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Novabev says Arkhangelskaya vodka shipments in Russia rose 49%.

The third-quarter gain highlights strong momentum for a core brand, but the company did not disclose absolute volumes.

Friday, October 9, 2026



Novabev Group said shipment volume for its Arkhangelskaya vodka brand in Russia rose 49% in the third quarter from the same period a year earlier, a sharp gain for one of the company’s core brands in the domestic vodka market.

The figure, reported by Russian outlets Finmarket on Oct. 8 and InvestFuture on Oct. 9, was part of the company's brand-level breakdown for July through September. Novabev did not disclose the absolute volume for Arkhangelskaya in liters, cases, or decaliters in the reports, and it did not provide a detailed methodology for how the brand measure was compiled.

The increase covers the third quarter, or July through September, compared with the same quarter of 2025. Because the company did not publish the starting volume for the brand, the 49% rise shows the rate of growth but not the number of additional units sold or shipped. The available reports also did not include a comparable second-quarter figure for Arkhangelskaya, so there is no public basis in those disclosures to judge whether the brand's growth accelerated or slowed from earlier in the year.

Novabev presented Arkhangelskaya as a strong performer in its vodka portfolio. In the same set of figures, the company said Beluga, its flagship vodka, posted 65% growth in the third quarter, while Orthodox rose 131% and Belaya Sova increased 35%. Those results suggest broad-based growth across several vodka labels, although the pace varied by segment and brand position.

Arkhangelskaya occupies the lower premium part of the Russian vodka market. Novabev described the brand as the leader in that segment. That characterization comes from the company and was carried by the Russian reports, but no third-party market share data was included alongside the statement.

The company linked the gains across its portfolio to work on distribution and to a broader product offering in federal retail chains. In comments cited by Finmarket, Novabev said its marketing support was focused on stimulating demand and raising brand awareness. The company did not break down how much of Arkhangelskaya's increase came from wider distribution, pricing, promotions, or changes in consumer demand.

Outside vodka, Novabev also reported strong growth for several other brands in the third quarter. Finmarket said vermouth Tete de Cheval grew more than fourfold, gin Green Baboon rose 29%, and both the brandy Sokrovishche Tiflisa and sparkling wine Tete de Cheval were up 16%. Among imported labels, the strongest gains cited in the

reports included rum brands Planteray at 60% and Barcelo at 57%, Torres brandy at 49%, and wines such as Concha y Toro at 148%, Masi at 74%, and Calvet at 64%.

The Arkhangelskaya figure stands out because it refers to physical volume growth for a single named brand in Russia’s vodka market rather than to companywide sales that combine many categories. That makes it a more specific measure of brand momentum, even if the absence of absolute volumes limits outside analysis. Without unit data, it is not possible to determine the scale of the increase in bottles or cases, or how Arkhangelskaya’s growth compares with the brand’s longer-term trend.

The original Novabev release was not directly accessible in the materials reviewed, so the available information comes through the two secondary reports citing the company. Both accounts placed the Arkhangelskaya performance in the third quarter and used the same 49% year-over-year growth figure.

Novabev Group is one of Russia’s major alcohol producers and distributors. According to Finmarket, the company owns five distilleries, the Golubitskoe Estate winery, and its own distribution system.