

...and Smirnoff faces challenge of Eristoff

Smirnoff might have been declared the most powerful global spirit or spirits brand this week, according to a new survey, but Georgian rival Eristoff plans to emulate its success.

Bacardi-Martini-owned Eristoff predicts it will double its sales to just under £9m over the next 12



Eristoff: "We are a serious challenger to Smirnoff"

months through new product development, a recent new listing with Sainsbury's and increased publicity resulting from up-scaled sponsorship of winter sports events.

"Driving into deeper distribution within the grocery and convenience markets is a key focus this year," said marketing controller Mark Holdsworth. "We are a serious challenger brand to Smirnoff and have a strong campaign of promotions lined up that will enable us to compete head-to-head with it."

Vodka is still the UK's biggest-selling spirit, with sales up 5% to £884m last year [Nielsen].