lustau was found to be a top-three choice in more than half the bars polled; the house sherry in 16%.

Gonzalez Byass is, of course, the owner of Tío Pepe, but has an eponymous range too, offering the gamut of styles. It was a top-three choice in a quarter of bars, while the traditional bodega Valdespino, which is best known for its fino, Inocente, was available in around 15% of bars, with port and sherry producer Sandeman just behind. **DI**

BESTSELLING BRANDS

- 1 TIO PEPE
- 2 LUSTAU
- 3 GONZALEZ BYASS
- 4 VALDESPINO
- 5 SANDEMAN

TOP TRENDING BRANDS

- 1 LUSTAU
- 2 TIO PEPE
- 3 GONZALEZ BYASS
- 4 VALDESPINO
- 5 BARBADILLO



VERMOUTH

IT'S AN OLD STYLE OF DRINK BUT MANY NEW BRANDS HAVE SPRUNG UP OVER THE PAST FEW YEARS, LENDING VARIETY TO THE BARTENDER'S ARMOURY

MANHATTAN, Martini, Martinez... the list of reasons to reach into the fridge for vermouth are many, and never has the bartender had such a choice. Though the range has widened, the classic brands endure, with a preference for Italian over French, according to our poll. Six of the 10 are Italian.

Topping the list this year is Cocchi, a sweet vermouth of the Torino school and a classic of some 120 years. In around half of bars polled, it was one of the top-three vermouths used and the go-to in more than a quarter of cases. Expect

Cocchi to remain at the top next year – ahead of Mancino, it is the trending vermouth this year.

Another historic Italian brand, Antica Formula, was more likely a second choice

// TOPPING THE LIST IS COCCHI, A SWEET VERMOUTH OF THE TORINO SCHOOL

than Cocchi but was on the podium of vermouths in almost half the bars polled. Martini, which takes a solid third, comes in the gamut of classic sweet, white and dry styles and, more recently, its bitter-sweet orange vermouth Fiero, designed to be paired with tonic. French classics Dolin and Noilly Prat complete the top five and, while they offer a clutch of styles, are prized for their dry white vermouths.

In branding and presence Mancino – which is in seventh spot – feels like it's been around for centuries. Its bartender founder Giancarlo Mancino has gained a foothold in Asia and is expanding west. That Mancino is second in our trending list suggests it's a hot brand.

Belsazar, the German vermouth which was bought by Diageo last year, makes its first appearance in the bestselling list. It was very much the uber-hipster vermouth and, with Diageo's distribution behind it, could rise in the charts in the coming years. **DI**

BESTSELLING BRANDS

- 1 COCCHI
- 2 ANTICA FORMULA
- 3 MARTINI
- 4 DOLIN
- 5 NOILLY PRAT
- 6 CINZANO
- 7 MANCINO
- 8 BELSAZAR
- 9 LUSTAU
- 10 DEL PROFESSORE

TOP TRENDING BRANDS

- 1 COCCHI
- 2 MANCINO
- 3 ANTICA FORMULA
- 4 DOLIN
- 5 MARTINI
- 6 BELSAZAR
- 7 CINZANO
- 8 LUSTAU
- 9 LA QUINTINYE
- 10 NOILLY PRAT



VERO APERITIVO ITALIANO

MORE VERMOUTH
FOR BETTER
NEGRONI



BEER

THE FAMILIAR NAMES TOP BOTH LISTS DESPITE THE TREND FOR CRAFT BEERS IN MANY PARTS OF THE WORLD, AND IT'S BOTTLES AND CANS THAT ARE THE PREFERRED FORMAT

A **LMOST 20% OF** bars polled for the Brands Report said Heineken was their number one bestseller.

The Dutch brand has taken the top spot in 2020 and, together with Asahi, overtaken Peroni. Heineken continues to invest in

marketing its brand globally – most recently as the official sponsor of the Rugby World Cup in Japan.

Peroni has narrowed in on bartenders through sponsorship of the Class Bar Awards, Tales of the Cocktail and London Cocktail Week. Meanwhile,

Asahi has a growing team of brand

// DESPITE THE OBSESSION WITH CRAFT BREWING IT'S THE BIG BRANDS THAT STILL DOMINATE

ambassadors and partnered with The World's 50 Best Bars. The rise of Diageo's Guinness is also no surprise. It remains the flagship brand of its style and the opening of a brewery in the US in summer 2018 is garnering renewed consumer interest.

Despite the obsession with craft brewing in the US, Europe and now parts of Asia, it's the big brands that still dominate. Only two of the beers are independent and you could hardly call Brewdog small anymore, which suggests the thirst for known brands won't dry up soon. Brewdog is now the number one trending beer for the first time, suggesting its operations in the US and Australia are beginning to take hold.

Top-end bars tend not to serve draft beer, which means the vast majority of sales are generated through packaged brands.

The beers with a large off-trade following, such as Peroni, tend to perform better than those known for their draft versions. However, the continued growth of premium cocktail pubs may begin to sway this trend. **DI**

BEST SELLING BRANDS

- 1 HEINEKEN
- 2 ASAHI SUPER DRY
- 3 PERONI NASTRO AZZURRO
- 4 GUINNESS
- 5 CORONA
- 6 BUDWEISER
- 7 PILSNER URQUELL
- 8 ESTRELLA
- 9 STELLA
- 10 BREWDOG

TOP TRENDING BRANDS

- 1 BREWDOG
- 2 HEINEKEN
- 3 GUINNESS
- 4 ASAHI SUPER DRY
- 5 PERONI NASTRO AZZURRO
- 6 STELLA
- 7 CORONA
- 8 ESTRELLA
- 9 ANCHOR
- 10 MODELO ESPECIAL



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CHAMPAGNE

IT'S THE BIG NAMES THAT GET CALLED THE MOST SO THERE ARE NO REAL SURPRISES IN THIS YEAR'S LIST OF TOP SPARKLERS

C HAMPAGNE IS a category in which brand reputation has a key role. Its expense clearly plays a part in consumers' brand loyalty – creating a reluctance to experiment with lesser-known brands as they might in the craft-spun worlds of beer and gin, for example.

