



Baz Luhrmann partners with Absolut for Australia's first ever limited edition... Absolut Oz

World-renowned film director Baz Luhrmann has created the first ever Absolut limited edition bottle celebrating Australia. Called Absolut Oz, the collaboration will see the one (1) litre sized bottle available in Australia as of March 2014.

"We are extremely pleased and proud to be collaborating with one of the great visionary minds of the contemporary world in Baz to realise the first Australian Absolut limited edition. Baz is one of the world's renowned inspirations in creativity. Working with Absolut, Baz has captured the unique essence of Australia", said Julien Hemard, Managing Director at Pernod Ricard Australia.

As part of its creation, Luhrmann travelled to Sweden and the southern town of Åhus, home to the Absolut distillery and the sole source of the pure water, which goes into each and every bottle of Absolut.

Inspired by the robust and deeply seeded beach culture in Australia, Luhrmann believes our taste palette, like other senses such as smell, has the power to transport us to places both known and imagined, and this became his mission when he found himself in the snow bound Swedish landscape back in December 2012.

At this point Luhrmann was neck deep in the final stages of his feature film, "The Great Gatsby". Luhrmann says, "Working for the last three years on F. Scott Fitzgerald's famous novel, it has been very hard not to think about alcohol, as, after all, 'The Roaring 20's' were a time of Prohibition, when, of course, everyone drank. And my wife Catherine and I did our research. For Catherine, it is about the champagne. But for me it is about the cocktail. And it is hard to think about the cocktail without thinking about great vodka."

"Absolut Oz is a distillation of the unifying truth that we are all equal under the sun", Luhrmann added. "While creating the drinks which feature and celebrate Absolut Oz, we reflected on that moment when the sun dips below the horizon and, as we say in the movies, the magic hour is upon us", he added.

Luhrmann worked closely with Absolut to create four special cocktails, each of which is a toast to four famous beaches around Australia. They are the Tama-Glama, The Hells Bells Beach, the Cable Beach "Stairway to the Moon" and The South Avoca Elevator.

Absolut Oz will feature a specially designed neck tag with story notes, images and recipes for each of the four cocktails created by Luhrmann.

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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.



Hell's Bells Beach

45 ml Absolut Oz
90 ml ginger beer
15 ml eucalyptus
honey + water
(diluted 1:1)
2 lime wedges
(squeezed)

Add ingredients to a tall glass and fill with ice. Stir well. Garnish with a lime wheel.

Tama-Glamma

45 ml Absolut Oz
45 ml cloudy apple
juice
20 ml fresh lemon
juice
15 ml agave syrup

Add ingredients to a cocktail shaker and shake with ice. Strain into a short glass filled with ice. Garnish with an apple slice and a cinnamon quill.

South Avoca Elevator

45 ml Absolut Oz
30 ml fresh coconut
water
10 ml fresh lime
juice
10 ml sugar syrup
2 kaffir lime leaves

Muddle 1 lime leaf and add ingredients to a cocktail mixing glass. Shake with ice and strain into a chilled martini glass. Garnish with a kaffir lime leaf.

Cable Beach Stairway to the Moon

45 ml Absolut Oz
45 ml fresh orange
juice
20 ml fresh lime juice
15 ml ginger cordial
30 ml soda water
2 orange slices

Add ingredients to a tall glass and fill with ice. Stir well. Garnish with a slice of orange with cloves.

For further information, please contact:

Andrew Rozas, PR Manager Absolut

andrew.rozas@pernod-ricard.com

+46 70 919 53 25

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