



VHISKY

Pure Taiwan

### 2019 Annual Brands Report World Whisky

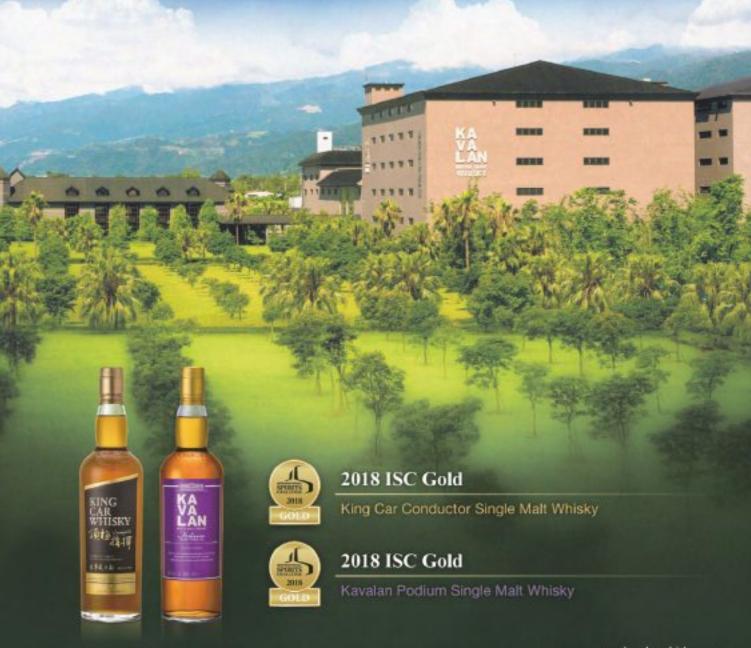
As Voted by the World's Top Bars

Kavalan is one of the 2019 Annual Brands Report's hottest new whiskies, ranked 4th Top Trending and 5th Best Selling world whisky in a survey of head bartenders, managers and owners at the World's 50 Best Bars group, Asia's Best Bars, the Time Out Bar Awards, The CLASS Bar Awards, Tales of the Cocktail Spirited Awards and the Mixology and Australian Bartender Awards.





Top Trending Best Selling



Please drink responsibly

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**HIS YEAR IS THE 10TH** 

**ANNIVERSARY** of Diageo's World Class, The World's 50 Best Bars and marks 10 editions of the Brands Report. While our report can't quite claim the international impact of

these contemporaries, it's gratifying to see it reach double figures. Such a landmark has a reminiscing effect. Looking back to 2010 and the first edition, it's hard to ignore its christened name. You might say Hot Bar Brands sounds naff or dated - I'd say it shows off its aged character.

The industry has come a long way. In 2010, Erik Lorincz had not yet joined the American Bar and been announced World Class global champion, and Artesian was a couple of years off its first World's 50 Best Bars title. The Asian scene was dramatically different – Singapore and Hong Kong had yet to emerge as bar destinations and Europe was far from the force it is today.

But bar culture was picking up pace. The word 'mixologist' was in common use and one could be identified easily - they wore bow ties and were often found arguing about the correct translation of Jerry Thomas recipes while ignoring their customer's order of Cosmos. Elite bartenders may have desired all cocktails to be stirred down and brown, but they were ahead of their customers - the Hot Bar Brands of the time were Absolut, Grey Goose, Smirnoff and Belvedere – four vodkas. Then, bar brands were big brands: the mixto Jose Cuervo was the top-selling tequila, Jack Daniel's headlined American whiskey and, wait for it, Baileys was the number one liqueur - three years in a row. So the notion of a bar brand has evolved, as has this report - we've started polling on the likes of mezcal, bitters, pisco and tonic water.

Perhaps 2010 also feels significant because that's the year I joined Drinks International. From 2019 I will be concentrating on sister title Class, but I'll not be gone entirely. The Brands Report, as one of DI's bar supplements, I'll continue to oversee and help grow into its next decade.

**Hamish Smith EDITOR** 

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# HOW WE DID IT

**HAMISH SMITH** HAS THE LOWDOWN ON THE WHO, WHAT AND HOW OF THE WAY THE ANNUAL LISTS ARE COMPILED

HE BRANDS
REPORT is a
poll that aims
to track the
trends of the best bars in
the world. Primarily we're
interested in products, but
also the cocktails that elite
bartenders are making and
the spirits categories they
make them with.

Our pool of respondents is narrow by design. The object is not to gain a wide and vague insight – we target only the world's best bars for our survey. That is something of a woolly description but we come armed with a definition: the world's best bars are those that have been shortlisted in the past year for major awards globally.

So our bars are either winners or nominees from worldwide awards such as The Word'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,

the 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 exist, editor Hamish Smith has sought the recommendations of local bar figures and drinks journalists.

This methodology means our pool of bars is ever changing, tracking to successes of the industry. Using this process, we have assured a balance between drilling down on areas of talent and achieving a fair geographical spread.

This year 127 bars took part in the survey – an increase of 20% on last year – 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 likes of the US, England,

A
BESTSELLER,
EVEN IN THE
BEST
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PLACE ON MORE THAN

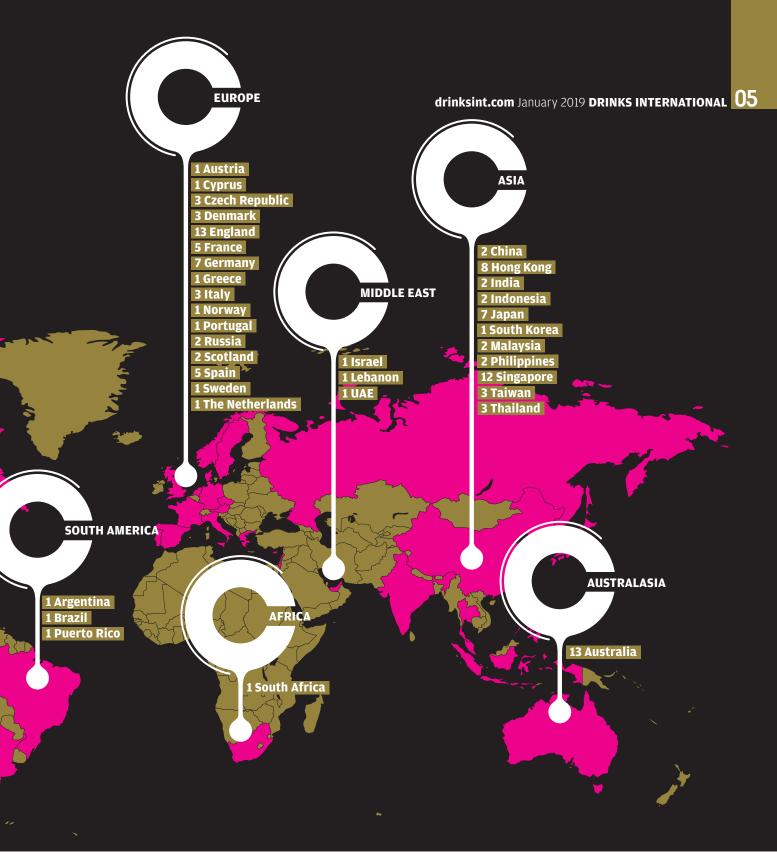
**TASTE** 

Australia and Singapore contributing the most.

### **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 wine and beer 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 coolappeal right now. This is where the Top Trending lists come in. Within these tables are the brands customers are increasingly asking for, perhaps





The number of bars polled in each country

because of word of mouth or even on bartenders' recommendations.

Often the brands that figure highly in the Top Trending list move on to the Bestselling list the following year, as curiosity and excitement transitions to wider 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 necessarily sales. The All-time Leagues are a

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

study of those brands that have figured highest over the nine years we've been polling the world's best bars.

But, if our website statistics are anything to go by, The World's Bestselling Classics section is the list that gets the most bartenders excited. It's a misnomer that classics can't go out of fashion - as we find in this list, they

never die, but are sensitive to the vagaries of fashion. This year we finish up with the Spirits list, where we test the claims that [insert category] is the hottest in the bar world.

If this report is anything it is a snapshot of the behaviours at the elite end of the bar business – not definitive, not absolute, but insightful nonetheless.





BARTENDERS' CHOICE

THESE ARE THE DESERT ISLAND DRINKS THAT TOP 'TENDERS' HAVE CHOSEN THIS YEAR

# BESTSELLING BRANDS 1 PLANTATION 2 TANQUERAY 3 MONKEY 47 4 BEEFEATER 5 HENDRICK'S 6 KETEL ONE 7 CAMPARI 8 BACARDI

TAPATIO

DEL MAGUEY

BARTENDERS'
Choice league
is a little
different from the others –
here we are not seeking
bars' bestselling brands or
even what is trending,
purely bartenders'
personal favourites across
all spirits categories.

We asked respondents to name their top three brands and, weighting their votes accordingly, we created this league. With thousands of brands available, it's a wonder any one name can garner the number of votes needed to create a viable table, but every year the same spirits, supported to the hilt, reappear. Seven of the 10 favourites were in this list last year.

There are, of course, a few changes here and there, including at the top, where this year Plantation is named the Bartenders' Choice. Amazingly, 9% of bartenders said this was their favourite brand in the world of spirits and 18% named it in their top three. In showcasing styles across rum-producing nations, Plantation has a range of some of the best rums around.

Tanqueray, which topped this poll four out of the past five years, drops to second spot. This classic gin has always hit the spot with bartenders - in 14% of cases, it was on their podium of favourite brands. Monkey 47, the cult German brand that has a thing for the number 47 (botanicals and abv), is now owned by Pernod Ricard, benefiting from its distribution, so perhaps it's not surprising to see it rise in this chart - it narrowly missed out on second spot. The lastyear-absent Beefeater returned with 8% of the vote. It's a classic that plays at the top table of London Drys without the word 'craft' in sight – amen to that. In fifth is Hendrick's (7% put it among their top-three spirits) which, despite having owned its niche in the gin market for more than a decade, makes its debut in this list in its 10th edition. So that's four gins, two rums, a liqueur, vodka, tequila and a mezcal brand in the top 10. No whisk(e)y, with or without the 'e'.

IT'S A
WONDER
ANY ONE
NAME CAN GARNER
THE NUMBER OF
VOTES NEEDED







## RUM

THE BIG NAMES ONCE AGAIN TOP THE BESTSELLERS, WHILE THERE ARE NO TRENDSETTING SURPRISES

# BESTSELLING BRANDS 1 BACARDI 2 HAVANA CLUB 3 PLANTATION 4 ZACAPA 5 DIPLOMATICO 6 APPLETON 7 SAILOR JERRY SPICED 8 ANGOSTURA 9 MOUNT GAY 10 EL DORADO

TOP TRENDING
BRANDS

1
PLANTATION
2
EL DORADO
3
DIPLOMATICO
4
HAVANA CLUB
5
BACARDI
6
FOURSQUARE
7
ZACAPA
8
CLEMENT
9
ANGOSTURA
10
CLAIRIN - CASIMIR,
SAJOUS, VAVAL

to tradition for 2019, with Bacardi and Havana Club taking the top two spots of our rum list. It's a surprise when Bacardi, with its Legacy bartender competition and continued investment in global trade engagement, isn't the bar trade's bestselling rum.

