

Roust Group launches new vodka brand: Siberian Troika



Appealing to consumers far and wide, the brand's bottle shows an image of the snow-covered Siberian expanses and the Russian troika, pays homage to the Motherland and features a complementary bell

Roust Group, the world's second largest vodka producer, has announced the launch of its new vodka brand, Siberian Troika.

The brand is a reflection of the Russian soul, with its love of freedom fully embodied by the boundless snow-covered open spaces of the Motherland. The spirit is made from pure melt water from the glaciers of the Altai mountains and frost-hardened Siberian wheat, with an infusion of juniper berries grown in the taiga.

The stand out bottle is set to attract attention with its image of the snow-covered Siberian expanses and the Russian troika. A bell complements the neck of the bottle, transmitting the ringing of a rapidly flying troika on a clear frosty day.

The release of Siberian Troika in the mid-price segment is focused on strengthening the position of Roust Group in the Siberian region and developing the brand into the main attraction of the Siberian Distillery.

Located in the Novosibirsk region, the plant uses only local natural ingredients and ensures high

production standards confirmed by international quality certificates HACCP, FSSC and ISO 9001.

“The Siberian Distillery is one of the most modern vodka distilleries in Russia and the birthplace of the legendary Talka brand, which is one of the best-selling vodkas in the country. We are confident that Siberian Troika will also be a great success among millions of consumers,” comments Vasily Zyranov, Director of the Siberian Distillery.

Siberian Troika is available in the popular volume of 0.5-liters across retail chains in the Siberian region.