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The more the very much merrier

In a shameless, but also marvellous piece of promotion, **Roger Shashoua** has created what will surely provide the underlying for what will surely be the deal of the decade, give or take a few sizzle sticks and olives.

Who is Roger Shashoua? He's the wealthy the Russian specialist you haven't (quite) yet heard of, and he has written a book – '***Dancing With The Bear***' – which claims to be the how-to guide to making millions in Russia. And British entrepreneur, Shashoua has come up with the idea of linking the alcohol content of cocktails to the success of Russian companies, with the stated aim of highlighting the importance of Russian business in Britain.

To provide this valuable and volatile underlying, Shashoua has teamed up with the Potemkin Vodka Bar in London's fashionista haunt Clerkenwell. From September 3 – next Monday – you can slurp down such titillating fancies as The OAO Tatneft Shashouroska, The Rostelecom Communication Communist, The Evraz Steely Dan, The MMC Norilsk Nickel Nickeltini, or the charmingly named Surgutneftegas 'Surgut' Sunrise.

What happens next? Well, each Monday, the share prices of the companies attached to each cocktail is sought: for those that have gone up, up goes the alcohol content in the drink, and yet the price – a middling £4.95 – remains the same.

Booze filled Britain can only prepare to stumble ever more precariously down the street as Russian fever adds the necessary flames to the fire. Shashoua signs off his press release stating that his conclusion is that there are still opportunities to get "seriously rich" in Russia. At least now we know where to spend it.

First structurer to create a structured product with this as an underlying will get a pint of Guinness and a packet of Salt 'n Vinegar, until we can catch up with this latest dose of sound life advice from the sophisticati.

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