



SEVEN SLEEPS 'TIL LIFT-OFF IN THE 42BELOW COCKTAIL WORLD CUP 2010

Right now, in all corners of the globe, 24 of the world's best bartenders are polishing their shakers, dusting off their muddlers, packing their skinniest pair of jeans and a few favourite, top secret ingredients. Yup, it's only a week to go 'til the 42BELOW Cocktail World Cup 2010 kicks off -it's all about 'Love, Drinks and Rock n Roll, Baby!'.

The bartenders are about to have the experience of a lifetime, a one off chance to take part in the world's most extreme cocktail making competition in the home of 42BELOW, New Zealand. Contestants from the New York, London, Dublin, Milan, Rome, Paris, Sydney, Melbourne, Wellington and Auckland will assemble in Queenstown on Monday 22nd March for four days of cocktail making and adrenalin pumping challenges. Their every move (even the dodgy dance ones) will be scrutinised by four international judges, including the recently crowned American 'bartender of the year' Jim Meehan. "For the past few years, the 42BELOW Cocktail World Cup has drawn rave reviews from judges and contestants alike. After a week -long examination of each participants ability to work individually and as a team player with national bragging rights on the line, the competition pushes bartenders out of their comfort zone into real-time scenarios," Meehan says, with a 42BELOW cocktail in his hand.

The competition will be set in some of the South Island's most spectacular locations and includes 'Modern Martini', 'Ready, Steady, Shake' and the 'Mocktail' challenge. Contestants will also take part in a series of cocktail 'summits'- educational workshops hosted by some of the most influential people in the industry. And, in true 42BELOW style, there'll be a fair few surprises too. "This group of bartenders work at the best bars, clubs and parties around the world. We're honoured they're coming on tour with us in New Zealand and I know they'll be blown away by what 42BELOW has in store for them next week," says 42BELOW CEO Paul Dibbayawan.

From Queenstown this motley group of mixologists will head north to New Zealand's capital, Wellington, home of the country's hippest night spots. They'll have time to take in some of the sights, namely an oddly shaped parliament building and a few hairy hobbits. They'll also have time to perfect their signature drink ahead of a jaw dropping grand final event on March 27th at Wellington's Old Museum Building. The teams will take to the stage alongside real life rockers, kiwi chart toppers Midnight Youth and the winners of the 42BELOW Cocktail World Cup will be crowned.

It's a week-long party in the world's ultimate playground, all thanks to a crazy little vodka brand from the bottom of the earth. Who would have thought?

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