



ALL STAR LINEUP OF INTERNATIONAL JUDGES ANNOUNCED FOR 2010 42BELOW COCKTAIL WORLD CUP

At 42BELOW, we love great drinks. And we know a few things about how to make them too. But if anyone were to know more than us, it might just be these guys – our judges.

Making his first Cocktail World Cup appearance Simon Difford, godfather of the UK drinks industry. He founded the influential 'Class' magazine in 1997 which quickly went on to become the UK's leading style bar title. A few years later he launched his range of 'diffordsguides', most notably the cocktail edition which contains two and a half thousand cocktail recipes. Simon has been named as one of the world's best drinks and bar writers, as well as one of the most influential people in the drinks industry. Most recently he won first place in the Drinks International Magazine 'Bartender of the Year'. He's also created and launched his own elderflower liqueurs. Yep, he knows a thing or two about cocktails and that will come in pretty handy when it comes to judging the best.

Fresh from the US of A is Jim Meehan, the star of America's bar trade. Meehan started mixing drinks to pay his way through university, but it quickly went from a part time job to an all consuming passion. He's worked in some of New York's top bars including 'Five Points', 'Gramercy Tavern', 'The Pegu Club' and 'PDT'. He's also contributing editor of Food & Wine Magazine's annual cocktail book, co-editor of Mr. Boston's Bartender Guide, bartending columnist for Sommelier Journal and blogger for gq.com and liquor.com. Jim's cocktails have featured on international TV and radio ,books and magazines. Last year he was named American Bartender of the Year at Tales of the Cocktail. He thinks that is a pretty big deal, he's probably right.

Reluctantly, we'll admit the Aussies know a bit about how to run a decent bar and how to mix a decent drink (even if they don't know how to bowl overarm) so we've included two of their finest in the judging mix. Vernon Chalker is one of the founding fathers of Melbourne's world renowned cocktail and bar scene. Since opening the legendary 'Gin Palace' in 1997 Vernon has taken the city's famous laneway bars to a new level. 'Gin Palace' is renowned around the world for its high standard of cocktails and service, as are Chalker's two new ventures, 'Orders of Melbourne' and 'Madame Brussels' Last year he was named the most influential figure in the Australian bar industry.

Also from Melbourne, Jason Chan (no relation to Jackie) has his fingers in more than a few hospitality pies. Originally hailing from the sunny southern New Zealand town Dunedin (which is why we invited him) he relocated to Australia and opened 'Batch Espresso' a cafe which still serves the best coffee in the city, quite something an accomplishment in cafe

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crazy Melbourne. The talented barista then moved on to bars, launching 'Seamstress/Sweatshop', a premium multi-level bar, restaurant, coffee shop and wine room. But all that pales in comparison to his greatest achievement, winning the 42BELOW Cocktail World Cup in 2005.

They're the veritable Mick Jagers of the mixology world (at least they like to think so) and we are honoured to have them on board to help us crown the 42BELOW Cocktail World Cup champions 2010.

The event kicks off in Queenstown on March 22nd for four days of heart pumping and cocktail mixing challenges. The convoy will then travel north to our capital, Wellington for a final event featuring the world's best bar tenders and New Zealand's best rock group, 'Midnight Youth' in an awesome live show where the 42BELOW Cocktail World Cup Champion will be decided.

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