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New contract with Mast-Jägermeister SE

Roust Group, the largest integrated spirits producer and distributor in Central and Eastern Europe and the second-largest vodka producer by volume in the world, and Mast-Jägermeister SE, worldwide renowned producer of Jägermeister, announced recently the extension of their exclusive distribution agreement.

According to the contract, Roust Group will continue the distribution and marketing support of Jägermeister, the world's largest premium liqueur brand and world's TOP-10 most popular premium spirit, in the Russian Federation.

"We introduced Jägermeister in Russia in 2000 and we believed in success of this amazing brand from the very beginning. Nowadays it is imported bitter #1 in Russia, and we have ambitious plans to continue the growth", comments Roustam Tariko, founder of Roust Group.

In 2016, Roust succeeded to boost Jägermeister sales by an outstanding 33% vs. 2015.