

Title:

Russia's Vodka Wars

Word Count:

1080

Summary:

Vodka is a crucial component in Russian life. And in Russian death. Alcohol-related accidents

Keywords:

Article Body:

Vodka is a crucial component in Russian life. And in Russian death. Alcohol-related accidents

Vodka is also big business. The brand "Stolichnaya" sells \$2 billion a year worldwide. Hence t

SPI's PR firm, Burson-Marsteller, posits this commercial conflict as a classic case of the vic

SPI's latest press release consists of the detailed history of this harrowing tale. The brand

The privatization was completed in 1997 when the old SPI was sold to the new SPI Spirits. The

It says the privatization deal was dubious and that SPI paid only \$300,000 (or maybe as little

The government, in a bout of new-found legal rectitude, also insists that the seller of the br

Putin himself set up a committee for the repatriation of these and other consumer brands to th

"The Observer" mentions that SPI currently runs most of its business from inscrutable Cyprus,

The FSB ordered Kaliningrad customs to prohibit bulk exports of Stolichnaya. Cases of the drin

The courts have lately been good to SPI, coming out with a spate of decisions against the gove

SPI is doing its best to placate the authorities. It is rumored to have offered last month to

Summit Communications, a country image specialist, placed this on its Web site in November 200

"One example of a savvy Russian company that has managed to do well in the West by finding the

'I'm not sure that all Americans know where Russia is on the map, but most of them know what S

SPI's troubles may prove to be contagious. Allied Domecq, its British distributor in America a

Allied and Miller Brewing have announced a \$50 million investment in product launch and market

The trouble started almost immediately with the first foreign investments in SPI. As early as

The vodka wars are sad reminders of the long way ahead of Russia. Its legal system is rickety

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