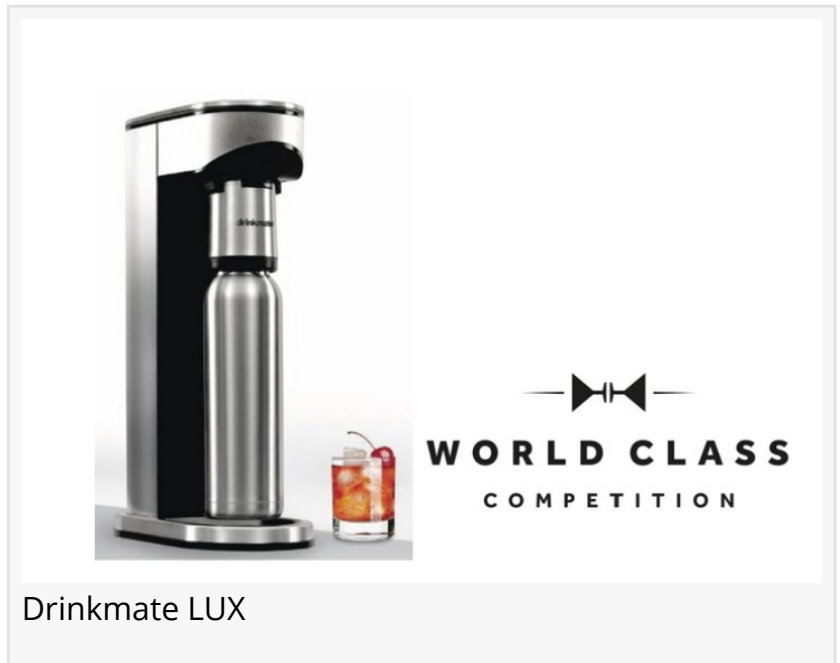


Drinkmate Teaming Up with Johnnie Walker for 2023 World Class Global Bartender Finals

New Drinkmate LUX Stainless Steel Beverage Carbonation System Used to Create Innovative Cocktails

ANN ARBOR, MICHIGAN, UNITED STATES, September 12, 2023

/EINPresswire.com/ -- [Drinkmate](#) today announced that they have been selected for the third consecutive year for inclusion in the Johnnie Walker Challenge in the 2023 World Class Global Finals for bartenders, which will be held September 23-27, 2023, in São Paulo, Brazil. The 2023 global finals will feature a week-long World Class Cocktail Festival in celebration of the best of cocktail culture.



Drinkmate LUX

Sponsored by Johnnie Walker's parent firm Diageo plc, and entering its fourteenth season, The World Class Bartender of the Year Competition is the world's biggest and most respected

“

We are excited for the global debut of our new LUX beverage carbonator as talented bartenders craft their inventive cocktails and vie for the coveted title in this year's competition”

Douglas Wang, Chief Executive Officer

bartending competition. The winning Bartender of The Year from countries around the world will compete in a series of challenges to experiment with flavor, balance and creativity across the whisky portfolio. One round will feature candidates challenged to create a Johnnie Walker signature cocktail serve using the Drinkmate [LUX](#) carbonator.

The new Drinkmate LUX stainless-steel [beverage carbonator](#) will be used by competitors as they showcase their ability to craft innovative cocktails. The Drinkmate LUX is able to carbonate any liquid, in this case, cocktails,

without dilution. Using its patented Fizz Infuser, the Drinkmate LUX eliminates the need for standard sparkling water or sodas, which dilute the drink and reduce carbonation during mixing,

and decreases plastic bottle waste.

"We are proud to be teaming up with Johnnie Walker for the third consecutive year for the World Class Bartender of the Year Competition," said Douglas Wang, Chief Executive Officer of Drinkmate. "Our new Drinkmate LUX stainless-steel beverage carbonator seamlessly merges technology with the art of cocktail culture. We are excited for its global debut as talented bartenders craft their inventive cocktails and vie for the coveted title in this year's competition."

About Drinkmate

Drinkmate's mission is to allow consumers to get creative in discovering new beverages, drink healthier and have fun, while reducing plastic bottle waste. Its proprietary technology allows the consumer to carbonate any kind of beverage safely and quickly. Based in Ann Arbor, Michigan, the company serves as the global headquarters for the Drinkmate brand with operations in Asia, Europe and the Americas. For more information, please visit www.Drinkmate.us

Kristyn Ristaino

Avalon PR Group

+1 512-777-8602

[email us here](#)

Visit us on social media:

[Facebook](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/655051016>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.