Bacardi clearly prizes the house pour deal – 37% of bars said it is their most popular pour, while 55% said it was a top-three option in their bars.

Havana Club, meanwhile, gets in on the action in a good portion of our polled bars (38% named it a top-three pour) but seems to be losing out on the speed rack – only 11% said it was their number one rum.

Plantation, having topped this list in the past two years, comes in third. The multi-distillery-sourced brand was number one in more bars than Havana Club – 16% – but was just edged out of second spot as it is less likely a top-three pour. If you strip away the financials and consider that Plantation leads our Bartenders' Choice table, it seems likely it would be the rum choice of many. It heads the Trending list, with 20% of those polled naming it the hot brand in what was

an otherwise fragmented response.

Zacapa, Diageo's flagship rum from Guatemala, is close to the podium places, with 9% of polled bars calling it their top rum and 36% suggesting it's among their top-three pours. Diplomatico, another sweeterstyle rum but from Venezuela, continues to find mid-table. Having invested in the bar trade over a number of years and diversified its range to meet the needs of bartenders, this brand continues to garner favour. But Diplomatico is more likely to be bartenders' second or third choice rarely is it a house pour. Jamaican rum Appleton provides another option to bars with its funky esters and bold profile, and was the top-three rum in around a fifth of bars polled.

The Trending
list doesn't throw
up many surprises,
apart from Velier's
Haitian Clairin range
in 10th. New frontiers
are being explored by
bartenders – you saw it
here first.



### 

THE TABLE-TOPPER OF THE PREVIOUS FIVE YEARS HAS BEEN USURPED AS BEEFEATER SHOWS A RETURN TO FORM

### BESTSELLING Brands

. Beefeater

TANQUERAY

HENDRICK'S

BOMBAY

BOTANIST CITADELLE

FORDS

**MONKEY 47** GORDON'S

SIPSMITH

### TOP TRENDING BRANDS

MONKEY 47

KI NO BI

NEVER NEVER

HENDRICK'S

ROKU

TANQUERAY

FORDS

BOMBAY

THE BOTANIST

FOUR PILLARS

**S THE** 

Hendrick's.

**BESTSELLING** category in elite bars (see page 54), gin is a battleground for the big groups. Each has its premium brand: Diageo with Tanqueray, Pernod Ricard with Beefeater, Bacardi with the Bombay family of brands and William Grant & Sons with

This tussle for the top has only ended in one winner over the past five years – Tanqueray has dominated, with a string of first-place finishes. Armed with a dependable classic variant, super-premium Tanqueray Ten and a bevy of limited editions, it seemed it could do no wrong.

But this year Tanqueray was usurped, old rival Beefeater channelling its form from 2012 and 2013 when it was the top dog. But before we wax lyrical about changing fortunes, we should say that it was close. Indeed, Tanqueray was the first choice in slightly more bars than Beefeater, which was boosted by its increased likelihood of being a top-three gin.

What we can conclude is that these two brands continue to dominate a gin space which is otherwise rapidly fragmenting. Our poll showed that around three-quarters of the

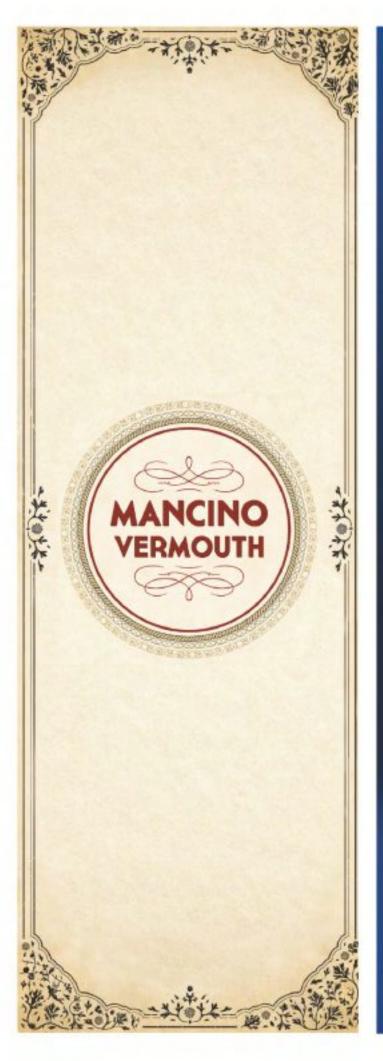
world's best bars have one of these two among their top-three picks.

Hendrick's has been the brand to challenge this traditional duopoly in recent years, and was found to be a top-three gin in a third of bars, though was much less likely to be the house pour. While the Victoriana marketing and cucumber serve may be showing a little age in the brand's more mature markets, in other parts of the world this is a USP.

Bombay, meanwhile, seems to be slipping in the estimations of elite bartender, if our poll is anything to go by. Over the 10 years of polling, it has gradually faded from the top gin to the fourth. One wonders if the scrapping of the international edition of its cocktail comp has had an effect.

Gordon's aside, the rest of the gin list is made up of small, fast-becoming-mediumsized gins. Monkey 47 and Sipsmith, now the super-premium gins of Pernod Ricard and Beam Suntory, might be expected to rise with their new backers. Monkey 47 in particular – it's top of the trending chart, proving that corporate ownership isn't necessarily the death knell for a cult brand.







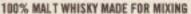


### WE'RE RAISING A MONKEY-FILLED GLASS TO EVERY BARTENDER WHO'S PUT US IN THE MIX THIS YEAR.

YOU'VE HELPED US BECOME BOTH THE TOP SELLING AND TOP TRENDING SCOTCH FOR THE FIRST TIME. SO FOR EVERY SIP, SHARE, SHAKE AND SPLASH OF MONKEY WE SAY THIS: CHEERS. WE'RE HERE BECAUSE OF YOU AND WE COULDN'T BE MORE PROUD.



MONKEY SHOULDER.



DON'T BE A CHERKER MOMEY DONE HESPORTHEY.





## SCOTCH

MONKEY SEES, MONKEY DOES – EVEN IF IN THE WIDER PICTURE BLENDS ARE LOSING OUT TO SINGLE MALTS

# BESTSELLING BRANDS 1 MONKEY SHOULDER 2 JOHNNIE WALKER 3 LAPHROAIG 4 MACALLAN 5 GLENFIDDICH 6 DEWAR'S 7 ARDBEG 8 LAGAVULIN 9 TALISKER

CHIVAS REGAL



PERFECT
RECORD of 10
wins from 10
lists was so
close for Johnnie Walker,
but Monkey Shoulder has
crashed the party. Actually,
this has been coming – last
year we threw it out there
that the underlying stats
pointed to the Diageo
heavyweight losing its grip
on the crown.

This year Monkey Shoulder was the go-to scotch in 22% of bars, and among the top-three scotches in 36%, ahead of Walker in both cases, which was the top scotch in 17% and among the top three in 30%.

This is part of a wider trend away from blends and towards malts. When we started polling, this list was dominated by blends, where now it is single malts.

Monkey Shoulder has capitalised. William Grant's clarity of positioning both in price (it's more than blends but less than malts) and market (bars) has seen it gain share. If we needed further evidence, it is sitting pretty at the top of

THIS IS
PART OF A
WIDER
TREND AWAY FROM
BLENDS AND
TOWARDS MALTS

the Trending List. Johnnie Walker is nowhere to be seen.

Laphroaig heads the single malts, having carved a niche for itself in cocktail bars. The Beam-Suntory owned brand has such a particular flavour profile that it's not often a go-to for a cocktail (10% said it was their top scotch) but a significant 33% said it was one of their top-three sellers.

The Macallan and Glenfiddich are no strangers to this list – as Speyside brands with strong recognition, they offer the bartender the strength of single malt allied to subtlety. But there are no fewer than four peated malts in the list, which says something of bartenders' tastes. Laphroaig is joined by fellow Islays Ardbeg and Lagavulin and Skye's Talisker.

What of the other blends? Dewar's gains a place to finish sixth. That its owner, Bacardi, is one of the most bartenderengaged drinks groups in the channel certainly helps. Chivas Regal, meanwhile, posts its lowest rank in 10 editions. It's been a slow slide – once competition to Johnnie Walker for top spot, it is in danger of leaving the top 10 next year.



drinksint.com January 2019 DRINKS INTE

### AMERICAN WHISKEY

MAJOR UPSET AT THE TOP OF THE TABLE AS MAKER'S MARK MAKES ITS MARK



MAKER'S MARK

BULLEIT

**WOODFORD RESERVE** 

**BUFFALO TRACE** 

WILD TURKEY

JIM BEAM

RITTENHOUSE

8 MICHTER'S

9 FOUR ROSES

10 JACK DANIEL'S

### TOP TRENDING Brands

MICHTER'S

BULLEIT

WILD TURKEY

WOODFORD RESERVE

MAKER'S MARK

JACK DANIEL'S

WILLETT

BLANTONS

**BUFFALO TRACE** 

FOUR ROSES

**NE OF THE** upsets of the **Brands Report** this year is Maker's Mark beating Bulleit to the title of American Whiskey champion. Bulleit finished top in the past three years and, with Diageo's marketing and distribution might behind it, looked set to dominate for years. In the end, Maker's won by a whisker, with almost identical sales testimonials to Bulleit - both were among the three bestselling American whiskeys in almost half the bars polled.

It was so close we can't read too deeply into it, other than to say their dominance was such it is these two brands that must be making hay in elite bars.

As our poll grows and spreads (there were more Asian respondents this year, in line with the region's rapid development) the pool of bars is also diversifying – in geography and buying habits. This may have played into the hands of Maker's Mark – now part of the merged conglomerate Beam-Suntory, it benefits from better distribution in Asia.

Bulleit's push has been more recent (first in 2016-2018) and it's possible its dominance in the bar channel has been exaggerated in recent years – even if, in mitigation, the results of this poll have provided little room for alternative analysis. A second-place finish in the trending list points to Bulleit being a brand that is still fresh-faced and will come again.

Woodford Reserve, known as a bartender favourite, has finished in the top four for the past four years, winning the league in 2015. This year it was the top American whiskey in 12% of bars and among the mostpoured three in 28%. With a bevy of new spin-off expressions behind it, this is a brand that doesn't stand still. Buffalo Trace, Wild Turkey and Jim Beam expectedly make up the middle order of well-known bourbons, with the classic rye Rittenhouse following up with its obligatory appearance.

A word on the trending list: the big-ticket Michter's is the hot brand right now. Having become the bourbon sponsor of The World's 50 Best Bars in recent years, it has no doubt extended its appeal at the top of the bar pyramid.





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established long ago.

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IRISH WHISKEY

ONE BRAND IS SHOWING TRUE DOMINANCE IN A FAST-GROWING CATEGORY

### BESTSELLING BRANDS

JAMESON

BUSHMILLS

REDBREAST

TEELING

**TULLAMORE DEW** 

**GREEN SPOT** 

CONNEMARA

ROE & CO

MIDLETON

POWERS

### TOP TRENDING Rrands

JAMESON

2 REDBREAST

TEELING

BUSHMILLS

TULLAMORE DEW

**MIDLETON** 

GREEN SPOT

POWERS

METHOD AND MADNESS

CONNEMARA

T SAYS A
GREAT deal
about Irish
whiskey that
we can create a top 10 of its
brands – 10 years ago this
was not the case. This is a
category that is booming,
thanks to investment led
by Pernod Ricard and
feverish entrepreneurship
from a new raft of
independent producers.

