

ELIT™ wins best vodka of the year, 10th time



For the 10th time, Elit™ vodka has been named best vodka of the year by the Beverage Testing Institute (BTI). Elit™ was also rated Superlative 97/100 for the 10th time, a feat unmatched by any other vodka.

This ultra-premium vodka is created using spring and winter wheat grown in the fertile black soil of the brand's single estate Kerschinskoye in Russia. The distilled spirit then heads to Latvia, where it is blended with artesian well water. A quadruple filtration process follows, then the spirit is frozen at -18°C. This process results in an extraordinary, award-winning vodka.

The BTI competition is rigorous. Industry experts test the aroma, flavour, and structure of the vodka, compliant with BTI's proprietary blind-tasting methodology co-developed with Cornell University, using custom-built software.

Comments JP Archer, Global Travel Retail Director Stolli Group: "This is amazing news for Elit™ and underpins the progress we are seeing for the brand in global travel retail. Elit was performing very well for us before Covid-19 hit, and since travel has started to open up again we are seeing a very strong upward curve in sales. Results are particularly strong in the Middle East, The Gulf, India and the USA but we see potential and opportunity for Elit in many markets - and being voted the world's best vodka can only benefit us in our discussions with retailers and buyers. What's more, we have plenty of innovation around the brand with a new Elit Rye Limited Edition being launched at Dubai Duty Free in November with more to come in 2022, especially since our launch in Russia - the home of vodka."