



Press Release

Stockholm, September 2017

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. With creativity always at the core of the brand's purpose to drive progress and inspire change. The bottle features an interactive design that allows you to unwrap it, just like you would an actual gift. Inspired by the shimmer of the night sky and the endless possibilities of the night the bottle will add excitement to any party or celebration.

Absolut Uncover follows the brand's creative tradition of introducing end of year limited edition bottles featuring innovative and eye-catching designs. This bottle offers a unique opening ritual as its coat can be unwrapped to reveal a special limited edition bottle hidden beneath. The coat's design draws inspiration from the glimmer of a night sky. The bottle underneath the sleeve features a beautiful design that has been printed on the iconic transparent bottle. Once the bottle is unwrapped, the party gets started as this symbolizes the endless possibilities that the night has in store if you let your true self shine.

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 hidden possibilities of your night through something unexpected. This holiday season we would like to inspire you to shine with a bottle that can be the perfect gift to any party or celebration as it can be unwrapped like a present." 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.



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.

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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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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.