That said, the result at the top of this list would have been the same a decade ago as it is today. Pernod Ricard's Jameson is the mothership that weathered the rough times and ushered in this new era of prosperity. It now has classic status in bars, evidenced by the fact that 56% of our respondents said an order of Irish whiskey in their bars equals Jameson. And rarely is Jameson not a fixture on the back bar - 79% of bars said it was among their top three.

Bushmills, which Diageo divested to Jose Cuervo a few years ago, takes second spot, with 17% of our polled bars suggesting it was their top choice. For 44% it was

THE BIG TWO LAUNCHES OF EARLY 2017 HAVEN'T MADE SIGNIFICANT INROADS one of their top-three Irish whiskeys.

The affordability of both Jameson and Bushmills is a contributing factor to their positions in these lists, so it's a measure of category maturity that brands such as Redbreast and Teeling make up the top four, ahead of another big blend, Tullamore Dew. The William Grant brand was few bars' first choice – more likely part of the supporting cast of Irish whiskey on the back bar.

The rest of the top 10 is made up of lower-volume brands. Pernod-owned single pot still whiskeys Green Spot and Midleton join Redbreast, while the only representative of Beam Suntory's Cooley's distillery is peated single malt Connemara.

The big two launches of early 2017 haven't made significant inroads. Diageo's Roe & Co registers in eighth, as last year, and Pernod Ricard's Method and Madness is nowhere to be seen in the bestsellers, though it does scrape into the Trending list.

Jameson tops both
Bestselling and Trending
lists and when that happens
– balancing volumes with
cool-appeal – you know a
brand is truly dominating.





NIKKA WHISKY FROM THE BARREL



IT'S MAINLY ABOUT THE JAPANESE BRANDS WHEN IT COMES TO WORLD WHISKIES





### **APANESE** whisky is the

clear winner of this catch-all category - 90% of the bars we polled stocked at least one Japanese brand and more than two-thirds had three or more. This category is far from the exotic curiosity of vore.

As has been widely publicised, Japanese whisky is in extreme shortage, meaning fewer single malts and age statements among its brands. But that doesn't seem to matter to bartenders at the moment. How long that will last is anyone's guess.

So Nikka, once again, tops our list, with 30% of polled bars saying it was their house Japanese whisky. In many cases that will be the dependable Nikka from the Barrel and the Coffee Grain and Coffee Malt expressions, but the company's sub-brand single malts, Yoichi, Miyagikyo (both now discontinued) and pure malt Taketsuru are also currently counted as Nikka sales.

Suntory's output is split into three brands in the list - it's blend Hibiki and single malts Yamasaki and Hakushu, which are more internationally developed brands. Hibiki is the best

performer in bars, our poll says, being the house pour in almost a quarter. Yamasaki isn't too far off with 16% of respondents saying it was their go-to Japanese whisky – far more popular than stablemate Hakushu, which lies in fourth. That Hakushu 12 Year Old is almost impossible to come by (it's available on a few sites for £200) wouldn't have helped its sales in bars.

If any brand can fill the void of a supplystricken Japanese market, it is Taiwan's Kavalan. The brand has been showered with awards and has a growing reputation in the trade, with bartenders seduced by its tropical flavours. Our poll says it's still a niche product, with 15% of bars suggesting it is among their top-three bestselling world whiskies, though that's ahead of Canadian big brands Crown Royal and Seagram's VO.

Also making inroads is the Australian Starward from the New World Whisky Distillery. One of the stable of Diageo incubator Distil Ventures, this craft whisky is slowly gaining followers outside of its homeland.



# BRANDY & COGNAC

ONE NAME REALLY STANDS OUT IN THE ROLE CALL OF THIS SECTOR, DWARFING ITS RIVALS





HE BRANDY category is globally strewn – most places where you find wine, you find wine distillate – but one region has come to dominate over the centuries. Be it in the global volumes stakes or here at the elite end of the bar business, cognac is the world's preferred brandy.

Of the big houses,
Hennessy is king by pretty
much any measure. In
volume terms, 50% of all
cognac drunk is Hennessy,
so it's unsurprising that
the brand does well in the
bar channel too. It has
the only flawless record
of any spirit in the Brands
Report – 10 surveys, 10
bestselling titles – take a
bow Hennessy.

The LVMH brand (which is 34% owned by Diageo) goes in for the odd limited edition, but mostly its sales come from its VS, and in the bar world its VSOP is a regular sight on cocktail lists. This year, Hennessy was the pouring cognac in 37% of bars polled and a top-three choice in almost

BOLD FLAVOUR SEEMS TO HAVE STRUCK A CHORD WITH BARTENDERS two-thirds. Hennessy also manages to balance volume with vogue – its one of the few brands that tops its category for Bestselling and Trending.

Pierre Ferrand may not have the marketing power of LVMH behind it but it has a loyal following in the bar trade. Instead of playing the volume game, the family-owned cognac prioritises the creation of full-bodied Grande Champagne cognacs that stand out in cocktails. While other houses have created 'mixing cognacs', this single-mindedness in delivering bold flavour seems to have struck a chord with bartenders, who prize the ingredients they use in cocktails. That this small brand is top choice in 23% of bars and among the top-three used in more than a third, is testament to an approach that works.

This year Pernod
Ricard's Martell was the
third bestselling cognac
in our report, with 14% of
respondents suggesting
it was their house
cognac and one of their
top three in almost a
third of cases. BeamSuntory's Courvoisier
was the top cognac in
12% and one of the
three go-tos in 30%
of bars.



### SAME ESSENCE NEW LOOK



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## VODKA

TWO BRANDS CONTINUE TO FIGHT IT OUT AT THE TOP OF OUR LISTS IN THIS MIGHTY SECTOR

### BESTSELLING BRANDS

KETEL ONE

GREY GOOSE

BELVEDERE

ABSOLUT

STOLICHNAYA

CIROC

. Beluga

**AYLESBURY DUCK** 

9 RUSSIAN STANDARD

ZUBROWKA

### TOP TRENDING Brands

KETEL ONE

GREY GOOSE

TITO'S

ABSOLUT

REYKA

BLACK COW

. BELUGA

NIKKA COFFEY

**ARCHIE ROSE** 

SNOW LEOPARD

fourth
bestselling
category
among our sample of the
world's best bars, so while

**ODKA IS THE** 

world's best bars, so while not the go-to spirit, it certainly sees its share of the action. Indeed, there are few bars that don't have vodka cocktails on their menus – that would be most unwise. Listed more than most in top bars will be Ketel One, the Diageo-Nolet family co-owned vodka which has now topped our vodka list for each of the past seven years.

Ketel One didn't quite post the runaway success of previous years, our poll of 127 bars offering up Grey Goose as a viable alternative in the elite end of the business. Both were the first choice in 23% of bars - so nearly half of polled bars chose between these two brands. Diageo 1 Bacardi 1, would read the Vidiprinter, but with Diageo taking the win on penalties. Ketel One was more likely to be a bartender's second or third choice, with 68% of bars suggesting it's one of their top-three vodka choices, to Grey Goose's 57%.

While Ketel One is perceived more the cocktail bar brand – it tops our Trending list again this year – Grey Goose has been transitioning from its old image of magnums in style bars to a more sophisticated brand. Its marketing talks far more about the liquid now and in long-time global brand ambassador Joe McCanta it has a global figure who conveys a consistency of effective messaging.

Belvedere has also changed its ways of late, with new expressions exploring the distillery's terroir. This conversation may have been started elsewhere - notably by Willy Borrell of Vestal vodka – but Belvedere has the girth to carry the terroirin-vodka message further. The LVMH-owned brand has some catching up to do to compete with Ketel One and Grey Goose, according to our poll, but it's going about it in the right way for this channel. This year it was the top choice in 15% of polled bars, with 35% attesting to its position as a top-three vodka.

Absolut isn't the popular sight it once was in bars. Its super-premium variant, Absoult Elyx – another with craft-esque communication – only launched in 2013 but is gathering pace. It too was found to be a top-three vodka in 35% of bars, says our poll.





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## TEQUILA

PREMIUMISATION CONTINUES APACE, AND THE MOVE FROM MIXTO TO 100% AGAVE HAS HAD INTERESTING CONSEQUENCES

### BESTSELLING Brands

DON JULIO

OCHO

<u>PATRÓN</u>

OLMECA ALTOS

**JOSE CUERVO** 

CALLE 23

HERRADURA

TAPATIO

EL JIMADOR

ESPOLON

### TOP TRENDING Brands

OCHO

2 Patrón

FORTALEZA

4 DON JULIO

TAPATIO

CALLE 23

EL TESORO

TROMBA

ARETTE

HERRADURA

### **EQUILA'S**

passage from mixto to 100% agave in elite bars is almost complete only one of the 10 brands here, Jose Cuervo, is primarily a mixto. This trend has led to fragmentation. When bartenders started to appreciate the terroirs of the lowlands to highlands of Jalisco and the varying production techniques, it created an interest in the varying styles and a multitude of brands.

Each big group has a horse in the race but currently in the lead is Diageo's Don Julio. It was the number one tequila in 18% of bars and a top-three pour in just over a third. It was a close run thing again this year but this is not Don Julio's first rodeo – it has topped this list for four years straight.

A brand such as Ocho in second – for the second year in a row – proves this is an open field. The Tomas Estes-owned brand is a cult favourite among bartenders and

THIS IS NOT DON JULIO'S FIRST RODEO – IT HAS TOPPED THIS LIST FOR FOUR YEARS

one of the most successful brands at communicating its provenance. It was the top tequila in 9% of bars but much more so a strong character in the supporting cast – it was a top-three choice in a third of bars. Ocho also topped the Trending list.

For all its credentials as the only 100% agave to really push serious volumes, Patrón has never backed that up with its rank in the Brands Report. This year it finished third - it was slightly more likely than Ocho to be a bestseller but slightly less likely to be one of the top-three spirits on the back bar. Bacardi, now with its hands on the wheel, may see a refocus towards cocktail bars rather than high-volume venues. Pernod's Olmeca Altos has climbed to fourth and is a top-pour in 11% of bars, though a top-three tequila in only 26%.

It seems for
the big groups,
if their tequila
is not the house
pour, they're
less interested in
picking up the
scraps with the rest of
the tequila back bar.



### CHERRY HEERING

THE CHERRY LIQUEUR SINCE 1818.

HERRY LIQ





HEERING

CELEBRATING 200 TASTEFUL YEARS

Please drink responsibly.

## PISCO

ONCE A SOMEWHAT LONELY SOUL IN TOP COCKTAIL BARS, PISCO HAS REALLY PICKED UP THE PACE

**HE PISCO** 

category has

### BESTSELLING Brands

BARSOL

PISCO PORTON

**EL GOBERNADOR** 

MACCHU

CAMPO DE ENCANTO

CAPEL

DEMONIO DE LOS ANDES

WAQAR

ÁBA

ΚΔΡΡΔ

### TOP TRENDING

CAMPO DE ENCANTO

DEMONIO DE LOS ANDES

**EL GOBERNADOR** 

ABA

BARSOL

PISCO PORTON

TABERNERO

CAPEL

1615

MACCHU

been understood in almost binary terms for the past decade or so. Peruvian pisco has come to mean small pot still brands, while Chilean pisco is more about big brands producing more neutrally-tasting spirit. But those generalisations are being tested as new brands enter the fray and word of Chilean craft pisco travels. This list two years ago was

a case in point - 70%

both purport to be the

homeland of this spirit.

