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Russian Standard Vodka launches in Iceland

World's #1 Russian premium vodka enters the Icelandic market for the first time.

Russian Standard, world's №1 Russian premium vodka, has launched on the Icelandic market through the distribution network of Haugen-Gruppen, a leading importer of wines and spirits in the Nordic region.

The Russian Standard Vodka portfolio dominates the premium segment in Russia with a 35 percent market share and sales of over 3.3 million cases in 2016 in Russia and more than 80 export markets across Europe, the U.S. and Asia. Russian Standard Vodka continues to show excellent sales growth with +14% in January - September 2016 vs PY, driven by strong results in the UK, Germany, Israel and Russia.

Due to its high quality and global recognition, Russian Standard Vodka has successfully passed the initial trial term in the government-regulated stores (Monopoly) and qualified for guaranteed distribution on the Icelandic market.

The plan for 2017 is to further establish Russian Standard Vodka in the market and attack the Horeca market full force, increasing both quantity and brand recognition of the Icelandic population.

"We are delighted to be partnering with Haugen-Gruppen Vodka in Iceland. As vodka is the biggest category in Iceland, taking 38% share of all spirits, and we're positive that Russian Standard Vodka will become a clear favourite among vodka connoisseurs in Iceland", comments Jonathan Ashworth, Roust EMEA Managing Director.

"We at Haugen-Gruppen are thrilled to have introduced yet another global player to our portfolio. The initial reaction of the market has been positive to say the least both On-trade and Off-trade. Having advanced from the trial section of the Icelandic Monopoly to the permanent portfolio in the least possible time is not only amazing but another proof of the quality of Russian Standard Vodka", comments Birkir Gudmundsson, Haugen-Gruppen Managing Director.