

## Crystal Head Vodka launches first, limited-edition, John Alexander Artist Series Bottle to commemorate 10-Year Anniversary

Crystal Head Vodka's stunning limited edition John Alexander Artist Series bottle is now rolling out with Gebr. Heinemann in Europe in its flagship Duty Free shops at the airports in Istanbul, Frankfurt, Hamburg, Berlin, Amsterdam, Copenhagen and Vienna.

Created to commemorate the 10<sup>th</sup> anniversary of Crystal Head Vodka, the John Alexander Artist Series bottle is the first limited edition for the ultra-premium vodka known for its signature skull bottle.

John Alexander is the creator of the signature skull Crystal Head bottle, a design that is an exact rendering of a human skull. He is a renowned American artist, whose work can be found in museums across the US, including the Metropolitan Museum of Art in New York and other private collections worldwide.

Alexander is known as a painter of environmentally conscious landscapes and satirical figurative work. This evocative bottle finish is derived from Alexander's expressive 1988 oil painting 'Dancing on the Water Lilies of Life,' which is currently on display in



the Dallas Museum of Art.

The decoration process of these limited-edition bottles takes place in a small artisanal workshop in Milan, Italy. Each of the 25,000 bottles have been hand-decorated by one of three highly skilled craftsmen, and then numbered to further emphasize its scarcity.

Artist John Alexander commented, "I am thrilled to unite this expressive painting with the unique design of the Crystal Head bottle to help create the first edition in the artist series. This bottle stays true to the signature style of Crystal Head and appeals to spirit drinkers and art lovers alike."

## Zamora Company and MONARQ Group extend distribution partnership

After successfully working together for 3 years in Central America, Zamora Company and MONARQ Group have expanded their partnership to include the Caribbean and USA Duty Free.

Spanish family-owned Zamora Company's brands include Licor 43, Ramón Bilbao, Martin Miller's, Lolea, Villa Massa, Mar de Frades and Yellow Rose.

Thomas Clamens, Managing Director International of Zamora Company, commented: "We are delighted to extend and expand our partnership with MONARQ Group. The past three years, MONARQ has proven to be true - and professional partner, successfully managing the distribution, sales and marketing of our brands in this region. The consolidation

of the three territories with one partner will lead to a structured development of our brands throughout the full region."

Robert de Monchy, founder and Managing Director of MONARQ Group, added: "We have been working with Zamora Company in Central America for more than three years, which proved to be a successful and fruitful partnership. Zamora continuously improves their portfolio with the acquisition of new brands and the development of successful brand extensions. This coincides perfectly well with our corporate philosophy of bringing innovation to the Americas. We look forward to working many more years together with the Zamora team and to achieve our mutual goals."

## Russian Standard Vodka turns 20

The Russian Standard Vodka company is today (July 17) celebrating the 20th anniversary since the launch of the first Russian Standard premium vodka.

Russian Standard is the founder of the premium vodka segment in Russia and has been an all-time market leader since 1998, with a significant market share of over 30%. The brand continues to grow in its domestic market increasing the sales volume by 20% in 2017 and 4% in Q1 2018 vs LY.

Russian Standard is the number one vodka exporter from Russia. The brand's global presence has increased from 26 countries in 2006 to over 80 countries in 2018.

Travel Retail is one of Russian Standard's biggest markets, where the portfolio is available in over 1,000 international airports. Russian Standard sales volumes increased to 3.4 mln 9l cases in 2017 and the brand has risen to 16th place amongst the world's best-selling vodka brands (Drinks International). In the UK, it is now the 2<sup>nd</sup> biggest vodka brand.



## Tito's celebrates heritage with Stars & Stripes packaging

US distiller Fifth Generation is launching a limited edition burlap bag for Tito's Handmade Vodka to mark the start of summer.

The colorful, red, white and blue packaging sports the stars and stripes of the US flag reflecting the heritage of the Texan craft vodka.

Available from July, Tito's patriotic gift bags give travelers an opportunity to experience Americana at its best. The Stars & Stripes packaging will be carried by DFS, DFASS, DFA and Dufry in airports as well as retailers in the cruise channel.

Tito's Managing Director International, John McDonnell, says: "This celebratory packaging allows shoppers to tap into American culture and take home a piece of history. Tito's represents a fine example of the American dream, a story which resonates with consumers and this eye-catching pack allows customers to maximize sales during this peak summer period."