# PRESS RELEASE

## WORLD'S 101 BEST UNVEILS NEW GLOBAL UMBRELLA BRAND

Upper Cut Media House evolves into World's 101 Best, bringing four independent global rankings together under one name

**London, October 2026** - Upper Cut Media House, the company behind the internationally established World's 101 Best Steak Restaurants and World's 101 Best Burger Places rankings, today announces the next chapter in its development:

### WORLD'S 101 BEST

The new global umbrella brand will bring together four independent rankings across restaurants, hospitality and travel:

- World's 101 Best Steak Restaurants
- World's 101 Best Burger Places
- World's 101 Best Fish Restaurants
- World's 101 Best Boutique Hotels

The move marks a significant evolution for the company. What began with a highly specialised global ranking of steak restaurants is developing into a broader platform dedicated to discovering and recognising exceptional places around the world.

### THE HOSPITALITY AND CULINARY WORLD. DISCOVERED.

World's 101 Best is built around a simple idea: to find places that are genuinely worth travelling for.

Rather than attempting to cover every category, the organisation focuses on carefully selected areas in which its team and international network can bring genuine expertise, experience and perspective.

The established World's 101 Best Steak Restaurants and World's 101 Best Burger Places will now be joined by two new global rankings:

World's 101 Best Fish Restaurants and World's 101 Best Boutique Hotels.

Each ranking will retain its own identity, methodology and specialist evaluation criteria while operating under the shared principles of the World's 101 Best brand:

*independence, expertise, global discovery and integrity*

The expansion into boutique hotels represents a natural return to the roots of the organisation's founders, whose professional backgrounds include international luxury hospitality and hotel operations, including experience within Ritz-Carlton and The Leading Hotels of the World.

World's 101 Best Fish Restaurants will apply the same philosophy of specialist global discovery to another category where provenance, product quality, craftsmanship and a true sense of place are fundamental.

**FROM ONE RANKING TO A GLOBAL FAMILY**

World's 101 Best Steak Restaurants has developed into an internationally recognised platform for the global steak restaurant industry, supported by an international network of Steak Ambassadors and an extensive evaluation process.

World's 101 Best Burger Places subsequently extended the approach into the global burger category, while maintaining its own evaluation system and identity.

The introduction of Fish Restaurants and Boutique Hotels now creates the foundation for the next stage of the organisation.

All four rankings will sit beneath one clear global identity:

**WORLD'S 101 BEST**

The existing rankings will continue independently within their respective categories. The new structure is designed to strengthen rather than replace their individual identities.

"We have never created rankings simply to produce lists. Our purpose has always been to discover excellence, provenance and authenticity. We travel, we experience places ourselves and we look for those rare restaurants and hotels that leave a lasting impression. Bringing everything together under World's 101 Best gives us a clear home for who we are today and where we are going next."

Ekkehard Knobelspies
Founder & CEO, World's 101 Best

## INDEPENDENCE REMAINS FUNDAMENTAL

As World's 101 Best expands, one principle will remain unchanged: inclusion in its rankings cannot be purchased.

Restaurants and hotels are assessed according to the methodology and criteria established for their respective categories. Commercial relationships, advertising or partnerships do not determine ranking inclusion or position.

This separation between editorial assessment and commercial activity remains fundamental to the credibility of World's 101 Best.

## A GLOBAL PERSPECTIVE

World's 101 Best is built around first-hand experience.

Its team and international network travel extensively throughout the year, continuously discovering, visiting and assessing restaurants, hotels and destinations across established markets and emerging regions alike.

The objective is not simply to identify the most famous places.

It is to discover the best and exceptional ones.

From an extraordinary steak restaurant in Sydney to a burger counter in London, an independent fish restaurant on a remote coastline in the Basque Country or a remarkable boutique hotel far beyond the traditional luxury circuit, World's 101 Best is interested in places with character, substance and a reason to exist.

Places people remember.

Places worth crossing a city for.

Sometimes, places worth crossing the world for.

## THE NEXT CHAPTER

The launch of World's 101 Best establishes the foundation for the organisation's continued international development.

World's 101 Best Steak Restaurants and World's 101 Best Burger Places will continue their established annual rankings, while World's 101 Best Fish Restaurants and World's 101 Best Boutique Hotels will become the newest members of the World's 101 Best family.

Together, they represent four distinct perspectives united by one philosophy:

Independent. Global. Experienced. Curious.

WORLD'S 101 BEST
The World. Discovered.

## ABOUT WORLD'S 101 BEST

World's 101 Best is an independent international ranking and discovery platform dedicated to identifying exceptional restaurants and boutique hotels around the world.

The World's 101 Best family comprises World's 101 Best Steak Restaurants, World's 101 Best Burger Places, World's 101 Best Fish Restaurants and World's 101 Best Boutique Hotels.

The organisation combines specialist evaluation criteria, extensive international travel, first-hand assessment and a global network of industry expertise to discover and recognise outstanding places within each of its categories.

**For more information, please contact:**
*World's 101 Best was formerly operated under Upper Cut Media House*

Media Enquiries
World's 101 Best
London, United Kingdom

Charlotte van Elends, Head of Communications
hello@worlds101best.com
www.worlds101best.com