

Nemiroff partners with Odyssey Group to enter Egyptian and Tunisian markets



**NEMIROFF
ENTERS EGYPT
AND TUNISIA**

in Partnership with Odyssey Group

NEMIROFF.VODKA

 **ODYSSEY**
H.G. Odyssey International LTD

 **NEMIROFF**
1872
VODKA

Popular vodka brand Nemiroff has extended its distribution network into Egypt and Tunisia through a strategic partnership with Odyssey Group.

The collaboration is said to mark a significant addition to the company's presence on the African continent and broaden its global footprint.

The Odyssey Group specializes in travel retail and domestic supply of alcoholic beverages, beer, and tobacco, and will be instrumental in introducing Nemiroff's premium portfolio to these new markets.



De Luxe is included in the Nemiroff Vodka offer

From Q3 2024, Egyptian and Tunisian consumers will have the opportunity to experience Nemiroff's De Luxe and The Inked Collection through major operators including Egypt Air Duty Free Shops, Egypt Free Shops Company and Misr Foreign Trade.

"Expanding into Egypt and Tunisia is an exciting milestone for Nemiroff as we continue our global growth strategy," said Yuriy Sorochynskiy, CEO of Nemiroff. "These markets offer tremendous potential, and we are thrilled to bring our premium products to consumers who appreciate quality and innovation. Egypt, in particular, is poised for substantial growth in the alcoholic beverages sector, driven by rising demand from younger adults and the market is expected to expand due to new product developments and retail expansions. This promising outlook aligns with Nemiroff's strategic vision, making Odyssey Group the ideal partner for this venture."

Hakim Gamal, CEO of Odyssey Group, added, "We at Odyssey Group are always on the lookout for exciting opportunities to introduce new innovations and experiences to our customers. We are thrilled to embark on this journey with Nemiroff, sharing their passion for quality and commitment to best-in-class execution. This collaboration will create unforgettable moments for our consumers in Egypt and Tunisia."