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**Roust unveils innovative bottle design for one of its core brands, Żubrówka**

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, is launching an innovative Żubrówka Bison Grass bottle for international markets and global travel retail.

The new bottle design is a transformation that enhances the premium quality of the brand, bringing Żubrówka back to its roots, whilst maintaining its modern iconic design.

Present in over 50 countries, Żubrówka is the 5th bestselling vodka brand in the world (Drinks International, 2016) and the world's #1 Polish vodka. Żubrówka's tremendous global success was noted by another international expert: Shaken's Impact magazine ranked the brand world's #1 fastest growing vodka for the second consecutive year (by growth in absolute cases in 2014 and 2015).

The new pack maintains the current elegant, modern, tall and slim bottle. It introduces an innovative labelling system by printing the forest scenery at the back, which creates a unique 3D window effect displaying the iconic bison. The foiled logotype and transparency of the front design also add to the modernity of the new packaging.

"The new innovative design significantly enhances Żubrówka's unique provenance. The brand has been one of the international growth leaders for a number of years and we are confident that the new packaging will propel the brand towards future long-term growth," commented Grant Winterton, Global CEO of Roust.

The innovative Żubrówka bottle is rolling out in the United Kingdom, the United States and Germany. Later it will be introduced in global travel retail and in other European, American and Asia-Pacific countries.

The new packaging will be available in 50cl, 70cl, 75cl and 1l bottles.