

Russian Standard wins biggest pouring contract in the UK

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Russian Standard Vodka, world's number 1 Russian premium vodka, has won its biggest ever pouring contract in the UK with industry leading clubs and bar operator, Novus Leisure.

Russian Standard and Novus have joined forces to bring a new perspective to vodka drinking in the premium bars & clubs sector. The deal will see Russian Standard Vodka as the pouring vodka across the entire Novus estate of 43 bars and clubs and includes a visibility program of menu listings, premium POS and bar features.

The partnership will be ground breaking in term of how both the Novus teams and customers engage with the brand. A 360 marketing platform with a strong focus on digital and social amplification is set to reach over 3M consumers in the UK through a series of activations including a year round Bartender Competition, tailored Master Classes and a New Year's Eve events platform. Over 600,000 consumers are expected to be sampled.

Russian Standard is the third largest vodka brand in the UK, occupying 13% market share. In H1, Russian Standard saw +9% YTD sales growth, compared to the same period last year, against a declining vodka market.

