

CALLING ALL BARTENDERS! Do you have what it takes to compete?

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Bartenders from across the nation will have the opportunity to compete to participate in the Cocktail World Cup in New Zealand.

The United States Bartenders' Guild announced today that the 5th Annual Cocktail World Cup, sponsored by 42BELOW, will take place in Queenstown, New Zealand, September 9th - 13th. Leading up to this flagship event, 42BELOW will sponsor a bartending competition to find the top mixologists from across the nation. Private events will take place where invited guests will have the opportunity to attend these competitions featuring exquisite cocktails, special performances and celebrity judges.

"No other competition is like the 42BELOW Cocktail World Cup," says 2007 judge and master mixologist, Dale DeGroff. "Everything comes into play -- ingredients, intuition, and learning to work together as a team creatively, which is possibly the hardest thing of all."

The US Bartenders' Guild and 42BELOW will choose 10 U.S. finalists from each participating city for a total of 90 bartenders competing nationwide. From there, three U.S. Teams, with three bartenders per team, will be sent to participate at the Cocktail World Cup in New Zealand where finalists will be judged on execution, flavor, complexity and presentation and participate in unconventional activities such as Bungee Jumping, Jetboat skiing and Knock Out Challenges.

Last year the Cocktail World Cup was won by Team Vegas' Anthony Alba, Eddie Perales, and Gaston Martinez, scoring a victory with "Amplextremo". The Amplextremo was a two part "kitchen-style" cocktail and included complex ingredients such as potato puree, maple syrup, pumpkin pie spice, dulce de leche, 42BELOW Vodka and a garnish of strawberries frozen with liquid nitrogen.

The 42BELOW Bartender Competition will take place in the following cities:

- New York City
- Baltimore
- Boston
- Denver
- Austin
- Chicago
- Seattle
- San Francisco
- Los Angeles

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