Peruvian. Now it's 50-50

between the countries that

The meeting of pisco and cocktail glasses is no longer restricted to the occasional Pisco Sour (number 24 this year in The World's Bestselling Classic Cocktails list) in high-end bars. Bartenders' repetoires now more commonly extend to the Pisco Punch, the Chilcano and any number of in-house creations. Pisco is now a common sight on cocktail menus and, with the explosion of Peruvian

THE MARKET FOR QUALITY PISCO HAS NEVER BEEN SO INTERNATIONAL

restaurants around the world, the market for quality pisco has never been so international.

The Peruvian Barsol, founded by Diego Loret de Mola and Carlos Ferreyros, was one of the first to see the opportunity and is the key bar brand. In 33% of bars we polled, this was the bestselling pisco, and a top-three pisco in almost half.

In second spot is another Peruvian brand, Pisco Porton, introduced by pisco authority Johnny Schuler. This mosto verde-method pisco has garnered a following and was a top-three choice in 18% of bars polled. 9% made it their number one.

El Gobernador is the story this year. The Miguel Torresproduced Chilean brand, launched in 2017 and 10th last year, shoots up to third. It's already a top pick pisco in 11% of the bars we asked and among the top-three in 16%. El Gobernador means the governor. It'll be a while before it can boss this category, but with the distribution of its parent company, it will likely keep climbing our list.





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#1 Top Trending Mezcal

**Top 10 Best Selling Mezcal** 

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### TOP TRENDING BRANDS

- 1 MONTELOBOS
- 2 Los Siete Misterios
- 3 Bruxo
- 4 Derrumbes
- 5 Del Maguey





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### LEBLON CACHAÇA 51 **ABELHA SAGATIBA GERMANA**



### CACHACA

IT'S NOT A MUST-STOCK FOR SOME, BUT WHERE IT IS, LEBLON IS THE GO-TO BRAND



**ACHAÇA HAS** threatened a breakthrough in the

international cocktail bar scene for years and, while it's had its moments, it's somehow never made a lasting impression. While most bars will stock a bottle (our poll makes it about 80%), one is often where it ends. Leblon, thanks to its premium liquid, modern branding and, at times, inspired marketing (it spearheaded the Legalise Cachaca

movement in the US), has been the frontrunner in this category for some time. Owned by Bacardi, this is the brand that will be on hand to benefit should cachaca catch the wind of change. It was top in 14% of bars that stocked the spirit. In second is the volume brand, Cachaça 51, while Abelha is at the other end of production styles - organic and made in copper pot stills. Apart from Leblon, the other bar brand in this top 5 is Sagatiba







### BESTSELLING **DEL MAGUEY** ALIPUS MONTELOBOS **ILEGAL MEZCAL**

**MEZCAL VAGO** 



### MEZCAL

IT'S BEEN A LONG ROAD BUT THE AGAVE SPIRIT HAS STARTED TO FIRE BARTENDERS' IMAGINATIONS

of hars that stock mezcal, Del Maguey is the number one seller. In fact, in 88% of cases it's among our bars' top three. Led by the mixing variant Vida and backed by the more expensive single village and varietal ranges, Del Maguey has been in pole position pretty much since its founder, Ron Cooper, started smuggling the stuff out of Mexico. As the first

mezcal available to global

N ALMOST

**TWO-THIRDS** 

bartenders in any sort of consistent volumes, it holds a special place in their hearts. Now Del Maguey is majority-owned by Pernod Ricard, it shows no sign of relenting. Perhaps only supply - this is slow-growing agave can halt its progress.

Thanks to Del Maguey, bartenders have the taste for mezcal they want to explore. Alipus was the top choice in 17% of bars, Montelobos in 15%, while Ilegal Mezcal seemed a popular second option.





## LIQUEURS

ITS BITTERS THAT HIT THE SWEET SPOT WHEN IT COMES TO THIS MOST UNWIELDY OF CATEGORIES

### BESTSELLING BRANDS 1 CAMPARI 2 APEROL 3 CHARTREUSE

COINTREAU

5
ST-GERMAIN

**BECHEROVKA** 

<u>GIFFARD</u>

MERLET

**ANCHO REYES** 

CURAÇAO PIERRE FERRAND

### TOP TRENDING

I ITALICUS

CAMPARI

<u>CHARTREUSE</u>

4 AMARO MONTENEGRO

ANCHO REYES

**BECHEROVKA** 

CHERRY HEERING

JÄGERMEISTER

MARIONETTE

MR BLACK

**HE LIQUEURS** category has always had a zoological feel about it, its diversity almost beyond categorisation. And while this means a richness in styles and flavours, one brand has come to dominate the barscape. Since 2016, the bitter liqueur Campari has been named the bestselling liqueur by this report. Campari was the best seller in 39% of bars and among the top-three volume

liqueurs in two-thirds.

We could start and end the analysis with the Negroni, the second most popular cocktail in our top 50 chart this year, but let's add that its kinfolk, the Boulevardier (with bourbon instead of gin, number 20) and the Americano (soda not gin, number 23) are increasingly pitching in. The Jungle Bird (number 34), a tropical drink with pineapple, rum and Campari, is also starting to find some traction, even if it seems out of step with the rest of the Campari

THE FRENCH MONK-MADE CHARTREUSE IS A LONG-TIME FAVOURITE cocktail family.

For Aperol in second place – a top-three liqueur in 28% of bars – we could start and end the analysis with the Aperol Spritz (number 9), and we will.

In third is the French monk-made Chartreuse, a long-time favourite of bartenders on account of them not knowing how to replicate its botanically bountiful taste profile. Things move pretty slowly in the world of Chartreuse - the innovation happened a few centuries ago - but it's the third most-likely-tofind liqueur in our sample of cocktail bars - 27% said it was among their three most used.

Cointreau is another heavyweight, having taken top spot in 2014 and 2015 and, within its mini-list of orange liqueurs, it's clearly the daddy. Likewise, St-Germain is king of the elderflower liqueur market it's not a very big market, mainly because this Bacardi-owned brand pretty much created it. That said, it's a rare thing not to see this Art Deco-inspired bottle peering out from the back bar, even if more recently it's not always in easy reach. 21% counted St-Germain as one of their three go-to liqueurs.





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TOP TEN TRENDING LIQUEUR

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## BITTERS

OF THE MANY BRANDS ON THE MARKET, IT'S STILL THE OLDEST THAT CONTINUES TO DOMINATE – AND BY QUITE SOME MARGIN

### BESTSELLING RRANDS

<u>ANGOSTURA</u>

PEYCHAUD'S

THE BITTER TRUTH

4 FEE BROTHERS

BITTERMENS

### TOP TRENDING Brands

. ANGOSTURA

BOB'S

THE BITTER TRUTH

BITTERMENS

FEE BROTHERS

f THERE IS A more category-dominant brand in the bar industry than Angostura bitters, we are yet to meet it. For most bartenders, bitters is practically a byword for Angostura and in the 2019 Brands Report, 82% of bars polled said it was their go-to, while 91% put it among their top two.

So how does a brand come to control its market so? It helps that Angostura's been around since the first Golden Age of Cocktails, when the elements of a cocktail were devised (spirit, bitters, sugar, water) and many classic recipes written. The Old Fashioned and Manhattan ask for Angostura.

Peychaud's, second on our list, is also a golden oldie. These days produced at the Buffalo Trace Distillery by brand owner Sazerac, it's a key ingredient in its owner's namesake cocktail. This brand is also a fixture in most cocktail bars, with 58% of our sample

FEE BROTHERS IS A STAPLE BRAND IN 28% OF THE BARS WE POLLED putting it among their top-three bitters. The major difference between these two old brands is Peychaud's gets less air time. Only 2% said it was their primary bitters.

Followers of German brand The Bitter Truth – one of two contemporary bitters in our top 5 – are highly concentrated in Europe. The brand, in a spectrum of styles, is less likely to be a top-three bitters (38%) than Peychaud's, but more likely to be the number one (5%).

Fee Brothers is another from the time of pre-Prohibition cocktails, having launched as a family business in 1864. Still owned by the Fee family, the range comprises 18 flavoured bitters. Fee Brothers is a staple in 28% of the bars we polled.

Our data set wasn't strong enough for a top 10 in what is a narrow collection of global brands, so our fifth and final bestseller is Bittermens, which was born in San Francisco more than a decade ago and now numbers 15 variants.

Bob's, which has been edged out of the top-five bestsellers, at least has the cache of appearing in Trending – behind, of course, Angostura.



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ANGOSTURA® BITTERS, SERVED
BY THE WORLD'S BEST BARS.













### BESTSELLING RRANDS

TIO PEPE

LUSTAU

**GONZALEZ BYASS** 

VALDESPINO

SANDEMAN

### TOP TRENDING

TIO PEPE

LUSTAU

**GONZALEZ BYASS** 

SEPPELTSFIELD

FERNANDO DE CASTILLA

### SHERRY

BARTENDERS ARE EXPLORING THE DIVERSITY OF SHERRY IN GREATER DEPTH

HERRY HAS two personalities – the traditional

and the modern. The cocktail world would fall under the latter, as bartenders increasingly explore this old category. 85% of our sample stocked at least one sherry, while 60% had two and 38% had three or more. Tio Pepe is the standout, offering the puckeringly dry profile of fino at a very reasonable price – normally about £10. In 35% of bars that

stocked sherry, Tío Pepe was the first choice - in 57% of cases it was among the top three. Lustau, a family-owned affair, has the gamut of styles and prices, and can be a one-stop shop for bartenders. In 20% of cases it was the number one choice and a top-three sherry brand in 43% of bars. Gonzalez Byass, which owns Tío Pepe, also produces a range under its own banner – 32% of bars said Gonazalez Byass was among their top three.







### BESTSELLING RRANDS

ANTICA FORMULA

MARTINI

COCCHI

**NOILLY PRAT** 

5 MANCINO

### TOP TRENDING Brands

. MANCINO

COCCHI

DOLIN

MARTINI

ANTICA FORMULA

### VERMOUTH

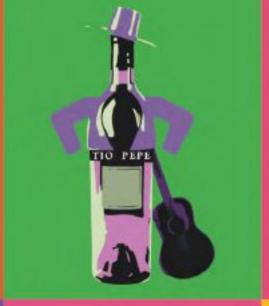
A MUST FOR CLASSIC COCKTAILS, THIS FORTIFIED IS A STALWART OF THE BAR

**HAT 97% OF** our sample stocks vermouth, says how important this fortified wine is to cocktail bars. For most bars Italian is the preference, with only one of the five top brands coming from the other vermouth stronghold of France. In 24% of bars polled, the top choice was Antica Formula, which was also a top-three vermouth in more than half of our sample and replaces the

Bacardi-owned Martini at the top. Though Martini was not the bestseller this year, it was a top choice in 23% of bars and on the regular roster in 42%. Cocchi was the go-to vermouth in 16% of bars, while Noilly Prat was the most likely second choice. Mancino was the bestseller in far more bars than Noilly Prat but less likely to be in the supporting cast. Expect Mancino to rise up the rankings, if our trending chart is anything to go by.





















