

Milaf Flag Reaches 7,134 Metres as Russian Alpinist Darina Borodina Completes Solo Ascent of Lenin Peak

Kurida F.Z.E. supports a Pamir expedition, with Milaf Cola reaching 7,134m above sea level.

DUBAI, UNITED ARAB EMIRATES, August 12, 2026 /EINPresswire.com/ -- The Milaf flag was unfurled on the summit of Lenin Peak (7,134 m) in the Pamir range on 27 July, carried there by Russian alpinist Darina Borodina at the end of a solo ascent supported by Kurida F.Z.E., the exclusive distributor and strategic developer of the Milaf brand across Eurasia and Asia.

Borodina began her summit push at 23:30 on 26 July and reached the top at 12:20 the following day, descending to base camp on 29 July. She climbed alone. Conditions on the route were considerably worse than forecast, with headwinds of 40–45 km/h and driven snow that intensified through the night as she gained altitude. On the way up she passed groups of climbers who had turned back from their own summit attempts because of the weather.



Darina Borodina with the Milaf flag.

The expedition took a month in total. A cyclone that settled over the Tien Shan for close to a week forced a long wait at altitude for a viable weather window.

Alongside the flag, Borodina carried a can of Milaf Cola — produced in Saudi Arabia from natural date syrup, without artificial sweeteners — all the way to the top, placing the can and the Milaf brand at 7,134 metres above sea level. The can made the ascent sealed and came back down sealed: Borodina did not open or drink it at the summit or at any other point on the mountain. She carried it with her, and that was the whole of it.

“Lenin Peak was a litmus test for my physical condition and my body’s ability to function at altitude,” said Darina Borodina. “That matters for what comes next: peaks above 8,000 meters, the death zone. Milaf has been a constant partner on my climbs, and their products always come

with me into the mountains.”

Borodina came to mountaineering through alpine skiing in the Caucasus and Europe. Her earlier summits include Mont Blanc, Elbrus, Kazbek, Island Peak and Mera Peak.

“Kurida’s role is to open markets, but the brand’s reach is ultimately measured in the places people choose to take it,” said Michael G. Shariff, Esq., Corporate Counsel for Kurida Group. “A flag at 7,134 metres, carried there by one climber over the course of a month, is a different kind of milestone from a distribution agreement. We are proud to support Darina, and we congratulate her on an ascent completed alone and in poor conditions.”

Kurida F.Z.E. has previously announced UFC athlete Islam Makhachev as Milaf’s global brand ambassador and the extension of the Milaf line beyond beverages into date-based nutrition products.

About Milaf

Milaf is a Saudi beverage and nutrition brand built on natural dates, including the Milaf Cola and Milaf Loumi lines. Its products are formulated without artificial sweeteners.

About Kurida F.Z.E.

Kurida F.Z.E., headquartered in Dubai, United Arab Emirates, is the exclusive distributor and strategic development partner for Milaf across the CIS, China, India, Türkiye and other markets.

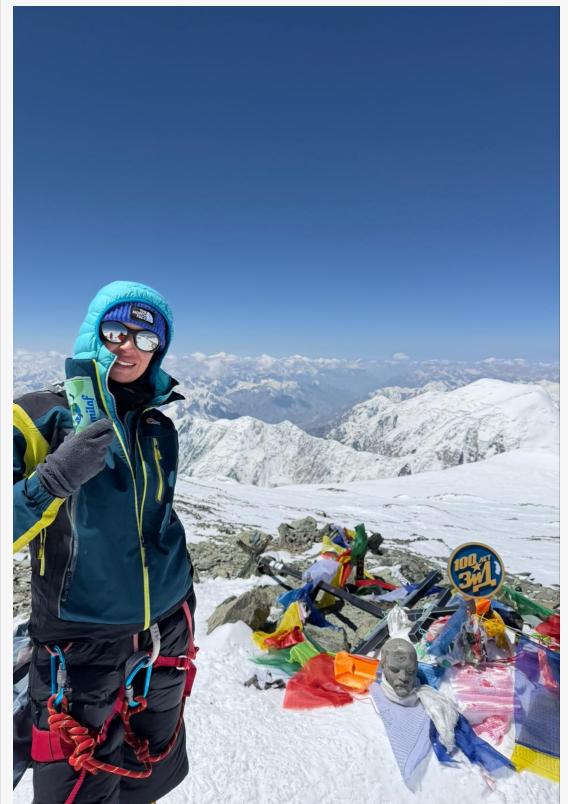
Michael G. Shariff, Esq.

Kurida F.Z.E.

[email us here](#)



Borodina with a can of Milaf on the mountain.





The Milaf flag on a summit.

This press release can be viewed online at: <https://www.einpresswire.com/article/933636782>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.