

Russian Standard — #2 largest vodka brand in the UK

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Russian Standard Vodka, producer of world's number one Russian premium vodka, is pleased to announce that Russian Standard has become the second biggest vodka brand in the UK.

Russian Standard has grown +3% in the UK, versus a declining vodka market of -2%, seeing success across all trade channels and driving more volume growth than any other vodka brand in 2017.



Russian Standard has been a prolific winner of highly sought after, influential accounts in the on trade including Novus Leisure, One Group, Apartment Group, Tokyo Group and premium restaurants such as Sushi Samba and Bob Bob Ricard.

After a successful year in the trade, Russian Standard continues to scoop prestigious industry awards, recently being voted as one of the top 10 best-selling vodkas by Drinks International and 'Indy Best vodka' by the Independent as a result of blind taste testing. In addition to this, Russian Standard Platinum picked up silver at the Grocer Awards, known for its rigorous judging process and consumer panel.

This year, Russian Standard will continue to push its status as a challenger brand with increased brand investment behind a new

marketing campaign including high visibility outdoor sites across London, Manchester and Scotland and an exciting brand activation platform set to launch at some of the UK's biggest festivals.

As of 2017, Russian Standard has sold over 3.4 mln 9l cases worldwide.