

# Russian Standard Vodka launches Malachite Limited Edition in GTR



With an exclusive new pack, the world's number one Russian premium vodka boasts GTR presence

Available in 1,200 airports around the world, Russian Standard Vodka is pleased to announce the exclusive launch of its 7<sup>th</sup> Global Travel Retail limited edition bottle: Malachite.

Developed by the company's Design Studio in London, this limited edition bottle is inspired by one of the most mesmerizing and memorable gemstones and reflects Russian Standard Vodka's smooth, superior taste.

Glorified in Russian folklore, as pieces of desire and the material of artists, malachite became synonymous with the luxury of the Russian Romanov dynasty.

Embracing the gemstone's vibrant green hues and flowing lines, a dynamic and visually expressive articulation of Russian Standard Vodka has been created for this special edition; appealing to a contemporary generation looking for authentic brands with a powerful impact.

With over 600 million millennial travelers globally, representing more than 50% of total travellers, it's important to tell a story and engage with consumers. The brand offers the perfect combination of heritage, authenticity and craftsmanship.

The new Malachite edition showcases a vibrant new expression of modern Russia and showcases the

complex and ever-evolving spirit of the company. This exclusive edition is available in international airports located in Moscow, Frankfurt, Istanbul, Amsterdam, Hamburg, Oslo, Copenhagen and other key global airports.

According to the International Wine and Spirit research in 2019, Russian Standard Vodka is ranked the fifth largest vodka brand in the travel retail channel.