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PANEL



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# The Debut of Russian Standard Platinum Vodka

**R**ussian Standard Vodka introduces super-premium vodka Russian Standard Platinum to the U.S. Distilled, blended and bottled in Russia, Russian Standard Platinum was inspired by modern Russia's vibrant nightlife and is specially created for mixing in cocktails. Four-times filtered through birch charcoal, then filtered twice more using Russian Standard's exclusive ultra-modern Silver Filtration System, the new vodka is the result of a process requiring a high degree of precision and constant control,

Platinum is the third Russian Standard vodka brand to launch in the States in the past five years.

Russian Standard Platinum retails for \$25.99 and above for a 750 ml. bottle.