TIOPEPE #Sherry Revolution

### BEER

ELITE BARS DO STOCK CRAFT BEERS BUT IT'S THE BIG NAMES WITH GLOBAL DISTRIBUTION THAT WIN OUT

### BESTSELLING

PERONI

HEINEKEN

PILSNER URQUELL

ASAHI

CORONA

ESTRELLA DAMM

BREWDOG

BUDWEISER

**STELLA** 

VEDETT

### TOP TRENDING

. Peroni

**PILSNER URQUELL** 

HEINEKEN

N MOST **CASES**, beer in bars is bottled. But that's no limiting factor these days thanks to the explosion of craft and fragmentation of the category. You'd expect these lists - as the reflection of the buying habits of consummate liquid explorers – to be full of smaller-brands and interesting styles but it's quite the opposite. They are dominated by big-brand lagers. That's not to say high-end bars don't stock craft beer, it's just that, by their nature, craft beers have a local sphere of influence so are unlikely to have the number of global listings required to populate a top-10 list.

Having spoken to Tim Clay, managing director, Asahi UK, who oversees communications for three of the top brands in this list - Peroni, Asahi and Pilsner Urquell - the effect of craft has been to reinvigorate the premium lager category. "The future of bottled lager and beer is bright - as long as space is made for a combination of trusted brands alongside innovation that will excite newcomers."

Peroni, this year's champ, is one such global player, with 14% saying

it was their top seller and 31% claiming it to be one of their top-three beers. It's the second year running this beer has topped our chart - it's long been thought of as a bar brand.

Heineken, this list's champion in five of the years we've been polling on beer, posted similar numbers: it was the top choice in 11% of bars and a top-three beer in 26%.

Making up the podium was Czech lager Pilsner Urquell, a bestseller in 14% of bars and a top-three choice in 18%.

In fourth is Asahi Super Dry, which relaunched last year to further reinforce its dry taste profile and Japanese identity. It was the most likely brand to be the bestseller among our pool of bars (15%) but was less likely one of the supporting cast (17%).

The only brand to emerge from the craft movement to make our list is Brewdog. A leader in the IPA style, this brand is one of the few craft brands to go mainstream.

The Trending list, meanwhile, we have reduced to a top three - the response was too fragmented, the data too thin to list any more. Peroni tops it – even with volumes behind it, it still has cache.





NEW DESIGN









CHAMPAGNE

IT BOASTS SOME OF THE ALCOHOL WORLD'S MOST RECOGNISABLE LABELS, AND THE OLD FAVOURITES CONTINUE TO DOMINATE

#### BESTSELLING Brands

MOËT & CHANDON

PERRIER-JOUËT

**VEUVE CLICQUOT** 

**DOM PERIGNON** 

RUINART

BILLECART SALMON

BOLLINGER

LAURENT-PERRIER

KRUG

TAITTINGER

#### TOP TRENDING RRANDS

PERRIER-JOUËT

DOM PERIGNON

MOËT & CHANDON

BOLLINGER

MUMM

VEUVE CLICQUOT

BILLECART SALMON

8 Ruinart

y KRUG

10 POL ROGER PERNOD RICARD IS THE ONLY COMPANY TO BREAK UP THE LVMH DOMINANCE

supermarket shopper and

### **HE WORLD OF** wine hasn't been as

successful at creating brands as the spirits industry, but champagne is different among its number are some of the most recognisable brands in the world. And one company dominates the field: LVMH. This luxury French group also includes spirits brands such as Hennessy, Glenmorangie, Ardbeg and Belvedere and enjoys the distribution might of the joint venture Moët Hennessy Diageo. It's within that context that we must view the dominance of this list: four of the top five brands are LVMH (Moët & Chandon, Veuve Clicquot, Dom Perignon and Ruinart). Moët & Chandon is the dominant player - it's by far the largest volume player in champagne. 17% of our sample of the world's best bars served Moët as their house champagne, with 28% saying it's part of the regular top-three roster. When a brand manages to be relevant to the

the splurger in the high end bar, you know it's successful.

Pernod Ricard, which sells champagne to bars off the back of its impressive spirits portfolio, is the only company to break up the LVMH dominance, with a second place for Perrier-Iouët. This brand has shared the top spot with Moët over the years we've been polling – Moët has four first places to Perrier-Jouët's three. This year the Pernod brand was also the house champagne in 17% of bars and a top-three choice in 26% of bars. It was very tight, once again. Perrier-Jouët's position at the top of the Trending list could be a sign the brand will be challenging again at the top next year.

Veuve Clicquot was the number one bubbly in 12% of bars and among the top sellers in 26%, taking it above Dom Perignon, which is on a lot of lists, but on account of its price isn't normally the most popular. 7% said Dom Perignon was the number one purchase, while 32% said it was a top-three option. Ruinart, meanwhile, posted share percentages of 5% and 11% respectively.



# WATER

PERRIER MAKES A SPLASH AS IT TOPPLES THE LONG-TERM TABLE TOPPER THIS YEAR





HILE THE **TONIC** and wider mixer

market is flourishing in cocktail bars, the bottled water market looks to be under threat. In many countries it is a legal requisite to provide free water alongside alcohol, but increasingly, in a bid to better the guest experience, it's now best practice to present guests with unsolicited water throughout their visit. That water, in most cases, is the bar's own filtered tap water. Tap water, while we're talking about trends, is the ultimate packagefree solution at a time when bartenders are thinking more about the sustainability of their bars' practices. Only 48% of the bars we polled stocked packaged water, while 28% said they carried two brands and 17% buy in three or more.

So, while the water market looks to be shrinking in this channel, it's also fair to say, bartenders have never

PERRIER **HAS BEEN** INVESTING IN THE HIGH END OF THE BAR TRADE IN **RECENT YEARS** 

been more knowledgeable about water. They will always gravitate to spirits, but there is a growing appreciation of all liquid that makes its way into a glass. At the world's top bars, you can expect to have a fairly fluent conversation about their branded water's minerality. PH and carbonation level (if a sparkling). The popularity of Spritz serves and long drinks also plays into the hands of bottled sparkling waters.

Against this backdrop, there is change at the top of our list. San Pellegrino has been named the top water every year we asked, but now Perrier has stolen the crown. Perrier has been investing in the high end of the bar trade in recent years with its mixology programme and sponsorship of The World's 50 Best Bars.

It was a tight call. St Pellegrino was actually the top choice in more bars - 23% to Perrier's 18% – though the French brand was far more likely to be stocked by a bar - it was many venues' second choice. Acqua Panna, also of the St Pellingrino stable, was another popular choice – a top-three water brand in a third of cases.





# TONIC WATER

IT'S A TWO-HORSE RACE WHEN IT COMES TO THE MIXER BRAND TO PARTNER WITH GIN

#### BESTSELLING BRANDS

FEVER-TREE

**SCHWEPPES** 

EAST IMPERIAL

THOMAS HENRY

FENTIMANS

CAPI

. 1724

CANADA DRY

**LONDON ESSENCE** 

O TONIC

#### TOP TRENDING

FEVER-TREE

SCHWEPPES

EAST IMPERIAL

THOMAS HENRY

THREE CENTS

CAPI

, 1724

FENTIMANS

MERCHANT'S HEART

DOUBLE DUTCH

#### **HE TONIC**

category has been alive with activity ever

since bartenders started to care about what they put with their gin. As the flagbearer of this movement, Fever-Tree is the dominant brand in the elite bar world. While Schweppes may still own the mainstream, it lost its position in high-end cocktail bars some years ago. It's now the fifth year we've been asking bartenders about their tonic choices and each year the answer has been the same: Fever-Tree. If our survey is anything to go by, Fever-Tree's stranglehold is growing. A huge 52% of respondents said it was their top-choice tonic this year, with 78% suggesting it was among their top three on the shelf. Almost a third of our respondents

trending tonic in their bars.
You might think that's
bad news for Schweppes,
the once omnipotent
leader of the tonic
category, but actually this

said Fever-Tree was also the

SCHWEPPES HAS RE-ENGAGED WITH THE COCKTAIL BAR IN THE PAST TWO YEARS brand has rebounded. with an increase share of the tonic market in elite bars, our survey says. The brand has re-engaged with the cocktail bar in the past two years - the launch of its higher-end 1783 a statement of its intensions - and this year was the top tonic in 24% of our sample, a top-three choice in 49%. One of these two brands is the house tonic in 76% of the bars we polled good luck to the rest of the category.

It's a bit of a fall, then, to third and beyond. But Singaporean-owned, New Zealand-produced brand East Imperial holds on to third position. This brand was the go-to tonic in only 7% of bars, but was in the top trio in 19%. It was a similar story for German Thomas Henry, which had the same number of housetonic positions, but is less likely a top-three tonic. Fentimans was a top-three choice in 14% of the respondents, while Capi has its loyalists in its native Australia. The top six are ordered the same as last year. London Essence, Britvic's semi-autonomous craft tonic, is the only one of the category's fledgling brands to make the Bestselling list.





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### ALL-TIME TOP

**BARTENDERS' CHOICE** 

- **TANQUERAY**
- **PLANTATION**
- **BEEFEATER**

VODKA

- ABSOLUT
- GREY GOOSE
- KETEL ONE

- TANQUERAY
- **BEEFEATER**
- **BOMBAY SAPPHIRE**

- JOHNNIE WALKER
- CHIVAS REGAL THE MACALLAN

NORTH AMERICAN

- MAKER'S MARK JACK DANIEL'S
- WOODFORD **RESERVE**

RUM

- BACARDI HAVANA CLUB
- ZACAPA

TEQUILA

- **DON JULIO** JOSE CUERVO
- PATRÓN

LIQUEURS

- COINTREAU
- **ST GERMAIN** CAMPARI

BRANDY

- **HENNESSY**
- RÉMY MARTIN MARTELL

REFR

- HEINEKEN PERONI
- **ASAHI**

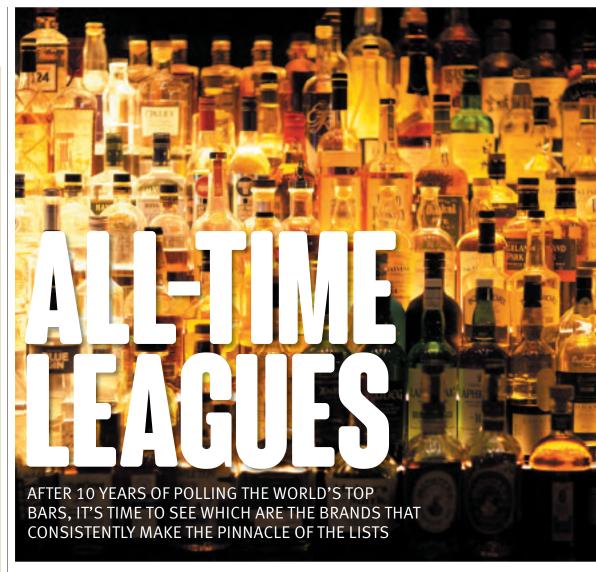
CHAMPAGNE

■ MOËT & CHANDON ■ PERRIER-JOUËT ■ VEUVE CLICQUOT

- **SAN PELLEGRINO**
- PERRIER
- ACQUA PANNA

TONIC WATER **FEVER-TREE** 

- **SCHWEPPES** FENTIMANS



**ITH A DECADE OF DATA** at our disposal, the All-Time Leagues are a 10-year record of the high-achieving brands at the elite end of the bar business. These lists reward consistent high performance rather than spells of brilliance amid fallow years. Brands here tend to exhibit a package of assets - solid liquid, global distribution, value for money and long-term investment in the bar channel. They are not luxury brands and, in most cases, not craft brands either, but they are most certainly bar brands.

