

# Putinka

**Putinka** (Russian: Путинка) is a brand of Russian vodka made by the state-owned Moscow Distillery Crystal company. Created in 2003 by Vinexem Brand Manager Stanislav Kaufman,<sup>[1]</sup> the brand plays upon President Vladimir Putin's name.

The brand is owned by businessman Arkady Rotenberg, a close confidant of Putin, though Putin has no formal involvement in the production of Putinka.<sup>[2]</sup> Putinka was formerly one of the most popular vodka brands in the Russian market, though the brand's popularity began slipping in 2016.<sup>[3]</sup>

## History

Vodka Putinka has received many different awards. In 2004, the advisory council of "Superbrand" chaired by Alexander Shokhin awarded it the title of vodka "Superbrand of 2004".<sup>[4]</sup> In 2011, the company behind Putinka registered a trademark for a liquor named "Commendatore Muammer" in honor of Muammar Gaddafi.<sup>[5]</sup>

Amid the 2022 Russian invasion of Ukraine, the producer applied for registering the letters “Z” and “V”, both of which correspond to military symbols used in the war, in a request to Rospatent.<sup>[6]</sup>

### Decline in popularity.

By 2016, the brand began losing popularity, with the market share slipping from 4th to 15th among vodka brands in the Russian market in 2016.<sup>[3]</sup>

## References

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