Therefore, the list of bestselling champagne is filled largely by the big names with global distribution, and none more so than Moët & Chandon. The LVMH-owned brand narrowly took the top spot over Perrier-Jouët. Moët & Chandon, was found to be in the top-three champagne arsenal in about 40% of bars, just ahead of Perrier-Jouët with a third. Conversely, Perrier-Jouët was found to

THE EXPENSE OF CHAMPAGNE CLEARLY PLAYS A PART IN BRAND LOYALTY

be slightly more likely the house choice but less likely to be in the supporting cast.

Five of the houses in the top 10 bestselling list – Moët & Chandon, Veuve Clicquot, Dom Perignon, Ruinart and Krug – are owned by LVMH. That's an impressive feat that underlines the French group's dominance in the category. Here, in the cocktail bar world, LVMH benefits greatly from its joint venture with Diageo, which owns 37% of its wine and spirits arm, Moët Hennessy. Veuve Clicquot, in third, was found to be the house pour in around 10% of cases, and like Dom Perignon, was a top-three choice in a quarter of bars. Ruinart was on the roster in 20% of bars while Krug was found in 15%.

Bollinger has made steady progress, rising to fifth in the list of bestselling champagne brands and, as the sponsor of this year's James Bond movie, 2020 could be a big deal for the house. Taittinger is the only brand which has fallen off the list in 2020, being replaced by Deutz.

Looking at the top trending list, next year could be even bigger for LVMH with three of its brands making up the top five.

BESTSELLING BRANDS

- 1 MOËT & CHANDON
- 2 PERRIER-JOUËT
- 3 VEUVE CLICQUOT
- 4 DOM PERIGNON
- 5 BOLLINGER
- 6 RUINART
- 7 LAURENT-PERRIER
- 8 BILLECART SALMON
- 9 KRUG
- 10 DEUTZ

TOP TRENDING BRANDS

- 1 PERRIER-JOUËT
- 2 MOËT & CHANDON
- 3 KRUG
- 4 VEUVE CLICQUOT
- 5 BILLECART SALMON
- 6 RUINART
- 7 BOLLINGER
- 8 LAURENT-PERRIER
- 9 DOM PERIGNON
- 10 LOUIS ROEDERER



WATER

THIS IS A CATEGORY THAT'S QUITE DIFFERENT FROM MOST OTHERS AND IT'S STRUGGLING IN A CLIMATE OF ENVIRONMENTAL CONSCIOUSNESS

W

ATER IS ONE OF

the more curious categories

covered within the Brands Report. Though for many high-end bars, branded water is an important element of the offering,

adding value to the guest experience, many bars eschew it in favour of filtered tap water. Legal requirements to provide free water alongside alcohol

in certain countries and environmental pressures around packaged products and their carbon footprints contribute to a third of our sample not carrying packaged water at all.

Despite the market difficulties, Acqua Panna has risen from third to take the top spot, with 28%

of bars that stock water choosing it as their first choice of brand ahead of San Pellegrino in second, which was the top choice in 20% of bars.

FOR MANY HIGH-END BARS, BRANDED WATER IS AN IMPORTANT ELEMENT

Last year's champion, Perrier, completes the podium in third, while Vichy and Vittel have given way to Mattoni and Pedras.

Another way that water differs from most other categories is that bars mostly stock just one brand. Even though there can be significant differences between still and sparkling waters from different countries, Only 40% of bars polled stocked more than one water brand and only a third stocked three. This puts brand loyalty at the heart of the relationship between water brands and the on-trade, particularly given the limit on fridge space and, in most cases, dwindling interest from the environmentally-conscious consumer.

Looking to the top trending list, 2020 could be a good year for San Pellegrino, which received nearly a quarter of the total responses for this section, ahead of Perrier and Voss. **DI**

BESTSELLING BRANDS

- 1 ACQUA PANNA
- 2 SAN PELLEGRINO
- 3 PERRIER
- 4 FIJI
- 5 EVIAN
- 6 VOSS
- 7 CAPI
- 8 PEDRAS
- 9 TOPO CHICO
- 10 MATTONI

TOP TRENDING BRANDS

- 1 SAN PELLEGRINO
- 2 PERRIER
- 3 VOSS
- 4 ACQUA PANNA
- 5 EARTH
- 6 EVIAN
- 7 FIJI
- 8 SOUROT
- 9 TOPO CHICO
- 10 BELU



TONIC WATER

QUALITY IS KEY IN THIS CATEGORY AND HAS BEEN SINCE THE PREMIUM SIDE OF MIXERS TOOK OFF SOME 15 YEARS AGO, WITH FEVER-TREE JOINED BY A RAFT OF RECENT PLAYERS

THE CONTINUED premiumisation of tonic has changed the level of expectation consumers have for simple serves such as the G&T. Fever-Tree, the brand which is largely held responsible for the premium movement, has once again continued its dominance within the world's elite bars.

Since its launch in 2004, Fever-Tree has become a must-have brand for bars around the world because of the premium marker it sets.

In 2020 Fever-Tree once again dominated the survey, with nearly half of the participating bars reporting it as the number one tonic brand in sales.

It is also the top trending brand and has been since the Brands Report began asking

**FEVER-TREE
ONCE AGAIN
DOMINATED
THE SURVEY**

bartenders about tonic water, six years ago. According to Fever-Tree's most recent trading update, the company has now signed its first US bottling partner so production in North America will begin in 2020, just the next phase of the company's growth.