The lists are an aggregation of the top 10s from the 10 editions of the Brands Report to date. Ten points are assigned to a first-place finish, working down to one point for 10th place – not an exact science, but a straightforward way to grade performance.

#### **BARTENDERS' CHOICE**

spirit brand" elicits a spectrum of responses, yet there are a few brands that reappear at the top of this table each year. Tanqueray has been named among the elite bartenders' two favourite brands in each of the past seven years. It's incredible when you think that there are thousands of brands out there. Tanqueray has more than double the ranking points of any other brand (75), with four brands tied on 35 points. Plantation leads the pile based on recent performance - it was the top pick this year - with Beefeater edging out Bacardi and Havana Club, whose best performances in the Bartenders' Choice tables were in the early days of the Brands Report. We've just displayed the top three for brevity. but to extend the analysis, the top six All-Time brands are two gins, three

The question "what is your favourite

HENNESSY IS THE ONLY **BRAND IN** THE **BRANDS REPORT TO** HAVE 10 YEARS OF **PERFECT SCORES** 



rums and the mezcal, Del Maguey. Gin, rum and mezcal – bartenders' categories if ever there were.

#### **VODKA**

If you've kept an eye on the vodka tables over the past few editions, you'd be surprised to see Ketel One is not the All-Time champ, such has been its dominance (first positions in each of the past seven years). Yet it is the consistent chugging away of Absolut – never outside of the top four for 10 years – that has maintained its position. For Grey Goose it is a similar story, but it lags just two ranking points behind. Ketel One's blanks in 2009-2011 hold the brand back from the top.

#### GIN

Tanqueray is the bartender's favourite spirit, but in terms of bestselling gins it doesn't have it all its own way. When it comes to house gin in elite bars, it's a toss-up between Diageo's Tanqueray and Pernod Ricard's Beefeater, which was named bestselling among our polled bars this year. Bacardi's Bombay Sapphire, which took first place in 2009-2010, has been losing momentum since but remains a distance from Hendrick's in fourth.

#### **SCOTCH**

Johnnie Walker's perfect record of first place finishes was ended this year by Monkey Shoulder, but its position at the top of the All-Time scotch league isn't in any danger. Chivas Regal retains a strong second position but has been sliding in estimations, say our polls, for five or so years. A repeat of the 2019 standings would see the single malt Macallan and blended malt Monkey Shoulder usurp the blend next year in the All-Time Leagues.

#### **NORTH AMERICAN WHISKEY**

Maker's Mark has never been outside of the top-four bestselling American whiskeys in elite bars, says our poll, and a top-placed finish for 2019 only cements its dominance of the All-Time list. Jack Daniel's made gains early on but is fast slipping out of our top-10 bestselling lists with eighth, eighth, ninth and 10th finishes over the past four years. Woodford Reserve and Bulleit, meanwhile – perennial podium finishers in recent years – could leapfrog JD next year, giving the

All-Time League a slightly more current complexion.

#### RIIM

Bacardi and Havana Club have traditionally battled it out for supremacy but the emergence of Plantation over the past five years has made things more interesting. That said, these All-Time Leagues are slow-moving beasts – Bacardi and Havana Club's consistency is born out here. Bacardi stays a hair's-length ahead of Havana Club while Diageo's superpremium Zacapa maintains last year's third spot. Plantation's surge over recent years isn't enough for it to take its place on the podium.

#### **TEQUILA**

Diageo's long-term backing of Don Julio as its Reserve Brand tequila is evident in the All-Time lists. It has registered good scores in each of the 10 surveys and pulled away with first-place finishes in five of the past six years. Jose Cuervo seems to have stopped the rot, rebounding slightly, though in a few years time it likely won't register in the top three of the All-Time League. Patrón, now fully owned by Bacardi, might see some bounce in the future but for now its solid record takes it to third in this list.

#### **LIQUEURS**

Cointreau has long been the go-to orange liqueur and its permanence as a member of the back bar is borne out by this list – it's never been outside of the top-four bestselling liqueurs in our poll. St Germain, though a relatively young brand, has seen its success coincide with this poll, and is rewarded for consistent performance during the period. Campari was not a favourite when we started polling – actually that title went to Bailey's, which tells you where palates were seven to 10 years ago. In the past four years, though, Campari has had a flawless record, now ousting Chartreuse into fourth.

#### BRANDY

Hennessy is the only brand in the Brands Report to have 10 years of perfect scores. No matter what year we've asked the question, nor what bars make our sample of the world's best, the answer to the brandy question always comes back: Hennessy. Second and third positions are a tie between two others of the Big Four cognacs

Rémy Martin and Martel – while
 Courvoisier posts solid results. The mover is in fifth – Pierre Ferrand.
 That said, it's a way back from breaking into the top triumvirate.

#### **BEER**

Its now eight years we've been asking bartenders about their beer choices and every year the top performer has been either Heineken or Peroni. More often than not Heineken, which has taken it to top spot, but the past two years have belonged to the Italian lager. Asahi, of the same parish, is a comfortable third, beating off the likes of Corona and Pilsner Urquell. This top three of the All-Time League is unlikely to change in the near future.

#### **CHAMPAGNE**

We've been polling on champagne for seven years – a period which documents a tussle between two of the bigger brands. Moët & Chandon is one point up on Perrier-Jouët this year after topping the 2019 list, but this is an ongoing story of blows traded and no eventual winner. The brands are owned by Moët Hennessy (part owned by Diageo) and Pernod Ricard respectively, which tells you how much a strong spirits portfolio brings to bear on champagne sales in bars. Veuve Clicquot, also owned by Moët Hennessy, is a comfortable third.

#### WATER

There are big brands in the water business and, just as in spirits, some do better than others in the bar world. San Pellegrino has long supported the on-trade and is the dominant water brand over the past 10 years, our poll says. Perrier, though, is fighting back, taking top spot from San Pellegrino for the first time in the six years we've been asking bartenders about the water they stock. Acqua Pana, part of the same stable as San Pellegrino, is in a solid position in third, ahead of Evian and Fiji.

#### **TONIC WATER**

We've only been polling on tonic for five years, which, incidentally, is the precise time that Fever-Tree came to dominate tonic sales in top bars. A flawless score of top finishes means it has streaked ahead of always-the-bridesmaid Schweppes in this league. Fentimans in third could be replaced by East Imperial next year.



**OUR POLLED BARTENDERS POINT** OUT THEIR GO-TO BRANDS WHEN IT COMES TO CLASSIC COCKTAILS. BY **HAMISH SMITH** 



**RAND CALLS** aren't easily achieved, but if

ultimate goal, just being selected as the go-to spirit for a classic is halfway there. We've chosen the most popular classic cocktails and asked the question: Bartenders, what brand do you use?

#### **OLD FASHIONED**

You'd think the bestselling bourbon would be the one that's used in the most

THE DRY MARTINI **ALLOWS NO ROOM FOR MISTAKES** THE GIN HAS TO BE **RIGHT** 

popular classic cocktail in elite bars, and indeed that's the way it's gone in previous years. But not this time.

Bestselling bourbon Maker's Mark is down at fourth while the Bulleit Old Fashioned reigns supreme, followed by Woodford Reserve and Wild Turkey. In more than a quarter of bars polled, Bulleit is the brand the bartenders use, while 20% pointed to Woodford and 15% Wild Turkey.

#### **DRY MARTINI**

The sixth most popular classic in elite bars allows no room for mistakes the gin has to be right. This list falls in line with expectation, with bartenders suggesting Tanqueray, Beefeater and Bombay are their go-to gins. Either way, it's London Drys that get the nod in the top bars. Of course, it's no coincidence these brands are also owned by Diageo, Pernod Ricard and Bacardi.

#### **DAIQUIRI**

This white rum sour beloved by bartenders (number four in our list of 50) is most likely made with Bacardi – a whopping 38% of bars polled said this was the spirit they use. Next up was Havana Club with a 24% share, while upstart rum brand Plantation took 16%. This drink, like the Mojito, is a battleground for the major rum players - this year, as in most, Bacardi's reps take the plaudits.

#### **MARGARITA**

We might have expected Don Julio tequila to be the first choice for the Margarita (number eight in our list of 50), given that it was found to be the bestseller in our polled bars. However, that title goes to Olmeca Altos, Pernod's superpremium equivalent. It is used by 17% of our polled bars, to Don Julio's 13%. Meanwhile, Tomas Estes' Ocho takes third spot – it's always an achievement for a small brand to make the podium.

#### **ESPRESSO MARTINI**

The vodka choice for this Dick Bradsell drink that is enjoying a renaissance (number seven in our bestselling classics list) is pretty straightforward according to our bars one-third reach for Diageo's Ketel One, which mirrors our findings in the vodka list. It's a long drop down to Absolut (14%) and Grey Goose (13%), the vodkas of Pernod Ricard and Bacardi.



Above: Margarita

**Below: Old Fashioned** 

#### **PENICILLIN**

First created by owner of Attabov, Sam Ross, this cocktail is the only scotch drink in our list of 50 classics - coming in at number 14. First made with a blended scotch, our sample of the world's best bars suggest the blended malt Monkey Shoulder is ahead of blends Johnnie Walker and Dewar's – although it was a close-run thing - 18% said Monkey shoulder, 17% said Walker and 13% Dewar's.

finished at 30 in our list of 50 classics and, while its appreciators may be waning, this is still fertile feeding ground for cognac brands. Hennessy, expectedly, is the number one choice with a third of the vote. while Pierre Ferrand – an increasingly big player in the bar world - is second most popular with 22%. Rémy Martin was the

**SIDECAR** This old brandy drink choice of 18%.

#### OLD FASHIONED

- BULLEIT
- **WOODFORD RESERVE**
- **WILD TURKEY**

- **TANQUERAY**
- **■** BEEFEATER
- **BOMBAY SAPPHIRE**

#### DAIOUIRI

- **■** BACARDI
- HAVANA CLUB
- PLANTATION

#### MARGARITA

- OLMECA ALTOS
- **DON JULIO**
- **■** ОСНО

#### ESPRESSO MARTINI

- **KETEL ONE**
- **ABSOLUT**
- GREY GOOSE

- MONKEY
- **SHOULDER**
- JOHNNIE WALKER
- DEWAR'S

#### SIDECAR

- **HENNESSY**
- PIERRE FERRAND
- RÉMY MARTIN



### NIKKA COFFEY VODKA







WHEN IT **COMES TO THE** BESTSELLERS, THE ROSTER **OF CLASSIC COCKTAILS IS SUBJECT TO** THE VAGARIES OF FASHION IN TASTES. ANGEL **BROWN ROUNDS UP THIS YEAR'S TOP 50** 

**N THE FAST** paced world of the global bar industry, we see many trends come and go. But one thing seems to remains the same: The classic cocktail. One might ask what defines a classic. Well let's just say that's up for debate. But since the Bellini, Aperol Spritz and Dark 'n' Stormy received votes from some of the 127 global bars polled we cannot ignore their place on The World's Best Selling Classics list. So how do we figure out which classics make the cut? Bartenders among the world's best bars are asked to rank their 10 best-selling classics, which then get weighted and ranked accordingly. This year remains largely the same for the firm favourites but as ever we see, with growth in popularity and rejuvenation of old recipes, some cocktails ascending or re-entering the list.







