

DANZKA Vodka enters duty free market in India



DANZKA is available as Original, THE SPIRIT, a travel retail exclusive, and a range of flavors: Cranraz, Apple, Currant, Grapefruit and Citrus

Kreol Travel Retail has signed an agreement with Waldemar Behn GmbH, Germany to sell and promote DANZKA Vodka in the Indian duty free market.

“We are delighted to enter this new partnership with Kreol Travel Retail. Our two companies share the same key values of quality, honesty, and passion, and together we look forward to expanding DANZKA’s worldwide presence in Indian Travel Retail.

“We are confident that DANZKA Vodka’s unique smooth taste and sleek Danish design bottle will make it an ideal gifting item for Indian travelers,” says Philippe Biais, Export Director, Waldemar Behn GmbH.

DANZKA Vodka was born in Copenhagen and is made from 100% whole grain, providing the best basis for a pure, well-balance and smooth vodka.

DANZKA Original is the world’s only premium vodka in an aluminium bottle. Lighter than glass, the iconic bottle is stylish, practical and ideal for those in-transit.

“We are very proud to be associated with this unique brand, which is traditionally Danish in content and design. This revolutionary vodka is ideal for traveling and chilling. After all, James Bond drank Vodka Martinis, didn’t he?! DANZKA is a lifestyle brand that all Indian travellers are going to love,” adds Lal Arakulath, CEO, Kreol Group.

DANZKA is available as Original (50% abv), THE SPIRIT, a travel retail exclusive (44% abv), and a range of flavors: Cranraz, Apple, Currant, Grapefruit and Citrus.