



## 42BELOW COCKTAIL WORLD CUP ANNOUNCES “ROCK STAR” TOUR.

They're the rock stars of the mixology world and now 42BELOW™ is giving the world's best bartenders another crack at the title.

The 42BELOW Cocktail World Cup is on again. This time it's March 2010. More challenging than ever, it is offering 30 of the world's most respected mixologists a chance to live out their rock star dreams.

Seven countries including the US, UK, Australia, Ireland, France, Italy and New Zealand will select a three man bartending team through a series of grueling regional competitions. The finalists will be flown to New Zealand where they will hit the road for a competition like no other.

The tour will take in some of the country's most stunning scenery, complete with live gigs, pop up parties, non-stop adrenaline pumping activities whilst indulging in rock star antics, in the way only 42BELOW can do.

“42BELOW is all about setting the bar high, turning great vodka into great cocktails. We can't wait to give these masters of the bar the experience of their lives and show them that kiwi hospitality is really what makes New Zealand famous.” says 42 Below CEO Paul Dibbayawan.

Now in it's sixth year, the New Zealand vodka brand's signature event has become one of the most highly recognised and coveted contests in the world of bartending.

So, for the experience of your life, check out how 42BELOW goes on tour. A tour that even Mick and Keith would be proud of.

For more information please visit the 42BELOW Cocktail World Cup website at [www.cocktailworldcup.com](http://www.cocktailworldcup.com)

### ABOUT 42BELOW

42BELOW is New Zealand's home grown award winning vodka brand. Started by one man in his garage, they are now part of the larger Bacardi family as it continues its quest for world domination in the competitive premium vodka market.

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42 BELOW IMPORTING COMPANY, MIAMI, FL. VODKA – 42% ALC. BY VOL – 100% Grain Spirits. Flavored Vodkas – Each 42% ALC. BY VOL.