



# WODKA GORBATSCHOW

THE TRUE SPIRIT OF VODKA



[www.wodka-gorbatschow.de](http://www.wodka-gorbatschow.de)



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WodkaGorbatschow

PRESS INFORMATION



# WODKA GORBATSCHOW

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# WODKA GORBATSCHOW: THE TRUE SPIRIT OF VODKA

'Pure, smooth and clear' are the three essential attributes that have characterised *Wodka Gorbatschow* for 100 years and been appreciated by vodka connoisseurs for decades. *Wodka Gorbatschow's* uninterrupted success story began in Berlin back in 1921. It has been the vodka market leader since the mid-1970s and the best-selling spirit brand in Germany since 2015.

Not only does *Wodka Gorbatschow* have an excellent level of brand awareness – it also enjoys impressive popularity ratings, which are regularly confirmed in market surveys. The well-known slogan 'The true spirit of vodka' succinctly communicates the brand image, and the association with purity is confirmed by the taste experience. *Wodka Gorbatschow* unites a fine, elegant and subtle flavour with perfect mixability and tastes just as smooth neat on the rocks.



Vodka is such a sensitive spirit that it can never be allowed to come into contact with external aromas, so meticulous attention is paid throughout the entire production process to preventing any external aromas from impairing the purity of the distillate. *Wodka Gorbatschow* is produced from 100% grain to guarantee its consistently excellent quality and mild flavour. The vodka is also filtered four times in a cold filtration process to eliminate any unwanted impurities. This involves gently reducing the distilled vodka's temperature to minus 12 °C before it is passed through an activated charcoal filter. After being filtered four times *Wodka Gorbatschow* reaches its special level of purity and its multiple-award-winning quality.

*Wodka Gorbatschow's* extraordinary success is due to a combination of excellent product quality and consistent brand management. Over the years the *Wodka Gorbatschow* brand design has remained essentially the same. A high recognition value is achieved as a result of the uniquely shaped bottle in combination with the blue label and ice-themed elements, all of which reflect the clear and icy freshness of the vodka.

*Wodka Gorbatschow* is the most widely advertised vodka in Germany. The new TV commercial that was aired in connection with the brand's anniversary in 2021 features people of different backgrounds raising their glasses to the nation's favourite vodka. The recognition element of the 15-second commercial is the iconic closing scene, where the *Wodka Gorbatschow* bottle is placed into an icy polar landscape.

A contemporary online and social media presence rounds off the brand profile. The QR code on the back label of the bottle is an additional service element that offers consumers direct access to detailed product information.



## HISTORY: A VODKA PRIZED BY TSARS

*Wodka Gorbatschow* is a premium quality vodka that was originally produced in St. Petersburg. Long before the First World War Leontowitsch Gorbatschow established a vodka distillery in St. Petersburg, where he made many of his fellow citizens happy with his transparent alcoholic beverage. People from all walks of life, from tsars, princes and popes to soldiers and farmers, spoke fondly of his vodka. Then came the October Revolution in 1917 – and the downfall of the Russian Empire.

‘Mother Russia’ suddenly became a dangerous place to be for many Russians. A lot of them fled to the West as immigrants, including the Gorbatschow family, who eventually arrived in Berlin with the original recipe for the vodka in their suitcase. The Gorbatschows applied for a permit to manufacture and sell vodka, and it was issued on 28 April 1921.

Initially *Wodka Gorbatschow* was a regional product and practically unknown as a brand outside Berlin. In the early 1950s a new owner, businessman Arthur Barth, began expanding the business and marketing the product beyond the city limits.



By 1960 the brand was so well known that Söhnlein Rheingold KG became interested in *Wodka Gorbatschow* and acquired a majority stake in the Berlin-based company. Three years later distribution operations had expanded to all of West Germany. Sales doubled to 750,000 bottles, which was a very impressive figure for that time. In 1969 Söhnlein acquired the remaining shares in the company.

In 1975 *Wodka Gorbatschow* became the German market leader with the slogan ‘The true spirit of vodka’. It had evolved from a regional business to a national success as a result of the product’s quality, the expansion of distribution operations and a systematic marketing concept.

*Wodka Gorbatschow Citron*, the same high quality vodka with a hint of lemon, was launched in 2008. It represented a modern and attractive product variant that appealed to consumers as a result of its purity, mildness and a delicate fresh lemon flavour.

Since summer 2010 the brand has been catering to rising demand for mixed alcoholic drinks in cans with the tangy, fresh *Gorbatschow Lemon*, as well as pre-mixed classic cocktails. The ready-to-drink product *Gorbatschow Lemon* was joined in spring 2016 by new and exotic *Gorbatschow Maracuja*. *Gorbatschow Sex on the Beach* represented another new addition to the range in 2019.

In 2017 *Wodka Gorbatschow PLATINUM* was launched as a premium vodka exclusive to the restaurant trade and specialist retailers.

