



RUSSIAN STANDARD VODKA LAUNCHES ORIGINALS PROMOTION

Russian Standard Vodka – the UK’s number two premium vodka¹ – has announced the launch of a major on-pack promotion for the brand giving consumers the chance to win free tickets to music gigs as part of the Russian Standard Vodka Originals brand campaign. The promotion will feature on 300,000 bottles of Russian Standard Vodka, which will be rolled out from mid August.

Russian Standard Vodka is also making a significant investment in advertising, sampling and on and off-trade support for the rest of the year to further cement its status and popularity with consumers and the trade alike. This will include activity in cash & carry groups with pallet wraps promoting the campaign.

Joanne Birkitt, Senior Brand Manager of Russian Standard Vodka, commented: “Russian Standard Vodka has continued to enjoy fantastic growth across the UK in the past year – growing at +56% in the on-trade and +54% in the off-trade¹. We’re making a significant investment in the Russian Standard Vodka Originals programme, demonstrating our commitment to the UK market and hope to build brand loyalty with existing fans and drive trial with new drinkers. The promotional bottles of Russian Standard Vodka will give real stand-out on shelf and offer consumers great added value.”

The promotional bottles will include a Russian Standard Vodka Originals privilege card, which consumers can activate by going on line and registering. This will then allow them to apply to win free tickets to music gigs and film screenings as well additional content such as exclusive interviews, behind-the-scenes footage, downloads and competitions.

Also coming up as part of Russian Standard Vodka Originals brand campaign is a nationwide free ticketed² film festival, which will run in partnership with leading film industry magazine Empire, and starts with a week of screenings in London from 6th September. Further screenings will take place over the following four weeks in Birmingham, Leeds, Glasgow and Cardiff. The exclusive film screenings – of iconic films voted for by Russian Standard Vodka fans – will take place in luxurious and retro cinemas.



The Film Festival follows on from the hugely successful gigs played by *The Noisettes* as part of the Russian Standard Vodka Originals programme in May, and will offer consumers across the UK a truly unique experience.

For further information on Russian Standard Vodka Originals, visit www.rsvoriginals.co.uk.

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For more information about or images, please contact Kirsty Chant or Ben Egan at touch pr on 0870 774 0707 or email kirsty@touch-pr.co.uk

Notes to editors:

The cities and venues confirmed are:

London: w/c 6th September – Everyman Cinema Belsize Park / Prince Charles Cinema
Birmingham: w/c 13th September – Electric Cinema
Leeds: w/c 20th September – The Cottage Road Cinema
Glasgow: w/c 27th September – Grosvenor Cinema
Cardiff: w/c 4th October – Chapter Arts Centre

About Russian Standard Vodka:

- Russian Standard Vodka is the global leader in authentic Russian premium vodka and only two years after launch, is the number two premium vodka in the UK. The Russian Standard vodka portfolio dominates the premium segment in Russia with a 60 percent market share and sales of over 2.2 million cases in 2009 in Russia and more than 70 export markets across Europe, the U.S. and Asia. Roustam Tariko, the founder of Russian Standard, introduced Russian Standard Original in 1998 as the first authentic Russian premium vodka. Russian Standard vodkas are made with only the finest Russian ingredients, conforming to the formula for vodka established in 1894 by famed Russian scientist Dimitri Mendeleev for Russia's Czars. Two years after launch, sales of Russian Standard Original surpassed all imported premium vodkas on the Russian market, leading to broad international expansion and the launch of Russian Standard Platinum in 2001, IMPERIA Vodka, the company's luxury brand, in 2004, and Russian Standard Gold in the UK in 2010. www.russianstandardvodka.com
- Russian Standard is distributed in the UK by First Drinks Brands Limited which is wholly owned by William Grant & Sons Limited
- Roust Inc, one of Russia's leading spirits distribution companies, and a wholly owned subsidiary of Russian Standard Corporation, was appointed as the distributor for William Grant & Sons portfolio of brands in Russia in 2006

¹ Nielsen total off-trade data to 12.06.10; CGA on-trade data to 15.05.10

² Subject to a booking fee of £0.75 per person