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## **42 BELOW® Vodka Reveals New Zealand Tastes**

Established in 1996, 42 BELOW Pure Vodka is the first premium vodka from New Zealand. Named after the latitudinal degree of the country, 42 BELOW attributes the vodka's smooth taste to its distillation process and unique environment, where the water is clean and sweet, and the air sets a world standard for purity.

42 BELOW is a combination of spring water sourced from within the general Auckland volcanic isthmus and GE (non-engineered) wheat unique to New Zealand. 42 BELOW uses a distinctive distillation process called "high saturation distillation." The liquid is put through a three-step distillation process, re-washed in the same volcanic spring water used in the production, and then re-distilled for a fourth time. Finally, the spirit is charged with charcoal and taken through 35 separate filters to remove any last impurities. The end result is a pure, clean taste that has captured the hearts of spirits drinkers and earned the most number of medals in vodka competitions around the world.

In addition to 42 BELOW Pure Vodka, the portfolio includes the exclusive New Zealand inspired flavours 42 BELOW Manuka Honey, 42 BELOW Feijoa, 42 BELOW Passionfruit, and 42 BELOW Kiwifruit.

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42 BELOW Vodka and Flavoured Vodkas share the same high quality distillation process, and the flavours are infused through a 19<sup>th</sup> century method developed for perfumes: each key ingredient – from the honeycomb of the manuka tree to whole feijoa, passionfruit, and kiwifruits – is mashed into a pulp and then heated, creating steam, which is captured, cooled, and infused into 42 BELOW Pure.

For further information, please visit [www.42below.com](http://www.42below.com). 42 BELOW is a registered trademark. Please enjoy 42 BELOW responsibly.

©2009 42 BELOW AND THE 42 BELOW BOTTLE DESIGN ARE TRADEMARKS AND/OR REGISTERED TRADEMARKS. 42 BELOW IMPORTING COMPANY, MIAMI FL VODKA 42% ALC. BY VOLUME. 100% GRAIN SPIRITS AND FLAVOURED VODKAS EACH 42% ALC. BY VOLUME.

#### **Note to Editors**

Bacardi Global Travel Retail Division was established as a stand-alone business unit in January 2006. Through its premium and super-premium brands, including BACARDI® Rum, DEWAR'S® Blended Scotch Whisky, GREY GOOSE® Vodka and Flavoured Vodkas, BOMBAY SAPPHIRE® Gin, MARTINI® Vermouth, 42 BELOW® Vodka and Flavoured Vodkas, and OTARD® Cognac, Bacardi Global Travel Retail Division works to create innovative partnerships and unique experiences for travellers.

Bacardi Global Travel Retail is proud to support the European Travel Retail Council and other industry bodies in their work to protect the interests of the travelling public and the Travel Retail industry.

*For more information on or artwork of 42 BELOW and the Bacardi Global Travel Retail Division, please contact Jeanette Brown, Deussen Global Communications  
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