

FOR IMMEDIATE RELEASE

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Tokyo International BarShow 2026 *~ Smash the World ~*



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.

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 2025 attracting a total of around 14,100 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 2026 event slogan is "**Smash the World.**" Our special guest is Mr. Joerg Meyer. As a travelling mixologist, he journeys around the world, spreading the word about cocktails. He is also responsible for making the Gin Basil Smash a modern standard cocktail. As we take cocktail and bar culture from Tokyo to the world, we have made "Smash the World" a statement of the passion and excitement we expect from this year's Tokyo International BarShow.

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 2026
~ Smash the World ~

Dates & Times: May 9, 2026 (Sat.) / May 10, 2026 (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. Joerg Meyer



the world.

Aged just 22, Joerg opened a restaurant and bar in Germany. After many projects, he opened Le Bon Lion speakeasy bar. Opened in 2007, his Le Lion – Bar de Paris was chosen as the World's Best New Cocktail Bar at Tales of the Cocktail, the world's largest alcoholic drinks festival. It has also featured in the World's 50 Best Bars ranking for seven years running. Joerg also established the Traveling Mixologists, who journey around the world opening people's eyes to cocktail culture. He created the Gin Basil Smash in 2008, which has become a standard modern cocktail around

Mr. Dave Broom



Dave Broom returns to the Tokyo International BarShow for the first time in two years! 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. Dave has made the trek to Japan for TIBS four times and in 2018 he served as Official Executive for the Tokyo International BarShow.

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 ¥8,000 (one-day) and ¥14,000 (two-day); Day-of Event tickets are ¥9,000 (one-day) and ¥15,000 (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.
- Available for purchase from overseas.

<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, **30 April, 2026**.

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.