

RUSSIAN STANDARD VODKA CELEBRATES TURNING 20 YEARS OLD

July 17, 2018

On July 17, 1998, 20 years ago, the first Russian premium vodka in modern history was launched.

The Russian Standard Vodka company, producer of the World's Number One Russian vodka, celebrates today a memorable date: the 20th anniversary since the launch of the first Russian premium vodka — Russian Standard.

Russian Standard is the founder of the premium vodka segment in Russia and has been an all-time market leader since 1998, with a significant market share of over 30%. The brand continues to grow in its domestic market increasing the sales volume by 20% in 2017 and 4% in Q1 2018 vs LY.

Russian Standard is the number one vodka exporter from Russia. The brand's global presence has increased from 26 countries in 2006 to over 80 countries in 2018. In one of Russian Standard's biggest markets, Travel Retail, the portfolio is available in over 1,000 international airports. Russian Standard sales volumes increased to 3.4 mln 9l cases in 2017 and the brand has risen to 16th place amongst the world's best-selling



vodka brands (Drinks International). In the UK, it is now the 2nd biggest vodka brand.

Roustam Tariko, Founder and Chairman of the Board of Directors of the Russian Standard Holding commented: ‘When we launched Russian Standard in the crisis year of 1998, few believed in the success of the concept of high-quality Russian premium vodka. However, we did not listen to anyone and continued to work. After only 2 years, the production volume of Russian Standard exceeded 100,000 9-liter cases, and soon the brand outperformed all imported premium vodkas in the country and entered foreign markets. Today Russian Standard became the icon of our country, one of the most famous Russian brands in the world: "if it's Russian vodka, then it's Russian Standard". In the 20 years of the brand's existence, we have produced over 300 million liters of Russian Standard for enthusiasts of quality Russian vodka across all continents. I am sincerely proud of the successes achieved and I want to thank everyone who has participated and is still participating in the creation and development of this truly unique brand with a 20-year history.'

Russian Standard remains the only global Russian consumer brand that has received numerous prestigious international awards every year, including gold medals at numerous prestigious tasting competitions including: International Spirits Challenge (2018), The Grocer Drink Awards (2017), The Spirits Business Vodka Masters (2016, 2014), Ultimate Spirits Challenge (2015), Best Vodka (2010, 2011, 2013) and others.

The dramatic bottle design, inspired by the Ivan the Great Bell Tower in the heart of Moscow, evokes Russia's Imperial past, and is a classic worthy of its famous ancestors. Since 1998, the bottle has undergone five design changes to evolve and progress its premium look and feel for which it is known.

Russian Standard Vodka is the only producer of premium vodka in Russia that has complete control over all stages of production 'from grain to drop'. Russian Standard brands are produced at the most advanced premium vodka distillery in Russia - located in St. Petersburg - using only the finest ingredients including water of glacial origin from Lake Ladoga and selected winter wheat from the Russian Chernozem region. Grade Lux spirit of the highest quality is produced at the company's own spirit distillery in the Republic of Tatarstan and exceeds the EU requirements for cleanliness by 100 times.

For more information:

www.vodka.com

www.facebook.com/russianstandard