

Waldemar Behn to present upgraded Dooley's Cream Liqueurs in Cannes as it expands its presence in global travel retail

Family-owned German liquor company Waldemar Behn GmbH will focus on an expanded range of products at the TFWA World Exhibition in Cannes this year, including a new look for Dooley's Cream Liqueurs.

"We are not resting on our laurels. We have been very focused on upgrading our design and presentation on our other very important product range in Global Duty Free/Travel Retail, Dooley's Cream Liqueurs," said Rüdiger Behn, Managing Director of the company, which earlier this year bought premium DANZKA Vodka, a leader in the travel retail channel.

"As Dooley's Original Toffee Cream Liqueur is certainly the most awarded cream liqueur of the world we have carefully upgraded the design of the bottle, the logo, and the entire look of the range and have been very focused on creating a conceptual approach. We are so excited to present the new range on our stand H52 Green Village later this month," says Rüdiger Behn. "Dooley's Creams is currently mainly a European selling brand but we already have noted increased interest following our acquisition of DANZKA Vodka, clearly we hope for some spin off."

"We look forward to present the Dooley's range on our stand together with DANZKA Vodka," Rüdiger Behn adds. "Two brands devoted to the DF/TR business in contemporary design and modern marketing strategy. This will be a good week."

About Dooley's Cream Liqueur

Dooley's offers consumers a premium quality cream liqueur. With the devotion of the Behn Family since 1892 in creating unique brands and tastes, Dooley's is unique within the cream liqueurs segment. Combining the best Toffee flavor with high quality Vodka gives this liqueur the highest standard. It is the most honored cream liqueur worldwide winning all major awards in this range.

Dooley's is also well-known as the best base for an unforgettable cream cocktail due to its low fat-content.

Bartenders around the world are inspired by Dooley's.

There are also seasonally special mood flavors available as the more fruity alternative, Dooley's Summer Cream, or the new creation Winter Chocolate, an outstanding combination of white chocolate and wild berries.

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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