

# Roust announces new distribution agreement in Belux

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Independent beverage importer Alcobrands and Roust Group, the second-largest vodka producer by volume in the world, have partnered in Belgium and Luxembourg to distribute two premium leading vodka brands, Russian Standard and Żubrówka, starting 1 April.

Russian Standard is the world's number one premium Russian vodka with global sales of over 3.4M 9lt cases. Żubrówka, the legendary Polish vodka with over 500 years of heritage, is world's fastest growing vodka brand and the 3rd biggest vodka brand in the world.

Jonathan Ashworth, Managing Director of EMEA for Roust said: "We are consistently ranked as one of the fastest growing spirits companies in the world. With Alcobrands we found the same drive and passion to outperform market trends and challenge industry boundaries. Russian Standard Vodka and Żubrówka are our flagship vodka brands and are set to see significant growth in the Belux markets".

Dirk Boeckx, Managing Director of Alcobrands said: "I believe that as a company we have a strong momentum based on brands and people. This new addition of two of the world's leading vodka brands will enhance our portfolio strength and our ability to become one of the leading independent distributors in Belux".



## **About Alcobrands**

Independent importer Alcobrands was founded in 2017 by Dirk Boeckx, former director of Maxxium Belgium. Today, Alcobrands is the distributor of leading brands including Offley Port, Sip-smith, Larios Gin, Benromach whisky, Patron and Camino Real tequilas, champagnes Nicolas Feuillatte and Palmes d'Or.

## **About Roust**

Roust is the largest integrated spirits producer and distributor in Central and Eastern Europe and the second-largest vodka producer by volume in the world, with over 30 million 9l cases sold annually in more than 80 markets. Roust owns production facilities and distribution centres across Poland, Hungary, Russia and Italy.

Roust's extensive portfolio includes flagship vodka brands Russian Standard, Green Mark, Parliament and Zhuravli, as well as the authentic Polish vodka Żubrówka. Roust also owns Gancia, the legendary Italian company that created the first Italian sparkling wine.