



FREDDY ANDREASSON WINS THE ALTOS BARTENDERS' BARTENDER AWARD AS PART OF NORTH AMERICA'S 50 BEST BARS 2026

The El Gallo Altanero co-founder is honored by peers for his dedication to independent tequila and the culture of agave spirits

April 13, 2026 — **Freddy Andreasson**, co-founder of El Gallo Altanero, has been named the winner of the **Altos Bartenders' Bartender Award 2026**. Andreasson's visionary leadership, deep commitment to craft and unwavering dedication to elevating independent tequila producers, while also challenging traditional perceptions of the category, has been recognized by his industry peers. This prestigious accolade is the only peer-voted award in the North America's 50 Best Bars program, celebrating the bartender chosen by fellow industry professionals for their impact and influence. This marks the latest special award announced ahead of the highly anticipated North America's 50 Best Bars 2026 ceremony.

Andreasson is the driving force behind El Gallo Altanero in Guadalajara, Mexico, a bar he co-founded in 2017 with a mission to champion independent tequilas and agave spirits in Jalisco, challenge the dominance of large-scale brands and spotlight the depth and diversity of agave spirits. Under his leadership, El Gallo Altanero has become a beacon for authenticity and innovation, known for its ever-evolving cocktail program with a menu that changes monthly and deep respect for Mexico's cultural and agricultural heritage. His approach reflects the spirit of El Gallo Altanero, meaning 'The Unyielding Rooster', brought to life through a menu that celebrates bold, elevated takes on tradition that defy expectations and rise beyond limits, embodying an against-all-odds approach to flavor, technique and creativity.

Emma Sleight, Head of Content for North America's 50 Best Bars, says: "Freddy Andreasson represents the very spirit of the Altos Bartenders' Bartender Award. His dedication to independent producers, his deep respect for tradition and his fearless approach to pushing boundaries have made a lasting impact on the global bar community. Through El Gallo Altanero, he has built a platform for storytelling, culture and innovation that continues to inspire bartenders around the world."

Through his research and work, Andreasson and his team continue to redefine what a modern agave bar can be by blending education, advocacy and hospitality into a singular experience. Andreasson has worked closely with tequila producers to develop unique, small-batch expressions and has spent time with mezcaleros, immersing himself in traditional techniques that define the category. Guests of El Gallo





Altanero have the opportunity to receive an education on all things tequila as Andreasson and his team pull upon an encyclopedic knowledge of the agave-based spirit.

Freddy Andreasson, Co-Founder of El Gallo Altanero, says: “Being recognized by your peers, by the people who truly understand the hours, the chaos and where you’ve come from feels incredibly sacred. From the very beginning, we’ve stayed committed to our point of view, to our craft and to representing Mexico with honesty and pride. To have that recognized on a global stage by this community is something I don’t take lightly. This moment belongs to my wife, my team and everyone who has been part of our journey. It’s a reflection of the collective spirit behind what we’ve built. I’m deeply grateful to be part of an industry that continues to support, challenge and inspire one another.”

Daniela Vía, VP Marketing, House of Tequila — Pernod Ricard, says: “It’s an honor for Altos Tequila to present the Bartenders’ Bartender Award to Freddy Andreasson, a recognition that comes directly from his peers and reflects the impact he has had on the global bar community. Through his work at El Gallo Altanero in Guadalajara, Freddy has played a key role in championing the education and appreciation of Mexican spirits, always with a strong sense of craft and authenticity. At Altos, we deeply connect with this commitment, and we are proud to celebrate individuals like Freddy who continue to inspire the industry and shape its future.”

North America’s 50 Best Bars 2026 will return to Canada for the second year, uniting the bar community in Vancouver to honor the best hospitality experiences across the region. The live awards ceremony will take place at the Vancouver Convention Centre on Wednesday, April 22, ending with the announcement of The Best Bar in North America 2026, sponsored by Perrier, alongside other special award winners.

The countdown of the list of North America’s 50 Best Bars will also be broadcast live on [YouTube](#) to a global audience who are not able to attend in person.

Media contact:

Sydney Edelman, Curich Weiss Amplify +1 973 865 0794

Evan Morrison, Curich Weiss Amplify +1 317 435 0647

NA50BB@curichweiss.com





For media center access, please visit:

<https://mediacentre.theworlds50best.com/>

Follow 50 Best:

- Follow on Instagram: [@50BestBars](#) #NorthAmericas50Best #50BestBars
- Follow on X: [@50BestBars](#)
- Like on Facebook: [@50BestBars](#)
- Subscribe to the YouTube channel: [@worlds50best](#)
- Visit the website: <https://www.worlds50bestbars.com/northamerica/>

About North America's 50 Best Bars

Following the success of The World's 50 Best Bars, sponsored by Perrier, and the establishment of Asia's 50 Best Bars in 2016, 50 Best launched North America's 50 Best Bars, with the first edition of the awards held in New York, N.Y. on June 7, 2022. It shines a much-deserved spotlight on the region as a world-class drinks' destination and acts as a mouthpiece for the outstanding talent coming through. The inaugural North America's 50 Best Bars awards ceremony and unveiling of the list provided a unique opportunity to unite bartenders, bar owners, cocktail aficionados and drinks media from all over the region at a captivating celebration of drinks, hospitality, passion and talent. North America's 50 Best Bars includes voting for bars from Canada, the U.S., Mexico and the Caribbean. North America's 50 Best Bars, The World's 50 Best Bars, Asia's 50 Best Bars and Europe's 50 Best Bars are owned and organised by William Reed, the group behind The World's 50 Best Restaurants, The World's 50 Best Hotels and The World's 50 Best Vineyards.

