

Press Release



Eckernförde/Copenhagen, 22 May 2014

DANZKA Vodka to launch in the U.S. Virgin Islands through Glazer's Premier

Waldemar Behn GmbH is very pleased to announce that it has launched its award-winning DANZKA Vodka in the U.S. Virgin Islands market through leading distribution company Glazer's Premier Distributors, LLC. The first orders have already been shipped and will be on shelf in domestic and duty free outlets in St. Thomas, St. Croix and St. John beginning in June.

"We are particularly pleased that Danish DANZKA Vodka, established as it was in Copenhagen, will now be available in the Virgin Islands, with its strong and colorful Danish history and heritage," commented Torben Vedel Andersen, Waldemar Behn Global Sales Director.

"DANZKA is a perfect fit for the Virgin Islands, which for generations was part of Denmark as the Danish West Indies, until it was sold to the United States in 1917. You can see the Danish heritage throughout the islands, from the names of the streets to the design of the historic buildings, just like you can see the Danish heritage in DANZKA Vodka," Andersen adds.

Liz Zimmermann, President of Glazer's Premier Distributors, comments: "We are very pleased to add DANZKA Vodka to our portfolio and see it as a traffic source. The fact that it is not available in the U.S. domestic market makes it very attractive to our American travelers and we will be featuring the brand in the downtown Charlotte Amalie duty free stores. We also like the distinct aluminum bottle which allows it to travel well, another plus for the cruise passengers that visit the Virgin Islands."

Glazer's Premier Distributors is one of the leading spirits distributors in the U.S. Virgin Islands, representing major brands for Beam Global Spirits (Beam Suntory), Pernod Ricard and The Patrón Spirits Company, among others.

Famous for its smooth taste with slight notes of citrus fruit and whole grain, award-winning DANZKA Vodka, established in Copenhagen, has been produced since 1989. It is made from the finest whole grain and pure water. The family-owned German company Waldemar Behn GmbH acquired DANZKA Vodka, the world's best traveling vodka, in 2013.

***About DANZKA Vodka:** DANZKA Vodka offers consumers premium quality Danish vodka in a Danish designed aluminum bottle that was modeled on the classic cocktail shaker. DANZKA Vodka is made using an advanced production process – a combination of water extracted from the underground that has been demineralized, 100% whole grain and a six-column continuous distillation process – producing a smooth aromatic vodka, rich in taste, with a slight note of citrus that makes it ideal to drink chilled. DANZKA Vodka is the world's best traveling premium vodka. Its proprietary aluminum bottle of sleek Danish design is made to chill very quickly as it protects one of the world's great vodkas for safe handling and travel. Internationally, DANZKA vodka is one of the bestselling vodka brands in global Duty Free. The DANZKA Vodka line consists of 40% alc vol and 50% alc vol (FIFTY) versions of the mother brand and four flavors: DANZKA Vodka Grapefruit, DANZKA Vodka Citrus, DANZKA Vodka Currant and unique to DANZKA Vodka, Cranraz – a unique combination of cranberry and raspberry.*

***About Waldemar Behn:** Waldemar Behn is a leading family-owned company in the German liquor business, initially founded in 1892. The company is managed by the fourth generation, brothers Rüdiger and Waldemar Behn, and is still fully independent. Waldemar Behn is renowned for launches of innovative spirits and creative brands. The newest addition to the portfolio, added in 2013, is Denmark's globally recognized DANZKA Vodka, which joins Waldemar Behn's other international favorite, "Dooley's Original Toffee Cream Liqueur. The company has a strong presence in its home markets, where the portfolio stands on three strategic pillars: (1) "Kleiner Feigling", one of World's leading fun brands and the best-selling liqueur in a 20ml shot bottle (2) Established regional and national spirits, especially liqueurs, with a long tradition in the German market, including "Radeberger" and "Küstennebel" (3) and Innovative brands with international approach and relevance for cocktail bars as well as liquor-stores, led by DANZKA Vodka and Dooley's Original Toffee Cream Liqueur. www.waldemar-behn.com*

Press contact: Brand Manager, Gabriele Knigge, Knigge@behn.de