

2012 42BELOW COCKTAIL WORLD CUP- 'LAB EXPERIMENT'. GET YOUR FREAK ON.

From the deepest, darkest corners of the 42BELOW laboratory we are feverishly working around the clock, emerging from billowing clouds of smoke to finalise preparations for the 42BELOW Cocktail World Cup (CWC), the most creative and challenging cocktail competition in the world.

For the eighth year CWC will push the boundaries of great cocktail making. Daring the world's maddest and most genius of mixologists to test their skills, bodies and minds to perform at a level like never before with 42BELOW Cocktail World Cup- 'Lab Experiment'.

Bartenders from all over the world will assemble in Queenstown, New Zealand on September 3rd, for the initial stages of the competition. The 42BELOW travelling laboratory complete with our very own convoy of mad professors, will then journey north for an eccentric and extreme grand final event to be held in Auckland on September 7th.

As in previous years 42BELOW will put the chosen bartenders through their paces with a concoction of cocktail making contests that test much more than just their mixology skills. Some say it's crazy; bartenders say it's the best week of their life. The 2012 CWC will reach dizzying heights and plunge the creepiest of depths with new teams, new challenges, internationally renowned judges and more than a few surprises. For the first time in the events' history, CWC will feature an 'All Startenders' team, made up of the most magnificent mixologists from the past eight years. They'll be hungry for another taste of glory and to teach the first timers a thing about what it takes to be the best in the world.

Right now, we need our beloved bartenders to start calling on their most twisted, most eccentric inner selves and start experimenting with some ground breaking vodka creations. Only the most brilliant will earn a place representing their country at the 42BELOW Cocktail World Cup. So get your lab coats and your freak firmly on and prepare to be changed, forever.