

**How do you turn a Russian drink
into an international favourite?**

Ask the Europeans.

Ask the Swedes, to be more precise. As people who make Absolut, one of the world's leading vodka brands, we know exactly how to bring people together.

We have been distilling this fine spirit in the coastal town of Åhus in southern Sweden since 1879. Making it just the same way that our founder did at the start. We use only the finest winter wheat from the region around Åhus, and using our unique distilling process in copper stills, we create the great taste of Absolut.

After Akvavit, Absolut

Sure, vodka is best known as a Russian drink. But we in Sweden and in many other Baltic as well as East-European countries have our own versions of it. And we are proud to make, savour and serve it to our friends and loved ones.



In Sweden, we also make Akvavit, or *aqua vitae* which means water of life. The elixir that warms our hearts, spreads good cheer around and creates harmony between people. After Akvavit, we also make Absolut, the vodka that brings the world together.

One Absolut, many flavours

Vodka makes a great base for a variety of cocktails. But it was we who first created a range of fruit-flavoured vodkas, so that

your cocktail drink experience is enhanced. Inspiring bartenders to invent new cocktail recipes, and inviting millions around the world to discover new tastes.

We hope that our vodka drinkers in 126 countries around the world are also meeting new people and making new friends over Absolut. Because that's what drives us to innovate and bring you new ways of enjoying vodka spirits.

Absolut - the international icebreaker

In true Swedish tradition, we also like to bring our icebreaking capabilities to the bar. What the world needs right now is a glass of the clear, crisp taste of reason and rhyme. The icebreaker par excellence.

ABSOLUT.
Icebreaker

**We have the perfect cocktails
for these times.
And no, the Molotov isn't one of them.**



Much as vodka is a Russian drink, the Swedes have gone one better. As people who make Absolut, one of the world's leading vodka brands, we know exactly how to bring people together.

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Absolut Swedish summer

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It might also have something to do with summers in Sweden. When the full soft glow of the sun lingers long into the evenings, making us thirst for refreshing vodka drinks and good company to spend the long days with.

Absolut - the international icebreaker

In true Swedish tradition, we also like to bring our icebreaking capabilities to the bar. How about breaking some ice with an Absolut martini this afternoon after your round of golf?

ABSOLUT.
Icebreaker

**International icebreaker,
peacemaker, interlocutor.**

From Sweden, as always.

We Swedes have a nose for conflicts, it appears. Whenever an international crisis occurs, you'll find us there trying to mediate. As people who make Absolut, one of the world's leading vodkas, we know exactly how to bring people together.

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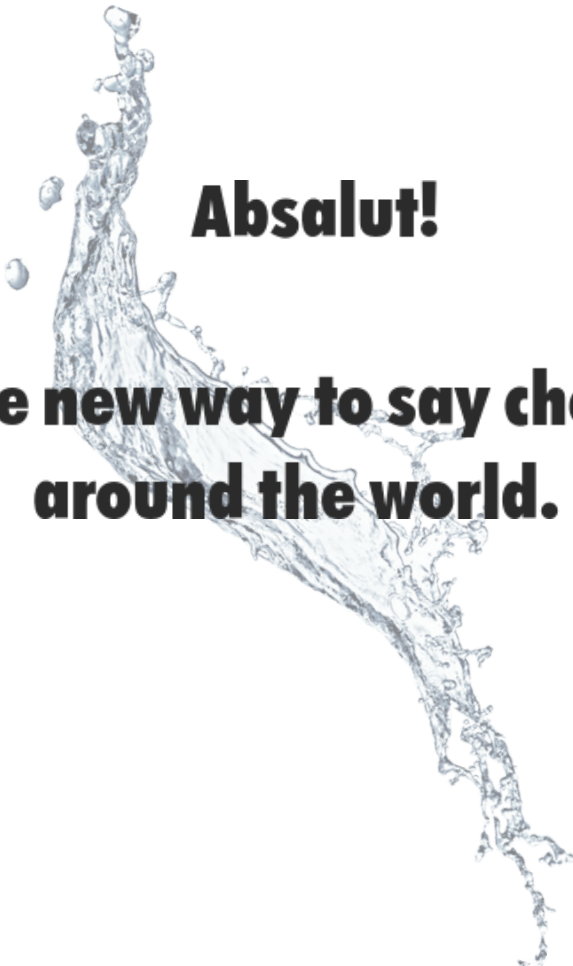
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Absolut - the international icebreaker

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ABSOLUT.
Icebreaker



Absolut!

The new way to say cheers, around the world.

“Skål!” is how we say it in Sweden. It means to your health, or just simply cheers. Folks say cheers in their own way around the world, including “Salut!” in Scotland, Spain and Italy. What a lovely coincidence that our vodka is called Absolut.

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Absolut - the international icebreaker

In true Swedish tradition, we also like to bring our icebreaking capabilities to the bar. How you say cheers is up to you, but we’d love it if you said Absolut! Now, go break some ice.

ABSOLUT.
Icebreaker

The long (tall drink) and shot of Absolut.

As people who make Absolut, one of the world's leading vodka brands, we thought we should also tell you more about how Absolut vodka is made and best enjoyed.

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Many vodkas, one Absolut

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Traditionally, vodka is drunk neat in a small shot glass, preferably without ice. And it is



downed in one gulp. No small sips here. Bottoms up, as tipplers say. If you are inclined to nurse your drink through an entire luncheon or evening, we suggest a long, tall drink – a cocktail made with vodka. Why do you think Absolut invented all those fantastic flavours? .

One Absolut, many flavours

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Absolut - the international icebreaker

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ABSOLUT.
Icebreaker

The international summit everyone needs to be at.



