



THE WORLD'S 50 BEST BARS 2026 HEADS TO MILAN FOR THE FIRST TIME THIS OCTOBER

The world's most prestigious bar industry awards will take place in Italy as it continues to celebrate the venues shaping cocktail culture across the globe

11 May 2026 – The list of The World's 50 Best Bars 2026, sponsored by Perrier, will be unveiled as part of a live awards ceremony in Milan, Italy in early October. The most influential annual gathering of the global bars community returns to Europe, as 50 Best continues its mission to spotlight fresh, dynamic and inspirational cocktail destinations from across the world.

The much-anticipated reveal of The World's 50 Best Bars 2026 and the coveted title of The World's Best Bar, sponsored by Perrier, will take centre stage at a grand celebration featuring red-carpet arrivals and a drinks reception. Marking the 18th edition of the renowned awards, the global drinks community will gather in Milan to celebrate the trailblazing bars and bartenders whose passion, dedication and skill continue to push cocktail culture to new heights worldwide.

The list of The World's 50 Best Bars 2026 will be shaped by the confidential votes of the gender-balanced Academy, comprising more than 800 industry professionals, journalists and cocktail experts, handpicked by the 29 Academy Chairs for their unrivalled insight and expertise. Professional services consultancy Deloitte independently oversees and verifies the results, ensuring a robust and credible process. Additional information on the voting methodology is included at the end of this press release.

Rikki Tidball, Managing Director of Events for The World's 50 Best Bars, says: "Milan provides a fitting backdrop for The World's 50 Best Bars 2026, a city renowned for its rich cocktail heritage and thriving bar scene. Home to some of the industry's most respected and innovative talent, it sets the stage to bring together the international bars community to celebrate creativity, excellence and the achievements of the world's finest bars and bartenders, while inspiring discovery among cocktail enthusiasts worldwide."

In the lead-up to the ceremony, 50 Best will not only announce the venues that have ranked between No.51 and No.100 but also the recipients of two special awards that recognise the outstanding achievements of one bar and one bartender over the past year:

- **Michter's Art of Hospitality.** The Academy are each invited to nominate the venue where they experienced the single most outstanding display of hospitality during the voting period

MAIN PARTNER



PARTNERS





- **Altos Bartenders' Bartender.** The bars who rank on the list of The World's 50 Best Bars 2026 are asked to identify one fellow professional who, over the course of the last 18 months, has done the most to advance the art and practice of bartending

Earlier this year, bars from all over the world, whether they feature in the list of The World's 50 Best bars or not, were invited to submit themselves for two special awards, the Siete Misterios Best Cocktail Menu Award and the Best Bar Design Award. The winners will be revealed at the live awards ceremony in Milan. Last week, entries opened for the 50 Best Bars Scholarship, an initiative designed to support the next generation of industry talent. The scholarship offers one trailblazing young bartender the opportunity to broaden their horizons through two unique stages at Line, Athens and Tres Monos, Buenos Aires. The recipient of the 50 Best Bars Scholarship will also be announced during the ceremony in Milan.

Cocktail lovers across the world are invited to join the live countdown of the list of The World's 50 Best Bars 2026, sponsored by Perrier, through the [50 Best YouTube](#) channel.

For general media queries please contact the global lead agency:

Amelia Jefferies & Victoria Poulson, LX

worlds50bestbars@lx-comms.com

For media centre access, please visit:

<https://mediacentre.theworlds50best.com>

Follow 50 Best

- Follow on Instagram: [@50BestBars](#)
- Follow on X: [@50BestBars](#)
- Like on Facebook: www.facebook.com/50BestBars
- Subscribe to the YouTube channel: [50 Best](#)
- Visit the website: www.worlds50bestbars.com

About The World's 50 Best Bars

The World's 50 Best Bars, sponsored by Perrier, provides a definitive list of the world's best drinking venues, voted for by an Academy of more than 800 experts worldwide. The World's 50 Best Bars list has been published annually since 2009 and has become the most anticipated ranking for drinks professionals and cocktail aficionados across the world, with the awards the highlight of the bar industry calendar. The list of

MAIN PARTNER





Asia's 50 Best Bars has been published since 2016, North America's 50 Best Bars since 2022 and Europe's 50 Best Bars was launched in 2026. William Reed, which owns the 50 Best brand, is entirely responsible for the organisation of the awards, the voting system and the respective lists.

