

ABSOLUT®

Press Release

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Absolut unveils its first state-inspired vodka honoring the Lone Star state

Cucumber and Serrano chili flavors celebrate the best of contemporary Texas.

Today, the world's most iconic vodka brand unveils the eight and latest addition to its limited editions portfolio with the launch of Absolut Texas – the brand's first and only state-inspired flavor. Internationally renowned San Antonio-based artist Cruz Ortiz designed the bottle as a modern take on classic Texas iconography.

The taste of Absolut Texas is rich and smooth with notes of fresh cucumber, and a warm spicy character; inspired by the flavors of Southwestern cuisine. It pairs well with a myriad of ingredients, such as cranberry, cilantro and grapefruit soda.

"From the unique Southwestern flavor to the one-of-a-kind bottle design, Absolut Texas is our biggest and boldest limited edition flavor to-date," said Afdhel Aziz, Brand Director, Absolut Vodka, Pernod Ricard USA.

“Absolut Texas was truly designed as a celebration of all the best that contemporary Texas has to offer.”

Cruz’s bottle design features a modern spin on iconic Texas imagery, including a “cosmic caballero” cowboy boot against a stylized Texas landscape and his take on the Texas Star. The bottle also features Absolut founder Lars Olsson Smith wearing a cowboy hat, marking only the second time in the brand’s history in which Smith’s logo has been altered.

Absolut Texas will be available in 750 ml bottles in the US. For more information, visit absolut.com/texas.

Serving suggestions:



Heel-Spur Martini

2.5 parts Absolut Texas
0.5 part Dolin Blanc Vermouth
2 dashes Celery Bitters

Add all ingredients to a mixing glass, and stir with ice. Fine-strain into a chilled martini glass and garnish with a lemon zest.



Tex'n Cran

2 parts Absolut Texas
3 parts Cranberry juice

Build over ice in a highball glass, and garnish with two slices of cucumber (or 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, Kahlúa, Wyborowa, Luksusowa and Frís. 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.



Hill Country

1.25 parts Absolut Texas
0.25 part Fresh Lime juice
0.25 part Cointreau
1 pinch salt (optional)
1 dash Tabasco (optional)

Add all ingredients to a mixing glass, and shake with ice. Fine strain into a shot glass with a chili-salt rim.

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