

Russian Standard Vodka turns 19

17 July 2017

RUSSIAN STANDARD VODKA MARKS ITS 19TH ANNIVERSARY

On July 17, 1998, 19 years ago, the first Russian premium vodka in modern history was launched.

Russian Standard Vodka company, producer of the world's #1 Russian vodka, celebrates today a memorable date: the 19th anniversary since the launch of the first Russian premium vodka — Russian Standard.

Russian Standard is the founder of the premium vodka segment in Russia and its all-time leader since 1998, with a significant 36-percent market share. The brand continues its growth on domestic market adding 14% in 2016 and unprecedented 34% in Q1 2017 vs LY.

Russian Standard is #1 vodka exporter from Russia: global presence of the brand has increased from 26 countries in 2006 to over 80 countries and 1000 international airports in 2017, where the brand is available in duty-free shops. Russian Standard sales volumes increased in 2016 to 3.3 mln 9l cases and the brand has risen to the 15th place among world's best-selling vodkas according to Drinks International. In Q1 2017, the sales growth of Russian Standard continued and amounted to 10%.

Roustam Tariko, Founder and Chairman of the Board of Directors of the Russian Standard Holding comments: 'When we launched Russian Standard in 1998, there was no Russian premium vodka in Russia, all existing premium brands were imported. We set out to make Russian Standard premium vodka number 1 in Russia and premium Russian vodka number 1 in the world. Now we can confidently say that we have achieved success: we have no equal in terms of sales and international distribution. Demand for the brand is steadily growing, thanks to the fact that more and more people appreciate the true pure taste of Russian vodka and its unsurpassed quality. Moreover, we have built world class production and distribution structures that allow us to meet growing demand and provide for our continuing expansion into global markets.'

Russian Standard remains the only global Russian consumer brand that has received numerous prestigious international awards every year over more than dozen years,



including gold medals at numerous tasting competitions world over: The Spirits Business Vodka Masters (2016, 2014), Ultimate Spirits Challenge (2015), Best Vodka (2010, 2011, 2013) and others.

The dramatic bottle design, inspired by the Ivan the Great Bell Tower in the heart of Moscow, evokes Russia's Imperial past, and is a classic worthy of its famous ancestors. Since 1998, the bottle has undergone five design changes — each time the design has acquired an even more premium look and sophisticated performance.

Russian Standard Vodka is the only producer of premium vodka in Russia that has complete control over all stages of production — 'from grain to drop'. Russian Standard brands are produced at the most advanced premium vodka distillery in Russia, located in St. Petersburg, using only the best ingredients — the water of glacial origin from Lake Ladoga and selected winter wheat from the Russian Chernozem region. Grade Lux spirit of the highest quality is produced at the company's own spirit distillery in the Republic of Tatarstan and exceeds the EU requirements for cleanliness by 100 times.