

Niks Anuman-Rajadhon

นิคซ์ อุนมานราชธน



DATE OF BIRTH

23.07.1986

- Teens of Thailand
- Asia Today
- TAX
- ISSAN RUM
- Vice Versa Company (VV Spirits)
- Bangkok Bar Show
- Bangkok Gin Fest



Niks Anuman-Rajadhon, one of the first names any bartender in the world would mention when you ask if they know any bartender from Thailand.

Niks is a great-grandson of the scholar Phraya Anuman Rajadhon. Although holding a degree in Political Science from Chulalongkorn University, his passions lie with mixology and cocktails — so much so that while still at university he and his partners founded Vice Versa Company, specialising in cocktail catering & importing craft spirits.

In 2015, he opened Thailand's first gin bar, **Teens of Thailand**, which has won numerous awards across Asia including "Best Cocktail Bar" from the Bar Awards 2017, and also the prestigious Asia's 50 Best Bars from 2016 to 2018, 3 years in a row.

In 2017, he opened **Asia Today Bar**, the country's first non-supermarket cocktail bar which is based on the concept of foraging & sustainability while focussing on local Wild Honey which he believes is the new gold. Asia Today won "Most Creative Menu awards" from the Bar Awards in 2019.

In 2020, right after the first lockdown ended, he opened **TAX bar**, Asia's first cocktail bar that is based on craft homemade vinegar. And later in June 2021, he acquired major shares in a well-beloved local rum company, "Issan Rum", making him an official Co-Owners in one of region's most successful rums.

Teens of Thailand

Teens of Thailand, the country first gin bar, opened its door for the first time in 2015. Teens of Thailand, also known as "TOT", has won so many international awards including 3 years in a row as Asia 50 Best Bars, Bar of the Year by the Bar Awards, & Best Gin Bar of Thailand. Teens of Thailand is awarded for being on Asia's 50 Best Bars 2021 at no.48.



Asia Today

First opened its door in 2017, Asia Today started a movement for local ingredients to become the star of cocktail bar scene. The bar main specialty is locally sourced wild honey from different regions, terroirs & species. Asia Today won the best Creative Bar Menu from the Bar Awards 2018, and currently sits on no.52 at Asia 50 Best Bars 2021.



Tax

Tax, the latest cocktail bar from Niks Anuman & his team, opened its door in November 2020. The bar's drink program dedicates to homemade vinegars & umami flavours. Tax was named one of 38 the most beautiful restaurants in the world by Condé Nast Traveller in March 2021.



ISSAN RUM

ISSAN
NATURAL SUGARCANE SPIRIT

Joined in 2021

In June 2021 amidst the Pandemic, Niks and his company, VV Spirits, acquired major shares in Issan Rum and became one of the Co-Owner of Thailand's most successful & well-beloved local spirits. He started distributing the rum as an official distributor/representative back in 2017 when he spent several occasions, days & nights at the main distillery in Nongkai where he would work as the distillery's host/manager.

Niks always has a true passion for the craft of rum-making & the love of great rums, as he has spent time travelling & visiting distilleries all over the globe, and it was a no-brainer for him to join force with his favorite rum brand.



Bangkok Bar Show BKK

BANGKOK
BAR SHOW

Founded in 2019

Niks founded the very first "Bangkok Bar Show" in 2019 along with his 2 business partners. Bkk Bar Show is the first ever international Bar-related event in Thailand that promotes Bars, Spirits, Beverage Industry, Bartenders & Drinks Culture in Thailand.

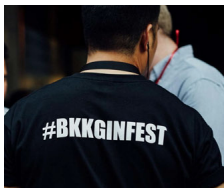


Bangkok Gin Fest

BANGKOK
GIN FEST

Founded in 2018

In 2018, Niks founded "Bangkok Gin Festival" which occurs annually to celebrate in culture. He brought all the gin lovers, gin distributors & gin-related society into one place. This year, Bangkok Gin Fest celebrates its 3rd year anniversary in November 2021.



Left Hand Roasters



Joined in 2018

In 2020, Niks joined a local coffee movement, Left Hand Roaster, a local coffee roaster company with its goal to refine the vertical integration of coffee in Thailand and empower individual local farmers along with support and knowledge to share their delicious and sustainable coffee with the world.



