

FOOD AND BEVERAGE

Stoli group continues food relief efforts in Ukraine with sale of limited-edition bottle

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The limited-edition bottles were first released in April of 2022. Image credit: Stoli Group

By MARYBETH CONNAUGHTON

Global spirits brand Stoli Group is helping to ensure that those affected by the sociopolitical crisis in Ukraine receive access to food supplies.

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The group announced it will continue the sale of its Limited Edition Ukraine vodka bottle to support **World Central Kitchen**, a nonprofit organization founded by chef Jos Andrs that delivers meals to those in devastated areas. In addition, the brand will launch a series of fundraising events to be announced at a later date.

"We had hoped that by now there would be a different story to tell and Ukrainians would have been fully liberated," Damian McKinney, global CEO Stoli Group, in a statement. "Ukraine has suffered immense loss.

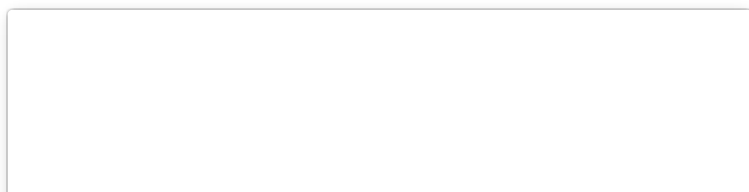
"It is an obligation and an honor to do what we can to provide comfort, and we are proud to support WCK," he said. "Together with the Stoli global teams who came together to support their efforts, WCK performed work that was nothing short of astounding.

"Beyond meals, they have provided comfort and care to a fractured people in what will be recognized as an historic humanitarian effort."

Food and drink

Established in 2013, the Stoli Group oversees the production and distribution of a global portfolio of wines and spirits and has expanded its appeal in the luxury space.

Among these are signature brands Tulchan Gin, Cenote Tequila and Stoli Vodka. With headquarters in Luxembourg, the group works with 200 distributors in 176 countries globally.



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A post shared by Stoli_Group (@stoli_group)

In 2019, the group partnered with fashion designer John Varvatos and singer-actor Nick Jonas to launch Villa One Tequila. Previous collaborations between the two friends included an apparel collection and fragrance ([see story](#)).

In March, in reaction to the tensions between Russia and Ukraine, the Stoli Group announced that it will discontinue the use of its original brand name Stolichnaya, which is Russian for "capital city." This was a decision urged by Stoli Group founder Yuri Shefler and many Stoli employees.

In addition to its work with World Central Kitchen, which has provided 193 million meals to refugees and displaced people in Ukraine since February 2022, Stoli Group has helped to relocate Ukrainian team members away from affected areas, and worked with a number of its Ukrainian suppliers and distributors to bolster business in the region.

The Stoli Limited Edition Ukraine bottle is now available across all major markets. More information can be found [here](#).

Those interested in learning more about World Central Kitchen's work with Ukraine can visit its site [here](#).

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