



## US AND AUSTRALIA TAKE EARLY LEAD IN 2010 42BELOW COCKTAIL WORLD CUP

Occasionally you might like a drink that doesn't have 42BELOW in it (although, quite frankly, we can't imagine why). It's a bit tricky trying to make a drink taste good without the world's most awarded vodka \* in it, which is why we set that as the first challenge in the 2010 42BELOW Cocktail World Cup.

Twenty four bartenders representing seven countries prepared their 'Modern Mocktail' creations on the banks of Queenstown's spectacular Shotover River from ingredients they were provided with. They had just seven minutes to design and name their drink, before taking it on the Shotover Jet to mix, pour and present it. Team Australia emerged the clear winners with their 'Peach, Plum, Rock n Pop' drink. Led by Australia's 'bartender of the year' Chris Hysted, the drink included a plum, peach, cinnamon, crushed pomegranate and apple juice. Judge Justin McKenzie impressed with the 'balance, presentation and consistency of their drink under difficult circumstances."

In between having fun and making great drinks, we at 42BELOW like to help further the education of our participants with a series of cocktail 'summits'. Founder of the UK's influential 'Class' magazine and our judge, Simon Difford launched the series with his talk on 'What Makes a Great Bar Great'. Difford shared some of his top (if slightly questionable) tips of the trade, "every bar should have a signature cocktail with a secret element, whether it be a dash of Sazerac or distilled camel spunk."

The competitions' second major challenge had teams putting their own unique twist on a classic, popular drink- punch. The '21st Century Punch' challenge is one of the weeks' most fiercely contested. Team New Zealand had spent weeks preparing their 'Nuku Ora' entry, the title meaning 'spiritual essence from the land'. Made and served in vessels made of New Zealand native timber 'Pohutukawa' the drink included 42BELOW Passionfruit, spiced manuka honey Pohutukawa and smoked apple bitters.

But the US trio of Todd Thrasher, Sean Hoard and Mark Stoddard were just too good- their creation '42 and Cloudy' used 'interesting techniques and ingredients and was well balanced" according to judge Jason Chan. The punch was served in hollowed out passionfruit and used New Zealand Sauvignon Blanc, champagne and 42BELOW Manuka Honey and Passionfruit and topped with a passionfruit flavoured foam.

After a day of fierce competition, the teams are now being treated like the rock stars they all secretly dream of being in a spectacular 'Love, Drinks and Rock N Roll baby' party on the edge of Lake Wakatipu. Tomorrow the convoy has a day of mystery activities in store for them, certain to test their mixology skills and their mettle.

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# 42BELOW™

## 42BELOW COCKTAIL WORLD CUP RECIPE OF THE DAY

### 42 AND CLOUDY

42BELOW Honey  
42BELOW Passionfruit  
Sazerac Rye  
white rum  
brandy  
NZ Sauvignon Blanc  
passionfruit juice  
Sencha green tea  
fresh passionfruit  
water  
luxardo cherries  
Lemon Juice  
Champagne to taste  
Serve with Passionfruit balls.

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