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Press Release

Most Superbrands titles for alcohol brands awarded to CEDC

The international Superbrands organisation has ranked the BOLS, Żubrówka, Campari and Remy Martin brands among the strongest in Poland. Such a large number of distinctions is a record among all alcohol companies operating in our market.

The titles awarded attest to the recognition and high reputation among Poles enjoyed by the aforementioned brands from CEDC's portfolio. The studies conducted by Superbrands show that the brands honoured with this title are considered excellent in terms of quality and sell better than others¹.

BOLS, Żubrówka, Campari and Remy Martin were evaluated by the commission together with almost 1,600 other brands. Only approximately 13% of them have been honoured with the Superbrands titles. The fact that awards have been given in this group to as many as four alcohol brands offered by just one company is a real success of the marketers from CEDC.

"The Superbrands titles are very valuable for us, because studies² show that consumers perceive brands awarded these titles as trustworthy and better than others in the same product category. This is undoubtedly a boon in the alcohol industry and a confirmation of the quality of our products and the work we put into the development and implementation of the marketing strategies" – said Joanna Bujarska-Ciszek, Marketing Director at the CEDC Group.

According to The Superbrands Ltd. "Superbrand – is a brand which has achieved the highest reputation in its field. It offers consumers considerable, emotional or physical benefits, which consumers desire and recognise. These benefits create their advantage over rival brands." Superbrand is a brand which has gained a particularly strong position in its sector. Superbrand gives consumers a consciously or subconsciously felt advantage over competitor brands. All over the world the distinctions presented under projects organised under the patronage of Superbrands are seen as proof of an exceptional strength and recognisability of brands.

Bols – is the best known and most frequently purchased brand of more expensive vodkas in Poland. It stands out from others with its top quality and extraordinary modern-looking bottle shape. This brand's character creates a link with the world of modern sailing by accentuating such features like masculinity, sociability, dynamism and modernity. BOLS vodka owes its exceptionally mild taste to a process of fourfold distillation, which takes place in the world's most modern rectification facility in Oborniki Wielkopolskie. As a result of this process, the purity of our vodka exceeds the restrictive norms imposed by the European Union by five times, and its taste has been recognized in many prestigious international contests.

¹ Studies carried out by AC Nielsen in October 2008 in over 50 countries, in which Superbrands operates, including Poland.

² As above.

Żubrówka is an internationally recognized premium segment vodka brand. It may be purchased in more than 50 countries, and it rivals the world's largest alcohol brands such as Absolut. Żubrówka's largest sales are recorded in France, where it ranks second among the imported premium category vodkas. Other key markets include, among others, Japan, Great Britain, Australia and Travel Retail/Duty Free.

The secret of Żubrówka's original taste is bison grass growing wild only in the Białowieża Forest. Its unique production process, using the fruit liqueur of bison grass, is based on a traditional Polish recipe, unchanged for ages. The grass, which grows in remote areas of the forest, is hand-picked once a year, then selected and dried in the sun. The whole process is natural and every stage is supervised by experienced alcohol specialists. The exceptional character of Żubrówka is further emphasized by a blade of grass being hand-placed in every bottle.

Campari is a unique aperitif, considered the world over to be the symbol of the Italian style and perfection. The secret of the unique taste of this drink is its recipe, created in 1860. It owes its colour, aroma and taste to some 60 ingredients: extracts from rare roots, exotic fruits and red orange peel. Campari is not just a component of such classics like Campari Orange, but also a beverage that can be discovered anew by composing innumerable cocktails, each time discovering a different taste dimension.

Rémy Martin – a noble cognac brand is a fine beverage, obtained by way of distillation of white wine from the Cognac province. It owes its perfection to a unique combination of climate and soil conditions with skills and passions developed over centuries. Among the six statutory growing regions, two are considered the best: Grande Champagne and Petite Champagne. Rémy Martin cognacs are made exclusively from grapes originating from these regions, which gives them the right to use the name "Fine Champagne Cognac", reserved for the most noble of beverages.



CEDC is the world's largest producer of vodka. It produces vodka brands such as Absolwent, Żubrówka, Bols, Sopolica and Palace. CEDC is currently exporting Żubrówka to many global markets, including the United States, England, France and Japan. Also, CEDC is involved in the production and distribution of the Royal Vodka brand, which is the best-selling vodka in Hungary, in addition to its production of the Parliament vodka, which is the leading vodka in the sub-premium segment in Russia. Likewise, CEDC owns shares in the Russian Alcohol Group, which makes a vodka called Green Mark – number one in vodka sales in Russia, as well as Zhuravli – the other best-selling vodka in the sub-premium segment in Russia.

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