



**7<sup>th</sup> February 2017**

**Żubrówka named the most valuable Polish vodka brand**

Roust Group, world's second-largest vodka producer by volume, is proud to announce that Żubrówka has become the most valuable Polish vodka brand according to the annual ranking published by Rzeczpospolita, a leading daily newspaper in Poland.

With the estimated value of 532 mln PLN, Żubrówka is ranked #1 Polish vodka brand, #2 Polish alcohol brand and the 24th biggest Polish brand in all categories.

Other Roust vodkas are also included in the Polish alcohol brands ranking: Soplca (#7), Absolwent (#24) and Żytniówka (#26).

CEDC is recognized as the vodka market leader, with the whole Żubrówka portfolio included in the rankings.

Żubrówka is present in 40 countries around the world. Based on the results of global sales in 2016, Żubrówka established a new record: 7.1 mln 9l cases.