

HEERING®

-The Original-
CHERRY LIQUEUR

THE 2014 PETER F. HEERING® SLING AWARD GLOBAL WINNER ANNOUNCED!

DENMARK, THE SLOE SLING IS NOW “THE SLING HEARD AROUND THE WORLD”



October - 2014 (Berlin, Germany) — The prestigious global jury members and the equally as important and **“Peoples Vote”* slung into action inspired by the Sling sipped, enjoyed and ultimately decided on the **2014 Peter F. Heering Sling Award** global winner. **Nick Kobbernagel Hovind, Denmark, “The Sloe Sling”** has been announced as the winning Sling – and arguably that this Sling is now *“The Sling Heard Around the World!”*

The Ritz Carlton, Berlin held court for the five global finalist who hailed from Canada, Singapore, The United States, Denmark and Estonia and each Sling was tasted, discussed, tasted again and well thought over until the sling inspired libation tally was complete from the global jury.

Apart from the honor and media exposure, **Nick Kobbernagel Hovind, Denmark**, also received € 500 and a stunning silver Stelton shaker from Denmark

The 2014 Peter F. Heering Sling Award, which has grown from 27 participating countries last year to now 44 participating Sling inspired countries, has elevated the competition to one of the world’s greatest and largest cocktail competitions.

“The creativity that these bartenders put into their Sling cocktail creations, has raised the standard for what a Sling can be and how truly fashionable the Cherry Heering brand is and always will be” said **Adèle Robberstad, CEO, Peter F. Heering**

“The global participation was flattering considering the volume of cocktail competitions around the world, though we look at the Sling Awards as more than just a competition, we see it as an opportunity to honor one of the most classic cocktails of all-time with a Cherry Heering on top!”

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2014 Peter F. Heering Sling Award | Global Finals Jury Members

- David Wondrich, **Cocktail Historian**
- David Rosengarten, **Forbes Magazine**
- Heinfried Tacke, **Drinks Magazine**
- Réne Riis, **Four Magazine**
- Nikolaj Brøndsted, **Good Spirits, Mash Group & Umami**
- Fredrik Tilander, **Owner, Peter F. Heering**

***Peoples Vote** | Attendees of the Bar Convent Berlin show will have the unique opportunity to taste the 5 Global Finalist 2014 Peter F. Heering Sling Award Singapore Sling inspired cocktails and VOTE for their favorite cocktail.

The Top 5 Global Finalists for the 2014 Peter F. Heering Sling Award

<u>Country</u>	<u>Finalist</u>	<u>Sling Cocktail</u>
Canada	Taoufike Zrafi	<i>The Bittered Sling</i>
Denmark	Nick Kobbernagel Hovind	<i>The Sloe Sling</i>
Estonia	Sigrid Sarv	<i>O' Polo Sling</i>
Singapore	Aron Christian Lobrino Manzanillo	<i>Fables of the East</i>
USA	Jon Kraus	<i>Pepito's Slingshot</i>

Peter F. Heering has always been fashionable - a history of 200 years as one of the first global brands (EVER) and a fashion accessory since 1818, while being a part of iconic cocktails such as the Singapore Sling and the Blood & Sand. Peter F Heering is today present in over 100 markets.

The Singapore Sling is one of Cherry Heering's primary unique selling points – The Sling should be on the drink list in any decent bar.

Peter F. Heering also has had the unique honor to be purveyor to every royal court worthy of their name while possessing the proper style, class and breeding to socialize across the courts of the world. **HEERING®** has always been fashionable. **CHERRY HEERING** liqueur is sold in more than 100 countries all over the world and is the essential ingredient in the world famous Singapore Sling and Blood and Sand cocktails. For more information about Peter F. Heering, please visit

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