

CARNIVAL OF THE COCKTAIL

42BELOW BRINGS YOU THE 'CARNIVAL OF THE COCKTAIL'

Ladies and Gentlemen, roll-up, roll-up, for the unbelievable, the unforgettable, the truly unmissable 42BELOW Cocktail World Cup 'Carnival of the Cocktail'.

In 2011, 42BELOW will be taking its iconic cocktail competition to a place it has never been before, delving into the magical, mystical world of the carnival. It is going to be the most magnificent show on earth, with the world's most creative, dynamic and unique mixologists representing their countries.

The teams from the UK, US, Europe, Australia and New Zealand will be flown to the home of 42BELOW, New Zealand, for a weird and wonderful week of extreme cocktail making, parties and adrenalin charged activities.

Last year we treated bartenders like the rock stars they all secretly dream of being, with 'Love, Drinks and Rock 'n' Roll, Baby'. In 2011 the cocktail world cup will be held from March 14th- 19th in New Zealand's ultimate playground, Queenstown, which will also host the epic, all singing, all dancing final event in big top marquee.

"The 42BELOW Cocktail World Cup is our signature event and our way of celebrating the superstars of the trade. We are working hard to make sure that 7th time around it will be more extreme and more outrageous than ever before," says 42BELOW Marketing Director Dion Nash.

When the bartenders aren't competing they'll have a chance to rub shoulders with the ringmasters and courtesans of the wonderful world of cocktails- otherwise known as our judges. Among them, drinks writer and historian David Wondrich, author of best selling books, 'Punch' and 'Imbibe' and described by the New York Times as a 'living iPod of drink lore and recipes'. Joining him is the UK's 'maestro' of cocktails Salvatore Calabrese. Calabrese is about to launch London's most exclusive and exciting bar as part of the new Playboy Club.

The teams of three are currently being chosen through a series of gruelling regional competitions around the world. It's a once in a lifetime opportunity and we promise, those who mix with us will never be the same again.

For more information please visit the 42BELOW Cocktail World Cup website at www.cocktailworldcup.com, or contact Belinda Henley, Belinda@42below.com.

42BELOW
COCKTAIL
WORLD CUP
2011



P.O. BOX 47-807
PONSON BY AUCKLAND
1144 NEW ZEALAND
COCKTAILWORLD CUP.COM
INFO@COCKTAILWORLD CUP.COM

ENJOY RESPONSIBLY © 2010. 42BELOW AND THE 42BELOW
DEVICES ARE TRADEMARKS AND/OR REGISTERED TRADE MARKS

