



MEDIA RELEASE

ORLANDO MARZO NAMED DIAGEO WORLD CLASS™ 2018 AUSTRALIAN ‘BARTENDER OF THE YEAR’

26 April 2018: Orlando Marzo of [Lume Restaurant](#), Melbourne has won the title of Australia’s 2018 Bartender of the Year at the DIAGEO WORLD CLASS™ Australian final that took place in Sydney on Tuesday night.

Marzo beat a record number of more than 500 entrants and was awarded the top prize after completing two days of intense workshops and challenges alongside 19 of Australia’s best bartenders in the 10th year of the competition.

The final took place at Fred’s Bar in Paddington and included four live cocktail challenges hosted by experts, hand-selected for their contribution to the industry.

DIAGEO WORLD CLASS mentors and judges included Michael Madrusan, of Milk & Honey fame, founder of The Everleigh and The Elk Room in Melbourne; Danielle Alvarez, executive chef of Fred’s in Paddington; Fenella Kernebone; curator of TedxSydney and respected television and radio presenter; and Melissa Leong, food writer and media personality. Kaitlyn Stewart, World Class Global Bartender of the Year 2017 and Krystal Hart, the DIAGEO WORLD CLASS national ambassador guided competitors throughout the two days of finals.

The final challenge categories included:

1. The 10 Year Challenge – hosted by Michael Madrusan
2. Think Global, Go Local Challenge – hosted by Danielle Alvarez
3. The Today Show Challenge – hosted by Fenella Kernebone
4. The Speed Round – hosted by Kaitlyn Stewart

Motivated by the industry’s most esteemed personalities, each challenge took the Top 20 out of their comfort zone, broadened their vocabulary of flavours and fine-tuned their skills.

Orlando said during his winning speech: “I’ve met so many great people and made so many great connections during the competition. I’m incredibly proud to call Australia home and I cannot wait to represent you all.”

Marzo will now embark on a once in a lifetime, all expenses paid trip to Berlin to represent Australia on the world stage at the Global Finals in October.



Marzo will also take a cocktail tour of Europe, visiting world famous bars and iconic Diageo distilleries, from the home of Johnnie Walker in Scotland to the beautiful 'Chez CÎROC' in France, as well as relax and experience the best bucket list drinking occasions the continent has to offer.

Diageo Australia Marketing and Innovation Director Adam Ballesty said, "World Class showcases the outstanding bartending talent we have here in Australia. Now in its tenth year the competition gets bigger and bigger every year.

"It's been another highly competitive year with exceptional talent who have showed that it's not just about flavour, but an impeccable understanding of spirits and commitment to the craft of bartending.

"Huge congratulations to Orlando. We're really looking forward to seeing how he performs at the Global Finals."

Previous winners include:

- Andrea Gualdi (2017 Australian World Class Winner; Maybe Frank)
- Charlie Ainsbury (2014 & 2016 Australian World Class Winner and co-owner of This Must Be The Place)
- Jack Sotti (2015 Australian World Class Winner; Boilermaker House)
- Luke Ashton (2013 Australian World Class Winner and co-owner of This Must Be The Place)
- Tim Phillips (2012 World Class Global Champion and owner of Bulletin Place and Dead Ringer)

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For further media information or images, please contact Leo Burnett:

Liz Hunt, PR Director | M: +61 434 084 333 | E: liz.hunt@leoburnett.com.au

NOTES TO EDITOR:

Since its launch, DIAGEO WORLD CLASS™ has been instrumental in revolutionising fine drinking and cocktail culture around the world. Now in more than 60 countries, it has supported, educated and championed more than 250,000 bartenders through its training and advocacy program.

ABOUT DIAGEO WORLD CLASS™

DIAGEO WORLD CLASS™ is transforming fine drinking experiences and cocktail culture around the world and in the home.



The industry's largest, most credible investment in the luxury on trade, it discovers the next generation of bartending talent who set the latest mixology trends and bring these to the best bars worldwide. At the core is an outstanding, global training program and internationally recognised platform that elevates the craft of the bartender and builds careers in the industry culminating in an annual luxury landmark week where the DIAGEO WORLD CLASS™ Bartender of the Year is announced.

Launched in 2009, over 15,000 bartenders have been inspired and educated in the craft of mixology using the finest spirits in the DIAGEO collection. A partnership and collaboration with gurus, media, partners and owners, DIAGEO WORLD CLASS™ is widely recognised as a mark of sophistication and distinction of international fine drinking culture by bartenders and customers alike.

As an extension of the DIAGEO WORLD CLASS™ training program, Diageo launched the Diageo Bar Academy in Asia Pacific in 2011, the region's largest bartending course accredited by the Wine and Spirit Education Trust (WSET), which has trained 27,000 bartenders to date.

ABOUT DIAGEO

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer categories. These brands include Johnnie Walker Scotch Whisky, Bundaberg Rum, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

In Australia, Diageo is a contributor to DrinkWise, an independent, not-for-profit organisation focused on promoting change towards a healthier and safer drinking culture. Visit www.drinkwise.org.au for more information and the facts about alcohol.

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