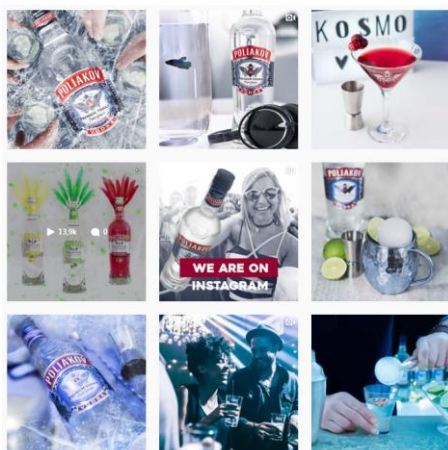


PRESS RELEASE



March 2019 – POLIAKOV - THE EXTREME VODKA STRENGTHENS ITS PRESENCE ON SOCIAL NETWORKS

Poliakov Vodka, the Millionaire brand with sales up to 1.5 million nine-litre cases, pursues its success story. Sold in over 50 countries, Poliakov is one of the leading international Vodka brands, figuring in the TOP 20 worldwide and TOP 5 in Western Europe**. The brand owes this achievement to its unique quality, rewarded in international competitions, and to a powerful brand universe focusing on extreme cold and infinite space. To strengthen its bond with its consumers around the world, Poliakov has for ambition to develop its presence on the different social networks.*



ON INSTAGRAM
@PoliakovVodkaWorld



Among all the photo and video sharing applications, Instagram has quickly established itself in the landscape. Since 2017 the number of monthly active users increased by 45% and reached the 1 billion, with a half aged between 16 and 24 years old and 80% of them following brands; making this social network a great opportunity for Poliakov to interact with its millennials target. Launched in February the new Poliakov Vodka World page propose varied themes to its followers around music & festivals, cocktails recipes & tips to impress your friends and latest product innovations.

Intrigued to discover all of this? Come follow us:

www.instagram.com/poliakovvodkaWorld/

ALSO PRESENT ON FACEBOOK  AND YOUTUBE 

With more than 445 000 fans on Facebook and 3,5 million views on Youtube, Poliakov continues sharing on these social networks the best of its latest events, news, partnerships and activations. By being present and visible on the biggest social networks, Poliakov vodka successfully shows its proximity with its target and optimizes their interactions.

Facebook: www.facebook.com/POLIAKOVVodkaWorld

Youtube: www.youtube.com/poliakovvodka

Keep updates with Poliakov vodka news!



Sources: IMPACT 2019, The IWSR 2018

About LA MARTINQUAISE

An independent French group founded in 1934 by Jean Cayard, LA MARTINQUAISE is a leading spirits group in France and features in the world Top 10. The group has reached a turnover of 1 Billion euros and is proud to own four millionaire brands, LABEL 5 & SIR EDWARD'S Scotch Whiskies, POLIAKOV Vodka and NEGRITA Rum.

Visit our website for more information: www.la-martiniquaise.com

Please drink POLIAKOV responsibly.
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