

PRESS INFORMATION



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World-leading drinks brands and bar professionals unite for Global Bar Week

Berlin, Brooklyn, London and São Paulo - these four industry hot spots are raising the bar and bringing together the global bar and beverage community from October 12-18 2020.

As part of the all-digital Global Bar Week, the international trade fairs Bar Convent Berlin, BCB Brooklyn, BCB São Paulo and Imbibe Live are joining forces for the first time and offering a joint online platform for this free industry event. Experts from all over the world can network with each other 24/7 and can expect virtual product presentations from around 180 selected global drinks brands, as well as plenty of high-quality content, including seminars, tastings and masterclasses featuring some of the most influential names in hospitality.

Authentic feeling thanks to new content formats and special features

The industry's most important live events include top-class educational opportunities and professional tastings, as well as brand presentations and opportunities for networking. The 180-strong line-up of brands for Global Bar Week includes numerous highlights such as **Amázzoni Gin, Angostura, Bacardi, Botany, Branca USA, Bruni Erben, Comte De Grasse, Champagne Bureau, Double Dutch, Mason's Gin, Storywood Tequila, Proof Drinks, Pedrino Spritz, The Lakes Distillery, Woodlab and William Grant with Monkey Shoulder, Hendrick's Gin, Hudson Whiskey and Milagro**. These global exhibiting brands come from the USA, Europe, Asia and Latin America as well as many more nations represented.

The education program is also very special. Between October 12 and 18, all content can be accessed online and topics covered will focus on the future of the industry, sustainability and craft topics, as well as expert top tips, masterclasses and sessions focused on industry trends.

For example, BCB Berlin, which is sponsored by Brown-Forman Deutschland and Diageo for its digital edition BCB Pouring Digital, will focus on mental health with Sean Finter, conscious drinking with adaptogens, presented by Juliana Arango, and will take a look behind the scenes of Cocktail Kingdom with Greg Boehm and Joann Spiegel. Jody Francis, Dee Abudu, Michael Stephenson, Peter Lebesse, Sabrina Traubner and Terry Sowah talk about the modern African bar scene.

The BCB Brooklyn is bringing a session with Jackie Summers to Global Bar Week. Entitled "Build Your Own Table", which tackles unequal opportunities for advancement and taking initiative to create change when no one is pulling a seat out for you at the tables of power Chris Cabrera's seminar brings together voices from around the world to discuss LGBTQ+ and POC issues in the bar industry. Another highlight from Brooklyn is Paul Clarke's Evolution of the Exotic, which delves into the ways 21st-century bars provide mystical escapes while balancing respect for cultural history and traditions.

Imbibe Live will be delivering top talks from the UK on how to become a pioneer in the hospitality industry in terms of sustainability, as well as lessons learned from the reopening of the hospitality industry post-lockdown and preparing for the future. Imbibe Live will be joined by the founders of Speed Rack and powerhouse pair, Lynette Marrero and Ivy Mix, as they showcase their new initiatives to celebrate and support women in bartending. Megs Miller, Global Drinks & Bar Consultant, will be sharing her passion for Agave Martini, and answering the question: could it possibly be the next Modern Classic Cocktail?

BCB São Paulo's lecture program will give visitors an insight into the world of Brazilian spirits, deal with business crises and address current gender issues with the lecture "How many women does your drink have?" In addition, there will be a lecture on the creative processes behind cocktail designs.

From Jigger & Pony to Above Board

Another highlight of Global Bar Week is the "7 Bars in 7 Days". In this concept, visitors get a look behind the bar scenes from all over the world. Among them are Kwant in London, Katana Kitten in New York City, El Copitas in St. Petersburg, Jigger and Pony in Singapore, Above Board in Melbourne, Velvet Bar in Berlin and Floreria Atlantico in Buenos Aires. The bars invite you to take a virtual tour, provide insights into their concepts and signature serves, and talk about how they've dealt with the COVID-19 pandemic.

Under the title "Spotlight on Asia Bars", Bar Convent Berlin also presents bars from Asia in more detail, including India, Indonesia and Taiwan.

Even more global, even more efficient: matchmaking opportunities

Whether it's via BCB Berlin, BCB Brooklyn, BCB São Paulo or Imbibe Live - when it comes to networking, it doesn't matter which of the events visitors sign up to for Global Bar Week, they will still be able to connect with all exhibiting brands. The profiles of the participants will be precisely matched thanks to industry-specific and interest-based filter options. Virtual meetings at Global Bar Week will feel just like a face-to-face meeting at a physical event, with video functionality and the exchange of contact details will be even more efficient than the swapping of business cards.

Global Bar Week: Free of charge and for trade visitors only

Participation in the world's first digital event in the bar and beverage industry is taking place from October 12-18 2020, and is free to attend. Simply register as a trade visitor via one of the four event websites.

#GlobalBarWeek

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