



WALDEMAR BEHN

PRESS-RELEASE



New Ownership, same Award-winning DANZKA Vodka at 2013 ASUTIL Conference

Fresh off its sale to German family-owned Waldemar Behn GmbH, DANZKA Vodka will be at the 2013 ASUTIL Conference in Punta Cana, Dominican Republic, where it will be featuring its new DANZKA Vodka World Editions 2013.

Torben Vedel Andersen, Global Sales Director has joined DANZKA Vodka Copenhagen Waldemar Behn and continues to represent DANZKA Vodka, along with other Behn-owned spirits as well.

“We are participating in the ASUTIL Conference for the first time under the ownership of Waldemar Behn headquartered in Eckernförde. I am looking forward to coming to the Dominican Republic –still representing DANZKA vodka but also the entire Behn portfolio, including Dooley’s Original Cream and Tujador Yucatan Honey Liqueur,” says Andersen.

“At ASUTIL we wish to further discuss the implementation of the World Editions of DANZKA Vodka and to discuss 2014 activities for the portfolio.”

DANZKA Vodka is projecting the new “Vodka with Attitude”- campaign and its two limited edition DANZKA Vodka World Editions 2013. The latest versions of DANZKA Vodka’s iconic sleek aluminum bottle come in vibrant Pink and Gold, featuring the well-known DANZKA Vodka logo, and designed to deliver a global appeal.

The Pink bottle projects power, energy, and passion, and the Gold bottle imparts its personality of exclusivity, and high-end elegance. Emphasizing DANZKA’s worldwide availability, the Pink and Gold DANZKA Vodka bottles enhance their “World Editions” designation through a map visual on the front and English, Russian, Spanish, and French text on the back.

This is the 3rd Limited Edition from DANZKA Vodka – following DANZKA Vodka Snowflakes and DANZKA Denmark Edition

The limited edition bottles are filled with award-winning DANZKA Vodka Red 40% and are available in bottle size and liter size.

About DANZKA Vodka:

DANZKA Vodka offers consumers premium quality vodka in a Danish designed aluminum bottle that was modeled over the classic cocktail shaker. DANZKA Vodka is made using an advanced production process - a combination of water extracted from the Danish 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 travelling 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 flavours: 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. (www.waldemar-behn.com)