

DANZKA®

EST. IN COPENHAGEN

Copenhagen, November 9, 2016

**Waldemar Behn and TAX FREE by Heinemann bring DANZKA Christmas magic to Copenhagen Airport:
"Make a wish come true"**



Little Danish DANZKA elves called "Nisse" have brought Christmas magic into the TAX Free shop at Copenhagen Airport. For the entire month of November, the largest of the six TAX Free shops at Copenhagen Airport will be staging an exclusive promotion themed on Christmas wishes, gifts and other winter pleasures in partnership with Waldemar Behn, producer of unique spirits.

Travelers visiting the elegant DANZKA Vodka bar, which is located in a large promotional area, will be invited to sample various types of the premium vodka – either neat or mixed. Its unmistakable aluminum bottle is a Danish design-icon and is by the way not only made for fast cooling, but also lends itself to secure and light travel. What's more, passengers can look forward to one of the world's most awarded cream liqueurs: Dooley's Original Toffee Cream Liqueur. The vodka-based cream, which blends Belgian toffee with Dutch cream, is best enjoyed neat or on the rocks; it's also an insiders' tip among cocktail aficionados. Because of its low fat content, Dooley's makes an excellent basis for sophisticated cocktails and other long drinks.

Throughout the campaign period, customers purchasing a bottle of DANZKA Vodka or Dooley's will also receive a nicely gift packaging added by a traditional Danish Christmas hanger.



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But where is the DANZKA elf Christmas magic? All passengers passing by have the opportunity to leave one of their Christmas wishes in a box on the stage. At the end of the promotion one of the big or small wishes will come true. The current wishes range from spending the amount of 400 € to a charity organization, getting a new vacuum cleaner or enjoying a Dinner for two at NOMA in Copenhagen, World's Best Restaurant honored with 2 Michelin Stars.

For further information, please contact:

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ABOUT DANZKA:

DANZKA, the Danish Design Vodka, was established in Copenhagen and is a true Danish design icon. The brand has worked with Danish designers such as Johannes Torpe and Jacob Jensen Design for the logo and bottle design as well as its brand identity. The vodka encompasses a pure taste experience comprise 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 continuous six-column distillation process – producing smooth aromatic vodka, rich in taste. DANZKA is a pure design icon. Furthermore it cools five time faster than a usual glass bottle and the proprietary aluminum bottle protect one of the world's greatest vodkas for safe handling and travel.

DANZKA line consists of the original 40% alc vol. added by a stronger 50% alc vol version. The flavour range comprises DANZKA Apple, DANZKA Grapefruit, DANZKA Citrus, DANZKA Currant and DANZKA Cranraz.

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