

Press Release



Dooley's showcases new design, new flavor for the first time at the IAADFS Show in Orlando

German spirits company Waldemar Behn introduced a dynamic new design for its Dooley's Original Toffee Cream Liqueur to its customers at the TFWA World Exhibition in Cannes. "Beyond luxury" is the new payoff that fits perfectly to the new design, the extraordinary content and the fantastic unique artwork around. The response to the new design for Dooley's, the most awarded cream liqueur in the world, was overwhelmingly positive.

"In Cannes we presented the new close-to-revolutionary design of the Dooley's family. The reaction was marvelous and the feedback was overwhelming. And we are sure to receive similar feedback when presenting Dooley's first time on IAADFS in Orlando. We are certain that this new design matches the high quality of the content. Dooley's Original Toffee Cream Liqueur is a superb blend of Belgian toffee, Dutch Cream and Vodka," says Waldemar Behn President Rüdiger Behn.

More awards roll in

Dooley's continues to add to its award-winning reputation, with the Cathay Pacific Hong Kong International Wine & Spirit Competition honoring Original Toffee Cream Liqueur with a Gold Medal in October and the 2013 LIQUEURS MASTERS bestowing a Gold Medal in the cream segment in November. The Cathay Pacific committee highlighted especially the outstanding taste and uniqueness which is the benchmark in its category.

New seasonal flavor introduction

The Dooley's portfolio is also expanding. Behn has introduced its latest seasonal flavor, Dooley's Winter Chocolate, which is already a big seller in the North European market where it was tested this year. Dooley's Winter Chocolate joins its seasonal flavor Dooley's Tropic Summer.

Winter time. Summer time. Coffee Time. And any time. That's our new four seasons," comments Rüdiger Behn. "It's always summer or winter somewhere. The season flavors will be available all year round. Follow the seasons. "

"Dooley's Winter Chocolate was a real positive surprise, not just due to the design, but most importantly because of the contents. So Winter Chocolate is already testing positively at the border shops on the Danish-German border where we have had reorders," he comments.

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 fruitier 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.

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