

Ladoga Group offers a new take on an old concept



Located at Pulkovo Duty Free Store, the new installation conveys the spirit of Tsarist Russia and features Ladoga's Imperial Collection, Vodka Tsarskaya and Ivan the Terrible Vodka



As a strategic partnership of several independent enterprises, Ladoga Group encourages the responsible consumption of wine and spirits in a drinking culture of all interested consumers. The strategic alliance lists Ladoga Group distillery and distribution in Russia as its two leading independent enterprises. Along with its others, the company produces more than 100 spirit SKUs, imports more than 100 brands from across the globe and exports products in over 50 countries.

Recently, the group installed a new wallbay at Pulkovo Airport in St. Petersburg, Russia. Located in the airport's duty free store, a component of Dufry at Pulkovo St. Petersburg, the installation displays Ladoga's Imperial Collection, Vodka Tsarskaya range and Ivan the Terrible Vodka. Along with the premium status of the vodka brands, the Imperial Era plume and palace interior design of the Russian Empire inspired the design concept and vodka-specific brand selection of the in-store merchandising. The installation aims to convey the spirit and tradition of Tsarist Russia and the splendor of the original Russian drink.

Ladoga Group teamed up with Merchant Brand Designers to develop the design and entrusted the production to its partner marketing agency, Smart Project. Reflecting the cultural heritage of the country, Ruslan Grigoryev, Export Director at Ladoga Group, notes that many of the décor elements of the furniture are handmade with a deep respect for historical detail.

Pulkovo Duty Free Store & Tsarskaya Vodka:

Since its production facilities are located in St. Petersburg, Ladoga Group has a long-established partnership with Pulkovo Duty Free Store. During its years of operation, the group has become the number one supplier of spirits at the store.

"Tsarskaya Vodka is the best-selling premium vodka brand in Russia. St. Petersburg is the home city of Tsarskaya, which is why it's the most popular vodka brand at Pulkovo Duty Free Store. In addition, we offer a collection of special and limited editions exclusive to travel retail," says Grigoryev.

When asked about the vodka subcategory being recognized as offering some of the fastest-growing international brands of 2020 (based on % growth), Grigoryev comments the company expanded the presence of its ultra-premium brand Imperial Collection. The brand is considered to be the most expensive serial vodka in the world and is extremely successful in Russian travel retail.

LADOGA Brand Ambassador Digital Assistant:

With the ongoing recovery of travel retail in mind, Grigoryev states it's important that on-site sales consultants be able to communicate with every customer – meaning language should not act as a barrier. According to him, Smart Project has created an application for Ladoga Group, which enables consultants to present products in almost any language including Hindi, Arabic, Mandarin. As a result of the agency's knowledge of consumer behavior and experience in offline promotion, Smart Project developed and executed its first electronic application: LADOGA Brand Ambassador Digital Assistant.

“With the development of this application, our brand consultants can tastily present our entire product range in Russian, English – or even the most exotic language.

“Featuring design elements, visual assets, informational content, promotions, quizzes and more, this program is individually designed for each of our products. Our goal is to provide quality intuitive service and maximize coverage of Ladoga Group's international audience in order to increase sales,” adds Grigoryev.