

# Stoli Group strikes distribution partnership with Global Drinks Ltd

Stoli Group and Hong Kong-based Global Drinks Ltd (GDL) have announced a new distribution partnership to expand the reach of Stoli's luxury brand portfolio in Asia Pacific. The companies are both partners of the [Virtual Travel Retail Expo](#) this week and are discussing distribution arrangements with regional travel retailers.



The portfolio includes Elit, the much-awarded super-premium vodka

Harry Kartasis, Founder and Managing Director of Global Drinks, commented: “I am extremely excited Global Drinks Ltd will be representing the Stoli Group world class portfolio of premium and super premium brands in Asia travel retail markets. The opportunity of working with an iconic brand like Stoli, super-premium Elit vodka, coupled with the exciting launch of The Wiseman bourbon whisky is a great way to commence what will be a valued and rewarding partnership.”

Stoli Group Global Travel Retail Director Jean-Philippe Aucher added: “With the recent addition of Kentucky Owl The Wiseman bourbon in our ultra-premium portfolio, we believe it is the right time for Stoli Group to grow its footprint in Asia. Global Drinks is the perfect strategic partner for Stoli Group as we look to strengthen

our distribution in Asia travel retail markets. Harry and his company bring the experience and the structure for us in the region, from back office and sales support teams to its extensive travel retail Asian network and logistic warehouse in Hong Kong. This provides a great hub for our strategic brands.”



Stoli Group is highlighting The Wiseman bourbon at the Virtual Travel Retail Expo this week

Primarily known for the Stolichnaya vodka brand, Stoli Group has expanded and premiumised its portfolio in recent years, with global travel retail seen as a vital distribution channel.

Alongside signature brands Stoli and Elit – the latter voted the world’s best vodka by the Beverage Testing Institute – the portfolio now includes a number of brands Stoli said have significant potential in the Asia Pacific region, including Kentucky Owl, Tulchan gin, Bayou rum and Se Busca mezcal.

Global Drinks Ltd is a specialist company importing and distributing wine and liquor brands in Asia, both in travel retail and the high-end domestic market.