

Żubrówka continues international expansion

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Roust Group, world's second largest vodka producer, is pleased to announce that Żubrówka continues to expand into new markets, totaling 40 countries worldwide.

In October, the legendary brand was launched in 2 key markets within Caucasus — Georgia and Armenia.

The launch events were attended by the distribution team, representatives from federal retailers, key HoReCa venues and influencers.

Guests were treated to a full brand immersion, hosted by Brand Ambassador Dmitry Bunin from Ukraine. Dmitry's extensive experience in mixology and expertise in strong spirits helped the audience appreciate the legendary brand to the full. Samples of each of the products — Żubrówka Bison Grass, Biała and Złota — were served neat and in signature cocktails. Żubrówka Złota proved to be the most popular as many of the guests shared their experience and love for the brand on social media.

A week after the launch, Żubrówka brand was listed in key retail chains of the region — Zgapari and Alcorium.

