

Stoli Group heads for Cannes armed with new releases

By **Jas Ryat** on August, 19 2019 | Spirits & Tobacco



Super-premium Elit Vodka has a fresh identity, bottle and global campaign

Stoli Group has revealed details of new products and plans for travel retail as it prepares for the 2019 TFWA World Exhibition in Cannes (Stand number: Beach Village, Beach 6).

The multi-brand spirits owner is targeting the trending super-premium spirits category, aiming at sophisticated global consumers seeking quality, diversity and authenticity.

This drive is being spearheaded by CEO Rudy Costello and Matthias Knoll, Stoli Group's Senior Vice President Global Commercial, who was recently recruited from The Patron Spirits Company and brings top-level travel retail experience to Stoli. Both will be present in Cannes to meet buyers.

In brand news, the company is showcasing the first brand refresh for Elit Vodka. Stoli has positioned the brand at the heart of modern luxury spirits with a fresh identity, new bottle, new global campaign and a renewed focus on the travel retail market.

Stoli Group has announced new limited releases of its fast-growing American whiskey brand, Kentucky Owl Bourbon, into travel retail outside of the US. The releases are for the Confiscated, Rye 3 and Bourbon 9 expressions.

A new craft-aged rum expression will be released from Bayou: Single Barrel #2.

New products will be introduced for Stoli's tequila brand, Cenote: a clarified, aged Cenote tequila expression named Cristalino and Cenote Green Orange Liqueur.

A second Stoli tequila brand, KAH, is also having a brand refresh for travel retail with a striking new bottle and packaging.

In further news, Stoli will be releasing the vodka Stoli Lime - which has achieved a 96 points rating from the Beverage Tasting Institute - into travel retail outside of the US for the first time in January 2020.

Jean-Philippe Aucher, Stoli Group Global Duty Free/Travel Retail Director, said: "As a business, we've really done our homework on the products which will succeed in travel retail and duty free.

"It's so exciting to be able to present so many new lines in Cannes from some of our great brands including Elit, Kentucky Owl Bourbon, Bayou, Cenote and KAH. We look forward to revealing more details about these releases in the lead up to the show.

"I'm particularly looking forward to seeing the reaction at this great TFWA show to our brand refresh for Elit, which I believe will really cement our place in the top echelon of spirits in vodka's growing super-premium category."