

Baltika Press Kit

Baltika is the best selling beer in Europe. It's brand recognition among Russian consumers is extremely high, placing Baltika among the top Russian FMCG brands.

The Baltika brand was launched in 1992, following the privatisation of the state-owned Baltika Brewery in St Petersburg. The Baltika brand was conceived as a beer of the very highest European quality, brewed in the traditional way. To ensure this aim could be achieved, the brewery's new managers embarked on a major investment and reconstruction scheme that made the Baltika brewery in St Petersburg the most advanced in Russia.

Over the last five years the Baltika beers have won medals at the Brewing Industry International Awards (considered by the industry to be the brewing Oscars) and at international competitions in Europe, Australia and the USA.

Performance

Baltika is the best selling beer in Europe. It's brand recognition among Russian consumers is extremely high, placing Baltika among the top Russian FMCG brands.

Product facts

Baltika was the first Russian brewer to export its beer.
 Baltika is sold in 50 countries worldwide.
 The Baltika brand has a wide range of brand extensions, each with their own individual characteristics and unique profile, among these are:

- Baltika №0 is Baltika's non alcoholic beer
- Baltika №3 is the classic beer Baltika and the best selling beer in Russia
- Baltika №6 is a premium porter beer
- Baltika №7 is the Premium beer, currently being exported to more than 40 countries
- Baltika №9 is the strong beer for true beer lovers
- Baltika LITE is the new, refreshing light beer
- Baltika Cooler is the easy to drink variant

