





LIQUEURS

STAPLES OF MANY CLASSIC COCKTAILS, LIQUEURS' REACH IS WIDE ACROSS EVERY BAR'S MENU

LIQUEURS DO A LOT OF the heavy lifting on a cocktail menu, so naturally, the bestselling list boasts a huge variety of styles. Again, for the seventh consecutive report, Campari reigns supreme, and a look over our bestselling classics will tell you why. The Negroni, in which Campari has a starring role, is the year's most popular serve, and

the Italian aperitif also features in a Boulevardier and Americano, which both appear in the top 50. It's the most popular liqueur in a quarter of polled bars and a top-three selection in 40%.

In second place on the bestselling list and atop the trending table is the Carthusian monk-made, bartenders' favourite Chartreuse. It remains the bottle to grab for any bartender looking to lend a

THE NEGRONI, IN WHICH CAMPARI HAS A STARRING ROLE, IS THE YEAR'S MOST POPULAR SERVE

cocktail a herbal punch. Giffard takes third place. The go-to brand in 13% of bars, its extensive range of premium classic liqueurs makes it a player across the entirety of a cocktail menu.

Coqtreau, our list's most popular orange liqueur, benefits from its role in many of our top 50 classic cocktails. It's a top-three most popular liqueur brand in 22% of polled bars.

French brand Merlet, with its extensive range of classic liqueur varieties, completes the top five, the most commonly used brand in 7% of polled bars.

The top five are unchanged from last year's list, but there is movement at the foot of the table.

Bacardi's elderflower liqueur St-Germain rises three places to sixth thanks to its role in the growing popularity of spritz serves.

Diageo's Irish cream Baileys re-enters the list at seventh, the most popular liqueur in 4% of polled bars and a top three in 7%.

Dutch brand Bols relaunched its 40-strong liqueur range last year with new recipes and bottle design – it returns to the top 10 following a year of absence.

Chile liqueur Ancho Reyes proves there is space on the list for the niche, and Disaronno lands the 10th spot for the second consecutive year.

BESTSELLING BRANDS

- CAMPARI
- CHARTREUSE
- GIFFARD
- COQTREAU
- MERLET
- ST-GERMAIN
- BAILEYS
- BOLS
- ANCHO REYES
- DISARONNO

TOP TRENDING BRANDS

- CHARTREUSE
- CAMPARI
- ITALICUS
- MR BLACK
- COQTREAU
- MIFYU
- ANCHO REYES
- DISARONNO
- BENEDICTINE
- CYNAR



#1
Top Trending Vermouth



#5
Best Selling Vermouth



We Believe
in Vermouth
We Believe
in You
Grazie!

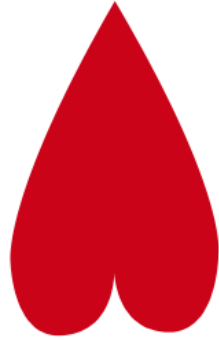
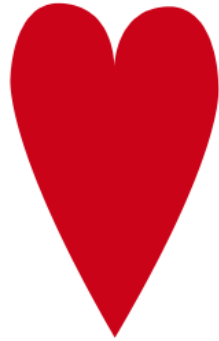


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BESTSELLING BRANDS

- 1 CAMPARI
- 2 CHARTREUSE
- 3 **GIFFARD**
- 4 COINTREAU
- 5 MERLET
- 6 ST-GERMAIN
- 7 BAILEYS
- 8 BOLS
- 9 ANCHO REYES
- 10 DISARONNO



BEST SELLING BRANDS

DRINKS INTERNATIONAL ANNUAL BRANDS REPORT
2022



PIMENT D'ESPELETTE



Réalisée à partir
de macération de
piments d'Espelette AOP

Découvrez nos cocktails signatures

NOUVELLE LIQUEUR PREMIUM





MENTHE-PASTILLE
NÉE POUR RAFRAÎCHIR



LAST but
not
LEAST...



6 parfums essentiels

Fruit FOR Mix

• Fruit • Goût • Texture • Couleur •

**MOCKTAILS
OR
COCKTAILS
WITH
TEXTURE**

FOOD





NOW AVAILABLE IN 3 FLAVOURS

- ◆ CARAMEL
- ◆ DARK CHOCOLATE
- ◆ STRAWBERRY & RED BERRIES



FREAKSHAKES



1200 CALORIES





Dos creux



Dos rond



EXERCICES

