

## WORLDWIDE COCKTAIL CLUB

### ROBERT T SAMUELS

Age: 33  
 Nationality: American (Kentucky)  
 Position/company: Global brand manager, Maker's Mark

#### Favourite drink?

Simply a Maker's Mark with ice, or exploring the wonderful hand-made creations of the leading bartenders in London, Melbourne and Barcelona.

#### What's your favourite bar in the world?

I love outlets that focus on quality over quantity, where passionate bartenders are encouraged to explore beyond mainstream cocktails.

#### What did you do at the show?

It was my pleasure to share a little of my grandparent's passion, Maker's Mark, with friends from around the world. We presented several unique Maker's Mark cocktails and I hosted a couple of discussions around the history of American whiskey and the modern era of bourbon. These are the very best of times – consumers have never been more interested and bartenders more capable of showcasing.

#### What do you think of the UK bar industry?

It is exciting to have witnessed first hand the dramatic evolution of the on-trade in London over the last dozen years – London has led the way and influenced many other cities in the process, including many in the US.

#### Where do you see the industry heading?

Expect to see more of the trends towards a premium offering as consumers reward those outlets with the highest demonstrated level of customer service, including bartender skill, product range and innovation.



### STEPHAN BERG

Age: 36  
 Nationality: German  
 Position/company: Owner of the Bitter Truth bitters, bartender and writes for *Mixology Magazine*

Favourite drink? An Old Fashioned.

#### Favourite bar in the world?

The bar at the Dukes Hotel, London.

#### What did you do at the show?

A lot of talks about bar business in general, meeting the cocktail gang, promoting the Bitter Truth and looking for distribution in the UK.

#### What do you think of the UK bar industry?

The UK bar industry is undoubtedly in a great position, with many excellent bars and professional bartenders. It is way better-organised and more trendsetting than America. It is still gaining momentum to become the epicentre of cocktail culture in the entire world.

#### Where do you see the industry heading?

One big trend I see after the cocktail boom in recent years is the focus on heritage in beverages. A good example is the new menu at Lonsdale bar in Notting Hill, London. People are interested again in the old drinks, sold in new packaging.



### GARY REGAN



Age: 55  
 Nationality: UK (resident in US)  
 Position/company: Bartender

Favourite drink? A Manhattan.

Favourite bar in the world? Painter's, Cornwall-on-Hudson, NY

#### What did you do at the show?

I hung around the Beefeater Bus, and spoke at a couple of Worldwide Cocktail Club events.

#### What you think of the UK bar industry?

It's a shark. Keeps moving forwards.

#### Where do you see the industry heading?

I don't know the UK bar scene well enough to comment, but I was really impressed with the quality of the bartenders when I visited BAR.07.

### ALBERT MONTSERRAT EROLES

Age: 36  
 Nationality: Catalan  
 Position/company: Bartender, Boadas cocktail bar

Favourite drink?  
 A dry Martini.

Favourite bar in the world?  
 Bar El Cable, Sitges.

#### What did you do at the show?

I was at the Worldwide Cocktail Club's stand, at the Demo Bar. I did a demonstration about throwing cocktails between two mixing glasses, and talked about the history of Boadas cocktail bar.

#### What do you think of the UK bar industry?

I think that at the moment the bar scene is growing, particularly in the quality of the cocktails being produced. The show demonstrated this well.

#### Where do you see the industry heading?

I see it growing in terms of quality in both products and service.

