



MEDIA SUPPORT

SHOT IN RUSSIA TO SUPPORT THE SPUTNIK RE-BRAND, NEW ADVERTISING IS BASED ON THE FANTASY AIRLINE 'SPUTNIK AIRWAYS', A COMPANY THAT ENCAPSULATES THE VERY RUSSIAN GLAMOUR AND SPIRIT OF EXPLORATION THAT IS AT THE HEART OF THE SPUTNIK BRAND.

RE-BRANDING

THE LAUNCH ALSO ALLOWED SPUTNIK VODKA TO ANNOUNCE ITS RE-BRANDED SPUTNIK BOTTLE. WHILST REMAINING PASSIONATELY COMMITTED TO FOLLOWING THE CENTURY OLD RECIPE OF SPUTNIK, RUSSIAN VODKA HOUSE FELT IT WAS IMPORTANT TO BRING THE BRAND UP-TO-DATE WITH ITS WESTERN DRINKERS AND CHANGING TIMES. THE DESIGN INCORPORATES THE SPUTNIK SATELLITE ICON AND ROCKET; SYMBOLS OF OUR PASSION AND THIRST FOR EXPLORATION THAT THE VODKA CELEBRATES.

BUSINESS LISTINGS

SPUTNIK VODKA IS AVAILABLE FROM BOTH ON AND OFF TRADE OUTLETS THROUGHOUT THE UK, AND SOLD BY A NETWORK OF PARTNERS INCLUDING WINE CELLAR, UNWINS AND NISA TODAY. IT IS ALSO AVAILABLE THROUGH NATIONAL WHOLESALE ON-TRADE DISTRIBUTORS.

IN TWO NATIONAL SPECIALIST OFF-LICENSE CHAINS, SPUTNIK IS ALREADY OUT SELLING SMIRNOFF RED BY 3:1.



TO FIND OUT MORE ABOUT SPUTNIK AIRWAYS PLEASE VISIT
WWW.SPUNIKAIRWAYS.RU