



FERNET-BRANCA AWARDED “BEST PRODUCT OF THE YEAR 2024”
AT LISBON BAR SHOW 2025

Fratelli Branca Distillerie shines once again as its iconic Milanese bitter wins over Portugal

Milan, 26 June 2025 – **Fernet-Branca**, the iconic bitter by [Fratelli Branca Distillerie](#), born in Milan in 1845 and now a symbol of both tradition and innovation in the spirits world, has been awarded “**Best Product of the Year 2024**” at the **2025 Lisbon Bar Show**. The leading event for the bar and mixology industry in Portugal and the Iberian Peninsula took place on May 20–21 at the MEO Arena in Lisbon.

This major achievement saw the historic Milanese bitter stand out from a shortlist of top-tier products, including **Don Julio**, **Planteray Cut’n Dry**, **Martin Miller’s Westbourne**, and **The Macallan, Horizon**. Voted on by experts in the field, the award reflects the collaborative efforts between **Fratelli Branca Distillerie**, its Portuguese distributor, and its Brand Ambassador. It celebrates Fernet-Branca’s unmistakable quality, authenticity, and versatility—traits that are increasingly appreciated in the world’s leading cocktail bars.

Beyond its recognition on Lisbon Bar Show’s stage, Fernet-Branca is also celebrating strong commercial performance in Portugal, with **double-digit growth** confirming the brand’s solid positioning and the effectiveness of its distribution and marketing strategies.

The Lisbon Bar Show has become a key date in the global beverage industry calendar, bringing together hundreds of brands, masterclasses led by renowned international bartenders, and some of the most prestigious awards in the spirits sector. Fernet-Branca’s win comes at a time of growth and momentum for the Portuguese market, where there is a growing appreciation for iconic, authentic, and premium-quality products.

With this latest recognition, **Fratelli Branca Distillerie** continues to expand its global footprint, with **Fernet-Branca** serving as a proud ambassador of a unique, unmistakable, and inimitable style.

ABOUT BRANCA

Fratelli Branca Distillerie is a leading company in the premium spirits industry, with a history dating back to 1845. Thanks to a unique product range and a constant commitment to crafting high-quality beverages, the company has established itself as a global leader in the Beverage and Spirits sector. Despite its international success, Fratelli Branca Distillerie has remained true to its national roots and is still a 100% Made in Italy company, representing Italian quality worldwide. Under the leadership of President Niccolò Branca, the fifth generation of the Branca family, the company has significantly expanded the presence of its brands in over 160 countries, further strengthening its position as an industry leader. Fratelli Branca Distillerie’s brand portfolio features a wide range of premium and super-premium labels, including industry icons such as Fernet-Branca, Brancamenta, Stravecchio Branca, Carpano, Antica Formula by Carpano, Punt e Mes, Borghetti, and Grappa Candolini. The company’s motto, “Novare serbando” (innovate while preserving tradition), encapsulates its evolutionary approach—always looking to the future while staying true to the values that have made the Branca family’s industrial and entrepreneurial success so solid.

For more information, visit www.fernetbranca.com,

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