



EVENT PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Kato

Tokyo International BarShow Office (inside Cocktail Culture Foundation)

TEL 03-3571-2473

info_ccf@cocktail.or.jp

Tokyo International BarShow + WHISKY EXPO JAPAN 2017

~ Bar Summit ~

Tokyo International Barshow + WHISKY EXPO JAPAN 2017 ~Bar Summit~ will be held on Saturday, May 13 and Sunday, May 14, 2017 at Prism Hall in Tokyo Dome City, the same location as last year.

The subtitle for the event this year is "Bar Summit". The best in the business of cocktails, whisky, various spirits, tools, and glassware will come together to share knowledge and fun of bars, alcohol, cocktails, whisky and more. A full array of contents from the top in the bar industry will be yours.

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 whisky with a hugely successful program that satisfied liquor lovers of all kinds.

Since first being held in Tokyo Midtown in 2012, Belle Salle Shibuya Garden in 2013, and it has been held in Tokyo Dome City Prism Hall since 2014. The event has continued to grow and boasted 10,000 visitors over two days last year.

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.

Tickets are being offered to all media outlets requesting them in advance to present to their listeners and readers. Please contact us to discuss the number of tickets you would like to receive.

Event Details

Title: Tokyo International BarShow + WHISKY EXPO JAPAN 2017
~ Bar Summit ~

Dates & Times: May 13, 2017 (Saturday) / May 14, 2017 (Sunday)
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

Sponsorship: Japan Tourism Agency
Scottish Development International

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

Program Information

Special Guests



Ms. Julie Reiner

Leading the New York cocktail scene for over 15 years as a top bartender at Flatiron Lounge, The Pegu Club and The Clover Club, Julie also boasts a resume that includes being a guest speaker at events around the world, cocktail competition judge, and consultant.

She has also been bestowed the highest honor in cocktail awards, the Best Bar Mentor Award at Tales of the Cocktail.

If that isn't enough, she is frequently featured on television and in magazines from New York to London and is sought after the world over.



Mr. Dave Broom

An editor of alcohol and music, David has been active for many years and is well published. In particular, he is famously well-known for the publication of 'World Atlas of Whisky' which explores key whisky distilleries in great detail. So popular in fact that it has been followed with subsequent reprints. In September of this year, his Japanese whisky travels will be published as 'Whisky-do, a Journey into Japanese Whisky'.

Dave made appearances at the 2012 and 2013 Tokyo International BarShows, and this year we welcome him as a guest of the Ambassador of ISLAY.

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

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

Scotland and the Isle of Islay

The 2017 BarShow is proud to announce that it is backed by Scottish Development International, too.

Unique even amongst all whisky that is Scotland is that of the Isle of Islay. In order to spread the wonders of Islay to Japan, Mr. Dave Broom was tasked to form the "Ambassadors of ISLAY" and he has been invited to the BarShow this year as a guest.

Who are the Ambassadors of ISLAY?

In September of 1997, the head distiller at Bowmore Distillery proposed forming the Ambassadors of Islay to ten bartenders visiting from Japan. Following this, it was approved by the Isle of Islay Head Distiller Council and these ten became officially recognized as private friendship ambassadors. The Ambassadors have embraced their role through activities that expound the spiritual natural elements of Islay and the wonders of Islay Whisky through educational activities and speaking opportunities.



"5th Nadeshiko Cup" Competition

Back by popular demand, the "5th Nadeshiko Cup", a competition of female bartenders, will be held again this year.

Competitors will make a Gin-base cocktail on the stage while discussing the name, recipe, naming concept, and income to judges and viewers.

One of the prizes for the winner will be a "Woman Power Tour". Details will be announced the day of the competition.

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. Cost is ¥1,000 per class. Please see the official website for more details.

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

Annual Bottles

Original bottles created in commemoration of the Tokyo International BarShow will be available for purchase.

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 ¥5,000 (one-day) and ¥9,000 (two-day); Day-of Event tickets are ¥6,000 (one-day) and ¥9,000 (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

<DMM.E>

- English page available.
- Purchase through smart phone or PC.
- Entering the event is a snap by showing your ticket screen with the smart phone app, or by presenting your paper ticket at the venue entry point (you will also need to present photo ID and sign a Letter of Consent).
- Payment may be made with a credit card or DMM points (charge your DMM points quickly in a variety of ways including bank transfer, credit card, e - money, or pay 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 FAX : 03-3571-2473

Send to: Tokyo International BarShow Office

If your media organization would like to cover the event, please respond by email or fax by **Tuesday, May 2, 2017.**

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.