Schweppes, the brand which used to be the must-have tonic before Fever-Tree showed up, has retained its runners-up spot. The Coca Cola-owned brand has given its on-trade tonics a more premium look and its familiarity among consumers keeps it a popular choice for top bars.

The rise of Fentimans to third in bestselling is a noteworthy improvement for the UK brand, while the highest riser is Britvic's London Essence Company, which is now the fourth bestselling and third in the top trending list. The brand has deliberately targeted the premium on-trade and its recent development of a dispense system for bars could take the London Essence Company to the next level.

Thomas Henry, 1724 and Canada Dry have also retained their reputations as stalwarts of the bestselling list while Q is one to watch for 2021, having fallen just short this year.

BESTSELLING BRANDS

- 1 FEVER-TREE
- 2 SCHWEPPESS
- 3 FENTIMANS
- 4 LONDON ESSENCE CO
- 5 EAST IMPERIAL
- 6 THOMAS HENRY
- 7 CANADA DRY
- 8 1724
- 9 THREE CENTS
- 10 CAPI

TOP TRENDING BRANDS

- 1 FEVER-TREE
- 2 FENTIMANS
- 3 LONDON ESSENCE CO
- 4 THREE CENTS
- 5 SCHWEPPESS
- 6 THOMAS HENRY
- 7 FRANKLIN & SONS
- 8 Q
- 9 EAST IMPERIAL
- 10 LAMB & WATT



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WHAT ARE THE GO-TO BRANDS IN THE BAR WORLD'S FAVOURITE CLASSICS? OUR POLL UNEARTHED THIS YEAR'S BIG NAMES

OLD FASHIONED

The house-pour American whiskey normally finds its way into the Old Fashioned so, as would seem logical, it was Diageo brand Bulleit in the driving seat in the spirit's no.1 vehicle. It has to be said, though, that Buffalo Trace pushed Bulleit close with both gaining just under 20% of the vote. Woodford Reserve, so often in the top three choices for this classic, again found the podium.

MANHATTAN

The Manhattan, generally made with rye, though

Bulleit won the shoot-out between brands for the Old Fashioned

not always, also sees a win from Bulleit, with a quarter of respondents saying that's what they use in their bar. It was a drop down to Woodford Reserve and specialist rye Rittenhouse, though these were the three clear choices in our sample of the world's best bars.

ESPRESSO MARTINI

In this on-trend vodka cocktail, in which the strong coffee flavours largely mask the vodka, bars seemed to default to their house pour, with the three

OLD FASHIONED

- 1 BULLEIT
- 2 BUFFALO TRACE
- 3 WOODFORD RESERVE

MANHATTAN

- 1 BULLEIT
- 2 WOODFORD RESERVE
- 3 RITTENHOUSE

DAIQUIRI

- 1 BACARDI
- 2 HAVANA CLUB
- 3 PLANTATION

RUM OLD FASHIONED

- 1 RON ZACAPA
- 2 BACARDI
- 3 DIPLOMATICO

MARGARITA

- 1 DON JULIO
- 2 OLMECA
- 3 CALLE 23

ESPRESSO MARTINI

- 1 KETEL ONE
- 2 ABSOLUT
- 3 GREY GOOSE

DRY MARTINI

- 1 TANQUERAY
- 2 BEEFEATER
- 3 BOMBAY

PISCO SOUR

- 1 BARSOL
- 2 PISCO PORTÓN
- 3 DEMONIO DE LOS ANDES

PENCILLIN

- 1 JOHNNIE WALKER
- 2 DEWAR'S
- 3 LAPHROAIG

IRISH COFFEE

- 1 JAMESON
- 2 BUSHMILLS
- 3 TEELING

CORPSE REVIVER 1

- 1 HENNESSY
- 2 RÉMY MARTIN
- 3 PIERRE FERRAND

CAIPIRINHA

- 1 CACHAÇA 51
- 2 LEBLON
- 3 YAGUARA





biggest drinks companies' vodkas taking their piece of the action. Ketel One was the runaway leader with more than a quarter of bars claiming it was their number one.

DAIQUIRI

This Cuban classic is normally suited to an unaged or at least lighter rum, with exactly a third of bars defaulting to Bacardi. Havana Club was found to be the rum in the Daiquiri coupe in a quarter of cases, proving the preference is for a lighter Cuban/Puerto Rican style. Plantation – likely its 3 Stars – was the choice in around 10% of cases.

RUM OLD FASHIONED

For this rum spin on the whiskey classic, we enter the world of aged spirits and the realm of Zacapa. The Diageo brand narrowly beats Bacardi, which competes here with its four and eight year olds. It's fair to say there was indecision in response to this question, with Diplomatico heading a group of similarly supported brands – Plantation, Appleton and Havana Club among them.

MARGARITA

In the Margarita, you'd expect a shoot-out between our top tequilas from the bestselling list, and Don Julio was indeed the go-to brand. But it was close, with just 17% claiming to use the Diageo brand, 15% saying Olmeca and Calle 23 just pipping Jose Cuervo. Patrón was down in fifth.

DRY MARTINI

There aren't too many cocktails that showcase their spirit more than the Dry Martini and here two bartender brands dominated – Tanqueray with 30% of the vote and Beefeater with 27%.



ISTOCK.COM/MAURESE

Tanqueray dominated in the Dry Martini

//
**THERE
AREN'T TOO
MANY
COCKTAILS
THAT
SHOWCASE
THEIR
SPIRIT
MORE THAN
THE DRY
MARTINI**

Bombay was a distant third – it was the go-to in 7% of bars polled – but also a little way ahead of the chasing pack.

PISCO SOUR

With more than a third of bars suggesting they call for Barsol in their Pisco Sours, it was a dominant performance from the Peruvian brand. Portón was a way back with an 11% share, while Demonio de Los Andes was the pisco used in 10% of cases.

