

## PRESS RELEASE

### DANZKA brings new award-winning Apple flavour to Singapore

Flush with the success of the introduction of DANZKA Vodka Apple at the TFWA World Exhibition in Cannes, brand owner Waldemar Behn will be showcasing the new addition to its portfolio at the TFWA Asia Pacific show in Singapore in May. DANZKA Vodka Apple, the brand's first flavour expansion in a decade, is enjoying high profile launch activities in many duty free shops including Dubai and Copenhagen Airport.

The 40% DANZKA Apple vodka is the first flavour addition from DANZKA Vodka since Cranraz ten years ago, and serves as a natural addition to the DANZKA Vodka portfolio of premium vodkas with delicious fruit flavours. DANZKA Apple Vodka has already been awarded a gold medal in "TheFiftyBest Vodka awards" last September and the company expects the new flavour to be well accepted in the Asia Pacific region.

"The DANZKA Vodka business in Asia Pacific is becoming ever more important for the brand. We improved sales and distribution throughout the region in a very satisfactory way in great cooperation with friends, customers and good partners," says Torben Vedel Andersen, Global Sales Director. "DANZKA Vodka's continued expansion also improves the opportunities for our excellent Dooley's line of vodka based cream liqueurs."

DANZKA Vodka Apple, which has a beautiful and powerful aroma of freshly grated, slightly under ripe Granny Smith and Red Delicious apples, is best served with plenty of ice and soda, lemonade or ginger ale. It may be frozen for a quick, sharp burst of apple-freshness or enjoyed as the perfect base for the famous appletini cocktail.

DANZKA Vodka has added new listings in several airports in the region including Mumbai and Sydney, and has launched activations in Busan, Bali, Cambodia, Laos, Dhaka, and Vietnam.

As an additional marketing tool for DANZKA, the iconic Danish vodka has released a new film about the brand at [www.youtube.com/DANZKAVodkaGlobal](http://www.youtube.com/DANZKAVodkaGlobal). The film explores the heart of DANZKA Vodka, telling the story of its history, character and quality, and delving into the background of its charisma, experience, emotion and passion. DANZKA Vodka epitomizes the pure Danish design world, its icons and independence fascinating travellers around the world.

DANZKA Vodka will be introducing DANZKA Vodka Apple in Singapore along with showcasing its full portfolio of premium spirits.

"We are very excited about the development of our business in the Asia Pacific region in 2015 and look forward to welcoming our customers and partners at stand D34," says Rüdiger Behn, Managing Director of DANZKA Vodka owner Waldemar Behn.

**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 five flavors: the newest DANZKA Vodka Apple, DANZKA Vodka Grapefruit, DANZKA Vodka Citrus, DANZKA Vodka Currant and unique to DANZKA Vodka, Cranraz – a unique combination of cranberry and raspberry.

For further information about the Waldemar Behn company please check [www.behn.de/en](http://www.behn.de/en)

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