



“BARMAN'S 2008” — Alcoholic Beverages Exhibition for Professionals to be held at Nokia Stadium on July 1 – 3, 2008.

As the drinking habits of Israelis become more sophisticated, both the sheer volume and the diversity of alcoholic beverages imported to Israel are increasing constantly. BARMAN'S 2008 will display an extensive variety of high quality imported alcoholic beverages to alcohol serving professionals, business customers, etc.

Invitations to the exhibition will be distributed to distribution and service professionals: owners of bars, restaurants and coffee houses; barmen, waiters, hotel management personnel, food & beverages reviewing journalists; wholesalers, buyers for grocery chains and owners of grocery stores.

L. Spirits Ltd. which is the exclusive importer/distributor of p.i.n.k. vodka in Israel will showcase p.i.n.k. in the tradeshow. CEO Roey Liss said “ we are very happy to represent the p.i.n.k. spirits company in Israel and of course it's brands; p.i.n.k. vodka is doing extremely well in Israel and it is truly one of the most interesting alcohol products in the last decade. We are looking forward for the rest of p.i.n.k. spirits products to arrive to Israel in the near future”

The Heichal Nokia is one of the most prestigious exhibition sites in central Israel. We expect between 10,000 and 15,000 visitors during the three-day exhibition (Opening hours: 16:00 to 24:00).