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**NEGRONI** 

3/4 ounce Campari, 3/4

ounce Martini Rossi.

It all started with Count Camillio Negroni and his request for a stronger Americano, and bartender Fosco Scarselli who replaced soda water with gin. The rest is history. Negroni is a worthy runner up, with 19% of bars saying it's their number one classic. This iconic Italian cocktail has been in second place for five years running and there's no sign of it wavering. Try Dante's Negroni: One ounce Bombay Sapphire,

**WHISKEY SOUR** Whiskey, Boston or New York, take your pick. The name and recipe might vary slightly but the cocktail remains consistent in our list, third place for the second year running. It is said the Whiskey Sour recipe was first published in the Jerry Thomas book The Bon Vivant's Companion in 1862. It's come a long way

**MANHATTAN** Rising up since its surprising fall last year is the Manhattan. Around 10% say it's in their top three and 40% say it's in their top 10. The Manhattan has become commonplace drinking in cafes and restaurants on the German Föhr island. It was said to have been adopted after deep-sea fishing trips to Manhattan. Who knew?

**DRY MARTINI** The origins of the Dry Martini might be murky but what's clear is that, in sixth place, this gin-based classic is still popular. Despite being down two places from last year, 35% of bars still put it in their top 10. Some people who don't enjoy the botanicals in gin might swap it for vodka we say a Vodkatini just doesn't compare, as you'll see further

THE NAME **AND RECIPE MIGHT VARY BUT** THE COCKTAIL REMAINS CONSISTENT IN OUR LIST

**ESPRESSO MARTINI** Thanks to its renaissance in the bar industry, the Espresso Martini is now a reinvigorated classic among consumers. This coffeebased cocktail has climbed up two places this year and has been ranked in the top 10 by 32% of bars. Known also as the Vodka Espresso and Pharmaceutical Stimulant, the name Espresso Martini finally stuck, maybe

**MARGARITA** 

due to its V-shaped

glass.

The Margarita might be down two places but it has retained its spot as the top tequila classic in our list. While only 7% of bars named the Margarita in their top three, 31% named it in the top 10. For a complete twist on the recipe, try making Margherita Margarita, by Ben Hardy at Lucky Liquor, Edinburgh, who uses mozzarellainfused tequila, cherry tomato shrub, basil, celery, lime, agave

**APEROL SPRITZ** 

nectar and

orange bitters.

The Aperol Spritz is popular again – just like it was in the 1950s. It's up two places and features in the top 10 for the first time, with 30% of bars naming it in their top 10. Created by the Barbieri Brothers in the 1900s, Aperol was their answer to a lighter pre-dinner tipple. Aperol, prosseco and a splash of soda – it shouldn't be that easy.

#### Daiquiri is the most ordered rum cocktail in the list. While only 4% of

DAIQUIRI

top 10.

since and although

it doesn't fare as well as a first choice for

bartenders (5%), 50% of

bars included it in their

bars put it as their first choice, the Cuban classic has still managed to move up one place, with 48% naming it in their top 10. If it was good enough for Ernest Hemingway, It's good enough for the world's best bars.



down.



GIFFARD



#### **MOSCOW MULE**

Down two to number 10, the copper-cladded Moscow Mule is no longer the top vodka classic in the list. But, with 28% of bars saying it's in their top 10, all is not lost for this simple serve. For a slightly sweeter, oaky version, try swapping the vodka for bourbon and serve up a Kentucky Mule.



#### **SAZERAC**

After dropping three places last year the Sazerac has redeemed itself. Up two places this year the New Orleans classic was voted in the top 10 by 27% of bars. The Sazerac was invented by Antoine Peychaud in 1838 and was named after his favourite brandy, Sazerac-de-Forge et Fils. American rye later replaced cognac and a



#### **MOIITO**

dash of absinthe was

added for extra measure.

Mojito, Mojito, Mojito. Down two is the popular Cuban Highball, voted by 20% of bars as in their top 10. Another favourite of author Ernest Hemingway. To make the Mojito in the La Bodeguita way, use two teaspoons of sugar, juice of half a lime, two sprigs of fresh mint, two parts sparkling water, muddle and add one part Havana Club. Finish with four ice cubes and stir.



Bloody Caesar.

**BLOODY MARY** 



#### **RUM OLD FASHIONED**

Forget about rye or bourbon in this cocktail, it's all about rum. This variation on an Old Fashioned is a re-entry for this year and comes in at 15th place. 14% of bartenders said the Rum Old Fashioned was in their top 10 cocktails. Use two parts aged rum, two dashes Angostura bitters, one splash of water, one or two tsp sugar, ice and garnish with an orange peel.



#### **PENICILLIN**

We only have one man to thank for the Penicillin - Sam Ross, co-owner of Attaboy. We're talking about the cocktail, not the

antibiotic, and the drink is up one place. Just over 18% of bars polled put this scotch cocktail in their top 10. Bartenders have experimented with rum, tequila and gin and had positive results, but nothing beats the original scotch recipe.



#### **CORPSE**

**REVIVER** See it and believe it, Harry Craddock's Corpse Reviver is up a whopping 22 places. Although the original recipe, known as Corpse Reviver #1, uses cognac, calvados, brandy and vermouth, the Corpse Reviver #2 is just as popular, if not more. Use equal parts of gin, lemon juice, Cointreau, Lillet Blanc and a dash of absinthe.

#### **DARK 'N' STORMY**

Tall, dark and stormy it's in the list at 17th place, up three from last year. Dark 'n' Stormy might only have two ingredients but to be classed under the official name it must use Black Seal rum by Gosling's. In the US the name has been a registered trademark of Gosling Brothers since 1991. You'll find this classic all around the island of Bermuda, but maybe because it's its official cocktail.



#### **GIN FIZZ**

Appearing as a new entry this year is the Gin Fizz - this is the original variation of the Ramos Gin Fizz, which also features further down in the list. "Fizz" was first referenced in the Jerry Thomas Bartenders Guide 1887 edition, which included six recipes. The Gin Fizz is the most popular of the fizz family and contains gin, lemon juice and

create the fizz.



**CLOVER CLUB** After last year's drop Clover Club has climbed back up the list by 23 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 lost appeal and was eventually forgotten about, due to its lengthy preparation and use of raw egg. In 2019 it seems to have gained popularity again and features at 19th on our classics list.

# IF 34 OF YOUR DRINK IS THE MIXER, MIX WITH THE BEST™









FEVER-TREE



**BOULEVARDIER** 

Negroni's American cousin is down eight places. 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 name. You can use bourbon or rye, Campari, sweet vermouth and garnish with an orange peel or cherry – the ideal



winter warmer.

vou Vic.

**GIMLET** 

The Mai Tai is down three places this year with 13% of bartenders putting it in their top 10. The creation of this tiki cocktail is still unclear -Trader Vic and Don The Beachcomber, who were both rivals, claim to have made the Mai Tai despite their recipes being different. In the words of Trader Vic: "Anybody who says I didn't create this drink is a dirty stinker." We believe

The Gimlet. once drunk by sailors to prevent scurvy, now has a more glamorous outlook, up eight places to 22nd. Out of bars polled, 12% said it was in their top 10 – not too shabby for a simple serve. Its two parts gin, one part lime juice, and 1/2 sweetener. But you

**AMERICANO** 

won't be short of variations to play around with.

known as the Milano-Torino is up 15 places. This Italian cocktail was first served by Gaspare Campari in his bar Caffè Campari in the 1860s. Unforgettably this classic was ordered by Bond in the first of Fleming's novels, Casino Royale. It's a simple yet sexy cocktail made with Campari, vermouth and

soda water.

The Americano, originally

**PISCO SOUR** 

Pisco Sour, the 1920s Peruvian cocktail, is down five 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.

**AMARETTO SOUR** 

If any cocktail could dust off Amaretto's rep it's the Amaretto Sour. Despite being down three places this year, 10% of bars put it in their top 10 and two bars even put it as their number-one serve. While the history of this cocktail has been well and truly lost, what isn't lost is the fact bartenders still serve it at the world's best bars.



Down 11 places is the famous New Orleans classic Vieux Carré. While only 9% put the American whiskey drink in their top 10, one bar said it was its number one bestseller. Created in 1938 by Walter Bergeron, head bartender at the Carousel bar, the 'Voocar-ay' is the perfect nightcap for any discerning drinker.



**PIÑA COLADA** 

"Yes, I like Pina Coladas, and getting caught in the rain" the famous Piña Colada song by singer Rupert Holmes. While we might associate this Puerto Rican cocktail with the 70s, it's very much back on trend. For a cool twist on the classic recipe check out Chris Moore at Coupette, London. His Champagne Piña Colada uses a mix of Bacardi. Trois Rivières Blanc, pineapple, coconut sorbet and Moët & Chandon - fancy.

**AVIATION** 

Was it a secret handshake for bartenders? Or simply a concoction coloured with violette? Either way the Aviation is in exactly the same place on our list this year. Although Harry Craddock didn't use Crème de Violette in his Aviation we'd recommend giving it a go. Try two parts gin, 1/2 part maraschino liqueur, 1/4 part crème de violette and 3/4 parts fresh lemon

juice.

**FRENCH 75** Up one place this year, 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. It's pretty similar to the Tom Collins – just replace the soda with champagne, et voilà.







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**SIDECAR** 

Down six places in this years list is the Sidecar. There have been many suggestions over the years as to who first made this cocktail, but what we do know is all stories lead to either Paris or London. Known for being a simple serve, it involves cognac. Just add Cointreau and lemon juice and you've got yourself a perfectly sour classic.



Popularised by the American TV show Sex and the City back in the '90s, the Cosmopolitan is locking in at 31st after falling five places this year. While there aren't any famous variations of the recipe, some have tried - the Cosmogroni by JP Fetherston and Alex Levy at Columbia Room, Washington DC, is one example. The Cosmo is not going anywhere.

**PALOMA** 

Paloma, the tequila and grapefruit tipple, is up 15 places to number 32. Is Don Javier Delgado Corona, owner of La Capilla bar in Mexico, the man to thank for the creation of this cocktail? We don't know, but it's a plausible idea. While there's some hope for Paloma with 8% of bars ranking it in their top 10, it can never seem to shake off its more popular cousin, the Margarita.

**WHITE LADY** 

History suggests the mysterious White Lady comes from two Harrys. Was it Harry MacElhone or Harry Craddock? We don't know who's responsible but what we do know is it's a cocktail that's been around since the 1920s. Although the original recipe didn't include a dash of egg whites, we'd recommend it – just thank Peter Dorelli, former manager of The American Bar.

#### VODKA MARTINI

All its hard work last year has been undone - the Vodka Martini is down 15 places to 36. While it's losing popularity let's not forget how James Bond liked his in the novel Dr No, by Ian Fleming: "A medium vodka dry Martini – with a slice of lemon peel. Shaken and not stirred please. I would prefer Russian or Polish vodka." We have been told.



