

Russian Bear releases Ricky Rick limited edition bottle

Russian Bear has teamed up with local hip-hop icon, Ricky Rick to release a fresh new limited edition Russian Bear x Ricky Rick bottle. This new design displays the Russian Bear logo and bottle shape, with a bright red design, sporting Ricky's lyrics and likeness.

"Our collaboration with Rick has been two years in the making. We are thrilled about the resulting bottle and how it perfectly combines his artistry with creative urban art," says Russian Bear brand manager, Simone Burns.



In celebration of the collaboration, Russian Bear is now calling on its fans to show off their writing prowess, with rewards in the #IamNext competition. To enter, consumers are invited to write their most fiery lyrics about reaching the next level on the Russian Bear website or on Twitter and Instagram by using #IamNext and tagging @RussianBearSA before 27 Tuesday December. Entrants can only submit one line per entry, but can enter as many times as they like.

Those with the best lyrics will receive one of 50 limited edition Russian Bear x Ricky Rick bottles, whilst the top three will be featured in the Russian Bear film series "I Am Next." Added to this, one winner will be featured on the next limited edition Russian Bear bottle with his or her lines.

Russian Bear x Ricky Rick bottle is available for sale exclusively at Ultra Liquors, at a RSP of R119.99, while stocks last. Only 810 bottles are available nationwide.