

Press Release

DANZKA Vodka returns to Singapore with new owners

DANZKA Vodka returns to the TFWA Asia Pacific Exhibition & Conference in Singapore after an absence of a few years with new owners, German family-owned Waldemar Behn GmbH, but with the same award-winning Danish vodka consumers around the world love.

“I am so pleased to be back both in person and with DANZKA Vodka in 2014 in Singapore. We look forward to continue to expand the sales and distribution of DANZKA Vodka in Asia and to meet old friends again,” said Torben Vedel Andersen, Global Sales Director.

Under its new owners, DANZKA Vodka is expanding its business significantly, especially in Travel Retail. DANZKA Vodka is currently one of the fastest growing Vodka brands in Travel Retail, growing +13%, according to numbers from the Moodie Report, February 2014.

The family-owned German company acquired DANZKA Vodka, the world’s best traveling vodka, in 2013.

Already known globally as the “Vodka with Attitude,” DANZKA Vodka is continuing its growth and acclaim throughout the world. In its latest Tasting in Latvia, DANZKA Vodka ranking N°1 within the Premium Vodka segment, besting brands such as Belvedere and Smirnoff Black.

In Singapore DANZKA Vodka will be featured on the Waldemar Behn GmbH Stand D34, along with the new design for its award-winning Dooley's Cream Liqueurs

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

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