**JUNGLE BIRD** 

Back in the bestselling classics, and up 10 from 2017, this tiki drink unusually contains Campari and, for some reason, isn't promoted by the Italian company. While this Negroni-esque tiki drink was only included in the top 10 classics of 7% of bars polled, there must be some kind of resurgence as the Jungle Bird flew out of nowhere and back into the list.

**HANKY PANKY** 

"By Jove! That's the real hankypanky" Charles Hawtrey proclaimed as he sipped a new drink at the American Bar. Little did Ada Coleman know how her hours of experimentation would pay off - it's still a muchloved classic, just as in the 1920s. While only 6% of bartenders named the Hanky Panky in their top 10, it is up 11 places -'Coley' would be proud.

**BRAMBLE** 

Without a spring in its step, Bramble is down four places this year. Dick Bradsell created this cocktail back in the '80s while working in Fred's Club, London. He wanted to create a truly British cocktail and was inspired

by his days of blackberry picking as a child in the Isle of White. While it dosen't ranking too highly on this list, fellow foragers out there will relate.

**RAMOS GIN FIZZ** 

Is it a Gin Fizz? Is it a milkshake? No, it's a Ramos Gin Fizz. This classic is not what we know it as today. Originally called

the New Orleans Gin Fizz, it later took on the name of its creator. Henry C Ramos, who worked at the Imperial Cabinet Saloon in New Orleans. Slipping further down the list this year, maybe the 12 minutes of shaking is a little too much.



**BEES KNEES** 

This cocktail is the Bees Knees - literally. Re-entering the list this year is the gin, lemon and honey classic. Created in the Prohibition era, the Bees Knees

was originally invented to disguise the smell and taste of homemade spirits, or 'bathtub gin' (not the brand), which were poorly made. The recipe is quite simply two parts gin, <sup>3</sup>/<sub>4</sub> lemon juice and 3/4 honey - just enough to mask the bitterness of Prohibition.





**PAINKILLER** Back in the exact place it left, number 40, is the Painkiller. Much like Dark 'n' Stormy it is trademarked by a rum brand – this time Pusser's. First made in the smallest of the British Virgin Islands, Jost Van Dyke, this tiki number was created by owner of the Soggy Dollar Bar, Daphne Henderson – who happened to be English. The Painkiller is now one of the most popular cocktails of the

**TOM COLLINS** 

British Virgin Islands.

41 "Have you seen Tom Collins?" the hoax of 1874 might be long gone, but Tom Collins the classic cocktail isn't. Still on the list but down 16 places, it could be losing its popularity. This citrusy cocktail is traditionally made with gin but maybe it's time to switch up the original. Try Tom Collins' Mexican cousin, Juan for example.

**CAIPIRINHA** Brazil's national cocktail. Caipirinha is up two places to 42. Although the origins of this drink are unknown, one story says it was created in Portugal, with a popular variation being used for Spanish Flu patients. In recent years the availability of high-quality cachaca has increased

outside of Brazil and this could be one of the reasons for Caipirinha's appearance on this list.

**VESPER** 

Vesper is up 10 places this year to number 43. 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 Bond 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. Got it?" - Yep.

**LONG ISLAND ICED TEA** 

Your eyes are not deceiving you - the Long Island Iced Tea is back again, and up five places from 2017. We don't actually know who made this concoction. One claim is by Robert 'Rosebud' Butt who worked at the Oak Beach Inn, Long Island. While we don't understand why anyone would want to claim it, out of the bars polled just over 4% put it in their top 10 quite a brave move.

**GIN GIN MULE** 

The Gin Gin Mule is a crossbreed of the Moscow Mule and Mojito but with gin instead. Audrey Saunders, owner of Pegu Club, made this cocktail in the year 2000 and 19 years later it features in our list, one of a very few modernday classics that made it. It's safe to say The Gin Gin Mule laid down an early marker for gin and entering back into the list in 2019 proves it had

**BAMBOO** 46 After a resurgence of sherry it's no wonder the Bamboo has made a reappearance in the list this year. The stories behind the origins of this cocktail are quite conflicting, from songs about bamboo to bartenders in Japan,

staying power.

but nobody really knows. Nonetheless, if you're into sherry this one's for you -11/2 parts sherry, 11/2 parts dry vermouth, two dashes Angostura bitters, two dashes orange bitters.

**IRISH COFFEE** 

Emerging in the list at 47 is the Irish Coffee. This hot cocktail is thought to have been created by Joe Sheridan, the head chef of Foynes Flying Boat terminal, Ireland. He was asked to make something that

would warm passengers and the Irish Coffee was born. For a mean Irish Coffee try Dead Rabbit's recipe: 1½ parts Clontarf Irish whiskey, 3/4 parts demerara syrup, four parts hot brewed coffee and heavy cream, lightly whipped.

**CHAMPAGNE COCKTAIL** 

Champagne doesn't have to be drunk on its own. Down 19 is the Champagne Cocktail, just holding on to its spot in the list at 48. The first suggestion of using brandy or cognac with champagne was in Jerry Thomas' Bon Vivants Companion in 1862; Harry Johnson then added fruit to the cocktail. It seems the Champagne Cocktail just can't compete with the favourite here, French 75.

**BELLINI** 

Not your conventional cocktail, with only two ingredients the Bellini is an inbetweener. Invented by Giuseppe Cipriani, founder of Harry's Bar in Venice, this peachy number started off as seasonal, but eventually became a permanent fixture on the menu in both Venice and New York. This year only 3% of bartenders put it in their top 10 cocktails. It wouldn't be a surprise if the Bellini dropped off next year.

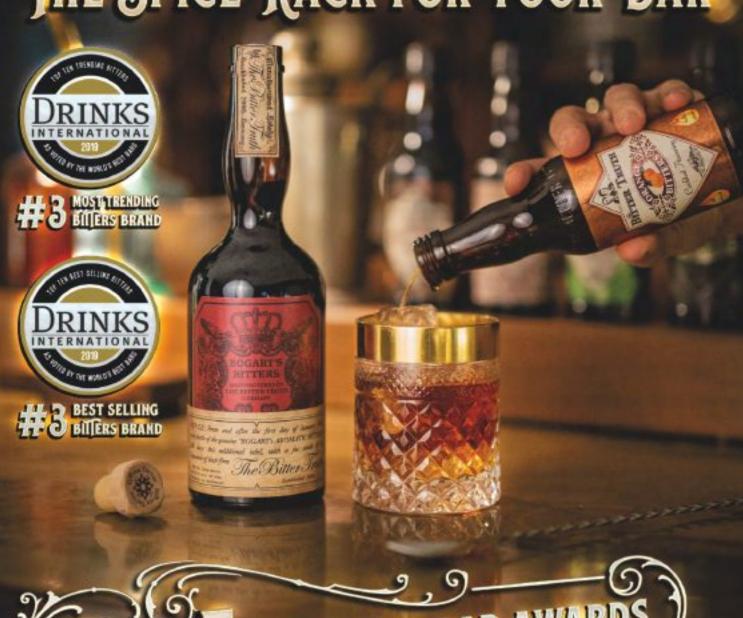
**WHITE RUSSIAN** 

Forget the Black Russian it seems the world's best bars prefer the addition of cream. Coming in at a poor 50 is the White Russian, not nearly as popular as it was in the '90s after the release of the film The Big Lebowski. Somehow this vodka and coffee liqueur cocktail has managed to creep back into the list this year - we can only guess it's because

coffe is on-trend.



# BITTER TRUTH THE SPICE RACK FOR YOUR BAR



# TOP 5 MIXOLOGY BAR AWARDS TOP 10 TALES OF THE COCKTAIL SPIRITED AWARDS 2018



# SPIRITS

GIN CEMENTS ITS DOMINANCE AS THE SPIRIT THAT'S FAVOURED BY CONSUMERS AND BARTENDERS ALIKE

HIS STATEMENT MIGHT NOT surprise you: gin is the most frequently served spirit in high-end bars. But here's something that might: gin is the number one bestselling spirit in 60% of our polled bars. That's quite something, particularly when you consider where gin was 10-15 years ago.

There's a long drop down to American whiskey, which is the top tipple in 12% of polled bars, with rum the top dog in 11%. But gin's dominance goes further – it is among the top-five served spirits in 93% of our sample of the world's best bars. While recreating classics isn't always a bar's raison d'être, the canon of gin classics is certainly a contributing factor – 13 of the bestselling classics were gin-based this year. We're not at gin saturation yet.

American whiskey is the best performing of the rest. With three of the top-five classics (Old Fashioned, Whiskey Sour and Manhattan) sold in top bars, there's always a reason to reach for a bottle of American whiskey. Indeed, in 90% of polled bars, it's among the top five bestselling spirits. In 40%, American whiskey is either the best or second bestselling spirit.

Rum was just behind, among the top-five spirits in three-quarters of bars and a top-three in almost half. Rum too has an arsenal of popular classics, with eight of the 50 bestsellers calling for the spirit, though many are tiki – not something all bars go for.

Vodka, once seen as the most mixable spirit, isn't the go-to anymore – only 5% of bars polled said it was their top seller. But the Espresso Martini is enjoying a renaissance and the likes of the Bloody Mary, Moscow Mule and

Vodka Martini will never go away. Aside from the classics, most menus will have at least one vodka drink and just under three-quarters of bars count on it as one of their top five spirits.

#### **LITTLE CHANGE**

The top four order hasn't changed since last year, but in fifth we have scotch leapfrogging tequila. It's taken a while for scotch brands to embrace cocktails but their slightly pompous protective instincts have all but faded away. Scotch still has a lot of ground to make up on gin, American whiskey, rum and vodka when it comes to relevance to cocktails. Sam Ross – inventor of the Penicillin in the early 2000s (14th in our classics list) – should be made a Keeper of the Quaich. He was mixing with scotch when no one else dared.

Tequila, in sixth, is important in the bartenders' arsenal, with half our bars putting it among their top five bestselling spirits, but perhaps because its agave flavour profile isn't to all consumers' tastes, it doesn't do the volumes of its back bar friends. Meanwhile, tequila's uncle, mezcal, may still be regarded as niche in the wider world, but in the bar it punches above its category weight – it's a top-five spirit in more than a quarter of our polled bars.

Brandy must be seen as underachieving in eighth spot. This grand old category has its classics and big brands to push them – in cognac especially. So what's holding it back? That only 20% of our sample of bars count brandy as one of their top-five sellers suggests bartenders and consumers consider the category dusty.

Japanese and Irish whiskey make up the top 10, proving whisk(e)y has many strings to its bow.

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# MOST-USED SPIRITS 1 GIN 2 AMERICAN WHISKEY 3 RUM 4 VODKA 5 SCOTCH 6 TEQUILA 7 MEZCAL 8 BRANDY 9 JAPANESE WHISKY

IRISH WHISKEY

VODKA, ONCE SEEN AS THE MOST MIXABLE SPIRIT, ISN'T THE GO-TO ANYMORE

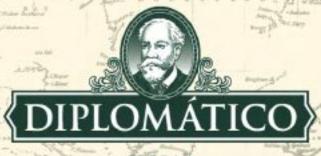


ICONIC ITALIAN LIQUEUR, SINCE 1885.

MONTENEGRO



MONTENEGRO



RUM -



### REDISCOVER RUM. DISCOVER DIPLOMÁTICO.





