



RÉMY COINTREAU  
GLOBAL TRAVEL RETAIL

**PRESS RELEASE**

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**RUSSIAN STANDARD VODKA AND RÉMY COINTREAU GLOBAL TRAVEL  
RETAIL ENTER INTO INTERNATIONAL DUTY FREE ALLIANCE**

Russian Standard Vodka, Russia's number one premium vodka, and Rémy Cointreau Global Travel Retail (GTR) have announced today that they are entering into a multi-year international distribution agreement covering duty free channels.

As part of the alliance, Rémy Cointreau GTR will work on behalf of Russian Standard Vodka at commercial and marketing levels of the global duty free sector.

"Duty free is an important sector in Russian Standard Vodka's global expansion, and we have ambitious plans for our growth in the duty free channel," said Chris Lucas, CEO of Russian Standard Vodka International. "Rémy Cointreau and Russian Standard are long-time partners through our existing distribution relationship in Russia and in several European markets, and we are certain that Rémy Cointreau will succeed with our brands around the duty free sector."

Peter Sant, Managing Director of Rémy Cointreau Global Travel Retail: "Rémy Cointreau is excited to work with Russia's leading premium vodka. Russian Standard's rapid international growth is truly impressive, and the brand will benefit from our resources, organisation, logistics and business relationships with duty free accounts."

Duty free channels in Russia, CIS countries, Southeast Asia, Australia, New Zealand, UAE, Oman, Seychelles and Maldives are excluded from the Russian Standard/ Rémy Cointreau agreement.

Russian Standard Vodka and Rémy Cointreau are close partners in Russia, where Russian Standard has distributed Rémy Cointreau brands since 2006.

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### **About Russian Standard Vodka**

Russian Standard Vodka is the global leader in authentic Russian premium vodka. The Russian Standard vodka portfolio dominates the premium segment in Russia with a 60 percent market share and sales of over 2.1million cases in 2008 in Russia and more than 60 export markets across Europe, the U.S. and Asia. Roustam Tariko, the founder of Russian Standard, introduced Russian Standard Original in 1998 as the first authentic Russian premium vodka.

Russian Standard vodkas are made with only the finest Russian ingredients, conforming to the formula for vodka established in 1894 by famed Russian scientist Dmitri Mendeleev for Russia's Czars. Two years after launch, sales of Russian Standard Original surpassed all imported premium vodkas on the Russian market, leading to broad international expansion and the launch of Russian Standard Platinum in 2001, IMPERIA Vodka, the company's luxury brand, in 2004, and Russian Standard Gold in 2008.

[www.russianstandardvodka.com](http://www.russianstandardvodka.com)

### **About Rémy Cointreau**

The French-based Rémy Cointreau Group is the leading global manufacturer of ultra premium spirits and champagnes. With an annual turnover of 714 million euros, the Group is the result of the union between family heritage and modern commercial acumen, backed by an outstanding portfolio of brands leading the premium and ultra premium wines and spirits markets. These brands include Rémy Martin Cognac, Louis XIII de Rémy Martin, Cointreau Liqueurs, Piper-Heidsieck Champagne, Charles Heidsieck Champagne, St Rémy Brandy, Metaxa Brandy, Mount Gay Rum and Passoa.

The Rémy Cointreau Global Travel Retail Division covers a vital sector, raising the international profile of their premium brands while at the same time maintaining a leading position for the Group's brands in the duty free and travel retail channels.

[www.remy-cointreau.com](http://www.remy-cointreau.com)