PENICILLIN

Sam Ross's neo-classic Penicillin is now the 18th bestselling classic in the world's best bars. The original recipe calls for a blended scotch base and

so it follows that, in 20% of cases, our sample opts for Johnnie Walker, and in 14% of cases Dewar's. The spec also calls for a spike of peat and that brand, in our bars, is most likely Laphroaig.

IRISH COFFEE

The Irish Coffee has made something of a comeback in recent years, not least thanks to the Dead Rabbit in New York, though in London Swift has become famous for its rendition too. As you'd expect, Jameson is the top tippie here, with almost 50% of bars that make this old-school drink opting for the Pernod brand. In 20% of cases it's Bushmills and in 10% Teeling.

CORPSE REVIVER 1

In this old cocktail you'd expect the cognacs to dominate over other brandy styles. Hennessy, the category leader, was the top choice in almost 30% of cases, while Rémy Martin was found to be the favoured cognac in 17% and Pierre Ferrand in 11% of bars.

CAIPIRINHA

This cachaça classic followed form, with Cachaça 51 found to be the top choice in more than a fifth of cases. Leblon was the cachaça muddled with lime in 18% of our polled bars, while Yaguara took third spot with a 14% share.



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THE WORLD'S BESTSELLING CLASSICS

1

OLD FASHIONED

King of the cocktails is the Old Fashioned – and that's six years straight this vanguard drink of the classic cocktail revival has topped our poll. The Old Fashioned shows no sign of waning – indeed, this American whiskey classic is picking up pace, says our poll. Almost 35% of bars said it was their top selling classic. Make it with bourbon, or rye as they probably did way back when. Mastermind of the classics David Wondrich says: "One sugar cube wetted with three dashes of Angostura bitters and a little soda, crushed, stirred with a large ice cube and two ounces of rye."

YOU CAN'T BEAT
THE CLASSICS,
BUT EVERY
YEAR THERE'S
CHANGE WITHIN
THEIR RANKS
SOMEWHERE.

HAMISH SMITH
ROUNDS UP THIS
YEAR'S TOP 50

IN AN **INDUSTRY** whose stars regularly jump from job to job, whose bars open and close with frequency, and whose creativity seemingly knows no bounds, the anchoring role of the classic cocktail has never been so important. These routine serves are the bar industry's foundations – the thread that connects modern bartenders to their occupational ancestors, and to each other around the world. Wherever you

are in the fast-expanding bar community, there is a common language – the Old Fashioned, Negroni or Daiquiri are words everyone speaks.

You might expect, then, that our list of 50 of the bestselling classics would be something of a static ranking. Well not so – our sample of bars regularly make more than 100 classics, from the well-worn to the less common. While the top 20 cuts a similar figure year to year, the shifts happen lower down the order,

with neo-classics such as the Tommy's Margarita, Pornstar Martini and older classics including the Last Word and Southside making inroads this year. We've seen classics drop out of favour – this year the likes of the White Russian, Long Island Iced Tea and Hanky Panky were made less than the year before. So, while slow moving, there is an evolution in the classics that are frequently made. This is interesting to the drinksmaker, but critically important to the brand. **DI**





BELUGA

NOBLE RUSSIAN VODKA

CREATED, NOT MADE

It's all about balance.
One has to master the possible,
before they can innovate with
skill and rise to the top.
Perfection is created, not made.



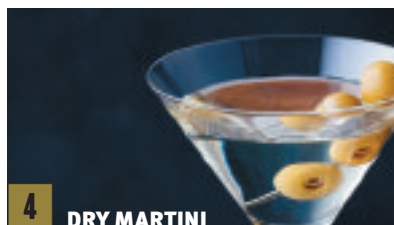
**2 NEGRONI**

Things are looking pretty sweet for the bitter Negroni – for six years now it's been the number two, though never really challenging the top spot. Like the Old Fashioned, the Negroni's strength has been its transition from bartender to consumer favourite – 13% of bars said it was their number one classic and it was among the top three served in 42% of bars. It's ironic really, if ever there was a cocktail that could be thrown together at home, it is the Negroni – classically, it's a third, a third, a third of Campari, sweet vermouth and gin.

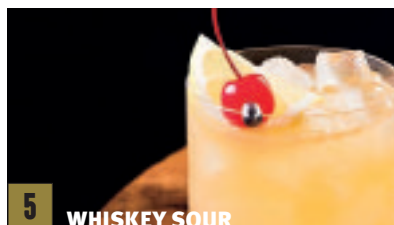
**3 DAIQUIRI**

Bartender favourite the Daiquiri is the most ordered rum drink in the world's best bars, up a place this year. Interestingly only 6% said this was their top classic, but 27% named it in their top three and almost a half in their top 10 most-made. At the drink's home, Havana's La Floridita, they prefer the frozen version, but mostly this is lime juice, white rum and sugar

syrup, shaken and served. In the bars we poll, strawberries are left in the fridge.

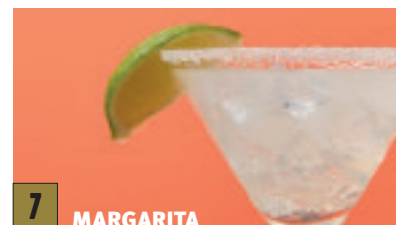
**4 DRY MARTINI**

The Dry Martini, beloved of gin fans, gains two places this year. This boozy yet refined favourite was among the top five classics in just under a fifth of our polled bars, while just under half said it figured in their top 10. There are many bars that might claim to make the exemplar but Barcelona's Dry Martini (multi-time member of The World's 50 Best Bars) is one. It uses half-and-half gin to French vermouth, a dash of orange bitters, a squeeze of lemon and a green olive.

