



# 2014 Stolichnaya Sampling Agent Training Deck

# 5 Key Selling Points

- 80+ years of legacy
- Setting the quality standards
- A tale of two countries:
  - Russian recipe and Russian spirit
  - Historic Latvijas Balzams, the production facility in Riga, Latvia
- Stoli controls the entire production process from grain to bottle
- Pioneering, Original brand

# 80+ Years of Legacy

- Stoli has no birth date, but it is more than 80 years old
- In 1925, vodka was produced in the capital of Russia and supplied to the Kremlin. In Russian, vodka produced in the capital literally meant “Vodka Stolichnaya”
- Since 1948, or for more than 65 years, the historic distillery and bottling facility in Riga, Latvia has been consistently bottling and producing Stoli
- First production years for other vodkas:
  - Grey Goose- 1997
  - Belvedere- 1996
  - Ketel One- 1989
  - Absolut- 1979

# Setting the Quality Standards

- Stoli Created the benchmark of the “Alpha Spirit”, or more commonly known as a cut of distillate that is superior to other cuts
  - This is the highest quality raw alcohol set forth by Russian State Standards
- Stolichnaya Cristall launched in 1989, was the first super premium vodka to the US market
- Elit by Stolichnaya was launched in 2003, creating and defining the ultra luxury vodka category
- Stoli is recognized around the world to be the benchmark for flavor development

# Setting the Quality Standards



## FLAVOUR BENCHMARK



Focus on these  
4 CORE FLAVORS:

- Razberi
- Blueberi
- Ohranj
- Vanil

# A Tale of Two Countries

- In 2010, Russian law was changed and it was made illegal to export bulk vodka.
- Stoli's alpha quality spirit is produced from grain grown in Russia's Tambov region, as it has been for decades, by SPI owned farms
- Stoli's bottling facilities have long been in Riga, Latvia
- Since 2010, bulk raw alcohol has been exported to Latvia, where all the blending, distilling (through Russian Birchwood charcoal) and bottling takes place
- The distilling process did not change, only where it is distilled changed
- Stoli is considered both a Russian Vodka and a Latvian Vodka

# Controlling the Process from Grain to Bottle



- SPI owns land and cultivates the highest quality grain near Tambov Russia
- These harvests are then delivered to the state of the art distillery Talvis, in Tambov
- Talvis is one of the largest alcohol product facilities in Russia
- Talvis produces vast quantities of alcohol by marrying traditional vodka concepts and techniques with cutting edge technology
- The alcohol is then transported to Latvijas Balzams, where vodka production, distillation and bottling takes place
- Today, Latvijas Balzams produces more than 35 million bottles of Stolichnaya each year (a little over one per second)

# Pioneering, Original Brand

- Stolichnaya is considered the benchmark for flavoured vodkas today:
  - Pioneered the flavoured vodka category with launches of Pepper and Hunter's Vodka (honey and grass flavoured) in 1962
  - Limonaya was introduced in 1986, which is the foundation for any good cosmopolitan, and this kicked off the flavour revolution
- In the 1970's, Stolichnaya helped open up communication and trade between the East and the West (post-cold war)
- In 1989, Stolichnaya Cristall launched, trailblazing the super premium vodka category
- In 2003, Elit by Stolichnaya was launched, creating and defining the ultra luxury vodka category



# Event Execution Guidelines

# Off Premise Event Set Up

- Your manager will supply you with all event information, including venue name, address, event time and venue contact
- Sampling agent will arrive to account 10 minutes before scheduled start time and introduce themselves to the onsite contact
- Sampling agent will choose a high traffic/high visibility location to set up their sampling station
- Sampling agent will find out where Stoli is located within the account, what the regular and featured (if applicable) pricing is, and count how many bottles are on the shelf to start

# Off Premise Event Flow

- At event start time, sampling agent will proactively engage consumers as they enter the account by engaging them with a hook, or an opening line to catch their attention:
  - “Are you a vodka drinker?”
- Sampling agent will communicate the 5 key brand messages to consumers, while offering them a sample cocktail (where legal)
- Sampling agent will interact with consumer and ask them questions to understand their typical drinking habits and preferred vodka
- Sampling agent will deliver key facts about Stoli to convert consumers to purchase a bottle onsite



# Off-Premise Event Flow

- Sampler model will communicate the featured price that is available and MUST ASK FOR THE SALE (goal is to sell 10 bottles (750ml size) per event)
- Sampler must always focus on the highest level of customer service, and take the time to deliver a personalized experience for each consumer
- We understand that there may be a line/multiple consumers at your sampling station, but stay focused on the consumer you are directly communicating with. One consumer properly engaged is better than 5 done poorly
- Engage in personal conversation, as the longer you keep someone there, the higher chance you have of closing the sale

# Overcoming Objections

- **It's more than I wanted to spend today**
  - “Stoli is THE original in the vodka category, with over 80 years of legacy. It is a staple for your at home bar”
  - Focus on featured price (if applicable)
  
- **I will buy a bottle next time**
  - “There is no time like the present to buy”
  - Ask what their plans are for the weekend and suggest buying now will save them time and go be a great fit for their plans/and for friends to enjoy
  
- **I don't like Vodka**
  - Makes a great gift for vodka drinkers
  - Stoli is easily mixable for many cocktails, and offers many authentic flavors

# Closing the Sale

- Always **ASK FOR THE SALE**
- “Are you ready to take home Stoli, the original vodka?”
- “What flavor of Stoli would you prefer to take home tonight to enhance your cocktail experience?”
- “Are you ready to take home Stolichnaya, the vodka that is renowned for its flavor development and alpha spirit benchmark?”
- Always have multiple bottles available at your sampling station
- Always hand the bottle to the consumer or offer to take it to the counter for them