

## AWARDS

SPUTNIK VODKA HAVE BEEN CELEBRATING TWO PRESTIGIOUS AWARDS THIS SUMMER.

### INTERNATIONAL SPIRIT CHALLENGE

JUDGED BY A PANEL OF SPECIALISTS INCLUDING BLENDERS, DISTILLERS, IMPORTERS AND JOURNALISTS, THIS HIGHLY REGARDED COMPETITION AWARDED SPUTNIK VODKA THE BRONZE AWARD. THE INTERNATIONAL SPIRIT CHALLENGE, ORIGINALLY FOUNDED IN 1995, HAS OFTEN BEEN COMMENDED FOR ITS INDEPENDENCE, VARIETY AND QUALITY OF ITS PANEL. SINCE ITS LAUNCH IT HAS BEEN ATTRACTING A BURGEONING, DIVERSE AND COMPETITIVE LINE-UP OF ENTRIES - THIS YEAR A TOTAL OF 75 VODKAS ENTERED, WHICH REALLY EMPHASISES THE ACHIEVEMENT OF SPUTNIK'S BRONZE

### AWARD.

### INTERNATIONAL WINE AND SPIRIT COMPETITION

SPUTNIK'S SMOOTH TASTE HAS ALSO BEEN GRANTED A COMMENDED AWARD AT THE PRESTIGIOUS INTERNATIONAL WINE AND SPIRIT COMPETITION. THIS COMPETITION, THE PREMIER COMPETITION OF ITS KIND IN THE WORLD, AIMS TO PROMOTE THE QUALITY AND EXCELLENCE OF THE WORLD'S BEST WINES, SPIRITS AND LIQUEURS. THE UNIQUE COMBINATION OF THE IWSC'S DETAILED TECHNICAL ANALYSIS AND SPECIALIST JUDGING PANELS MEANS THAT GAINING THE COMMENDED AWARD IS AN OUTSTANDING ACHIEVEMENT.



## RE-LAUNCH 2004

### LONDON TAKE-OFF

LONDON 7TH JULY 2004 SAW RUSSIAN VODKA HOUSE, MAKERS OF SPUTNIK VODKA LAUNCH ITS £1,000,000 ADVERTISING AND MARKETING CAMPAIGN TO SUPPORT ITS NEWLY RE-BRANDED BOTTLE

### DESIGN.

LAUNCHED AT SOHO'S ALPHABET BAR, CENTRAL LONDON, GUESTS WERE INVITED TO SOAK UP SPUTNIK'S GENUINE RUSSIAN EXPERIENCE BY SAMPLING A RANGE OF ITS BESPOKE COCKTAILS AND SHOOTERS.



THE NEW SPUTNIK ADVERTISING CAMPAIGN WILL ESTABLISH SPUTNIK AS ONE OF THE LEADING INDEPENDENT RUSSIAN VODKAS. THE INITIAL POSTER CAMPAIGN WILL BE CITED IN THE LONDON UNDERGROUND BEFORE APPEARING IN A PRINT CAMPAIGN LATER IN THE YEAR. PR AND SAMPLING ACTIVITY WILL BE AN ON-GOING INITIATIVE THAT EMBODIES SPUTNIK'S LAUNCH INTO THE UK MARKET.

