



## COINTREAU PARTNERS WITH THE WORLD'S 50 BEST BARS TO SHAKE UP THE GLOBAL COCKTAIL SCENE



- *A Landmark Collaboration Elevating Cocktail Culture Across North America, Asia, and the World*
- *A spirited collaboration elevating craft, creativity and connection across North America, Asia and the World*

[Paris, 9 April – 9AM EST / 2PM GMT / 3PM CEST] — Cointreau, the iconic French orange liqueur at the heart of some of the world's most legendary cocktails, is raising a glass to a new two-year partnership with 50 Best – one of the most influential authorities in global mixology – across its Bars portfolio, including The World's 50 Best Bars, Asia's 50 Best Bars and North America's 50 Best Bars.

As the Official Orange Liqueur Partner, Cointreau will play a key role in throughout the year across all the global awards —bringing its legacy of craftsmanship, creativity, and connection to some of the most prestigious celebrations in the cocktail universe.

This partnership will highlight top talent worldwide across three major events:

- **North America's 50 Best Bars** – 29 April 2025, Vancouver
- **Asia's 50 Best Bars** – 14 – 16 July 2025, Macau
- **The World's 50 Best Bars** – 8 October 2025, Hong Kong

This collaboration marks an exciting milestone in Cointreau's ongoing mission to elevate the art of cocktails and stir up moments of togetherness. From the Margarita to the Sidecar, Cointreau has long been at the heart of iconic cocktails, inspiring bartenders and cocktail lovers alike since 1849. By partnering with 50 Best across its Bars portfolio, Cointreau continues to champion



innovation and excellence within the global bar industry, while making cocktail culture more accessible and celebratory for all.

As part of this partnership, Cointreau will become the official sponsor of the iconic red scarves at The World's 50 Best Bars awards in Hong Kong this October—an inaugural partnership that will spotlight excellence within the bar space. A symbol of excellence and achievement within the global bar community, the red scarves echo the signature ribbon and flag emblazoned on the Cointreau bottle since its creation in 1849, adding even more significance to this incredible honor. Just as the red scarves signify a moment of recognition, the Cointreau bottle has long stood as a symbol of craftsmanship and cocktail culture. This shared sense of heritage and excellence underscores the natural fit between Cointreau and The World's 50 Best Bars. Cointreau is proud to help every winner celebrate their victory in style.

*"Cocktail culture is about more than just what's in the glass—it's about sparking connections, igniting creativity, and crafting experiences that great drinks inspire," said **Clémence Gallet, Global Executive Director of Cointreau**. "Partnering with The World's 50 Best Bars is a perfect alignment of values, as we both celebrate the artistry and innovation that define the world's best cocktails. We are honored to support this influential platform and look forward to celebrating the visionaries shaping the future of mixology."*

For over 170 years, Cointreau has been a symbol of both tradition and innovation, inspiring some of the most iconic cocktails of all time. The partnership with The World's 50 Best Bars underscores its ongoing dedication to mixology as an art form—one that transcends borders and cultures to create shared moments of joy.

*"The World's 50 Best Bars, Asia's 50 Best Bars and North America's 50 Best Bars are more than just rankings — they are a celebration of the talent, ingenuity, and passion that drive cocktail culture forward," said **Emma Sleight, Head of Content for 50 Best Bars**. "Cointreau's legacy of craftsmanship and its deep-rooted commitment to bringing people together through cocktails make it a natural and exciting partner for these events. We're thrilled to welcome Cointreau into the 50 Best family and to work together in honouring the creativity and excellence of the global bar industry." With this new collaboration, Cointreau is set to shake up the global bar scene, proving once again that great cocktails aren't just drinks – they're experiences worth savoring. As the awards season kicks off in April, this partnership promises to inspire unforgettable moments—one perfectly crafted cocktail at a time.*

**PLEASE DRINK RESPONSIBLY**

**ENDS**



## **ABOUT COINTREAU**

Iconic orange liqueur creator and cocktail pioneer, Maison Cointreau was founded in 1849 in Angers, France. The brand's heritage as a liquorist-distiller lives on today at the heart of more than 500 cocktails, including the original Margarita and Cosmopolitan. Cointreau liqueur's distinctive character is the result of the meticulous selection, harmony, and distillation of sweet and bitter orange peel essences, a task entrusted to Maison Cointreau's Master Distiller. Unique and boasting exceptional organoleptic qualities, it's a staple for bartenders and at-home cocktail enthusiasts around the world. Visit [www.cointreau.com](http://www.cointreau.com) and follow us on Instagram for more

## **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 over 700 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 Asia's 50 Best Bars has been published since 2016, while the list of North America's 50 Best Bars was launched in 2022. William Reed, which owns the 50 Best brand, is entirely responsible for the organisation of the awards, the voting system and the respective lists

## **CONTACTS:**

[Communication@cointreau.com](mailto:Communication@cointreau.com)

[Gillian.pryor@remy-cointreau.com](mailto:Gillian.pryor@remy-cointreau.com)

**[PRESS IMAGERY AVAILABLE "HERE"](#)**