

DANZKA THE SPIRIT – Design by Jacob Jensen - Superior Premium Vodka will be launched in Cannes 2016

DANZKA Vodka has taken its family of award-winning vodkas to the next level with the release of DANZKA THE SPIRIT, which will be introduced at the Tax Free World Exhibition in Cannes in 2016. A Brand new, totally pure Vodka created on the original traditions of vodka distilling, DANZKA THE SPIRIT will be launched during a traditional Danish “Frokost” on Monday, October 3, between 3 to 5 pm at the Waldemar Behn booth, H52 – Green village.

Rüdiger Behn, a passionate distiller in the fourth generation, together with Timothy Jacob Jensen, Chief designer of Jacob Jensen Design, developed the new vodka combining the highest distilling arts with Scandinavian design traditions. Both Rüdiger Behn and Timothy Jacob Jensen will be at the “Frokost” to meet with customers

“DANZKA THE SPIRIT began as an idea between friends by the beautiful Limfjord in Denmark,” explains Rüdiger Behn, Managing Director, Waldemar Behn, GmbH. “It will be our pleasure to introduce you to DANZKA THE SPIRIT in Cannes, where we can explain the full story behind this remarkable new spirit.”

DANZKA has had one of its best years in the core travel retail business with Duty Free shops in airports in 2016, experiencing expanded volume, distribution and facings/listings worldwide.

“Europe has shown very nice development. Russia and Eastern Europe are quite stable. The Middle East and Asia including Australia have started to show very good potential,” says Philippe Biais, Waldemar Behn Export Director.

DANZKA also introduced a striking new communication created by Jacob Jensen Design in Denmark, which is supporting the positive trend. With the message that DANZKA is the Design vodka, the new campaign brings DANZKA back to its roots of being a design icon. The “*Design Experience*” theme communicates on two levels – not only the design of DANZKA’s iconic bottle is destined to set you apart from the crowd, but DANZKA’s unique aluminium bottle chills faster also.

“The promotion focuses on the theme that DANZKA projects the Nordic way of life. The idea is to relax and enjoy the high quality, raw, natural spirit that is DANZKA -- it is authentic, pure and aesthetic,” says Rüdiger Behn.

In a major development for the company, DANZKA has entered the U.S. market through the support of CIL US Wines & Spirits as importer and supplier. DANZKA was launched successfully on the East Coast this year, and the company has planned a smooth but ambitious rollout for DANZKA continuing into 2017.

Merchandising

DANZKA has enjoyed particular success with its multipacks, which are bestsellers in travel retail all over the world, says Biais.

“The airport shops love DANZKA twin pack, which is a valuable gift with an attractive price point. This twin pack combines DANZKA’s distinguished style and aesthetic in an easy-to-carry set that is safe for travelling.

The 4 x 1 ltr. pack briefcase style is ideal for border shop business, easy to carry, light and unbreakable. Only weighing 4,5kg –

In Cannes we will finalize the multipack range with a 4 x 0,05 l gift- pack of DANZKA miniatures (The Original, Apple, Citrus, CranRaz). The gift-pack is based on the twin pack presentation with its pure and aesthetic aluminium feeling,” he says.

Dooley Liquorice

The most awarded Cream Liqueur, DOOLEY’s, will introduce a luxurious new flavour sensation, DOOLEY’s liquorice. The new addition is a subtle blend of premium vodka, Dutch cream and superior Belgian Toffee with a hint of refreshing liquorice.

Come experience the new DANZKA THE SPIRIT, DOOLEY’s liquorice, and the full travel retail multi-pack presentations in Cannes at the Waldemar Behn booth, H52 – Green Village.

About DANZKA Vodka: DANZKA was established in Copenhagen and is a true Danish design icon. The vodka encompasses a pure taste experience comprised of the best natural ingredients. The brand even uses all natural raw materials to produce its bottles. The premium quality highly awarded is guaranteed through 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. DANZKA is a pure design experience. Furthermore it cools five times faster than a usual glass bottle and the proprietary aluminum bottle protects one of the world's greatest vodkas for safe handling and travel. DANZKA line consists of DANZKA VODKA 40% alc vol (The Original) and DANZKA VODKA 50% alc vol version supplemented by five flavors all based on 100% natural extracts: DANZKA VODKA Apple, DANZKA VODKA Citrus, DANZKA VODKA Cranraz – a unique combination of Cranberry and Raspberry, DANZKA VODKA Currant and DANZKA VODKA Grapefruit.

Press contact: Brand Manager, Gabriele Knigge, Knigge@behn.de

Further information: www.behn.de/en