How the Voting Works

The ranking for North America's 50 Best Bars will reflect the best bar experiences based on the votes of the Academy members, who comprise anonymous North American bar industry experts from the USA, Canada, Mexico and the Caribbean. The voting split of these bar industry experts is 33% bartenders and bar owners, 33%, drinks writers and educators and 33% well-traveled cocktail experts. There is a 50/50 gender balance among the voters.

This year's Academy is made up of more than 300 voters. This change was implemented to obtain a wider snapshot and ensure a greater number of diverse voices are heard in the voting process. Moreover, as per all 50 Best lists for restaurants, bars, and hotels, a minimum of 25% of Academy members are refreshed annually to keep the perspectives dynamic and relevant. Members of the 50 Best organization do not vote and do not control the composition of the list; that is the collective role of the voting Academy. This means that bars cannot apply to be on the list and no sponsors have any influence on the list.

The Academy is divided into 7 regions: USA Northeast; USA Midwest; USA West; USA South; Canada East; Canada West; Mexico and the Caribbean. Each region has its own panel of members including a chairperson, called the Academy Chair. The Chairs each select a voting panel, ensuring a balanced selection. Each North America Academy member will vote for 7 bars, with a maximum of 5 in the home country (province in Canada or state in the U.S.) where they are based. Voters also have the option to vote for a further 2 (or more) bars located outside of their home country (province in Canada or U.S. state) up to a maximum of 7.





The lists of North America's 50 Best Bars and The World's 50 Best Bars are the results of two separate votes from two different voting Academies, taking place at different times and assessing different geographical regions. Therefore, the results from voting create two separate lists, with different rankings.

Voters are required to remain anonymous and voting is confidential, secure and independently adjudicated by Deloitte. Academy Chairs are not privy to, and have no knowledge of, the votes cast by the voters in their respective regions. They are not spokespeople for the 50 Best brand.

The list will be the result of a poll of more than 300 experts (all within the North American continent), who each cast votes for the bars where they have had their 'best experience' during the last 18 months before the voting deadline. The list is a simple computation of votes by North American voters for bars in North America. Further information on the Academy Chairs and how the voting works is available on the FAQs page [here](#).

About the Award Sponsor: Altos

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.

Our Partners:

- Destination Vancouver – Official Host Destination Partner
- Perrier – Official Water Partner, sponsor of The Best Bar in North America Award
- SevenRooms – Official Booking Platform Partner, sponsor of SevenRooms Best Bar Design Award
- Doordash – Official Delivery Partner
- Michter's – Official American Whiskey Partner, sponsor of Michter's Art of Hospitality Award
- Nikka Whisky – Official Whisky of the World Partner, sponsor of Nikka Highest Climber Award
- Ketel One – Official Vodka Partner, sponsor of Ketel One Sustainable Bar Award
- Three Cents – Official Mixers Partner, sponsor of Three Cents Best New Opening Award
- Siete Misterios – Official Mezcal Partner, sponsor of Siete Misterios Best Cocktail Menu Award
- NOAM – Official Beer Partner, sponsor of a Best in Destination Award
- Roku Gin – Official Gin Partner, sponsor of Roku Industry Icon Award
- Altos Tequila – Official Tequila Partner, sponsor of Altos Bartenders' Bartender Award
- Cointreau – Official Orange Liqueur Partner, sponsor of ceremonial scarves
- Rémy Martin – Official Cognac Partner, sponsor of Rémy Martin Legend of the List Award
- St-Germain Elderflower Liqueur – Official French Liqueur Partner
- Campari – Official Bitters Partner, sponsor of Campari One To Watch Award
- Mr Black – Official Coffee Liqueur Partner, sponsor of a Best in Destination Award





- Torres Brandy – Official Brandy Partner, sponsor of a Best in Destination Award
- Disaronno – Official Italian Liqueur Partner, sponsor of Disaronno Highest New Entry Award
- Amaro Lucano – Official Amaro Partner, sponsor of ceremonial shakers
- Les Vergers Boiron – Official Fruit Purée Partner
- Monkey Shoulder – Official Scotch Whisky Partner, sponsor of a Best in Destination Award
- Noa – Official Non-Alcoholic Aperitivo Partner
- Fairmont Pacific Rim – Hotel Venue Partner
- Rosewood Hotel Georgia – Hotel Venue Partner

