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Russian Standard partners with Cirque du Soleil

Russian Standard Vodka, the world's #1 premium Russian vodka, has entered into a multi-year sponsorship with Cirque du Soleil as the official vodka sponsor of touring shows in USA and Canada. The partnership between these two super-premium global brands spans across multiple platforms, including on-site event activation, co-branded content creation, online media and retail integration.

"We decided to partner with Cirque du Soleil because it's a successful and forward-thinking entertainment property reaching millions of highly coveted consumers," said Leonid Yangarber, CEO of Roust Americas. "While Russian Standard Vodka has solidified a loyal following in both US and Canada, we expect Cirque du Soleil to be a great partner to introduce Russian Standard to new consumers seeking high quality experiences."

"We are delighted to be partnering with Russian Standard Vodka, a premium brand that will add another level of engagement, through creative activations, to the already unique Cirque du Soleil experience," said Richard L. Davies, Global Head Creative Alliances & Licensing.