

## DISARONNO, TIA MARIA AND THE BUSKER ON TOP OF THE WORLD: FROM THE WORLD'S 50 BEST BARS AWARD CEREMONY IN BARCELONA TO CONVENT BAR BERLIN



This fall has proven quite eventful for Disaronno, Tia Maria and The Busker, starting with the annual **World's 50 Best Bars** awards ceremony.

On the closing night of the 2022 edition last **October 4th** in **Barcelona**, Spain, **Disaronno, Official Italian Liqueur Partner**, honored the **Double Chicken Please** bar in New York as **best New Entry** of the rankings; on the same occasion, **Tia Maria, Official Coffee**

**Liqueur Partner**, named **Alquímico** of **Cartagena (Colombia) Best Bar in South America**.

This exciting ceremony offering much in the way of creative expression and showmanship made for a rich moment of sharing all about celebrating the experience and commitment of everyone who through the years has led to the success of 2022's hottest bars. Always on the occasion of the **World's 50 Best Bars** festivities, bartenders and

industry experts came to **Barcelona** for **Disaronno's "POP UP YOUR BRUNCH"** in partnership with Perrier, another 50 Best Bars event brand sponsor. Disaronno and Perrier chose to join forces to give extra effervescence and

distinctiveness to the **Disaronno Fizz** cocktail, a refreshing low alcohol drink ideal for brunch and other instances of consumption, whether in the comfort of or outside the home.





After the hits they made in Barcelona, **Disaronno** and **Tia Maria**, along with **The Busker** whiskey, enlivened the scene at another major event in the mixology world: **Bar Convent Berlin**, the **International Bar and Beverage Trade Show** held in the German capital. Marking it were three intense days of masterclasses, diverse types of tastings, interviews and encounters with industry insiders, all for the first time in a large multibrand booth featuring the Illva Saronno portfolio's three lead products. With a spectacular, high-impact display area and an enticing calendar of fair events, Illva Saronno clearly heightened its visibility, underscoring both its prestigious position in the world of spirits and a perfect interconnection among the various brands – also through the amazing possibilities for creativity such a versatile portfolio, ideal for inventing exclusive new cocktails, offers to bartenders across the globe.



