

**THE WORLD’S 50 BEST BARS ANNUAL REPORT LAUNCHES, REVEALING THE TOP BRANDS IN THE WORLD’S BEST BARS.**

**London January 4th 2016.** Global drinks magazine Drinks International has followed up October’s World’s 50 Best Bars announcement with a spin-off report that reveals the best-selling and top trending brands in the world’s best bars.

Tanqueray, owned by Diageo, was the big winner in the 2016 report, taking the cross-spirits titles of Bartenders’ Choice and Best-selling Spirit and dominating its category top-10 lists to be named Best Selling Gin and Top Trending Gin.

The survey of 100 elite bartenders and bar owners shows 2015 was a great year for Diageo in the world’s best bars. The UK-headquartered group also had success with Johnnie Walker, which was named the best-selling scotch. Its bourbon, Bulleit, was the top American whiskey and Don Julio was the first placed tequila in the elite bar world, according to the poll.

Diageo’s Ketel One (which is jointly owned with the Nolet family) took the vodka crown, and the LVMH brands Hennessy cognac and Moët & Chandon champagne, in which Diageo also has one-third shares, were both best sellers in their respective categories.

In rum, Pernod Ricard’s Havana Club was found to be the best-selling rum brand in the world’s best bars, defeating its closest competitor Bacardi, which finished second.

Among the world whiskies, Japanese distiller Nikka came out top in the poll, ahead of Irish whiskey Jameson, while in the liqueurs category, bartenders said Campari was their number one bestseller.

Hamish Smith, editor of The World’s 50 Best Bars, said: “There are myriad qualities that make a great bar great, but perhaps the most tangible is what their bartenders put in a glass. The World’s 50 Best Bars Annual Report provides insight that will hopefully act to inform the industry and improve working standards beyond the elite.

“This year there was one drinks producer that stood out. Our poll of 100 of the best bars in the world showed that Diageo’s brands dominate this channel. It didn’t seem to matter what part of the world the bar was from or what category of spirits we asked about, the answer on most occasions came back as a Diageo brand.”

Other highlights of the Annual Report included:

* Del Maguey mezcal was named bartenders’ second favourite brand, in the Bartenders’ Choice list, followed by Diageo’s rum, Zacapa.
* Pierre Ferrand cognac was named the top trending brandy and the second best-selling brandy
* Six single malts (Laphroaig, Talisker, Macallan, Ardbeg, Lagavulin and Compass Box) made up the top-ten best-selling scotch whiskies
* Monkey Shoulder was the top trending scotch brand
* 86 Company’s Aylesbury Duck was named the second most trending vodka brand, its Cabeza tequila was the sixth best-selling tequila, its Fords gin brand the seventh best selling and its Cana Brava finished the sixth most trending rum
* Peroni prevailed in the beer category to be named best-selling beer ahead of Heineken
* Fever-Tree was named best selling and top-trending among the tonic waters, as was San Pellegrino in the water category

The World’s 50 Best Bars Annual Report is a supplement to the January issue of Drinks International and will be serialised on drinksint.com throughout January.

**Notes to editor**

The Best-Selling lists are based on volume sold, while the Trending lists refer to on-trend brands that are not necessarily sold in high volumes.

The report is the result of polling 100 of the best bars in the world, as defined by The World’s 50 Best Bars Academy of more than 400 global industry experts. To find out more about how Drinks International carried out the survey and collated the results read [How We Did It](http://www.drinksint.com/news/fullstory.php/aid/5809/World_s_50_Best_Bars_Annual_Report%3A_How_we_did_it.html).

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