August 2021 saw the launch of a new *Wodka Gorbatschow* product category in the ready-to-drink segment boasting a low alcohol content, natural flavours and 32 kcal/100 ml. Since then, the vegan and gluten-free *Gorbatschow Hard Seltzers* in the flavours *Green Lime*, *Wild Berry* and *Fizzy Grapefruit* have been on sale at retail outlets.

Germany's\* best-selling spirit celebrated its 100-year anniversary in 2021. Since the 1970s the traditional brand has been the undisputed market leader in the vodka segment and one of the best performing spirit brands in Germany in terms of sales. And that's not all. *Wodka Gorbatschow*, pioneer in the German vodka category, was named best-selling spirit in Germany for the fourth time in succession in its anniversary year.



\* IRI Handelspanel, food retail outlet  $\geq 200\text{m}^2$  (incl. hard discounters), top 25 spirits products (excl. private labels), sales in '000 1/1, 2020 vs. previous year

# WODKA GORBATSCHOW MEETS EKO FRESH

In the summer of 2019 *Wodka Gorbatschow* and Eko Fresh embarked on a legendary collaboration when the rapper created his own signature drinks for *Wodka Gorbatschow* as part of its sponsorship of the 'ProSieben in Concert' series.

In 2020 *Wodka Gorbatschow* sealed a strong brand partnership with Eko 'Freezy' Fresh, launching a limited edition of the best-selling spirit brand in Germany, '*Wodka Gorbatschow designed by Eko Fresh*' with the slogan 'Freeze the Moment', developed in close collaboration with the German rap star.

The rapper collaborated with a creative team on several designs for the *Wodka Gorbatschow Limited Edition* in 2020, with the final design being selected in a community voting process on [www.wodka-gorbatschow.de](http://www.wodka-gorbatschow.de). It was a great opportunity for fans to help choose the future look for the coveted limited edition product. The clear winner in the exclusive vote was the dark blue and gold design. The limited collector's edition with the telling name 'The King of Vodka' makes reference to Eko Fresh's legendary debut single of 2003 and to the brand's success.



And, to top it all, *Wodka Gorbatschow* continued its partnership with Eko Fresh for the 2021 anniversary year campaign. With the motto 'Here's to the next party' the famous vodka brand once again showed the world that *Wodka Gorbatschow* has always been the ice-cold and crystal-clear beverage that no party should be without.

The campaign collaboration with Eko Fresh centres around the anniversary song 'Halt mein Glas' (Hold My Glass) that can be viewed on YouTube: <https://youtu.be/oWVhTdl1F8E>. The rap song about diversity and parties features fresh beats and cool rhymes, and it also congratulates 'Gorba' on its 100th birthday. The big German premiere of the song and music video was in May 2021.

And the *Wodka Gorbatschow* anniversary commercial also reflects the campaign motto. In the commercial, which was specially produced for the 100th anniversary, people of different backgrounds raise their glasses to the success of the nation's favourite vodka. This 'diversity' theme is also a reflection of the brand's history. The 15-second commercial was first broadcast in April 2021 and it features the iconic final scene where the *Wodka Gorbatschow* bottle is placed in an icy polar landscape.

The absolute highlight of the 100-year brand anniversary was the launch of the new *Wodka Gorbatschow 100 Years limited edition* in November 2021. The entire bottle is gold and Eko Fresh's signature appears on the label. This unusual design for the new *Wodka Gorbatschow limited edition* makes it really stand out on the spirits shelf with genuine potential to become a collector's item.





# WODKA GORBATSCHOW – GERMANY’S NO. 1 VODKA

## Wodka Gorbatschow

*Wodka Gorbatschow* is a standard-setting brand and the leader in its market. The classic vodka product in the range is still produced according to the original family recipe and cold-filtered four times to achieve the highest possible purity. Traditionally the vodka has an ABV of 37.5 percent, but it is also available in a 50 percent version. It regularly wins awards for its quality, purity and unique smooth flavour.

‘Mini-format’ *Wodka Gorbatschow* bottles are also available in the market in the sizes of 0.04l, 0.1l and 0.2l.



## An overview of awards in 2021:

### ISW – Meininger’s International Spirits Award

*Wodka Gorbatschow 37.5%* GOLD Batch no. 21 060

### DLG – Deutsche Landwirtschafts-Gesellschaft (German Agricultural Association)

*Wodka Gorbatschow 37.5%* Golden DLG Award Batch no. 20 146

*Wodka Gorbatschow 50%* Golden DLG Award Batch no. 21 015

*Wodka Gorbatschow Citron* Golden DLG Award Batch no. 20 337

## Wodka Gorbatschow PLATINUM – exclusively for the restaurant trade and specialist retailers

There is a premium version of *Wodka Gorbatschow* that is only available to the restaurant trade and specialist retailers: With an ABV of 40%, this platinum-filtered spirit has a distinctively fine and mild flavour. After being cold-filtered four times it is additionally purified in a platinum filter. A striking platinum design and lettering that glows in ultraviolet light make this product an extravagant highlight in any bar.



