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### **Waldemar Behn brings Super Premium DANZKA THE SPIRIT to Orlando**

Fresh off its global debut at the TFWA World Exhibition in Cannes where it was introduced to fantastic acclaim, Waldemar Behn's Super Premium Vodka DANZKA THE SPIRIT will be launched to a new region at the IAADFS Duty Free Show of the Americas in Orlando (Booth 223).

THE SPIRIT is currently exclusive to travel retail.

A brand new, totally pure Vodka created on the original traditions of vodka distilling, DANZKA THE SPIRIT was developed by Rüdiger Behn, a passionate fourth generation distiller, together with Timothy Jacob Jensen, Chief designer of Jacob Jensen Design, combining the highest distilling arts with Scandinavian design traditions.

Utilizing a traditional long process and the purest ingredients, THE SPIRIT, 44% vol. / 88 proof, has evolved into a perfect taste experience that involves all senses -- pure, substantial and slightly grainy – a perfect symbioses of raw wheat and Nordic water naturally filtered.

Further emphasizing its super premium positioning, THE SPIRIT is presented in a matte black, sleek, modern evolution of its classic aluminum bottle, created by renowned Danish designer Jacob Jensen Design.

"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 Orlando, where we can explain the full story behind this remarkable new spirit."

Since its launch in October in Cannes, DANZKA THE SPIRIT has been listed with King Power, Dubai Duty Free, Gebr. Heinemann, Dufry, Lotte, Shilla, Mauritius, with more to come in the coming months.

Behn's Americas travel retail business continued positive in 2016, and the company is enthusiastic about its business in the region for 2017.

"Promotions featuring the new DANZKA communication platform were extremely well perceived and accepted," says Behn. "We are optimistic that Latin America will recover; even though the economies have not really recuperated yet, the consumer is gaining confidence, perhaps by accepting and adapting to their new reality. DANZKA managed to maintain its presence and participation in this market and sales are slightly improving. We featured DANZKA with Dufry at Rio de Janeiro Airport during the Festive Season in February 2017 and we will support the brand and the promotion further throughout the year."

Behn's main ambition for the Americas duty free market in 2017 is to continue to increase the distribution of its core brand DANZKA and launch DANZKA THE SPIRIT in new markets throughout the region. To support the launch, Behn has more promotions planned at Dufry and Heinemann Americas locations throughout North America, the Caribbean, and Mexico in 2017.

**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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