



Press Release

Stockholm, March 2016

## **Introducing Absolut Lime, Absolut's first new flavored vodka in four years**

Nearly 30 years after launching Absolut Citron, the top-selling<sup>i</sup> lemon flavored vodka, the brand finally perfects the recipe for Absolut Lime, a lime flavored vodka made with natural ingredients. Fresh and fruity with a distinct note of freshly pressed lime, Absolut Lime is perfect for refreshing drinks that taste like expertly crafted cocktails.

During the four years since Absolut last released a flavor, many vodka brands have released many overly-sweet, artificially flavored vodkas, however, vodka-drinkers around the world are once again looking for natural flavors and refreshing drinks. To meet this need, Absolut Lime is the perfect choice for classic vodka drinks with a refreshing twist.

Capturing the full essence of lime fruits into a vodka proved to be quite the challenge. Absolut's Director of Sensory Design, Per Hermansson, noted, "I've created many flavored vodkas in my 30 year career, however, perfecting the complexity of lime has always been a challenge. The blend we've crafted for Absolut Lime achieves everything we were looking for, offering a full bodied character that is both complex and refreshing, and like all Absolut flavors, made with natural ingredients with no added sugar."

This dynamic flavor allows Absolut Lime to give even the most simple drinks a rich character that is full bodied, yet refreshing. Its versatility makes it safe choice to buy for your home or bring to a party. In addition to being great for home-bartenders, it also offers a unique flavor profile that is also exciting for the world's best bartenders.

After acclaimed bartender Toby Cecchini, tasted Absolut Lime he stated, "When I invented the Cosmopolitan in 1988, it was really in part a direct result of being handed Absolut's new Citron vodka. Absolut has once again done it with their new Lime flavor, which can push the exponentially expanding boundaries of today's cocktail culture."

To more inspiration on how to experience Absolut Lime in refreshing cocktails, visit [Absolut.com](http://Absolut.com) and follow us on [Instagram](#), [Facebook](#) or [Twitter](#).

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The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa, Wyborowa, and Luksusowa. Every bottle of Absolut Vodka is produced in Åhus, southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.



To experience the refreshing taste of Absolut Lime, these easy-to-mix drinks are a great start:

**Absolut Lime and Soda:**

Add 2 oz Absolut Lime over ice in a highball glass, top up with soda. Garnish with a lime wedge.

**Absolut Lime Drop:**

2oz Absolut lime, 1 lime juice, .75 simple syrup. Shake all ingredients with ice until cold, strain into a shot glass. Sugared lime wedge on the side.

**Absolut Lime Mule:**

2oz Absolut lime, 1/2 lime squeezed and dropped in, ginger beer. Squeeze in a half lime into a silver mule mug. Add ice, Absolut Lime, and top up with ginger beer.

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<sup>i</sup> US-only sales. Data as of Dec 3, 2016; Nielsen XAOC and Liquor Plus