

Stoli unveils Dubai Duty Free limited edition



The limited-edition version of Stoli Gold super-premium vodka is designed as a high-quality gift that pays tribute to Dubai Duty Free, while raising brand awareness

Stoli Group has introduced a limited-edition Stoli Gold gift pack to celebrate 35 years of Dubai Duty Free.

Gulf Beverages (African & Eastern) and Stoli Group launched the pack to mark the leading operator's 35th anniversary, which took place in December 2018.

The limited-edition version of the recently repackaged Stoli Gold super-premium vodka is designed as a high-quality gift that pays tribute to Dubai Duty Free, while raising brand awareness.

The golden box features the 35th anniversary logo of Dubai Duty Free together with the traditional 1

Stoli Gold branding to communicate the key features: “quality perfection based on tradition, enhanced by continuous search for improvement and growth”, the supplier said.

The recipe has been updated with raw liquid produced from a single estate grain. The water used is filtered through shungite, a rare meteoric rock found only in a remote part of northwest Russia. The spirit is then filtered in the traditional Stoli way before a final filtration through coils of gold thread.

The anniversary pack is available in all Dubai Duty Free stores.