**5 WHISKEY SOUR**

The name and recipe might vary slightly but this classic cocktail remains a consistent in our list, albeit down from third to fifth place this year. It is said the Whiskey Sour recipe was first published in Jerry Thomas's book *How to Mix Drinks or the Bon Vivant's Companion* in 1862. This isn't too many bars' top serve – it's

an everyman drink, rather than a house signature – but was a top-10 classic in just under half of the bars polled. The recipe is bourbon, lemon juice and a teaspoon of sugar. Egg white is optional, though this is a drink that benefits from texture.

**7 MARGARITA**

The Margarita is the top tequila classic in our sample of the world's best bars. Very few made it their top classic served, but it's in the top three in almost 10% of those polled. This year we split out the votes for Tommy's Margarita from its mother mix, which didn't seem to impact the Margarita's ranking – it moved up from eighth to seventh.

**8 MANHATTAN**

Eight seems a little low for this venerable classic but 37% make it one of their top 10. Bitters and sweet vermouth are most frequently partnered with Bulleit, Woodford Reserve or Rittenhouse. Jim Meehan of PDT has the recipe: rye whiskey, sweet vermouth and two dashes of Angostura, stirred with ice, strained into a chilled coupe and garnished with brandied cherries.

**9 MOJITO**

This Cuban classic may seem out of step with the current cocktail fashion – a vestige of the noughties not the teens – yet it remains a true classic, much loved by the consumer. It is a top-10 classic in about 30% of top bars. Havana's La Bodeguita is the place for a mouthful of mint and, though it's never been a top

ESPRESSO MARTINI

Up one place into the top six, you can track the meteoric rise of this coffee and vodka cocktail from the passing of its inventor Dick Bradsell. In 2017 it was no.27 and is now fighting it out with the grand old classics. Infamously made for a customer who wanted a drink that would "wake her up and fuck her up", this modern-age classic was found to be the number one cocktail in 6% of bars and a top-10 serve in almost 40%.

**6**

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50 bar, it's received a few votes over the years. It makes its Mojitos with rum, lime juice, soda, brown cane sugar, fresh mint and ice.



10 APEROL SPRITZ

The Aperol Spritz remains in the top 10, though it's down a place from last year. Just under 30% of bars named it in their top 10. Created by the Barbieri Brothers in the 1900s, the Aperol Spritz was their answer to a lighter pre-dinner tippie. Aperol, prosecco and a splash of soda – one of the easier mixed drinks in this list.



11 MOSCOW MULE

Down three, the Moscow Mule still occupies a lofty station in this list. It's a crowd pleaser in more than a quarter of our 100 bars, with popularity emanating from the US. It's vodka, lime, ginger and soda – one for the less adventurous punters. Still, great for bulk orders on busy nights.



12 GIMLET

This gin-turned-vodka-turned-gin-and-lime cocktail has rebounded this year, with a quarter of bars naming it among their 10 most-served classics. The ratio was originally 50/50 gin-to-lime cordial, but that was when people didn't care much for their teeth. Now a 75/25 gin-to-lime cordial is what the dentist ordered. Many, though, go fresh lime juice, making this is a Daiquiri for gin drinkers.



13 TOMMY'S MARGARITA

This cult twist on the Margarita by Julio Bermejo of Tommy's in San Francisco has almost become the blueprint recipe for many in the high-end bar community. We split it out from its parent this year for the first time and hey presto, it's in the top 15. Bermejo's twist sees 100% agave tequila, plus fresh lime juice and agave syrup.



14 BLOODY MARY

This boost to the spirits and the morning economy is up a place, and never really goes out of fashion. It is among the top 10-selling classics in a little less than a quarter of bars we polled. If you are in crawling distance of the Connaught,

BOULEVARDIER

Bored of the Negroni? If you replace the gin with American whiskey you have a Boulevardier. Up five places, a quarter of our polled bars had it among their top-10 repertoire. This whiskey classic was created by Erskine Gwynne, an American writer in the 1920s. The Boulevardier was named after his Parisian monthly magazine of the same title.



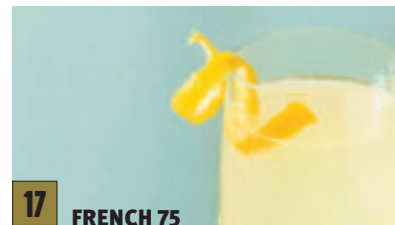
15

London, its Bloody Mary is legendary. Devised by Ago Perrone and Erik Lorincz a decade ago, it calls for Ketel One vodka, fresh tomato juice, a homemade spice mix, fresh lemon juice and celery air.



16 CLOVER CLUB

Up three places, this classic has been around since pre-Prohibition and was named after a men's club in Philadelphia. Despite being very popular in its heyday, it fell away until reappearing during the cocktail renaissance 15-20 years ago. Julie Reiner's bar Clover Club – which is a five-time member of the World's 50 Best Bars – is, of course, named after the drink. The Brooklyn bar uses gin, dry vermouth, raspberry, lemon juice and egg white.



17 FRENCH 75

Jumping 12 places, the French 75 in its earliest form was created by Harry MacElhone in Harry's New York Bar in Paris. The cocktail was popularised by *The Savoy Cocktail Book* and later appeared in *The Stork Club*, New York, which contributed to its popularity. At Arnaud's – the adopted home of the drink in New Orleans – the French 75 is made with Courvoisier VS, sugar, lemon juice and Moët & Chandon champagne.



18 PENICILLIN

Invented by the ex-Milk & Honey now Attaboy owner Sam Ross, this drink uses blended scotch, lemon juice, honey-ginger syrup and peated scotch and is garnished with candied ginger. It says a lot that this

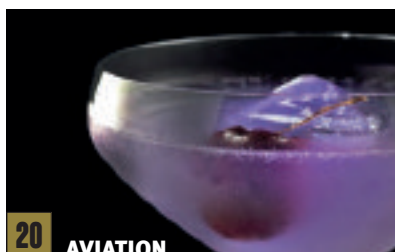


is the highest-placed scotch classic – ahead of the Blood & Sand in 50th. The Rob Roy was nowhere to be seen.



