

## 50 BEST BARS: NOW TOO FOR 2022 A PARTNERSHIP WITH DISARONNO AND TIA MARIA



For 2022 too, Illva Saronno consolidates its partnership with 50 Best Bars, with Disaronno again in the role of Official Italian Liqueur partner and Tia Maria in that of Official Coffee Liqueur partner. As in the past, Tia Maria will assign the prize to the Country Best Bar chosen

from among Asia's 50 Best, singling out the bar that best fulfills standards of excellence in its land of origin; as for Disaronno, once again it will have the task of awarding "the Highest New Entry 2021" on the list of the **WORLD'S 50 BEST BARS**.





Both lists constitute full-fledged international guides to the world's best bars. Thus they have exactly what it takes to spark the interest not only of industry professionals but also of all fans of fine drinking.

Emerging amidst this distinct panorama is an important bit of news: the first edition of **North America's 50 Best Bars** will debut on June 7th in **New York City**. It will include bars in **Canada, U.S.A., Mexico** and the **Caribbean islands**.

So all we can do is wait for the verdict to discover the hip new bars that in upcoming seasons will be introducing the latest and, across the globe, setting the trends on the mixology front.