## Wodka Gorbatschow Citron

*Wodka Gorbatschow Citron* is also distinguished by its mild flavour and clarity, enhanced with a hint of fresh citrus. Exquisite natural flavourings give *Wodka Gorbatschow Citron* its pleasantly light lemon flavour. The design of the 0.7l *Wodka Gorbatschow Citron* bottle communicates the promise of an extraordinary taste sensation. The eye-catching design comprises a crystal-clear bottle featuring a yellow metallic label.



## Gorbatschow Lemon

*Gorbatschow Lemon* is a pre-mixed drink combining the quality of market-leading *Wodka Gorbatschow* with the popular flavour of lemon. Natural and fruity in flavour with a pleasant buzz, *Gorbatschow Lemon* has been available since 2015 in a slender, tall, attractively designed 0.33l sleek can – making it totally on-trend. It is based on the classic bar drink of vodka & lemon in a stimulating 10% ABV mix. This pre-mixed drink has a natural fruit flavour and a hint of sharpness.



## Gorbatschow Maracuja

In 2016 *Wodka Gorbatschow* brought fruity *Gorbatschow Maracuja* onto the market, extending its pre-mixed drink range with another popular classic long drink.



## Gorbatschow Sex on the Beach Club Edition

*Wodka Gorbatschow Sex on the Beach* was launched in August 2019. The pre-mixed drink combines peach liqueur, orange juice and cranberry juice with clear, pure *Wodka Gorbatschow* to create a tangy long drink with an alcohol content of 10% ABV. *Gorbatschow Sex on the Beach* is one of the most well-known and popular classic cocktails.\* In the market research phase the product received above-average overall results.\*\* The idyllic sunset on the convenient 0.33l sleek can reflects the vibrant colour of this trendy cocktail.

\*\*Google Trends 2018

\*\*\*mafo.de market research institute, 'Definitely/probably buy it' > 52%, rejection rate < 20%

## Gorbatschow Hard Seltzer

The hard seltzer segment has grown spectacularly fast in the USA, where these drinks are currently among the hottest in the market. Gorbatschow was one of the first major brands to launch this fast-growing product segment in Germany in August 2021. *Gorbatschow Hard Seltzer* is the perfect mix of sparkling water, a shot of alcohol and a natural fruit flavour. With an ABV of 5% and 32 calories per 100 millilitres, the *Green Lime*, *Wild Berry* and *Fizzy Grapefruit* beverages in the practical 0.33l can have a growing fan base.



Further information about the new *Gorbatschow Hard Seltzers* can be found at: <https://gorbatschow-hard-seltzer.de/>

## Great mixer ideas for more variety

The ready-to-drink classic long drinks are excellent proof of *Wodka Gorbatschow's* excellent mixability. The distillate's exceptional purity and elegant mildness adds the decisive shot of alcohol to delicious drinks without altering their flavour.

Fresh recipes can be found on the *Wodka Gorbatschow* website <http://www.wodka-gorbatschow.com/> for anyone interested in serving something else alongside the cocktail classics or looking for inspiration to create their own original drinks. How about mixing an aromatic Mary's Tonic with rosemary, lime and tonic water? Or why not broaden your horizons with Wild Carrot, a combination of apricot, carrot and cilantro that sounds experimental but tastes fantastic?

Hobby mixologists can find many more original recipes and plenty of inspiration at [www.cocktails.de](http://www.cocktails.de).

# Wodka Gorbatschow press photos

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Wodka\_Gorbatschow\_Icebreaker



Wodka Gorbatschow\_Keyvisual\_Arktis



Gorbatschow Hard Seltzer\_Visual\_Sommer\_1



Gorbatschow Hard Seltzer\_Visual\_Sommer\_2



Gorbatschow\_Destillateur  
Herr Lindner\_Berlin\_Anfang 1960er



Wodka Gorbatschow 37.5 Vol. 700 ML



Wodka Gorbatschow 50 Vol. 700 ML

# Wodka Gorbatschow press photos



Wodka\_Gorbatschow\_Platinum



Wodka Gorbatschow Citron 700 ML



Gorbatschow Mixed Sex on the Beach



Gorbatschow Mixed Lemon



Gorbatschow Mixed Maracuja



Gorbatschow Hard Seltzer\_Green Lime



Gorbatschow Hard Seltzer\_Wild Berry



Gorbatschow Hard Seltzer\_Fizzy Grapefruit



Wodka Gorbatschow\_Sortiment

We would be happy to send you the photos shown here in print-ready quality. They are also available in the image database at [www.henkell-freixenet.com](http://www.henkell-freixenet.com)

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