



## THE WORLD'S BEST MARTINI CHALLENGE CROWNS CAMPFIRE GIN AS 2019 WINNER

The search for **The World's Best Martini, 2019** is now over. With the hotly anticipated final taking place last night at **100 Wardour Street** and featuring six spectacular finalists, the night was an opportunity for guests and judges alike to sample some of the best Martini recipes in the world.

With over 150 people attending, the event saw 2018 champions Arbikie beaten by Campfire in partnership with bartender Roberto from Dylan's Kings Arms. Ben and Kate from Campfire fought off tough competition to bring home the title of the World's Best Martini, 2019 with their Showcase Martini recipe. Their combination of *Campfire London Dry Gin* and *Dolin Dry Vermouth* garnished with *orange peel "flowers" soaked in Carpano Antica Formula Vermouth* created a unique and innovative twist on the classic Martini that impressed judges **Rebecca Milford** of BarChick, **Ivan Dixon** of Entroria&Coe and **Gabriele Sasnauskaite** of Artesian Bar at The Langham.

With Plymouth Gin and Rev JW Simpson claiming the popular vote, each of the finalists created innovative, mouth-watering Martinis that tickled and teased taste buds and kept guests going back for more. From local Scottish botanicals, home-grown organic ingredients and splashes of the exotic, guests and judges alike were able to explore the globe with each of the finalists unique and surprising twists on the quintessentially British cocktail.

After a year of travel and discovery, co-founders Gary and James narrowed down contestants to six gin finalists. A heady mix of boutique brands from all over the UK and Ireland, the gins that competed at the final event included **Campfire Gin, HMS Spirits Mary Rose, Marylebone Gin, Plymouth Gin, Conker Spirits Navy Strength Gin** and last year's winners, **Arbikie**. Each of these spirits teamed up with a bar and bartender in order to be scored on both a showcase Martini and a classic Martini.

Taking place at one of London's hottest bars, 100 Wardour St, the finale event was a chance for the Contenders to showcase their two cocktails to an audience of industry names and the gin-loving public. From £25 per ticket, attendees were able to meet the gin-makers and sample martinis from each Contender gin, ultimately voting for their favourite.

The World's Best Martini Challenge will return in 2020 for its fourth year, welcoming gin brands from all over the world. 2019 winners Campfire will compete against 5 brand new finalists to defend their title of the World's Best Martini 2019.

[@wbmchallenge](https://www.worldsbestmartini.co.uk)

For press information, please contact Kapranos PR  
020 3417 9457 | [gabrielle@kapranos-pr.com](mailto:gabrielle@kapranos-pr.com)