



# ROMA BAR SHOW

first edition

**Rome, 23 & 24 September 2019**

Palazzo dei Congressi, EUR district  
(no. 1 Piazza John Kennedy)

**The first edition of Roma Bar Show**, an international event focusing exclusively on the **beverage and mixology sector**, will take place from 10:00 until 21:00 on **Monday 23 and Tuesday 24 September 2019**, at the **Palazzo dei Congressi in Rome's EUR district** (no. 1 Piazza John Kennedy). The event will involve the entire city of Rome, with masterclasses, talks and conferences, side events and an off-stage event for those within the sector and the public, stands by the major companies as well as independents, food pairings and street food, coffee, but most of all liqueurs, wine, spirits, beer, distillates, as well as presenting the best bartenders and their cocktails. Industry professionals and international guests will share their experiences and knowledge on trends and industry news. The full program and ticket presales can be found on the official website [www.romabarshow.com](http://www.romabarshow.com).

In its first edition, the Roma Bar Show will celebrate **Negroni's 100th anniversary**, represented by the creations of Italy's best bartenders. **Themed areas** will include a **Mexico Village** that with its agave spirits will cover the traditions of the country, thanks to a Mexican-style cocktail bar with guest bartenders from across the international scene. In a collaboration with **Il Gin.it**, the **Gin Area** will gather companies from the Italian and international gin sector. The striking **Terrazza del Palazzo dei Congressi** with its splendid view over the entire city of Rome will celebrate the **Italian aperitif** through a series of events.

Among the initiatives in the program is the **Italian finale** of **"The Vero Bartender"**, a **Montenegro** cocktail competition, which will take place on **Tuesday 24 September**, as well as the finish of **"La Classica 2019"**, a cycling event

promoted by **Martini Racing**, which this year will end at the **Roma Bar Show** and includes bartender cyclists from all over the world.

In news just announced by the organisers, the **RBS Academy** will also take place, a series of workshops presented by some of the biggest exponents of Italian and international bartending. There the creativity and eccentricity of London will be explored, as well as that Italian touch that has conquered the whole world, the history and traditions that mix with innovation, and how science applied to mixing can create revolutionary drinks. Among the eagerly awaited guests are **Antonio Parlapiano** of The Jerry Thomas Speakeasy in Rome, who will cover the techniques and secrets of 10 iconic drinks, and also **Filippo Sisti**, who will present “Synergies between the Bar and Kitchen, the skills and logic behind mixing at the Talea Cocktail Bar” in Milan. Other guests include **Flavio Angiolillo**, who will present the “World Tour while seated at Iter’s bar counter” as well as Simone Caporale, Remy Savage, Gabriele Manfredi, Tony Pescatori and many others. The sessions will be held in the 800-seater Capitalis Auditorium at the Palazzo dei Congressi, and among the more noteworthy speakers are **Pietro Collina** from Nomad Bar in New York, **Davide Segat** and **Daniele Liberati** from Edition Bar in London, **Patrick Pistolesi** and **Alexander Frezza**, as well as *Classics Innovation* presented by a team from the **Savoy American Bar** in London, supported by Ron Diplomatico, **Desmond Payne** and **Anistatia Miller** in Gin Gin Gin, a collaboration with Beefeater Gin. Other international guests will be announced soon.

The masterclasses will focus on **Italian excellence**, from Gamondi’s Vermouth di Torino Superiore to the Vecchia Romagna method and the Tre Botti Reserve, and from the rosoli of Giardini D’Amore to Varnelli’s Anice Secco. There will be no shortage of **food** to be enjoyed either, with over 10 selections overseen by the **Agrodolce** restaurant, which has chosen several options from local cuisine to be featured in food trucks. The show welcomes Pizza e Mortazza, Supplizio, Gricia Road, Migliori’s Olive Ascolane (Ascoli-style stuffed olives), but also Mexican food by La Punta Expendio de Agave and Coffee Pot, and even meatballs by Pret-à-Polpett. Among other guests are **Ken Lindsay**, Brand Ambassador of Chivas Regal and **Nicola Risk**, the European Ambassador of Macallan. Internationally acclaimed bartender, **Jim Meehan**, and author of many books on mixology, together with publisher Readrink, will present his new title “*Meehan’s Bartender Manual*”. **Roma Bar Show** will also include a **Side Event** that will involve the entire city starting from Sunday **22 September**, featuring many local and international guests who will take turns behind the bar counters of Jerry Thomas Speakeasy, La Punta Expendio de Agave, Freni e Frizioni, Hotel Locarno, Drink Kong, the First Hotel’s AcquaRoof Terrazza Molinari, Argot, Club Derrière, Banana Republic, Baccano, Metropolitana, Chorus Cafè and many bars.

*“The **Roma Bar Show** project – explain the organisers – was born out of a need for the industry, its businesses and those working within it to meet and engage at an Italian event with international exposure, with the aim of raising the profile of the spirit industry and mixology in Italy. From this first edition, the event aims to become the leading Italian trade fair for bars, beverages and the hospitality industry”.*

The two-day event is promoted and organised by RIBS SRL of Andrea Fofi, Fabio Bacchi, Leonardo Leuci, The Jerry Thomas Project and Giuseppe Gallo. A partnership with Acqua San Pellegrino will see that guests are provided with water for the entire event. Other major sponsors and partners are Radio Globo, Banca Sella, Organics by Red Bull, Ghiaccio Facile, Birra Asahi, Pratesi Hotel Division, Bernabei, Zero, BarTales, Agrodolce, Blue Blazer, and ilGin.it. The “**Tu Drink**” app, which has been integrated for the event, will help visitors navigate their way through exhibition spaces, events and side events.

**For more information**

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[www.romabarshow.com](http://www.romabarshow.com)

[www.instagram.com/romabarshow](https://www.instagram.com/romabarshow)

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