

## ABSOLUT TAKING PRIDE IN DIVERSITY WITH NEW RAINBOW EDITION BOTTLE ADDED TO PERMANENT COLLECTION



Absolut is bursting onto shelves once again with its new Rainbow Edition, a vibrant new bottle created in support of the LGBTQ community. Since the early 1980's, Absolut have been supporting the LGBTQ community as part of our belief that a colorful, diverse and equal world is something to strive and work for. We believe that everybody should be able to be exactly who they are.

This bottle is the latest in a collection of releases that have shown our ongoing support for the LGBTQ community. In 2008, Absolut was the first spirits brand to adorn their bottle with the Pride flag through a partnership with the flag's creator, Gilbert Baker. Since then, the brand has released two other limited editions using the colors of the pride flag, Absolut Colors (2014 & 2015) and Absolut Mix (2016). With the launch of the Absolut Rainbow Edition, Absolut is showing its continued support for the community, adding this newest design to its permanent collection rather than releasing it as an ordinary limited edition.

The bottle, which includes a 'Taking Pride in Diversity' statement on the back, contains Absolut Original vodka and features a rainbow flag depicted in brush strokes, creating a hand-made look keeping with the brand's artistic heritage.

Craig Johnson, Absolut VP of Global Marketing, explained "Absolut's founder LO Smith, a pioneer for human rights in his time, established his passion for openness in the brand DNA from our launch in 1879. Over 135 years later, we've continued this legacy through numerous programs that support both freedom of expression through the arts, and the freedom be and love whomever you choose through working with the LGBTQ community. The Rainbow Edition marks our ongoing commitment as we are including it as a new permanent bottle into our collection."

In addition to the bottle release, Absolut will be showing its support through multiple campaigns this summer, which will continue to show our commitment to our vision of an open world.

To see how Absolut is taking pride in diversity this summer, please check out [Absolut.com](http://Absolut.com) and follow us on [Instagram](#), [Facebook](#) or [Twitter](#).

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## **KEY FACTS**

Launched in selected outlets in July 2017

Sizes: 700, 750ml and 1000 ml.

Content: Absolut original vodka, crafted in the village of Åhus, Sweden. 40% Alc./ Vol. (80 Proof).

### **For further information, please contact:**

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