

PRESS RELEASE



September 2019 – POLIAKOV VODKA X DJ HIDDEN NEW COLLABORATION

The Millionaire vodka brand POLIAKOV announces its new collaboration with the rising DJ from the electro scene: HIDDEN.



The freezing Vodka and DJ HIDDEN come together to set stages around the world on fire for this year's POLIAKOV Tour. As the official sponsor of the DJ's World Tour POLIAKOV will be part of the biggest festivals and electro parties: Tomorrowland, Medusa festival, Ushuaia Ibiza,...

Very close to the music universe, POLIAKOV aims to develop more and more its presence in festivals where the brand can interact with its main target consumers: the millennials. For two years already the extreme vodka goes on a music quest with POLIAKOV Ice Wall activation, where festival-goers are able to connect deeply with the brand freezing and futuristic universe thanks to a virtual reality immersion.

For 2019, POLIAKOV continues celebrating music and has for new ambition to invest in and support promising talents of the electro scene, beginning with DJ HIDDEN. This music passionate who started very young to compose its own melodies and who now travels the world to share his work is a great ambassador for the extreme vodka! Famous for its featuring with other well-known artists such as Cat Dealers, Yves V, Ester Peony or MATTN, he produced songs that have been in the Top 3 Beatport.

« The most important thing for me is to give people emotions through the various styles of electro music I produce. As a young and dynamic brand, POLIAKOV represents perfectly the event, festive and night life I'm evolving in. » says HIDDEN. And Manon Brochet, POLIAKOV International Brand Manager, to add: "This exciting collaboration with the artist HIDDEN enables both sides to grow exposure and bring innovating music content to fans all over the world."

The POLIAKOV tour dates, pictures and videos are to be found on POLIAKOV and HIDDEN social networks.

READY TO PARTY?
Keep updates with Poliakov vodka news!

About POLIAKOV POLIAKOV, 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. POLIAKOV owes this achievement to its unique quality, often rewarded in international competitions and to a powerful advertising universe focusing on extreme cold and infinite space. (*Source: The Impact 2019)



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About LA MARTINIQUE An independent French group founded in 1934 by Jean Cayard, LA MARTINIQUE 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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