

# New Contract with Mast-Jägermeister

April 16, 2018

Roust Group, the largest integrated spirits producer and distributor in Central and Eastern Europe, and Mast-Jägermeister SE, worldwide renowned producer of Jägermeister, have decided to continue mutually beneficial cooperation.



According to the new exclusive agreement, Roust Group will continue the distribution and marketing support of Jägermeister, the world's largest premium liqueur brand and world's TOP-10 most popular premium spirit, in the Russian Federation.

"We are proud of the results of our successful cooperation, which began in 2000, when Roust launched Jägermeister in the Russian market. Today, Jägermeister is the import bitter No. 1 in Russia and one of the fastest growing premium import alcohol brands, which indicates the high potential of this unique product", comments Roustam Tariko, founder of Roust Group.

In 2017, Jägermeister achieved with Roust Group an impressive sales growth in Russia by 30% versus previous year. Active promotion of the brand will continue this year as well, in particular, it is planned to expand the line with new SKUs: 35 cl and 10 cl.