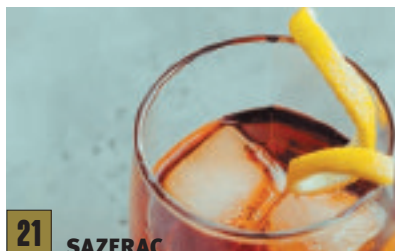
19 DARK 'N' STORMY

This Bermuda highball is almost too simple for the label 'cocktail'. In essence, it is rum's version of the Moscow Mule. The history goes that British seafarers brought the ginger beer and local distiller Goslings met them halfway with its rum. They threw in some lime, and there you have it, the Dark 'n' Stormy. Twists aside, this is a recipe blokes with beards and tats use on and off land.



20 AVIATION

Gaining altitude in the list this year – nine places – is the Aviation. The recipe first appeared in Hugo Ensslin's 1916 *Recipes for Mixed Drinks*, where crème de violette provided an extra floral dimension. It is one of 16 cocktails that call for gin and at number 20, according to our poll, the fifth most frequently made in the world's best bars.



21 SAZERAC

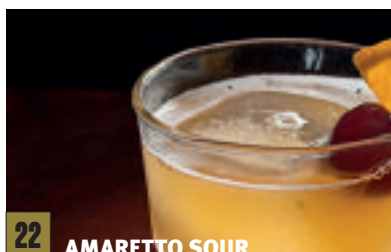
Dropping 10 places this year is the Sazerac. This boozy libation is a top-10 classic in 15% of polled bars. Purists use cognac and so did bartenders in the 1850s, until phylloxera ravaged French vineyards and the American Civil War made the sourcing of cognac not the first thing on their minds. So whiskey, rimmed with absinthe – this is not a session beverage.

CORPSE REVIVER

Harry Craddock's Corpse Reviver has dropped down a little after a huge upsurge last year. The original recipe, known as Corpse Reviver #1, uses cognac, calvados, brandy and vermouth, but the Corpse Reviver #2 is just as popular, if not more, and uses gin. Either way, Craddock recommends you drink one before 11am. But that does depend on what you have planned.



24



22 AMARETTO SOUR

The Amaretto Sour seems to be in the midst of a mini revival, rising a further three spots this year – 13% of those polled said it was among their top 10. Mostly part of the occasional repertoire, say our respondents, but amazingly, two bars claimed it to be their bestseller. The recipe? It's two shots of amaretto, lemon juice and egg white, while Angostura bitters is optional.



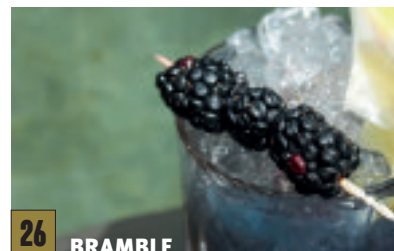
23 MALTAI

This kitsch classic of tiki culture has been swept along by the tropical revival and come ashore in many of the world's best bars. That said, the Mai Tai drops down two places, with 12% of bars saying it was part of their top 10 but mostly this is part of the support act rather than a volume cocktail. A classic loved by bartenders in their less serious moments.



25 AMERICANO

The Americano, originally known as the Milano-Torino, is a regular in the middle places of this list. Essentially a lightweight Negroni, the Americano is intended for popular consumption among restrained Italians and booze-shy millennials. Simply sub the gin for soda in your Negroni spec and you have it, the 25th most popular classic at the world's best bars.



26 BRAMBLE

Another neo-classic from Dick Bradsell that's on the rise is the Bramble – a mix of blackcurrant and gin. Bramble, the Edinburgh stalwart bar of the same name (and formerly of The World's 50 Best Bars), calls for London Dry gin, lemon juice, sugar syrup and Merlet Crème de Mures. Up 11 places this year. >>

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BEST**
SELLING VERMOUTH



**#1
TOP**
TRENDING VERMOUTH

2020 YEAR OF THE VERMOUTH DI TORINO



27 BEE'S KNEES

A good example of a classic re-entering the repertoire, the Bee's Knees entered the list last year and is already up into the top 30. Created in the Prohibition era, the Bee's Knees was originally invented to disguise the smell and taste of dubious homemade spirits, or 'bathtub gin'. The recipe is two parts gin, $\frac{3}{4}$ lemon juice and $\frac{3}{4}$ honey.



28 PISCO SOUR

Pisco Sour, the 1920s Peruvian cocktail, is down four places. Victor Vaughen Morris, an American bartender, opened his bar in Lima in 1916 and subsequently surprised friends with the Pisco Sour, a mix of Peruvian pisco and American sour. There are lots of versions of this classic but the basic

recipe is three parts pisco, one part simple syrup, one part lime juice, egg whites and a dash of Angostura bitters.



30 GIN FIZZ

The Gin Fizz has lost a little of its sparkle, falling 12 places this year. 'Fizz' was first referenced in the Jerry Thomas *Bartender's Guide* 1887 edition, which included six recipes. The Gin Fizz is the most popular of the fizz family and contains gin, lemon juice and sugar, topped with carbonated water.



31 PIÑA COLADA

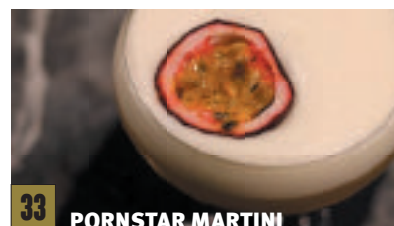
Down five places, the Piña Colada is no longer the 70s cloying coconut cream fest of old. It's been rebooted in many a bar, but the best is Chris Moore's. His

Champagne Piña Colada uses a mix of Bacardi, Trois Rivières Blanc, pineapple, coconut sorbet and Moët & Chandon.



