



BECKALY FRANKS WINS ALTOS BARTENDERS' BARTENDER AWARD IN ASIA'S 50 BEST BARS 2023

The Hong Kong bar legend and co-founder of award-winning establishments including The Pontiac, wins the top peer-voted award in Asia's cocktail landscape

27 June 2023 – Multi-hyphenate **Beckaly Franks**, the co-founder of Hong Kong bars The Pontiac, Call Me Al, Ponty Café and Artifact, has been named the winner of the **Altos Bartenders' Bartender Award 2023**. Bartender and serial hospitality entrepreneur Franks has been recognised for her significant impact on Asia's bar sector over the course of her career. The Altos Bartenders' Bartender Award is the only peer-judged award in the Asia's 50 Best Bars programme, collectively voted for by the bartenders of those establishments which have placed on the 2023 list of Asia's 50 Best Bars.

The Altos Bartenders' Bartender Award is the second of two special awards to be announced ahead of the Asia's 50 Best Bars awards ceremony, sponsored by Perrier, which will take place in Hong Kong on 18 July 2023. Hosted in collaboration with destination partner Hong Kong Tourism Board, this year's awards are expected to be the first full-scale gathering of the bar community in Asia since 2019.

Mark Sansom, Content Director for Asia's 50 Best Bars, says: "Beckaly is truly an inspiration to her peers for the work she does and the support she gives to the Hong Kong hospitality scene. A highly skilled bartender, serial entrepreneur, mentor to many and champion of inclusivity, Beckaly can be credited for creating her own very distinct brand and is regarded as something of a legend in the world of great cocktails. Since moving from the US, she has called Hong Kong home for over eight years and has in this relatively short span become one of the most recognised faces and respected talents in Asia's bar community. She is truly deserving of the Altos Bartenders' Bartender Award".

Franks moved to Hong Kong in 2015 to open The Pontiac, a rock and roll craft cocktail bar inspired by the neighbourhood watering holes of her hometown in Portland, Oregon. The Pontiac swiftly became a Hong Kong nightlife icon as a welcoming and progressive space that showcases serious cocktail credentials while spotlighting female bar talent. Franks and the team she built can be credited for The Pontiac's multiple placements on Asia's 50 Best Bars lists.





She has since opened several venues, each distinguished by its unique character, yet all unified in their commitment to inclusivity and delivering exceptional guest experiences. Her company Hungry Ghost (created in collaboration with her wife, Ezra Star) include the neighbourhood restaurant-bar Call Me Al, an all-day cafe bar, Ponty Café and Artifact, a subterranean space that focuses on aged spirits and has a chef-driven counter dining journey.

Franks holds the distinction of being regarded as a mentor by numerous bar talents in Hong Kong, having dedicated several years to the training and advancement of bartenders within the region.

On winning the Altos Bartenders' Bartender Award, Franks says: "Bartending is a privilege, not a right. I have been fortunate enough to be able to aggressively follow my heart and my passion for taking care of people in my own way, and I am grateful to be recognised for it with this award. Bartending has rightfully consumed the majority of my adult life and provided me with a world of opportunity that most wouldn't dream of. It is a wild ride and I only hope to honour the relationship between the bar and the guest as much as it has honoured me. It is not easy work; you have to love it. I have always loved tending bars and I always will."

Carlos Andrés Ramírez, Head of Global Advocacy & PR House of Tequila-Pernod Ricard, says: "Since the creation of Altos Tequila and the Tahona Society, we have been supporting the bartender community in different career opportunities, welfare and networking initiatives. Congratulations to Beckaly Franks for winning the Altos Bartenders' Bartender Award – we can't think of a more deserving award than this one to recognise her career."

The eighth edition of Asia's 50 Best Bars, sponsored by Perrier, will be unveiled on 18 July 2023 at an in-person awards ceremony in Hong Kong. The live countdown will also be streamed on The World's 50 Best Bars [Facebook](#) and [50 Best Bars TV](#) YouTube Channel.





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Asia's 50 Best Bars Ceremony Livestream

- Date and time: 18 July 2023, 20:25 in Hong Kong / 13:25 in the UK
- YouTube: <https://bit.ly/A50BB23Livestream>
- Facebook: <https://bit.ly/A50BB23LivestreamFB>

Notes to the Editor:

About Asia's 50 Best Bars

Asia's 50 Best Bars is the first regional event of The World's 50 Best Bars brand, created in 2016 with the purpose of showcasing the best and most innovative talent in the drinks industry in this region. The annual ranking is based on the votes of the Asia's 50 Best Bars Academy, comprising the most knowledgeable and travelled members of the bar industry, drinks media and mixology experts from across Asia. The Academy spans dozens of cities across the continent, reflecting the relative development and importance of bar scenes in different locations and the diversity of the drinking scene in Asia. Asia's 50 Best Bars, The World's 50 Best Bars and North America's 50 Best Bars are





owned and organised by William Reed, the group behind The World's 50 Best Restaurants and The World's 50 Best Hotels.

About the award sponsor: Altos Tequila

Altos is a super-premium Tequila, crafted from 100% blue agave in the heart of Los Altos, more than 2,000 meters above sea level, in the western state of Jalisco, in Mexico. Born from a collaboration between Altos Tequila's Master Distiller, Jesús Hernández, and the internationally renowned UK mixologists, Dré Masso and the late Henry Besant, Altos was made by bartenders for bartenders in 2009. The Altos range celebrates the authenticity of Mexico in a modern way, as such each Tequila is crafted in part using the 500-year-old traditional Tahona method, before being distilled in small copper pot stills.

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