

Ladoga Group to unveil a golden vodka trio at Cannes fair

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Imperial Gold Black Edition (one-liter bottle) with its metallized gift packaging

Russian vodka brand Imperial Gold has extended its range in the travel retail channel with the launch of three limited-edition expressions created for travelers.

The new Imperial Gold Travel Retail Exclusive will be available only in duty free stores. Imperial Gold Black Edition and Imperial Golden Snow in gift packages will complete the new one-liter bottle collection. All these expressions are bottled in St Petersburg traditionally at 40%abv.

The bottle of Imperial Gold Travel Retail Exclusive is completely covered by golden metallized decoration, which is designed to attract younger travelers.

The Imperial Gold Black Edition recipe was created to pair with black caviar. Its neutral and smooth taste clears the palate and highlight the distinctive taste of black caviar. This kind of pairing was popular in 19th century among Russian Emperors and nobles. The new gift package is also designed to attract travelers wanting to buy a gift.

Imperial Golden Snow is a one-of-a-kind vodka of the Imperial Collection brand. 23ct gold flakes are added to a bottle, creating a visual effect of quietly falling snow. The golden flakes also make the

taste surprisingly mild, rounded and soothing. The attractive gift tube accompanies the new one-liter bottle.

All the new editions are recommended served neat at the temperature of 6-8 degrees Celsius.

The original Imperial Gold vodka (Tsarskaya in Russia) was launched in 2003 to celebrate the 300 anniversary of St Petersburg.

In 2017, the brand entered The Millionaires Club and was recognized as the fastest-growing vodka brand in the world in 2016.

The new Imperial Gold extensions will be available from Moscow and St Petersburg airport duty free shops starting from Autumn 2019.

Imperial Gold vodka's brand owner Ladoga Group will be exhibiting at the TFWA World Exhibition (Stand number: Blue Village H3).