32 THE SOUTHSIDE

This gin, mint and lime drink is a sort of Daiquiri with gin and mint and perfectly fits the bartender penchant for sours and gin. Its popularity has been simmering for a few years, but it finally makes its debut this year. Apparently the drink of mobsters in Chicago during Prohibition – those from the south side.



33 PORNSTAR MARTINI

It's the first time the Pornstar Martini has shown up in our list. The passion fruit and vanilla vodka cocktail (with bubbles on the side), invented by Douglas Ankrah at LAB in London in 2002, was always assumed to be more of a mainstream cocktail in recent years, but is clearly made in the world's best bars on occasion too. The customer is always right.



34 VIEUX CARRÉ

Named after New Orleans' French quarter, the Manhattan-esque classic returns this year but further down the list. It was invented by Walter Bergeron, head bartender at the now Monteleone hotel bar in New Orleans, which is home to all manner of activity during Tales of the Cocktail – not least its revolving bar. Made from brandy, American whiskey, sweet vermouth, Benedictine, Angostura and Peychaud's, its ingredients are enough to put you in a spin. >>

LAST WORD

Entering the list for the first time is an old-timer which was lost for 50 years. The gin, Green Chartreuse, maraschino liqueur and lime juice cocktail was first published in Ted Saucier's 1951 cocktail book *Bottoms Up!* It then re-emerged in 2004 in the hands of Murray Stenson of Zig Zag Café in Seattle.



29

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TOM COLLINS

The Tom Collins is still quenching thirsts in the bars we polled – up six places this year. Purists reckon Old Tom, rather than London Dry, is the gin to use here, but most will reach for the speed rail. This is a drink that has procreated – the family includes the Pedro Collins (rum), Pepito Collins (tequila), Colonel Collins (bourbon) and Captain Collins (Canadian whisky). Whatever spirit you use, the hero here is the humble lemon. Use good ones.



35

name, therefore you might not know the ingredients: vodka, triple sec, cranberry juice and lime juice. Individually fine, together a Cosmo.



40 VESPER

Most bartenders agree the story is a good one, but this vodka-gin-Lillet drink is something of a mongrel. The gin and vodka Martini is named after the fictional character Vesper Lynd in the Bond novel *Casino Royale*. The creator is, unusually, not a bartender, but author of the novels Ian Fleming. In the book he calls for: “Three measures of Gordon’s; one of vodka; half a measure of Kina Lillet. Shake it over ice, and add a thin slice of lemon peel.”



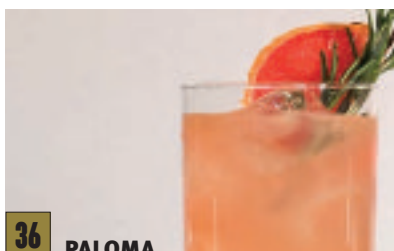
41 GIN GIN MULE

Created by Audrey Saunders at New York cocktail mecca Pegu Club, the Gin Gin Mule is among a small number of cocktails considered modern classics. The Gin Gin is down to the ginger and gin, not a double helping of gin, though as the only alcohol in the recipe, two shots will be necessary. Known to some as the Ginger Rogers, the Gin Gin Mule is closely related to the Moscow Mule – but with superior kick from muddled ginger.



42 CAIPIRINHA

Brazil’s national cocktail, the Caipirinha stays at number 42.



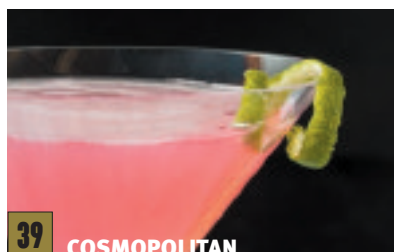
36 PALOMA

This Mexican two-piece grapefruit and tequila drink is often seen with more complex riffs. Freshly squeezed grapefruit, lime juice and agave syrup, topped with grapefruit soda, really make the drink take flight. Though down four places, this is a great simple serve that goes down too easily on a warm day.



38 WHITE LADY

The White Lady returns, having dropped five places this year. Harry Craddock is said to have made it for F Scott Fitzgerald’s wife, Zelda. They still do good White Lady business at the Savoy’s American Bar, where Bombay Sapphire, dry orange liqueur, fresh lemon juice and a dash of egg white are the favoured ingredients.



39 COSMOPOLITAN

With a shift to what the customer wants, not what bartenders think they want, the Cosmo has an occasional presence in the world’s best bars. Bartenders are past their hate phase and now residing somewhere around indifference. You won’t find too many menus sporting its



37 RUM OLD FASHIONED

This variation on an Old Fashioned has dropped back a little from last year’s lofty 15th place, but is a popular option for the rum drinker. Use two parts aged rum, two dashes Angostura bitters, one splash of water, one or two teaspoons sugar, ice and garnish with an orange peel.

THE ULTIMATE TRADEDAY DED ICATED TO GIN WHISKY VODKA RUM & AGAVE DISCOVER TA STE NETWORK

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Although the origins of this drink are unknown, this is the most important cocktail for cachaça. In recent years the availability of high-quality cachaça has increased outside of Brazil and this has certainly boosted the appeal of this mintless, squat Mojito.



43 RAMOS GIN FIZZ

This half milkshake, half Gin Fizz concoction was named after the New Orleans bartender who created it in 1888 – Henry Charles Ramos. The original saw silky-smooth cream and orange flower put a new spin on the Fizz. While this cocktail has dropped five places from last year,

VODKA MARTINI

Bartenders may tend to prefer their Martinis with gin, but the Vodka Martini (aka Kangaroo and Vodka-tini) still has a presence in the world's best bars. If you're a real vodka enthusiast, this is the best way to partake of your poison – there is only vermouth as a buffer. Wimpy vodkas don't work here – you'll need one with muscle as, in the glass, it's almost naked.



