

FOR IMMEDIATE RELEASE

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Tokyo International BarShow 2025 ~ *The Historical Journey* ~



BarShows are the main event for the alcoholic beverage and bar industries and are held in the name of the region in which they occur. These exciting events draw attention from across the globe regardless of whether you are an industry insider or not.

In 2012, the Tokyo International BarShow was the first to be held in Asia. It held in conjunction with Whisky Live, a global event well known in Japan. A world's first to bring together bars, cocktails, and whiskey with a hugely successful program that satisfied liquor lovers of all kinds.

It was held at Tokyo Midtown in 2012, Bellesalle Shibuya Garden in 2013 and Prism Hall of Tokyo Dome City in 2014. Although the event was cancelled during 2020-2022 due to COVID-19, the number of visitors has increased year by year, in 2023 and 2024 attracting a total of around 14,500 people across the two days.

Ongoing demonstrations by the world's most famous bartenders making cherished domestic and foreign alcohol accessible to all in this, the Tokyo International BarShow, the grandest event of the bar industry.

The 2025 event slogan is "**The Historical Journey**". 2026 marks 220 years since the concept of a cocktail was defined, so as part of the buildup to this milestone, this year's BarShow has invited raconteurs to help attendees explore the history of cocktails and gin.

Masters and leaders of each industry including cocktails, whiskey, spirits, utensils, glasses, etc., will gather to present abundant content to help deepen the knowledge and enjoyment of bars, drinks, cocktails, whiskey, etc., and to experience the big wave of the bar industry that is attracting attention around the world.

Event Details

Title: Tokyo International BarShow 2025
~ The Historical Journey ~

Dates & Times: May 10, 2025 (Sat.) / May 11, 2025 (Sun.)
11:00 - 18:30 (both days)

Event Location: Prism Hall, Tokyo Dome City
1-3-61 Koraku, Bunkyo-ku, Tokyo

Main Sponsor: Cocktail Culture Foundation

In Collaboration With: Nippon Bartenders' Association
Hotel Barmen's Association, Japan

Official Site: <http://tokyobarshow.com/>

Program Information

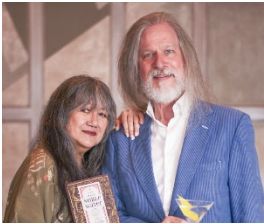
Special Guests

Mr. David Wondrich



Widely regarded as an all-time global authority on cocktails, he is not only a leading cocktail historian, and one of the originators of the current craft cocktails trend, but also instigated the ongoing boom in punch. He consults on a wide range of liquors and bars, engages in training bartenders, and is a fountain of knowledge about alcohol and cocktails. He has been awarded "Tales of the Cocktail Spirit Awards" eight times as well as many other accolades, and selected as one of the 100 most influential figures in the bar industry.

Mr. Jared Brown / Ms. Anistatia Miller



Jared Brown is Sipsmith Co-Founder and Master Distiller, and wife Anistatia is a drink historian. Together, they received "The Helen David Lifetime Achievement Award" for their contribution to the history of drinks. Members of London's The Gin Guild, together they have written works such as "Spirituous Journey: A History of Drink" and "A Most Noble Water Revisiting the Origins of English Gin."

In 2018, Jared was awarded the title of Gin Grand Guardian by the Japan Gin Association.

Special Guests will be presenting on the Main Stage and in the Masterclass.

The venue will also feature guests invited by our corporate exhibitors.

Masterclass

A seminar room has been set aside in the venue to offer the "Masterclass". This is a special opportunity to hear lectures from our special guests (interpreting services will be provided for those whose first language is not English). Guests will be able to enjoy rare intimate moments with the speakers, hearing their stories and enjoying one-of-a-kind drinks.

There is a fee for joining.

Details for the Main Stage and Masterclass can be found on the official website >>> <http://tokyobarshow.com/>

Please see the official website for further details >>> <http://tokyobarshow.com/>

Purchasing Event Tickets

Guests may enjoy a variety of special drinks free of charge at the exhibit booths. Advance tickets are ¥7,000 (one-day) and ¥11,000 (two-day); Day-of Event tickets are ¥8,000 (one-day) and ¥12,000 (two-day). More expensive drinks and food will also be available for purchase using voucher tickets.

1. Purchase your tickets at a participating bar

With the cooperation of the Nippon Bartenders' Association, tickets are available for purchase at select member bars of the Kanto Headquarters.

2. Purchase your tickets from a Ticket Agency

<Lawson Ticket>

- Available in Japanese and English.
- No service fees.
- Purchase through smart phone or PC or at participating convenience stores (Lawson, Mini Stop).
- Entering the event is a snap by presenting your paper ticket at the gate (you will also need to present photo ID and sign a Letter of Consent).
- Payment may be made with a credit card or by paying in person at a participating convenience store.

<e+>

- Japanese only.
- Purchase through smart phone or PC and at convenience stores.
- Tickets can be delivered directly to your home.
- See the e+ website for fees.
- No fees for downloading your ticket to your phone with the smart phone app. Just show the screen at the gate for smooth, ticketless entry into the venue.
- Payment accepted by credit card, convenience store payment, ATM bank transfer, and online banking.

<Ticket Pia>

- Japanese only.
- Tickets can be purchased via smart phone or PC, Ticket Pia locations, convenience stores (Circle K, Sankus, Seven Eleven), and by phone.
- Tickets can be picked up at convenience stores (Circle K, Sankus, Seven Eleven)
- Tickets can be delivered directly to your home.
- See the Ticket Pia website for fees.
- Payment accepted by credit card, convenience store payment (Seven Eleven), other. Please see the Pia website for further information.

Please see official website for links to participating bars, ticket agencies >>> <http://tokyobarshow.com/>

APPLICATION TO COVER EVENT

E-mail : info_ccf@cocktail.or.jp

Send to: Tokyo International BarShow Office

If your media organization would like to cover the event, please respond by email or fax by Wednesday, **2 May, 2025**.

Company Name: _____

Department: _____

Media Name: _____

Scheduled Publication Date: _____

Name/Role: _____ / _____

Name/Role: _____ / _____

Name/Role: _____ / _____

*Please write down the role each person will play in covering this event including cameraman, copywriter, et cetera. Only one person per role please. We have had an increasing number of press applications and some are not being used. Press passes will only be issued to those actually covering the event. Thank you for your cooperation and understanding.

If several people are required to take video footage, please notify us of the details and scope in advance.

Address: _____

TEL: _____

E-mail: _____

*Press passes will not be issued for applications that omit media name and expected media publication date. Thank you for your understanding.

*PRESS passes will only be issued to those actually covering or photographing the event.

*While entry to the Masterclasses with a PRESS pass is allowed, priority is given to those who have paid tickets. If tickets sell out, PRESS pass holders may not be able to sit or sample drinks. If you would like to ensure a seat and sampling, please purchase a Masterclass ticket.

*If you featured our event in your program or publication, please notify our office, and provide a copy of the article if in a publication. Failure to contact us with this information will result in no press pass being issued for future events.