



42BELOW FOUNDER GEOFF ROSS HELPS CELEBRATE NEW ZEALAND'S FIRST WIN AT 2010 COCKTAIL WORLD CUP

In a scene more reminiscent of the Playboy mansion than a world class cocktail competition, 24 of the world's best bartenders gathered poolside in their bathrobes to find out if they were being thrown off a bridge, out of a plane or swinging 400 metres above an icy Queenstown river.

Day three of the 42BELOW Cocktail World Cup and the competition continues to be as demanding and unpredictable as ever. After an appropriately 'rock star' party last night the bartenders nursed a 42BELOW Bloody Mary as they were allocated their mystery activity for the day. Two members of the Irish team (including an Italian, no that's not a joke) braved the JagAir aerial acrobatics trip over the Remarkables mountain range, "it was a once in a lifetime experience but probably not the best remedy for a shocking hangover" said Andy Ferreira. It wasn't only the teams being thrown outside their comfort zone, our international judges were flown through canyons and gorges to a remote South Island river for some fly fishing.

With their adrenalin re charged, the contestants headed to the shore of Lake Wakatipu for the event's third challenge 'Ready, Steady Shake'. Teams were given a set of mystery ingredients including obscure items like fig yoghurt, kumquat liqueur, hazelnuts and wasabi then had just 7 minutes to create and make a cocktail with them.

Judges said it was by far the closest challenge with three teams separated by less than half a point. But at last it was a win for the home team, New Zealand, who used their mystery box to create -'It's 42bro'. Not only did they create a unique cocktail, they also made their own custom made vessel using a plastic water bottle and a kitchen knife! Judge and editor of the UK's "Class' magazine Simon Difford said he was impressed with the teams' ability to work together, balance ingredients and its creativity"

The convoy celebrated its last night in Queenstown at luxurious penthouse joined by a very special VIP, 42BELOW founder Geoff Ross. It's ten years since Ross sold his first bottle of homemade vodka in his home town of Wellington and six years since the first 42BELOW Cocktail World Cup was held "you are standing on the shoulders of many giants, I can recall every drink that was made during this competition by some truly exceptional bartenders," said Ross.

Tomorrow the convoy leaves Queenstown for New Zealand's capital city, Wellington for a final challenge and rehearsals for the live grand final event on Saturday March 27th. The

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'Love, Drinks and Rock n Roll' competition will finish in spectacular style with teams performing alongside kiwi rock act Midnight Youth and the 42BELOW Cocktail World Cup winner being crowned.

42BELOW COCKTAIL WORLD CUP RECIPE OF THE DAY

IT'S 42 BRO

42BELOW Vodka
Jose Cuervo tradicional
Fresh apricot
'Rocket' sauce
Vanilla sugar
Chestnut syrup
English Breakfast tea syrup
Peychaud's Bitters

Muddle Rocket sauce and apricots, add all ingredients, shake and strain. Garnish with chopped, fresh papaya sprinkled with vanilla sugar and grapefruit zest.

For more information, images or interviews please contact Belinda@42below.com

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