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# Monster Energy Drink Comes to Russia to Rival Red Bull

By The Moscow Times

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Monster Energy, owned by California-based Monster Beverage Corporation, will be produced in Russia by Coca-Cola Hellenic.

The world's No. 2 branded energy drink, Monster Energy, will begin official sales in Russia by the end of the year, the Kommersant newspaper reported Thursday.

Monster Energy, owned by California-based Monster Beverage Corporation, will be produced in Russia by Coca-Cola Hellenic, a bottler for Coca-Cola, the paper said, citing an unidentified source close to the companies.

Two sources at Coca-Cola's Russian unit told Kommersant that sales of the energy drink would start in November, but added that the two sides had not yet agreed on the financial terms of the contract.

However, the plans may be complicated by a local company, which has bought the rights

to the Monster Energy brand name. Leader, a soft drink and juice producer, registered the brand in 2009, according to Kommersant, meaning that Monster Beverage Corporation may have to either negotiate or buy the rights from the company before it can start official sales.

Two major retailers, Metro and Lenta, said they had been notified by Coca-Cola Hellenic about the launch of Monster Energy in Russia, according to Kommersant.

Monster Energy ranked second in the world in terms of sales last year, shifting 1.04 billion liters, Kommersant reported, citing market research company Euromonitor. Market leader Red Bull, which has long been selling in Russia, sold 1.18 billion liters, Euromonitor said.

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