

ABSOLUT®



Welcome to the ice breaking spirit inspiring the world

From being the party spirit in 126 countries around the world, to being the arty spirit that inspires creative expression, Absolut vodka has been bringing people together for decades. We symbolize the spirit of bonhomie and camaraderie and are always finding ways to break barriers between people and cultures, in a way only we Swedes can.

One Absolut. Many Flavours.

Absolut has become an iconic vodka brand consumed around the world, thanks to its internationalism. And one of the important characteristics of that internationalism is the recognition that it takes all sorts to make the world we inhabit. Which is why we innovated and created Absolut in various flavours that would appeal to varied drinkers' palates. Enhancing their drink experience even more, whether as a vodka shot or as a cocktail. [\(Read more\)](#)



First Akvavit, then Absolut

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. [\(Read more\)](#)



The Swedish twist to vodka

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.

The long days of the Swedish summer too might have something to do with the way we make and enjoy our vodka. Feminist icon and writer, Mary Wollstonecraft – better known as Mary Shelly’s mother - visiting Sweden in 1796, almost a century before we began distilling Absolut, wrote in her book, *Letters Written During a Short Residence in Sweden, Norway and Denmark*:

Nothing, in fact, can equal the beauty of the northern summer’s evening and night; if night it may be called that only wants the glare of day, the full light which frequently seems so impertinent, for I could write at midnight very well without a candle.

Absolut bottles the spirit of vodka in a uniquely Swedish way, with its original clear, crisp taste and its many flavours. ([Read more](#))

Our latest icebreaking events

Together with our international online club of customers who band together as Absolut Icebreakers, our partners in media across the world and organisations such as the United Nations and World Economic Forum, we have been holding discussions on ways to reduce conflict around the world. ([Read more](#))



Who we are

Our products

The Absolut brand

Corporate earnings

Absolut in the news

Careers