

Absolut Mixt launches in time for summer parties on the fly

Absolut launches a new pre-made drinks range called Absolut Mixt. The vibrant cans and bottles are delicately sparkling with delicious natural flavors with a taste of fruits and exotic berries, blended with premium Absolut Vodka. Absolut's new range is here just in time for summer giving friends the opportunity to spend more time together and indulge in great company with these delicious ready-to-drink range.



Full Range of Absolut Mixt

Socialising before going out is a big part of what makes a good night and Absolut wanted to focus on making it more fun by offering a new range of quality drinks. The range offers a convenient on-the-go option for people with fast and vibrant lifestyle. With Absolut Mixt it is now possible to move the party to remote locations and try something out of the ordinary.

Craig Johnson, VP Marketing Absolut says: "We are very excited to launch Absolut Mixt, giving a fresh bold take to the ready to drinks category. Taste was in the core of making this product and we believe taste can be in something you drink or in the way you live. With Absolut Mixt people can become more spontaneous as throwing a party has become so much easier with this new range."

The pre-made drink flavors include Blueberry & Lime, Lingonberry & Pear, Cloudberry & Apple and Guarana & Pineapple and are inspired by Swedish heritage, Nordic berries as well as exotic fruit flavors. Pairing the natural flavors of exotic berries and fruits create an amazing combination of great refreshing tastes.

To stay true to Absolut's heritage each can and bottle features a signature brush stroke that has been created uniquely for each flavor to link with Absolut's involvement and history in the arts community. The bottle shape is inspired by the original Absolut bottle and the twist cap is developed to improve convenience and ease. Absolut Mixt will be

available in different countries. For information on price and availability, please contact your local retailer.

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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.