

Elit by Stolichnaya

continued from page 9

begin in Nepal with a trip that includes an elephant tour of Katmandu and a private jeep excursion in Chitwan National Park and



a stay at the remote Temple Tiger Jungle lodge, where guests will arrive by private helicopter, as well as a private yoga retreat at the Dwarika Hotel. The seven-day trip will culminate with a helicopter ride to Kongde for a view of Mt. Everest and for guests to play a round of golf at 14,500 feet.

Diageo World Class

Diageo World Class, the international bartender program, has launched in the U.S. in conjunction with the United States Bartenders Guild (USBG). The program will give one bartender the opportunity to become the first American representative to participate in the Global World Class final in Brazil this July.



Three World Class training modules are available at www.DiageoWorldClassUSA.com, the central hub for the program, which ends on June 19 when the World Class U.S. Finale takes place in New York City. Twenty bartenders will be judged by Tanqueray Global Ambassador Angus Winchester, Tony Abou-Ganim, Jim Meehan, Julie Reiner, Steve Olson, Dale DeGroff and Gary Regan. Diageo World Class U.S. will also make a donation to The Museum of the American Cocktail.

Stoli's Global Ad Campaign

Stolichnaya Premium Vodka has initiated a new global advertising campaign titled "The Most Original Moments, Deserve The Most



Original Vodka," created by ad agency Berlin Cameron United. The campaign launched digitally this month with video content and has a national print and out-of-home launch in May. Swedish film and music video director, Jonas Åkerlund, directed the three films that were shot in Berlin, Germany.

Malibu Black "Beats Battle"

Malibu Black has created the Beats Battle contest. The winner will open for DJ Reach on the 10-city Malibu Invasion Concert Tour, receive \$15,000 and a full set of DJ



equipment. Until May 8, DJs can upload a track at www.malibubeatsbattle.com that will later be on the Malibu Black Facebook page. Three finalists will be chosen for the Malibu Black Beats Battle in New York City Spin Off on July 11.

Karlssoon's Batch 200

Karlssoon's has released Karlssoon's Batch 200 (40% ABV), a limited edition vodka made solely from the 2008 harvest of the Gammel Svensk Röd (Old Swedish Red) potato from the Cape Bjäre region of southern Sweden, one of the seven potato varieties used in Karlssoon's Gold vodka, the distillery's flagship brand. With

both brands, the potatoes are distilled only once in order to maintain the flavor of the potatoes. The limited edition of



1,980 750-ml bottles of Batch 2008 sell for about \$80.

The Original Pink Pigeon Rum

Anchor Distilling and Berry Bros. & Rudd Spirits have released The Original Pink Pigeon Rum (40% ABV), which they said is the "first and only super-premium, Mauritian rum made from molasses



and blended with handpicked bourbon vanilla available on the international market." Distilled by the Medine Distillery, founded in 1926 and the oldest distillery in Mauritius still in operation today, the brand was released in London last year. The name comes from a rare and endangered bird found off the coast of Africa. A 750-ml bottle sells for about \$34.99. The Original Pink Pigeon Rum is available in California, Arizona, Oregon, Florida, Nevada and Illinois with plans to roll out nationally over the next 12 months.