44

you'll still find the occasional Ramos at the world's best bars.



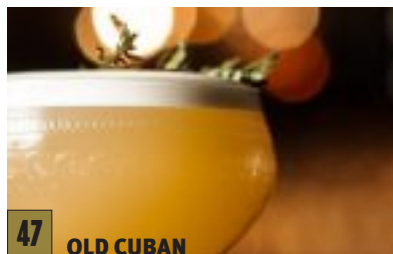
45 SIDECAR

Brandy and cognac aren't the coolest spirits among the world's top influencers (the category sits eighth among the most-used spirits in our poll) so it makes sense that the most famous brandy drinks are languishing at this end of the league. This brandy, triple sec and lemon drink has Parisian roots but the original creator has never come forward – or at least not in the singular.



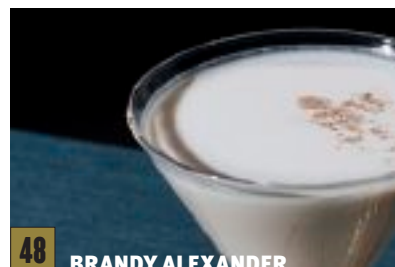
46 BAMBOO

Sherry is loved in the bar world, so it's no surprise to see a sherry classic make the 50. The stories behind the origins of this cocktail are quite conflicting, from songs about bamboo to bartenders in Japan... anyway, it's 1½ parts sherry, 1½ parts dry vermouth, two dashes Angostura bitters, two dashes orange bitters.



47 OLD CUBAN

This cocktail was invented by New York legend Audrey Saunders in 2004 and is one of two of her drinks on this list (a third, the Earl Grey Marteani, fell just short). Something of a cross between a Mojito and a French 75, the Old Cuban takes in aged rum, lime juice, mint leaves, Angostura bitters and sparkling wine.



48 BRANDY ALEXANDER

It's the first time the Brandy Alexander has appeared in this list, but it scrapes in – just. This cocktail is actually a development from the gin-based Alexander, and is thought to date to the 1930s. The recipe sees brandy (likely cognac) mixed with crème de cacao and cream and is not on your Weight Watchers plan.



49 IRISH COFFEE

The slightly less mainstream sibling of the Espresso Martini (how times have changed), the Irish Coffee can increasingly be found in cocktail bars. It is thought to have been created by Joe Sheridan, the head chef of Foynes flying boat terminal, Ireland, but for a more up-to-date rendition try Dead Rabbit's recipe: 1½ parts Bushmills Original Irish whiskey, ¾ parts demerara syrup, four parts hot brewed coffee and heavy cream, lightly whipped.



50 BLOOD & SAND

First made in 1922 the Blood & Sand was inspired by the eponymous film. Fast forward 98 years and it's still found, with a cluster of top bars telling us it is among their top-10 bestselling classics. It is also only the second scotch drink in the top 50. Made with scotch, cherry brandy (the blood), sweet vermouth, and orange juice (the sand) this drink is possibly a little sweet for more discerning palates.



SPIRITS

GIN
CONTINUES
ITS REIGN
WHILE RUM
STEPS UP
TO SECOND
PLACE

IF THIS TABLE TELLS US anything, it is that spirit trends move slowly – we’re talking years, perhaps decades, for a spirit to become big in the bar trade globally. So, while commentators are itching to predict the decline of gin, according to our poll, it remains the number one spirit in top bars and by some way. More than half of our sample said gin was their number one-selling spirit. It’s not hard to imagine the ubiquitous G&T has a lot to do with this demand, but also that any list of cocktails – house creations or classics – is likely to strongly feature gin. Our list of the bestselling classic cocktails being made in top-end bars today says almost a third are gin-based.

Rum, in second place – up one from last year – is far less likely to be a top bar’s number one spirit (12% of our polled bars), but was named as among the top five spirits used in more than three-quarters of cases. Seven of the 50 bestselling classics this year were found to be rum-based, making it the second most called upon spirit for these routine serves.

American whiskey was less likely to be a regular feature in bars than rum (though still quite likely), but it is actually more likely to be the number one spirit, our survey suggests, with 15% claiming it was their most-used spirit. This is not least because whiskey – whether bourbon, Tennessee or rye – is the demanded style for three of the top-10 classics: Old Fashioned, Whiskey Sour and Manhattan.

Vodka maintains fourth position in our list. The bar trade has softened to its charms in recent years, with the Espresso Martini improving its fortunes in key markets such as the UK, and the Moscow Mule in the US.

Tequila, a relatively small category globally, is big business in bars. A whisker from taking fourth spot off vodka, tequila was found to be one of the five most-used spirits in almost two-thirds of bars polled. Driven by popular classics such as the Margarita (Tommy’s or otherwise) and Paloma, tequila leapfrogs scotch, which continues to underperform in the cocktail bar. Mezcal continues to out-sell brandy (including cognac) which, given that it is well-supported by classics, is continually under par and due a renaissance. Japanese and Irish whiskeys in ninth and 10th mean four out of our top 10 spirits are whiskies. **DI**

**THE
BAR TRADE
HAS
SOFTENED
TO
VODKA’S
CHARMS
IN RECENT
YEARS**

MOST-USED SPIRITS

- 1 GIN
- 2 RUM
- 3 AMERICAN WHISKEY
- 4 VODKA
- 5 TEQUILA
- 6 SCOTCH
- 7 MEZCAL
- 8 BRANDY/COGNAC
- 9 JAPANESE WHISKY
- 10 IRISH WHISKEY





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