



COMPETITORS ATTEMPT A PERFECT MARTINI AS THE 42BELOW COCKTAIL WORLD CUP HITS WELLINGTON

The 42BELOW Cocktail World Cup is all about making extraordinary cocktails in extraordinary environments. Many of the challenges are judged on the originality and creativity of the drinks, but when it comes to measuring the skills of a true bartender, one drink sets the benchmark- the classic Martini. "Modern Martini" was the fourth challenge in the 2010 42BELOW Cocktail World Cup, the eight teams all preparing their version of the timeless drink.

The panel of four international judges recommended contestants keep things simple for this round, and that was exactly what the winners did. The competition's loveable, if slightly loud, rogues- Team Ireland, taking it by the slightest of margins. Their appropriately titled 'Kia Kaha' (meaning 'stand strong' in Maori) was made of 42BELOW Pure, Lillet Blanc and sprayed with a Feijoa mist. In typical Irish style, the team came up with their winning entry on the bus on the way to the event! "I'm truly blown away to have won tonight, we've been gutted every time we have lost a challenge, we really wanted to do this for each other" says Team Ireland big man Andy Wall. US Bartender of the Year and our esteemed judge Jim Meehan said the Irish entry stood out for its simplicity and elegance, "it's a drink I would be proud to serve in my bar," said Meehan.

The Modern Martini challenge was the first event to be held in Wellington in the lead up to the grand final on Saturday March 27th, where the teams will prepare their signature drink for a live audience.

The convoy of bartenders, international judges and media had the ultimate ending to the Queenstown leg of the cup, being taken by helicopter from the Skyliner Gondola to the airport for their own rock 'n' roll charter flight. It was an inflight experience like never before, passengers provided with rock star wigs and glasses while sipping on a 42BELOW 'Aviation' cocktail and listening to AC/DC on takeoff. The plane was met by a scrum of local 'papparazzi' as they transferred to their stretch limos for a brief tour of the capital. "It's the closest we'll ever get to being real rock stars. I've never been treated so well before, it was stupidly good," says Australian team member and the country's bartender of the year Chris Hysted.

The teams will tonight enjoy a tour of Wellington's finest bars, including Matterhorn, Motel and Hawthorne Lounge before taking two days to rehearse and perfect their signature drink for the 42BELOW Cocktail World Cup final.

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42BELOW COCKTAIL WORLD CUP RECIPE OF THE DAY

KIA KAHA

50ml 42BELOW Pure

20ml Lillet Blanc

42Below Feijoa Vodka mist

Use a 'throwing' technique to aerate spirits, mix then pour.

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

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