

MAJOR EVENTS IN 2022 FOR DISARONNO AND TIA MARIA AT “50 BEST BARS”: LIVE PARTICIPATION IS BACK



At long last we are back in full directly on the scene at the biggest events in the world of bartenders. In particular, the 50 Best Bars award ceremonies represent key occasions for learning what's happening on trade, namely the irresistible new trends and prospects emerging in the realm of mixology.

In such a rich and innovative landscape, Disaronno and Tia Maria – respectively, Official Italian Liqueur partner and Official Coffee Liqueur partner for Asia, North America and the super famous World's 50 Best Bars – return in a lead role. After two years of mere

online events, **Asia's 50 Best Bars** ceremony marked the first important date on the calendar.

Against the magnificent backdrop of the Four Seasons Hotel in Bangkok, last April 28th top bartenders from around Asia gathered together to celebrate the new 2022 ranking. On this occasion Disaronno had the honor of awarding the prestigious Bar Argo of the Four Seasons Hotel in Hong Kong, which under the excellent supervision of the Italian Lorenzo Antinori made it onto the list for the first time in a position high enough to earn



the title of “**Disaronno Highest New Entry**”; meanwhile, TIA MARIA gave the Country Best Bar award to Sober Company, which was voted the best bar in Shanghai by the Academy. As for North America’s 50 Best Bars, the list devoted to **bars in Canada, U.S.A., Mexico** and the **Caribbean Islands**, the first edition ever took place this year on June 7th in New York. At that exciting

ceremony Disaronno gave the award to La Factoria in Puerto Rico, voted the best bar in the Caribbean. Serving in the role of exclusive sponsor for The Mixing Star at the event was founder of Thirsty Magazine Tara Fougner: with her we formed a media partnership. The next not-to-miss date on the calendar is **October 4th**, when the **World’s 50 Best Bars** award ceremony



will be held in **Barcelona**, Spain. While the previous event took place last December in London, the upcoming 2022 one will move to the Catalan capital. Will the Connaught Bar, masterfully led by the multi award-winning Ago Perrone, win

once again the trophy as the world's best bar? And which bar will earn the "Disaronno Highest New Entry" prize? As always, aficionados can follow the ceremony in live streaming on official 50 Best Bars channels.

