

PATTERSON'S

THE WASHINGTON PANEL



A server, dressed in traditional Russian attire, with Yuri Ushakov, Ambassador of the Russian Federation to the U.S. "Russian Standard cannot be compared to anything else—it is simply unbeatable."

Vodka Diplomacy with **Russian Standard**

Va-Voom Appeal: Heritage Factor

When the Ambassador of the Russian Federation to the U.S., Yuri Ushakov, featured Russian Standard Vodka cocktails at the Russian Embassy in Washington, D.C., guests, including high ranking military officials and dignitaries, were drinking the #1 premium vodka in Russia while being entertained by balalaika dancers, Russian folk singers and a Russian orchestra. It was the Embassy's annual Russian National Day celebration reception; men dressed in traditional Russian attire passed Russian Standard Original shots and Imperia Martinis, as well as the world's finest caviar and smoked sturgeon. Fine Russian jewelry and matryoshka dolls were available for viewing in rooms off the main hall.

Russian Standard was named the "Official Vodka" of the Russian Embassy by the Ambassador last year, making it the only vodka served at major embassy events. "Russian Standard vodka is pleased to join Ambassador Ushakov and the

Russian Embassy in celebration of this important day in Russian history," said Igor Galbur, Executive VP of Corporate Affairs, Russian Standard Vodka USA. "We are incredibly proud of our Russian heritage and honored to be able to share the #1 premium vodka in Russia with the special guests of the Russian Embassy."

Russian Standard Vodka is the only premium vodka available in the U.S. that is made with Russian ingredients, distilled in Russia, bottled in Russia, sold in Russia and #1 in Russia. At the 2007 U.S. launch event for Russian Standard's Original brand, held at the Embassy, Ambassador Ushakov said, "Russian Standard cannot be compared to anything else—it is simply unbeatable. What is special about it is its Russian spirit and Russian taste. Russian people can proudly share this vodka with the rest of the world, and its arrival in the U.S. is a great example of our country's progress in bringing premium quality consumer goods to international markets."