

# DANZKA®

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## **DANZKA goes Blue Chip: The travel retail favourite premium vodka sponsors exclusive FWA event at NASDAQ's New York headquarters**



Times Square – NASDAQ MarketSite



View to the CNBC broadcast studios

The launch of DANZKA Vodka in the United States received a prominent boost this month, when the brand sponsored the annual charity holiday benefit for the prestigious Financial Women's Association (FWA) in New York City on Dec. 5. There DANZKA held an exclusive tasting event with two DANZKA cocktails specially created for the occasion. The event took place at the NASDAQ MarketSite in Times Square, one of the most important financial venues in the world, and home to the CNBC broadcast studios, the major US financial television network.

The event was sponsored by DANZKA brand-owner Waldemar Behn, and CIL US Wines & Spirits (a division of Camus International), the company distributing DANZKA in North America. Members and guests of the FWA enjoyed an exclusive cocktail reception where they got to enjoy the DANZKA Blue Chip\* and the DANZKA Ticker Tape\*\*.

"These drinks were specially developed for this event and got their names because we are here in NASDAQ," comments Rüdiger Behn, Managing Director, Waldemar Behn, GmbH. "What a nice way to spread the message of DANZKA Vodka before the exactly right target audience."

DANZKA enjoyed prominent signage and promotional support at the event.

"I am so proud and thankful to have the chance to sponsor this great event here in NASDAQ, which is a very exclusive venue in the middle of Manhattan, and before this audience of opinion leaders. We had done a similar event in Berlin a few years ago with the same association and the outcome was excellent. We now hope that these industry-leading women in US finance joining us here this evening will recognize DANZKA and spread the message of DANZKA Vodka out to their network of friends and colleagues."



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The NASDAQ launch should also benefit DANZKA's travel retail business, notes Rüdiger Behn.

"DANZKA's debut at the NASDAQ MarketSite sends a huge message for our premium vodkas in the duty free world as well, as no other vodka can make this claim. Furthermore, the women joining this event are all frequent fliers so they will recognize the brand in airport stores wherever they travel worldwide."

The Financial Women's Association is a non-profit professional organization that acts as a voice for women in the financial community across all industries. It was established by a group of Wall Street *women* to support the role and development of *women* in the *financial* services industry 60 years ago, FWA now numbers more than 1000 members worldwide. Some 85% of the memberships are holding senior positions of power and influence within their companies, which range in size from very large to small firms.

"It was a great event and we were thrilled to have DANZKA drinks specifically crafted and named to go with the theme and locale. You might say that DANZKA Blue Chip and DANZKA Ticker Tape were born on the floor of the NASDAQ. Fabulous fun!!!" said FWA President, Katrin Dambrot.

The two DANZKA Vodka Cocktails created especially for the FWA Holiday Benefit at the NASDAQ Marketplace by the mixologists at CIL US Wines & Spirits, include DANZKA Blue Chip\*, a slightly sweet cocktail made with DANZKA Vodka, Blue Curacao, Orange Bitters and Sparkling wine and DANZA Ticker Tape\*\*, a refreshing, holiday forward cocktail combining DANZKA Vodka, St. Germain, Sparkling Wine and Grapefruit Bitters.

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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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