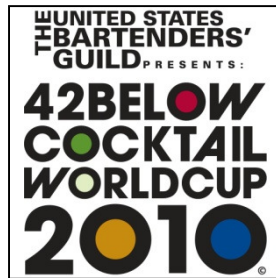


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**The USBG Presents
Cocktail World Cup 2010 Sponsored by 42BELOW Vodka:
The World's Most Extreme International Cocktail Competition**

The **6th Annual Cocktail World Cup**, presented by **42BELOW Vodka**, offers the most creative mixologists from around the globe a once in a lifetime opportunity to compete in the world's most extreme cocktail competition in New Zealand.

Ten countries, including the United States, United Kingdom, China, Australia, Ireland, Germany, France and Italy, will hold contests at regional and national levels in which bartenders will compete to create the most innovative cocktail as judged by leaders in the cocktail industry. The top three bartenders selected become that country's national team in the **Cocktail World Cup Finals in New Zealand**, held **March 23rd-28th, 2010**.

Through February 8th, The United States Bartenders' Guild (USBG) will be recruiting the top bartenders in the United States to enter their most creative and inventive cocktails into this illustrious competition. The ten winning cocktail entries in each market will compete in the **Love, Drinks and Rock N' Roll** themed regional finals where a USBG representative will serve on each judging panel during February. Competitions will take place during the week of February 22nd in New York, Los Angeles, Atlanta, Boston, Chicago, Denver, Las Vegas, Miami, New Orleans, San Francisco, Seattle, and Washington DC. The top two finalists from each market will move on to compete at the national finals held in New York on March 7th in which ultimately, three US finalists will be chosen to represent the United States in the New Zealand competition.

Once in New Zealand, the challenges take on a whole new level of intensity. Contestants will Bungee jump and ride in shotover jet boats while making cocktails among other unique activities to clinch this prestigious prize.

"In no other competition around the world are you going to Bungee jump, then free pour into test tubes, jet boat at high speeds through narrow canyons and then have a mystery box of ingredients to create a brilliant cocktail on the fly!", says Denver based bartender Jared Boller of his experience in the Cocktail World Cup 2009. The US brought home the silver in last year's competition.

42BELOW Vodka uses the breathtaking New Zealand landscape as an integral part of the extreme mixology challenges, making the Cocktail World Cup one of the world's most recognized and coveted bartending awards.

"42BELOW is all about great vodka, great cocktails and great parties. We can't wait to give the best bartenders in the world the time of their lives and show them what kiwi hospitality is all about," says 42BELOW CEO Paul Dibbayawan.

King of Cocktails and master mixologist Dale DeGross will be one of the esteemed judges at the US Nationals while Jim Meehan, rising star mixologist, will be attending the New Zealand competition as the US representative judge.

The United Kingdom team brought home the Cocktail World Cup 2009 with their nod to literature with a cocktail deemed the 'Ale of Two Cities' inspired by the classic English Pint.

About 42BELOW

42BELOW Vodka was launched in 1998 in the premium vodka segment and has shown strong volume growth since its inception. The brand known for its innovative, bold and entrepreneurial style has earned a strong reputation for authentic New Zealand quality and exceptional taste, reflected in winning numerous prestigious international awards including gold medals (for the fourth year running) at the 45th World Selection of Spirits and Liqueurs 2007 Barcelona, the San Francisco Spirits Awards and the International Wines & Spirits competition UK. 42 BELOW vodka, acquired by Bacardi Ltd. in 2006, is currently distributed in more than 25 countries.

About USBG

With 60 years of presence in the United States and International coverage in affiliation with the International Bartender's Association (IBA) in over 50 countries, the United States Bartenders' Guild is the largest network of professional bartenders and is setting the standard for the profession throughout the country. The USBG is a non-profit organization that has expanded nationally to Northern California, Las Vegas, Chicago, and New York City, New Orleans, and continues to grow.

An industry leader, the USBG is responsible for keeping its members in line with current trends in order to maintain a competitive edge. The USBG is an association of bartenders who come together to share their common interest: the craft of mixology. The USBG is made up of exceptional bartenders who take great pride in the cocktails they serve.

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