



42BELOW COCKTAIL WORLD CUP 2010 ANNOUNCES NEW ZEALAND TEAM

We may be the host nation of the 42BELOW Cocktail World Cup, but in 6 years, we've never won it. But the newly crowned New Zealand team is determined to use the home advantage and change the course of history in the 2010 competition.

Ten regional finalists became three tonight (Sunday, 21st February) in a world class contest at Wellington's San Francisco bathhouse. The three bartenders who will represent NZ at the 42BELOW Cocktail World Cup are Auckland's James Goggin (Racket) and Wellingtonians Josh Crawford (Hooch) and Calum Chadwick (Matterhorn).

42BELOW scoured the country's top bars selecting ten finalists who were then challenged in two parts, a bar test- grilling them on their knowledge of 42BELOW cocktails and a spirits and a cocktail competition- a chance to impress the judges with their 'signature cocktail'.

Chadwick mixed his '42 Gun Salute' creation with his family looking on for the first time ever. The combination of 42BELOW Manuka Honey, Gunpowder infused Rum and Whiskey Barrel bitters had taken months to prepare and "every ingredient has a purpose for being there," Chadwick says. Crawford used 42BELOW Pure as the base for this cocktail along with rosemary infused lillet and homemade kiwifruit and nectarine jam. Goggin's favoured 42BELOW Kiwifruit along with his own pear and capsicum spiced spirit.

The competition was presided by 42BELOW's vodka professor, Justin McKenzie and local judges including Semi Kuresa from Martin Bosley and past Cocktail World Cup contestant, Kelly Jane Ferry. McKenzie says he was impressed with the re-emergence of classic style cocktails and the unique use of kitchen herbs. "This year's team has shown a new level of maturity in stepping away from the fruity cocktails of the past and that's going to appeal to the international judges," says McKenzie.

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

Last year's event was won by a three man team from London who outclassed the rest with their 'Ale of Two Cities', a cocktail inspired by the classic English Pint. This year teams from the UK, Australia, US, France and Italy will contest the title and while they've beaten us before, the 2010 Kiwi team is determined they won't choke when it comes to winning the world cup.

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