

FOOD AND BEVERAGE

Diageo-backed documentary, 'Spirit,' debuts on Prime Video

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Diageo's World Class competition participants go head-to-head in a new film, now available to stream. Image credit: World Class

By LUXURY DAILY NEWS SERVICE

British spirits distributor Diageo is releasing a feature film on Prime Video.

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The new documentary captures footage of the best bartenders in the world as they go head-to-head in Diageo's **World Class** Global Bartender of the Year competition event. In light of World Cocktail Day 2023, *Spirit: Becoming the World's Best Bartender* is now available for viewing.

"*Spirit* so accurately captures the essence of World Class one of the world's biggest and most respected cocktail competitions," Marissa Johnston, global head of World Class at **Diageo**, said in a statement.

"It's a remarkable and compelling insight into what it takes to be a bartender today we hope people enjoy it and are inspired to consider a career in the hospitality industry."

One pour to rule them all

Released on May 13, marking World Cocktail Day, *Spirit* seeks to shed light on the high-stakes world of bartending and hospitality at a heightened level. Per the newly-published production, filmmakers follow the highs and lows of three competitors in a global bartending competition as they set out to make the finest possible drinks.

Documenting Diageo's World Class Global Finals in Sydney, Australia, the movie follows Indian bartender Sahil Essani, Finnish bartender Liisa Lindroos and Japanese bartender Yui Ogata as they compete for the prestigious title.

The documentary is live on YouTube and is also listed via Amazon's streaming platform, accessible with a Prime Video membership.

The trailer for "Spirit" features interviews with global food and beverage leaders

Diageo notes that the next World Class Global Finals will be held from Sept. 23-27, 2023 in Sao Paulo, Brazil.

"The aim of this new documentary was to get under the skin of World Class Global Finals to tell a story of tenacity, determination and spirit that reimagines how cocktails are seen globally," said Ross Bolidai, director of *Spirit*, in a statement.

In the meantime, the conglomerate continues to innovate. Most recently, Diageo subsidiary Don Julio released Tequila Don Julio Rosado, a fruity, pink-hued Reposado, in an attempt to meet the rising demand in the specialty tequila market ([see story](#)).

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