



FINLANDIA VODKA CUP CROWNS CHAMPION

Israel Bartender Awarded Top Honors at 15th Annual International Competition

Lapland, Finland (January 30, 2013) – The world’s most elite bartenders came together in the Lainio Snow Village Snow Hotel located in Finland’s Arctic Circle for the 15th Annual International Finlandia Vodka Cup on January 29th and 30th, 2013. At stake was international bragging rights and a chance to win up to \$25,500. This year’s championship prize was awarded to Ariel Leizgold of Israel who scored the highest in the overall competition as well as finishing first in the Quick Mix category. Additional prizes were awarded to Ivan King of Ireland for his aperitif cocktail and Bogdan-Andrei Tenciu of Romania for his long drink.

“The Finlandia Vodka Cup is truly a unique experience as it brings together the world’s most elite bartenders to compete in Finland’s Arctic Circle,” said Markku Raittinen, Finlandia Vodka Master Taster. “With the competitors’ unmatched skills and creative talents, we feel honoured to crown them our champions and to have the best in the industry as ambassadors for our brand.”

During the Vodka Cup finals, a panel of four judges critiqued bartenders on three original Finlandia cocktails: aperitif, a long drink and the “Quick Mix.” In the “Quick Mix” category, contestants were given seven minutes to choose ingredients from the market and seven minutes to create a new cocktail from these ingredients. Finlandia vodka was required to be the primary ingredient of each category. After each round the drinks were judged by an international jury on the aroma, appearance, and most importantly, taste of each cocktail. The winner was determined by the most cumulative points in all three categories.

In order to compete in the Finlandia Vodka Cup Finals in Finland, bartenders from around the world submitted a recipe, along with a picture of the finished cocktail and description of its ingredients, online at Finlandia.com. This year’s competition consisted of 28 bartenders from around the world.

The 15th Annual International Finlandia Vodka Cup Finals were held in the “Ice Bar” of the Snow Village, located in Finland’s Arctic Circle. The Snow Village is constructed out of nearly 2 million kilos of snow and an additional 300,000 kilos of crystal clear ice. The Snow Village features The Snow Hotel with a bar appropriately called Ice Bar inside the hotel’s Ice Dome – a 16-meter diameter, 10-meter high igloo made completely of snow and 100,000 kilos of hand-cut ice pulled from a nearby river.

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About Finlandia:

Finlandia Vodka is a product with a global reputation for its unique Nordic heritage and its crystalline natural spring water, a legacy of the Ice Age. Our vodka is crafted by using pure glacial spring water and six-row barley, which offers the highest quality starch and the lowest possible content of natural oils, delivering a crisp, clean taste. Finlandia Vodka Worldwide Ltd (FVW) is owned 100 percent by Brown-Forman Corporation. FVW is responsible for the Finlandia trademark and marketing and distribution assets. Brown-Forman handles all global marketing activities for the Finlandia Vodka brand.

Please enjoy the World's Finest Vodka™ responsibly.

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