

## Press Release

**Eckernförde/Copenhagen, 19 May 2014**

**Tax Free Shop by Heinemann at Copenhagen Airport featuring the DANZKA Vodka Cruise Cocktail Competition sponsored by DFDS Seaways**

DANZKA Vodka shows again its true attitude with the newest promotion concept at Copenhagen airport. Until 31<sup>st</sup> of May travelers visiting the Tax Free Shop managed by Gebr Heinemann are invited to the elegant DANZKA Vodka Cruise bar, which is placed on a wide circle of sea water. Within this cruise feeling they are encouraged to taste a new deep blue Cruise Cocktail based on DANZKA Vodka, the well-known Premium Vodka of Danish heritage in its unmistakable aluminum bottle.

Furthermore they are asked to find a name for this new cocktail. Until now the Waldemar Behn marketing team has already received hundreds of great ideas e.g. Sea Waves, Fresher, H2O-50% or Snow Kiss. The 5 best will be nominated beginning of June and the best will be voted by the DANZKA Vodka Facebook community. The winner will be honored with a real Cruise experience. DFDS Seaways, Northern Europe's leading Ferry Company with similar Danish roots & heritage as DANZKA Vodka, is sponsor of a 3-day-Cruise between Copenhagen and Oslo.

Besides the competition customers purchasing a bottle of DANZKA Vodka will also receive a free gift in the form of a pocket-sized bottle. This offer is valid for DANZKA Vodka original, 50% and the famous flavors CURRANT and CITRUS which Heinemann is selling at Copenhagen Airport.

**About DANZKA Vodka:** DANZKA Vodka offers consumers a 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](http://www.waldemar-behn.com)

**Press contact: Brand Manager, Gabriele Knigge, [Knigge@behn.de](mailto:Knigge@behn.de)**