

## PRESS RELEASE



### **December 2019 – POLIAKOV VODKA UNVEILS A NEW FREEZING LIMITED EDITION**

**POLIAKOV** Vodka introduces **KRYO EDITION**, its latest series of limited edition bottles, playing with transparency and starifying its iconic eagle.



In echo of its new communication campaign *Born In The Ice Dimension*, POLIAKOV vodka brand reveals a fully sleeved glassware in the same icy and extreme theme. Greatly highlighting its unique universe with POLIAKOV iconic eagle magnified by a transparency effect, the artwork also reflects the freezing cold dimension of the brand. Its curious name **KRYO** is an emphasis as well, meaning “Cold” in Greek.

Aiming to have a year-end highlight on the brand, this limited edition is also connected thanks to a QR code redirecting to a reveal video for a complete immersion in the POLIAKOV universe.

“POLIAKOV Vodka is proud to launch, this year again, a new limited edition in order to enhance the brand visibility and share its glacial DNA with consumers. This limited edition will contain the same multi-awarded 100% pure grain & triple distilled vodka.” says Manon Brochet, POLIAKOV International Brand Manager.

The limited edition will be available in 70cl and 100cl formats from November till the end of the year, in POLIAKOV main markets.

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 like in 2017 with the PLATINUM medal at the SIP AWARDS competition, and to a powerful advertising universe focusing on extreme cold and infinite space. (\*Source: The Impact 2019)



[Check out the International POLIAKOV Facebook Page](#)



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**About LA MARTINIQUAISE** An independent French group founded in 1934 by Jean Cayard, LA MARTINIQUAISE 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](http://www.la-martiniquaise.com)

Please drink POLIAKOV responsibly.  
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