We Swedes have built something of a reputation as icebreakers and peacemakers in resolving international conflicts. As makers of Absolut, one of the world's leading vodkas, we help bring people together, even in times of peace.

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Absolut - the international icebreaker

In true Swedish tradition, we also like to bring our icebreaking capabilities to the bar. Remember, the word summit is both a meeting of people, as well as the scaling of a peak. Glass of Absolut in hand, neither is impossible. For it is the icebreaker par excellence.

ABSOLUT.
Icebreaker

The best places to break the ice around the world are these absolute ice-bars.

Sounds paradoxical, but breaking the ice at icebars is simply the coolest way to keep the peace. And Sweden, home to Absolut vodka, one of the world's leading vodka brands is also where the world's first ice bar opened.

Allow us to take you on a tour of the world's finest icebars that Absolut is happy to partner with.

The Ice Bar in Ice Hotel, Jukkasjärvi, Sweden

The world's first ice bar that represents a collaborative effort between several artists who come together to recreate it at the start of every year. Located in our home country, it is still considered the world's finest and the most frequented.

Absolut Ice Bar, Stockholm, Sweden

Also in Sweden is the Absolut Ice Bar, we partnered with right from the start. It serves food – small bites – to go with your drinks. and an unusual range of cocktails.

The Arctic Ice Bar, Helsinki, Finland

Trust us Scandinavians to turn



snow and ice into a welcoming place for guests to enjoy a drink with their friends, accompanied by music. At the end of an evening here, plenty of ice will have been broken!

Magic Ice Bar, Oslo, Norway

In the land of the midnight sun is an enchanting ice bar, where Norwegian art is given full expression in ice, along with decorative lights and music to create the right atmosphere.

Xtra-Cold Ice Bar, Amsterdam, Netherlands

Three complimentary drinks are included and it takes you on an Arctic adventure to the North Pole, recreating the ship journey that the explorer, Willem Barentz, made in the late 16th century.

Magic Ice Bar, Reykjavik, Iceland

You can celebrate the country's past when Norwegian Vikings sailed across the Atlantic to discover Iceland. It also hosts corporate events and private parties, so do check it out.

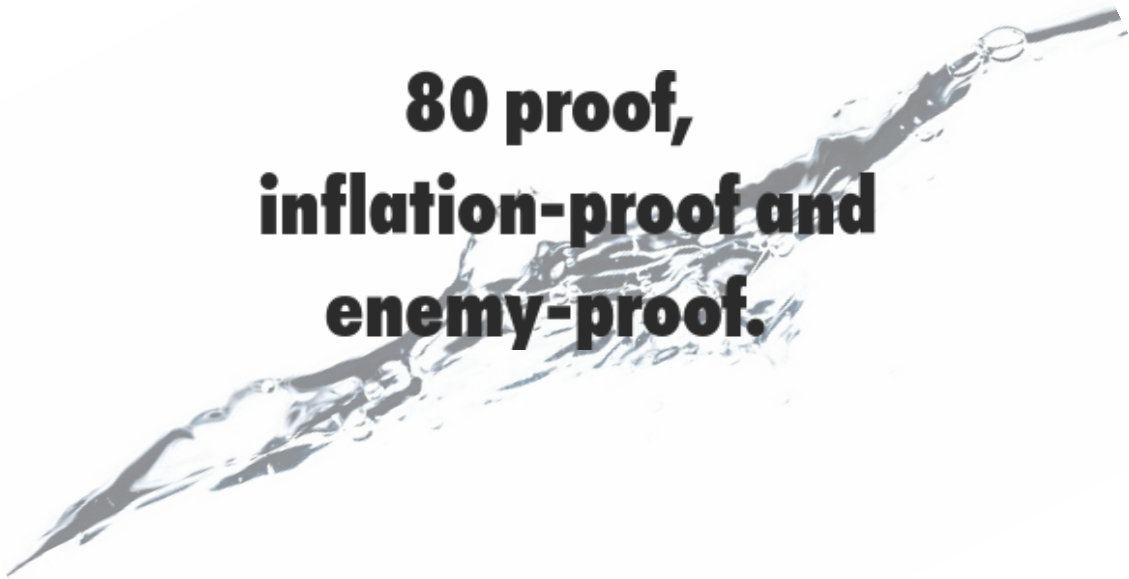
Ice Space, Eliat, Israel

Enjoy your drink in the company of friends and fish swimming in fish tanks. Then, ride down an ice-slide to complete your memorable evening out.

Go travel and break some ice. Skall!

ABSOLUT.
Icebreaker

80 proof, inflation-proof and enemy-proof.



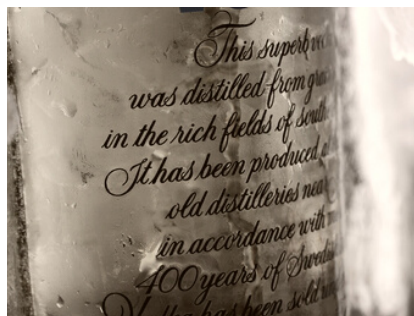
We thought we'd tell you a little about how it took the Swedes to make a vodka as consistent and unchanging as Absolut.

We have been distilling this fine spirit in the coastal town of Åhus in southern Sweden since 1879. We use only the finest winter wheat from the region around Åhus, and using our unique distilling process in copper stills, we create the great taste of Absolut.

Since our making of Absolut is not affected by the fluctuating prices of wheat around the world, you could say Absolut is protected against inflation.

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Absolut - the international icebreaker

In true Swedish tradition, we also like to bring our icebreaking capabilities to the bar. Time to go break some ice over a glass of Absolut. If you want to know its strength, it's 80 proof. Not to be trifled with.

ABSOLUT.
Icebreaker