

So, You Think You Know

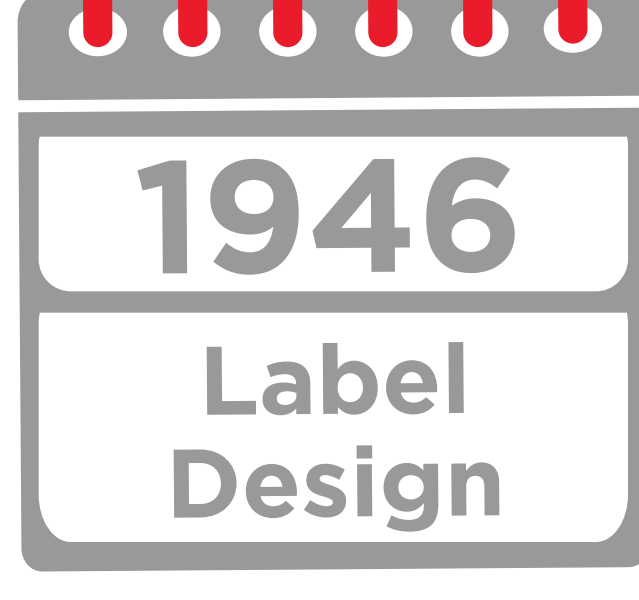
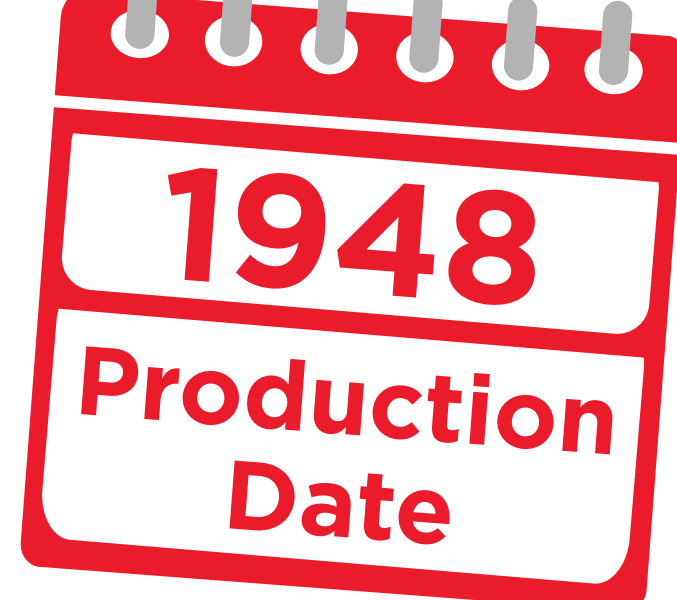
Stoli?

The name Stoli is practically synonymous with vodka, but how well do you really know this iconic brand?

Here are seven fun facts that will wow your customers when they ask about Stoli.

1 You Say It's Your Birthday?

There is some confusion about the official birth date of Stoli Vodka.



Let's just say Stoli is looking pretty good for someone in their 80s!

2 Easy to Say...

Stolichnaya is pronounced **Столичная** in Russian. It rolls right off the tongue!

3 From Latvia with Love

Starting in 1948, production of Stoli moved to the **LATVIJAS BALZAMS** facility in Riga, Latvia. This historic facility still bottles the Stoli lineup to this day.

4 Coming to America

Stoli wasn't available in the U.S. until 1972, when a barter agreement allowed PepsiCo to bring Stolichnaya to America in exchange for the Soviet government to import Pepsi-Cola, making it the first American consumer product to be produced and sold in the U.S.S.R.



5 A Fever for the Flavors

Stoli first introduced flavored vodkas over 50 years ago.



They currently offer more than two dozen flavor profiles.

6 Stoli in Space

In 1975, Stoli made history as the first bottle of vodka to reach the stars. On the **APOLLO-SOYUZ TEST PROJECT** — the first joint U.S.-Russian space flight — Soviet cosmonauts brought a bottle on the Russian half of the spacecraft.



7 Love is Love

Stoli has long been a champion of LGBTQ rights, and in 2018 they released a Harvey Milk Limited Edition bottle, featuring the famed quote, **"HOPE WILL NEVER BE SILENT!"**

