



3rd April 2017

ROUST GROUP AT VINITALY 2017

Roust Group, the largest integrated spirits producer and distributor in Central and Eastern Europe, will take part at Vinitaly - one of the most important wine fairs in Europe.

Roust will be presenting its complete product portfolio that includes authentic products distributed all around the world with a special focus on Russian Standard Vodka and Gancia.

Roust Group is the second-largest vodka producer by volume in the world and Russian Standard Vodka is the world's number one Russian premium vodka. With Russian Standard Vodka, quantity goes hand in hand with quality, as this authentic product has been one of the few to receive the Certificate of Origin from the Russian Federation Government, certifying its 100% Russian provenance and adherence to traditional vodka production methods.

A comeback bound to impress is that of Gancia. The company from Canelli will attend the fair with a renewed image, expressing innovation and contemporaneity. After the acquisition by Roust Group, this Asti-headquartered wine producer, whose more than 150 year-old values are bounded to the first Italian Classic Method, presents itself to the public of Vinitaly with a far-reaching vision which only a great, successful multinational company can have.

Every single detail of the 204-sqm space of Stand B2 in Hall 10 will speak about Roust Group. The concept of the stand is a creative interpretation of the 'open space'. Luminous, elegant and refined, it will perfectly host both product lines in a unique, functional and harmonious space: Gancia sparkling wines and aperitifs on the one side, spirits - the Russian Standard Vodka - on the other. In doing this, Roust Group aims at sharing with the public of Vinitaly its mission: providing affordable luxury products to everyone.

Indeed, the real star of the event will be Roust's product portfolio, which will feature many innovations concerning both the liquid and the packaging. The agenda will be 'sparkling' too: there will be tastings and educational moments about sparkling wines and aperitifs, guided by oenologists, and cocktail building moments with great barmen and bartenders.

An appointment not to be missed! Take note on your agenda: Verona, April 9th - 12th, Hall 10 Stand B2.