

SHARE THE COUNTER: DISARONNO E TIA MARIA ALLA PREMIAZIONE DEI 50 WORLD'S BEST BARS



In an unforgettable evening for **Illva Saronno**, **Disaronno** and **Tia Maria** took center stage at the awards ceremony for **“The World’s 50 Best Bars” 2023** in **Singapore**.

As official partners of the event, Tia Maria and Disaronno further solidified and confirmed their relevance within the global bartender community, awarding the **Double Chicken Please** in **New York** as the “**Tia Maria Best Bar in North America**” and **Zest** in **Seoul** as “**Disaronno Highest New Entry**.”

Zest, led by Demie Kim, is a **sustainability-oriented** establishment where **minimal waste** is the motto: every **ingredient** is used to its fullest potential, favoring the choice of locally sourced ingredients (such as **Jeju oranges**, whose peels are recycled and used to produce the house gin).

Zest also produces its own carbonated beverages, eliminating the use of additional plastic and can waste. Zest truly embodies everything Korean, from ingredients to minimalist decor: a bar without

bottles on display but with a true laboratory for crafting unique cocktails. Completing the narrative of the “The World’s 50 Best Bars” 2023 experience was the proclamation of **SIPS**, led by **Simone Caporale** and **Marc Alvarez**, as the **Best Bar in the World 2023**. Through the years, Illva Saronno has built a solid relationship of trust with **Simone Caporale**, one of the most esteemed and appreciated international bartenders and former Brand Ambassador for Disaronno. Today, the collaborative relationship continues in the constant choice of

our portfolio products as ideal bases for his innovative cocktails. Having **Disaronno**, **Tia Maria**, and **The Busker** as protagonists in the recipes of the owners of the **world’s best bar** is a decisive step towards achieving the company’s goal of strengthening the brands’ position in the bartender community. Truly, an incredible year-end for **Illva Saronno**’s flagship brands: positive results to celebrate along with all the good intentions that will fuel the new challenges of 2024.

