

Stoli announces Asia TR distribution with Global Drinks



Alongside signature brand Stoli® Vodka the portfolio now includes a number of brands seen as having significant potential in the Asia Pacific region, including Kentucky Owl®, Tulchan® Gin, Bayou® Rum and Se Busca™ Mezcal

Stoli Group has announced a distribution partnership with Hong Kong-based Global Drinks Ltd (GDL). Under this partnership, GDL will develop and expand the reach for Stoli's luxury brand portfolio within the Asia Pacific region.

While Stoli was once known primarily for the Stolichnaya® Vodka brand, the Group has dramatically expanded its portfolio in recent years, with global travel retail seen as an important channel to help reach a global audience.



Elit™ Vodka was just voted the world’s best vodka; the ten-time platinum award winner from Beverage Testing Institute is in a league of its own

Harry Kartasis, Founder and Managing Director of Global Drinks commented: “I am extremely excited Global Drinks Ltd will be representing the Stoli Group world class portfolio of premium and super premium brands in Asia Travel Retail markets. The opportunity of working with an iconic brand like Stoli, super premium Elit vodka, coupled with the exciting launch of ‘The Wiseman’ bourbon whisky is a great way to commence what will be a valued and rewarding partnership.”

Adds JP Aucher, Global Travel Retail Director Stoli Group: “With the recent addition of Kentucky Owl The Wiseman bourbon in our ultra-premium portfolio, we believe it is the right time for Stoli Group to grow its footprint in Asia. Global Drinks is the perfect strategic partner for Stoli Group as we look to strengthen our distribution in Asia Travel Retail markets. Harry and his company bring the experience and the structure for us in the region, from the company’s back office and sales support teams to its extensive travel retail Asian network and logistic warehouse in Hong Kong. This provides a great hub for our strategic brands.”