



**GLOBAL  
BRANDS**  
drinks evolution

press  
release

**Media Information:**

**IS THIS BRITAIN'S BEST JOB?**

Leading drinks company Global Brands has launched a nationwide search for a candidate to carry out academic research into what makes the perfect night out.

The once-in-a-lifetime job is being offered by VK Vodka Kick, the company's flagship brand which has been giving people a good night out for the past ten years. The company is advertising the coveted 'Vkendologist' role via social networking site Facebook – and is now actively on the lookout for a talented mathematician, scientist or statistician to travel the length and breadth of the country sampling Britain's best night life to finally figure out the definitive formula for fun.

The lucky candidate will visit some of the UK biggest towns and cities this summer aboard the double decker VK tour bus experiencing the sights, sounds and thrills of some of the nation's greatest nightspots.

But there is a serious side to this and the applicant will be expected to deliver a full thesis at the end of the trip that must stack up to academic scrutiny by Britain's best brains.

The full job advert reads: "Wanted! Talented maths or science student or graduate to spend the summer literally discovering the formula of fun. Must be over 18 years of age like bars, clubs and pubs and be prepared to have a fantastic time in the quest for knowledge, science and the pursuit of the perfect night out."

Steve Perez, chairman of Global Brands, said: "This is the perfect job for somebody. Although the whole point of this is about having fun, the applicant must meet all the criteria of this very challenging and demanding role. Academically they will have to be first rate, and secondly they must enjoy socialising, be able to talk to people, let their hair down and have fun, night after night.

"As a company dedicated to making sure people have a good night out, the Vkendology exercise will help us compound our position as experts in the field and identify what people are looking for when they're out on the town so we can better meet their needs."

The company is expecting a deluge of applicants from willing students across the UK after advertising for the role and hope to have filled the post next month.

## **ENDS**

For more information please contact Nina Hands ([n.hands@brahm.com](mailto:n.hands@brahm.com)) or Holly Oldroyd, ([h.oldroyd@brahm.com](mailto:h.oldroyd@brahm.com)) at Brahm on 0113 220 0532.

## **Notes to editors**

UK-based Global Brands manufactures distributes and owns a range of alcoholic drinks brands. The company is a vodka specialist and has enjoyed rapid growth from the success of their flagship brand VK Vodka Kick, launched in 1999. This range of premixed vodka drinks comes in a selection of delicious flavours and is now available in over 30 countries worldwide.

Global Brands, formerly GBL International, was founded in 1997 by 'Entrepreneur of the Year 2002/3' Steven J Garcia Perez and under his leadership now turns over almost £70million per year. Global Brands remains one of the few independent international drinks companies operating today.

Other brands in the portfolio include Kick Energy, Sobieski, Danzka, Corky's and Salitos.