

Uncover the possibilities of the night with Absolut's new limited edition bottle



With creativity always at the core of the brand's purpose to drive progress and inspire change, Absolut is proud to present its latest limited edition bottle, Absolut Uncover. The bottle inspires creativity with the interactive hand flip sequin design that instantly sparks imagination. Each touch allows you to reveal unexpected dimensions of the same bottle, mirroring the endless opportunities that can turn any night into a party.

Absolut Uncover follows the brand's creative tradition of introducing end of year limited editions featuring cutting-edge designs. This year the sparkling design of the bottle has taken inspiration from the shimmering magic of a night sky. The bottle's coating uses high-quality sequins which can be hand-flipped allowing you to bring to life your very own glittering messages and unlock your creativity.

This is one of two different design expressions of the Absolut Uncover limited edition bottle. Absolut have created two executions of this bottle to offer a variety for different markets.

"The interactive design of Absolut Uncover reflects the excitement that begins once you uncover the glittering possibility of your night through something unexpected. It is made to unleash your creativity and let all possibilities unfold where anything is possible. This holiday season we like to inspire you to shine with a bottle that can be the perfect gift to any party or celebration." Says Gaia Gilardini, Global Communications Director, Absolut.

Absolut has created four signature drinks inspired by the launch of this limited edition bottle. The drinks are inspired by the different possibilities the night has in store and include unexpected ingredients.

Absolut Uncover limited edition will feature approximately 2.8 million bottles, which will be distributed world-wide in October 2017. For information on price and availability, please contact your local retailer.

For downloadable images, drink recipes and press release, please visit

press.absolut.com and absolutdrinks.com and follow us on [Instagram](#), [Facebook](#) or [Twitter](#).

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ABSOLUT UNCOVER COCKTAILS



Absolut Soda

1 Part Absolut Vodka
3 Parts Soda Water
4 Lime Wedges
1 Slice of Cucumber
1 Mint Spring

Method: Pour Absolut Vodka into a glass, squeeze and discard two lime wedges, add ice cubes, top up with soda water and garnish with lime wedges, mint and cucumber.



Spicy Absolut Mule

2 Parts Absolut Vodka
1 Dash of Lime Juice
Ginger Beer
1 Dash of Green Hot Sauce
1 Wedge of Lime

Method: Pour all ingredients into a mule cup filled with ice cubes and garnish with a lime wedge.

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The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu and Kahlúa. Absolut Vodka is the world's fourth largest premium spirits brand. 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.



Absolut Winter Drop

1 Part Absolut Vodka
1 Part Lemon Juice
1 Part Triple Sec
Cinnamon & Sugar mix for rimming
Apple Slice

Method: Pour all ingredients into a shaker filled with ice cubes and shake until cold. Strain into a cinnamon and sugar rimmed chilled shot glass and garnish with an apple slice.



Salty Sea Breeze

2 Parts Absolut Vodka
1 Part Grapefruit Juice
3 Parts Cranberry Juice
Salt for rimming
Zest of Grapefruit

Method: Pour all ingredients into a chilled, salt rimmed highball glass filled with ice cubes and garnish with a zest of grapefruit.

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