BOOM'S HONEY



Founded 2020

In 2020, Niks started a Wild Honey project called "Boom's Reserve" which provides varieties of honey from trusted local beekeepers & bee farmers from all over Thailand. He truly believes that bees play a vital part to the environment, as he travels to promote the importance of bees to all.



top500bars • Following
Teens of Thailand

TOP 500 BARS

187

TEENS OF THAILAND
Bangkok, Thailand

Liked by indulgebistro, ponnikitiphum and 109 others
top500bars No.187 Congrats to Teens of Thailand

slip_sensei • Following
Teens of Thailand



Liked by mells_boozy_cure, trinkkultur and 136 others
slip_sensei Happy National Gin & Tonic Day!

teens_of_thailand • Following
Teens of Thailand



Liked by dn_dennis, _ladygoogoo_ and 67 others

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Asia Today

TOP 500 BARS

202

ASIA TODAY
Bangkok, Thailand

Liked by tamaryn_cooper, ponnikitiphum and 120 others
top500bars No.202 Congrats to Asia Today

asia_today_bar • Following
Asia Today



Liked by tamaryn_cooper, tara_lilo and 35 others
asia_today_bar #cocktails #asiatodaybar
#thisbarisbetterthanteensofthailand
#gunnleedesignweek #asiavstheworld
#seeyoutonight

wearekinkin • Following
Asia Today



Liked by _ladygoogoo_, sduoukakis and 198 others
wearekinkin Irish Meal, drank by Thai.



spreadsbbk
Bangkok, Thailand



Liked by itsupune and 37 others



NIKS ANUMAN-RAJADHON

Founder of Teens of Thailand, Asia Today, and TAX

Bangkok-born Niks Anuman-Rajadhorn is the great-grandson of Phraya Anuman Rajadhorn, a revered Thai scholar who at one point devoted considerable time to studying and cataloguing the spirit world of Thai folklore. By contrast, Niks has focused his keen mind on a rather different group of spirits, namely the kind that go into great cocktails.

While studying Political Science at Chulalongkorn University, Niks and some pals founded Vice Versa Company - also known as VV Spirits - which specialises in cocktail catering, and importing and distributing craft spirits. By 2015, he'd opened Teens of Thailand, the country's first dedicated gin bar, which has gone on to win a slew of awards (including, this year, its fourth appearance on the Asia's 50 Best Bars list). Two years later he lent his Midas touch to Asia Today bar, where foraged and sustainably grown ingredients - primarily Thai wild honey - take precedence. Then, in late 2020 he opened TAX, which uses homemade craft vinegars in its signature cocktails. Unfortunately, however, the ongoing restrictions regarding alcohol have kept all three of these beloved drink spots shuttered for the majority of 2021.

Thankfully, Niks has a variety of projects he works on outside the confines of the city's bar scene. In 2020 he joined Left Hand Roasters, a Chiang Mai-based coffee company that works with local farmers. "It's nice to do something that's not alcohol-related sometimes," Niks says. "But I'm not involved in day-to-day operations." In 2020 he also founded Boom's Reserve, which procures varieties of wild honey from trusted local beekeepers.

More recently - in June of this year - the now 35-year-old acquired major shares in the Thai-based company Issan Rum, making him an official co-owner of one of the region's most successful distilling operations. As for the future, he hints at two new bar openings: Independence on Soi Rammaitree (Nana), and G.O.D. in Thong Lor. "That name stands for 'Genius on Drugs,'" he laughs.

"Apart from all the ventures I'm involved in, I'm also at the forefront fighting with the government, and its alcohol-related agencies, as part of the nightlife and entertainment business association. I've been very outspoken about what they've done to our industry. If I just stayed quiet, and didn't protest, I'd lose the will to go on. Silence has never been my option"



Go-To Gin & Tonic

"The Chrysanthemum Gin and Tonic is my go-to drink. First, get a bunch of chrysanthemum, then put it in a bottle of gin and leave it for a night or two. Now you have infused chrysanthemum gin. Mix that with tonic - I like local brand Nammon's floral tonic - and add dash of lime or herbs or whatever. Usually it's one part gin to three parts tonic, but feel free to experiment."



DIVERSE DISTILLATIONS

"In Nong Khai, at the main Issan Rum distillery, they've done a rum made from fresh pressed sugar cane juice where the skin is peeled off. That's because the skin contains a distinct flavour factor. In another variety they keep the skin on, but they clean the skin. That one is actually my favourite. It's super funky, more like Jamaican style. A different variety is made at the distillery on Koh Samui, which opened in 2019. There we use an organic molasses, so it's more like an English- or Spanish-style rum. I've loved Issan Rum since the beginning, and I've always wanted to see the growth of the company. It's really gained popularity in the bartending scene lately and I'm grateful for that."

Building Boom's Reserve

"My work with beekeepers started with Asia Today, and during the last lockdown we ended up with a ton of honey, which we couldn't sell in cocktails, so we just started selling honey from each bar location. It's harvested from wild bees, mainly up north, and we inspect the forest locations. People think when you work with honey it has to be a bee farm, but it's like comparing farmed salmon to wild salmon - totally different product and species. I love working with bees. It makes me calm. I also love nature so much and I love being in the forest. I'd say I love animals more than I love associating with people. An animal won't betray you."



TEXT: BRUCE SCOTT