

FOR IMMEDIATE RELEASE  
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## **ABSOLUT CELEBRATES THE POWER OF TOGETHERNESS & INCLUSIVITY WITH NEW LIMITED-EDITION BOTTLE, ABSOLUT MOVEMENT**



Absolut is proud to announce the launch of its new limited-edition bottle, Absolut Movement, which aims to inspire people with diverse views to come together and connect. Leaning on the values of inclusivity & togetherness that are dear to the brand, Absolut has always stood for positive movement and the new bottle reflects just that.

Available from October 1<sup>st</sup> in selected markets, the bottle is a celebration of human spirit and collective action in which diverse views and voices come together to create uplifting, positive change. Made from frosted blue glass, the upwards spiral design is symbolic of the never-ending cycle of change. The swirling motion specifically attempts to capture the positive energy and upward movement that characterizes collective progression.

The key visual, which is designed with bright, intertwining colours, features empowering phrases including *Stand Out*, *Unite As One*, *March Forward* and *Shift Views*. It encourages what Absolut has always strived for; promoting diverse voices connecting as one.

Henrik Ellström, Director Strategy & Innovation at Absolut says, “As human beings, we’re social by essence and are far more powerful as a collective. We are different and this diversity is an asset: great things happen when different minds come together”.

Following the same iconic Absolut production method, the ingredients that create Absolut Vodka’s unique taste are never compromised. Made exclusively from

natural ingredients, Absolut has a rich, full-bodied and complex, yet smooth and mellow taste, with a distinct character of grain, followed by a hint of dried fruit.

The new limited-edition bottle will be available starting October 1<sup>st</sup>.

Follow **@absolutvodka** on Instagram. Visit [absolut.com](http://absolut.com) for more information

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