

TUACA OFF-PISTE DJ BATTLE

Monday, 26 October 2009

TUACA, the spirit infused with citrus and vanilla, is this week hosting its first ever TUACA Off-Piste DJ Battle at the Freesports on 4Freeze Festival, Friday 30th October at Battersea Power Station.

TUACA is taking over the Austrian themed chalet Apres-Ski bar, complete with artificial mountain top views and retro ski memorabilia. Pro-snowboarders, Scott Nixon, Dom Harrington and Christian Stevenson will be showing they can work the crowds off the slopes as well as on demonstrating their DJ-ing talents, battling it out with two 20-minute sets each. The crowd will choose the winner, who will receive the ultimate TUACA Traveller survival kit.

There is also a bespoke TUACA Bar at the event all weekend serving a range of TUACA drinks, including signature serves of a Tuscan Mule and the chilled shot-serve.

Charlotte Ashburner, brand manager for TUACA at Brown-Forman, comments:

“Snowboarding is in our brand roots and this event provides the perfect platform to reach our target consumer. The TUACA Off-piste DJ Battle is a fantastic opportunity to re-affirm our popularity amongst the snowboarding community.”