About William Reed

William Reed is an independent media group that has been in operation for more than 150 years, with established brands including The Grocer and Restaurant. Specialising in professional media related to the retail, food service and restaurants sectors, the company is headquartered in the UK with offices around the world. The World's 50 Best Bars list is arranged and organised by William Reed, which also publishes The World's 50 Best Restaurants, launched in 2002, Latin America's 50 Best Restaurants and Asia's 50 Best Restaurants (both launched in 2013), Middle East & North Africa's 50 Best Restaurants (2022) and North America's 50 Best Restaurants (2025), as well as The World's 50 Best Bars (2009), Asia's 50 Best Bars (2016), North America's 50 Best Bars (2022), Europe's 50 Best Bars (2026), The World's 50 Best Hotels (2023) and The World's 50 Best Vineyards (2025). William Reed is entirely responsible for the organisation of the awards, the voting system and the list.

How the voting works

The list is compiled by votes from The World's 50 Best Bars Academy, which comprises more than 800 drinks experts with gender balance, including renowned bartenders and consultants, drinks writers and cocktail specialists from around the world. The Academy of voters is spread across 29 global geographic regions, each headed by an Academy Chair who selects their region's voters, with the distribution of voters designed to reflect the relative development and sophistication of the drinks sector, and the concentration of quality bars, in each region. Each voter casts 8 votes based on their best bar experiences of the previous 18 months. Voters are required to remain anonymous and voting is confidential, secure and independently adjudicated by Deloitte.

About the main partner: Perrier

For more than a century, Perrier® has collaborated with some of the world's most influential major artists, including Andy Warhol, Salvador Dalí, Bernard Villemot, and Jean-Gabriel Domergue, each of whom in their own way have demonstrated a certain artistic irreverence. With a history that began in 1863 in Vergèze, in the Gard region of France, the Perrier® brand is now recognized worldwide thanks to its iconic green bottle. Appreciated in more than 140 countries, the brand is acclaimed for its natural mineral water combined with the power of its bubbles.

Our partners

- Perrier - Official Water Partner, sponsor of The World's Best Bar Award
- SevenRooms - Official Booking Platform Partner, sponsor of SevenRooms Best Bar Design Award
- Doordash - Official Delivery Partner

MAIN PARTNER



PARTNERS

THE
WORLD'S
50
BEST
BARS
2026
Sponsored by
Perrier

- Michter's - Official American Whiskey Partner, sponsor of Michter's Art of Hospitality Award
- Nikka Whisky - Official Whisky of the World Partner, sponsor of Nikka Highest Climber Award
- Ketel One - Official Vodka Partner, sponsor of Ketel One Sustainable Bar Award
- Three Cents - Official Mixers Partner, sponsor of Three Cents Best New Opening Award
- Siete Misterios - Official Mezcal Partner, sponsor of Siete Misterios Best Cocktail Menu Award
- NOAM - Official Beer Partner
- Roku Gin - Official Gin Partner, sponsor of Roku Industry Icon Award
- Altos Tequila - Official Tequila Partner, sponsor of Altos Bartenders' Bartender Award
- Cointreau - Official Orange Liqueur Partner, sponsor of ceremonial scarves
- Rémy Martin- Official Cognac Partner, sponsor of Rémy Martin Legend of the List Award
- Monkey Shoulder - Official Scotch Whisky Partner, sponsor of a Best in Destination Award
- Campari - Official Bitters Partner, sponsor of Campari One To Watch Award
- Mr Black - Official Coffee Liqueur Partner, sponsor of a Best in Destination Award
- Torres Brandy - Official Brandy Partner, sponsor of a Best in Destination Award
- Disaronno - Official Italian Liqueur Partner, sponsor of Disaronno Highest New Entry Award
- Amaro Lucano - Official Amaro Partner, sponsor of ceremonial shakers
- Mancino Vermouth - Official Vermouth Partner, sponsor of a Best in Destination Award and ceremonial shakers
- St-Germain Elderflower Liqueur - Official French Liqueur Partner
- Almave - Official Non Alcoholic Partner
- Polot 1882 - Official Syrup Partner
- Les Vergers Boiron - Official Fruit Purée Partner

MAIN PARTNER

