



## EVENT PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### *Tokyo International BarShow 2018* ~ *Bar Mythology* ~

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 11,200 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. The Tokyo International BarShow continues to have more corporate exhibitors and visitors each and every time it is held. It has become a widely known and highly anticipated event, and we have updated the title and logo for this year to reflect that.



By simplifying the title to one that rolls off the tongue, we hope to create an intimate event atmosphere for even more visitors to enjoy. Of course, our whisky event has not been eliminated. In fact, it will retain its strong presence alongside a wide variety of spirits and cocktails, bar products, and real bars. Plenty for everyone to see and do at the "Tokyo International BarShow".

We have named the week of May 13 "National Cocktail Week" as May 13 is World Cocktail Day and have dedicated this full week to the celebration of cocktails. To highlight this connection, we have incorporated the "National Cocktail Week" verbiage into our logo for 2018.



## What is National Cocktail Week?

The week in which World Cocktail Day falls (May 12-18) has been dubbed “National Cocktail Week”. Cocktail events all across Japan and fair information will be compiled and presented by collaboration between the Cocktail Culture Foundation and the BAR TIMES. (Information on all events being held throughout the country is scheduled to be released on April 16.)

We are looking for stores, businesses and organizations that would like to partake in endorsing “National Cocktail Week” with the aim of lifting Japan up through cocktails. Join us in making the occasion of “National Cocktail Week” an opportunity to bring Japan’s cocktail culture closer to home.

**Official Website of National Cocktail Week >> <http://cocktailweek.jp/>**

**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 2018  
~ Bar Mythology ~

**Dates & Times:** May 12, 2018 (Saturday) / May 13, 2018 (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:** Ministry of Agriculture, Forestry and Fisheries  
Ministry of Economy, Trade and Industry  
Japan Tourism Agency  
National Tax Agency  
Scottish Development International  
Japan Wines and Spirits Importers' Association

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

## Program Information

### Special Guests



#### Mr. Salvatore Calabrese

Known as “Maestro”, Mr. Calabrese is a mentor to bartenders the world over, is a permanent fixture as invited guest to innumerable events, judges competitions, and is famously and rightly known around the globe as a “legendary bartender” with so many stories befitting his name.

As if that is not enough, he is also the father of Duke’s Martini, which holds the world Mr. Calabrese also manages several bars around the globe and is a best-selling author.



#### 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 The ‘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 2017, his Japanese whisky travels was published as ‘Whisky-do, a Journey into Japanese Whisky’.

Dave made appearances at the 2012, 2013 and 2017 Tokyo International BarShows, and has assumed the role of Official Executive for the BarShow this year.

**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.

Mr. Dave Broom, who honored us with his presence in 2012, 2013 and 2017, will be welcomed again, this time assuming the role of Tokyo International BarShow Official Executive. As an Ambassador of Islay, we look forward to hearing more about Scotch Whisky and the splendor of Islay from him at the BarShow this year.

### **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.



## **“6th Nadeshiko Cup” Competition**

Back by popular demand, the “6th Nadeshiko Cup”, a competition of female bartenders, will be held again this year.

Competitors will make a Japanese Gin-based 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**

#### **<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](mailto: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 Wednesday, **May 2, 2018**.

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.

**Arrangements must be made in advance if you would like to schedule a one-on-one interview of special guests during the event.**

**Due to the rigorous day-of schedules of our guests, no permission will be granted for one-on-one interviews without prior arrangement.**

\*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.