

HEERING®

-The Original-
CHERRY LIQUEUR

THE 2014 PETER F. HEERING® SLING AWARDS QUALIFICATION ROUND STARTS APRIL 22ND

SAVE THE DATE & ACCEPT THE CHALLENGE

March -- 2014 (New York, New York) — The Peter F. Heering Sling Award has already grown into one of the world's greatest and largest cocktail competitions and starting April 22nd inspired bartenders will have the chance to star with Peter F. Heering on the brands continued journey back to being one of the world's exciting, glamorous and top 10 prestige spirits brands.

Save the date and accept the challenge at www.heering.com

"The iconic Peter F. Heering brand has had an unprecedented march back onto the back and front bar all around the world over the past few years and The Sling has always been the champion cocktail for Cherry Heering", said Adèle Robberstad, CEO, Peter F. Heering/Maison Heinrich

Visit [HERE](#) for an inspiring LOOK into the 2014 Peter F. Heering Sling Awards

<http://www.youtube.com/watch?v=8cWrKh1osmk>



Peter F. Heering has always been fashionable - a history of 200 years as one of the first global brands (EVER) - purveyor to every royal court worthy of their name. Peter F. Heering, a fashion accessory since 1818 and 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 world famous, iconic cocktail such as the Singapore Sling is one of Cherry Heering's primary unique selling points - The Singapore Sling should be on the drink list in any decent bar.

-More-

About The 2014 Peter F. Heering Sling Awards


- ✓ Create your own interpretation of the classic cocktail The Singapore Sling
- ✓ Compete for the title at Peter F Heering Sling Award, BCB Bar Convent in Berlin, October 2014
- ✓ Compose a cocktail inspired by the classic Singapore Sling. The drink must include **Cherry Heering** – no homemade syrups or other infusions are allowed. Name the drink and take a picture. (Including the Heering bottle is a plus). Upload picture and recipe together with your information, using the registration form on Facebook or on Heering.com web page, starting April 22nd and no later than the 25th of May 2014.
- ✓ An international jury will select one winner from each participating country. Out of the national winners, 15 will be selected for the semi-final.
- ✓ As last year, each semi-finalist will receive one personal electronic tablet, containing instructions for the semi-finals that takes place in London end of August. The semi-finalist shall upload a 3 min (max) video to a designated portal. Specific instructions will be provided along with the tablet. An international expert jury will choose five finalist going to Berlin for the final in October
- ✓ The five finalists will personally present their cocktails at the BCB Bar Convent in Berlin, Germany on the 7-8th of October 2014. A mixed jury, consisting of expert and audience votes will select one winner
- ✓ Apart from the honor and media exposure, all five finalist get airfare and two hotel nights in trendy Berlin. The winner receives € 500 and a silver Stelton shaker from Denmark

The 2013 Peter F Heering Sling Award-winner was, Michael Flannery from New York (USA) with his drink the "*Highland Sling*".

Peter F. Heering 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®** is a small but indispensable component of iconic cocktails such as The Singapore Sling, and that is exactly how **HEERING®** likes to be seen; as an accessory that adds lavishness, extravagance and civilization to the mix.

HEERING® continues to evolve and recognize that even the timeless classics need a refreshing remake now and then, thus **HEERING®** has challenged the best of the best behind the world's bars to create their own interpretation of The Singapore Sling and also possibly writing their name in the history of cocktails.

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 Sandcocktails. For more information about Peter F. Heering, please visit

<http://www.heering.com>  www.facebook.com/heeringliqueur



cherryheering



Heering

