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## **Waldemar Behn presents DANZKA THE SPIRIT, Premium Superior Vodka, in Singapore**

Fresh off its global debut at the TFWA World Exhibition in Cannes and Orlando this April Waldemar Behn Superior Premium Vodka, DANZKA THE SPIRIT will be presented to the Asia-Pacific region at the TFWA Asia Show in Singapore.

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.

Since its launch in October in Cannes, DANZKA THE SPIRIT THE SPIRIT, which is exclusive to travel retail, has been listed with King Power, Dubai Duty Free, Gebr. Heinemann, Dufry, Lotte and Shilla with more to come in the next months.

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

"Promotions featuring the new DANZKA communication platform were extremely well perceived and accepted," says Behn. ". DANZKA managed to expand its presence and participation in this market and sales are growing well and we have been very active to support in most markets across Asia. We featured DANZKA with Dufry in Bali for the high season months from October to February 2017 as well as Heinemann Sydney in December 2016 and we will support the brand and the promotion further throughout the year."

Behn's main ambition for Asia duty free market in 2017 is to continue to increase the distribution of its core brand DANZKA and launch DANZKA THE SPIRIT throughout the region. The Behn team is present in Singapore at stand B34 / basement 2 to support this expansion.

After successful implementing the DANZKA Twinpack and easy to carry 4-bottle-case Waldemar Behn is now introducing the DANZKA mini pack. The ideal small traveller's gift is including a 4 x 5 ml collection of DANZKA original, DANZKA apple, DANZKA citrus, DANZKA cranraz.

**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 times faster than a usual glass bottle and the proprietary aluminum bottle protect one of the world's greatest vodkas for safe handling and travel.

The DANZKA line consists of the original with 40% alc vol. added by the stronger fifty with 50% alc vol.. The flavour range comprises DANZKA apple, DANZKA grapefruit, DANZKA citrus, DANZKA currant and DANZKA cranraz.

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- Visit the company website: [www.behn.de/en](http://www.behn.de/en)
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