



Press Release

Toronto, May 2016

Absolut Vodka Celebrates 150 Years of Forward Thinking with Limited Edition Bottle

Just in time for Canada's biggest milestone yet, Absolut Vodka introduces its latest limited edition bottle to mark the occasion: **Absolut Canada.**

A tribute to 150 years of forward thinking, the Absolut Canada bottle was designed in collaboration with Canadian textile artist Elizabeth (Libs) Elliott, renowned for her work with a custom computer program to design quilt patterns and laser cutting tools to create futuristic home textiles. Through her quilts, she's revitalizing a craft with a rich legacy by incorporating modern technology in her methods – a reflection of both Canada's past and future.

To convey a message of Canada's history and future, the bottle artwork uses a traditional quilt block 'Maple Leaf' design and a modernized Canadian colour palette: geometric shapes represent Canada's diversity, and a grid reflects our expansive geography.

"Absolut is known globally for its limited edition bottles – everything from cities, to countries, to celebrating Pride or Andy Warhol, so we're thrilled to bring a Canada-specific version to market at a time when celebrating our country will be at an all-time high," says Vanessa Clarke, Senior Brand Manager at Corby Spirit and Wine. "Much like Canada, Absolut has a long history of inclusion and innovation, so we're excited to have a bottle that is uniquely ours to reflect those synergies."

Available across Canada beginning this month, Absolut Canada contains the same premium, Swedish vodka as a bottle of Absolut Vodka - known for its pure and natural taste - that people have enjoyed since 1979.

Consumers can learn more about the bottle collaboration, behind the scenes videos, custom cocktails and more at absolut.ca/150.

For more inspiration on how to experience Absolut Canada in refreshing cocktails, visit Absolut.com and follow us on [Instagram](#), [Facebook](#) or [Twitter](#).

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