

# Punch Launches Team Vodka Challenge 2008

Submitted by: Punch Communications

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The team at Midlands PR Agency (<http://www.punchcomms.com/midlands-pr-agency>) Punch Communications has been given a unique assignment this Christmas, to create a flavoured vodka that is to be unveiled at the PR Company (<http://www.punchcomms.com/pr-company>)'s Christmas party on December 22nd.

The concept was unveiled to the team by Punch MD Pete Goold in October, to allow the team two months in advance of Christmas to conceive and create their concoction. The team of Public Relations (<http://www.punchcomms.com>) consultants is going to judge each other's drink - but an impartial judge has also been enlisted to ensure a fair contest.

It has been leaked to the team that one particularly enthusiastic entrant has dispensed with the original bottle entirely, pouring the entire 70cl into a – now rather potent – watermelon, whilst another is rumoured to have poured away the vodka altogether and replaced it with lager.

Pete Goold, Managing Director of Public Relations Agency (<http://www.punchcomms.com>) Punch Communications, commented:

“Whilst I'm cautious not to endorse binge drinking, Public Relations consultants (<http://www.punchcomms.com/public-relations-consultants>) are fairly well known for enjoying a tipples so this idea occurred to me as a great initiative and something for the team to get excited about in the run up to Christmas.

“We're awarding marks for taste, colour, effort, presentation and the name given to the end result. I've a feeling that my relatively simple creation will mark well for taste but am a little concerned about the marks for colour, given it's a fairly cloudy greenish brown. Sadly it's too late to change the rules and ask the judges to be blindfolded at this stage.”

For more information visit [www.punchcomms.com](http://www.punchcomms.com) or call 01858 411600.