

# Ladoga appoints Kreol Travel Retail as distributor



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Imperial Collection OG Austria, a Ladoga Group joint venture, has appointed Kreol Retail FZE as its travel retail distributor for select countries, including the Indian subcontinent and the Middle East.

“We are proud to be associated with such a prestigious brand,” said Lal Arakulath, CEO of Kreol Travel Retail.

Ladoga Group ranks among the top 10 alcohol producers in Russia, and was founded in 1995 in St Petersburg. The company has a strong distribution network in the Russian Federation and exports to more than 40 countries.

Ladoga Group is a member of the two most influential trade associations of leading alcohol producers: Alcohol Producers Union (SPAP) and Association of Alcohol Manufacturers (APAN).

Ladoga Group produces high-quality beverages using water from Lake Ladoga, the largest freshwater lake in Europe.

The distillery has a total production capacity of 4.5 million decaliters per year.

The production process involves 12 steps of filtration through charcoal columns as well as barrier, quartz and membrane filters.

Ladoga is the leading producer of infusions, bitters and liqueurs in Russia and one of the major producers of premium and super-premium spirits, including the renowned Imperial Collection.

When Peter the Great was crowned Emperor of Russia in 1721, a one-of-a-kind vodka was created to celebrate the occasion. That vodka is known as Imperial Collection Gold.

Ladoga Group regularly receives awards in prestigious international and national tasting competitions and exhibitions.

For several years in a row, the company has been awarded the accolade of Leader of the Russian Alcohol Market by the National Alcohol Association.

Ladoga's products have received over 60 gold medals at various international competitions.

The design of its liqueur range was developed by Claessens International, the renowned London agency.

In 2017, the Imperial Collection Gold design was upgraded by Russian branding agency STUDIOIN. To attract customers, a new ornamental central decoration was developed.

The one-liter bottle is now thinner and taller so it can easily be placed on bar shelves and counters.

Imperial Collection Faberge Vodka, one of the most expensive in the world, is housed in a signature egg-shaped presentation case decorated with 24-carat gold gilding and colored crystals. Each case contains a 75cl decanter of Imperial Collection vodka with four glasses, made of Venetian glass.