



Where there is fire

turn to something chilled and clear from Sweden.



Where there is conflict, hostility and war, we'd like to recommend pouring cold water on it. An ice-breaker.

After all, that's what Absolut Vodka is all about. A way to bring people together, no matter their differences. Chilled, clear reason why nobody makes peace like the Swedes do.

The world is one. Humanity is one. Time to celebrate our differences over a glass of Absolut. There are hundreds of different cocktails that you can try with Absolut Vodka from Sweden, did you know?

ABSOLUT.
Icebreaker

When the world assembles
in peace it is for Absolut.



Even as war rages in some parts of the world, world leaders are meeting at the United Nations General Assembly. We hope they can find a way to end conflict.

After all, that's what Absolut Vodka is all about. An ice-breaker. A way to bring people together, no matter their differences. Chilled, clear reason why nobody makes peace like the Swedes do.

The world is one. Humanity is one. Join the peace club with Absolut. And resist the forces that try to divide us.

ABSOLUT.
Icebreaker

In a world full of barriers nothing breaks them
like Absolut.

ABSOLUT
Country of Sweden
VODKA

*This superb vodka
was distilled from grain grown
in the rich fields of southern Sweden.
It has been produced at the famous
old distilleries near Åhus
in accordance with more than
400 years of Swedish tradition.
Vodka has been sold under the name
Absolut since 1879.*

40% ALC./VOL. (80 PROOF) 700 ML.

IMPORTED

PRODUCED AND BOTTLED IN ÅHUS, SWEDEN
V&S VIN & SPRIT AB (PUBL)

Anti-immigration, anti-refugee, anti-foreigner. There's so much keeping people out, that we'd like to invite them all in.

Because that's what Absolut Vodka is best at. Bringing people together no matter their differences, or where they're from. And the fact is, nobody makes peace like the Swedes do.

So, come on in everybody and let's raise a glass to one humanity. A glass of Absolut. Even better, hundreds of different cocktails that celebrate our differences, as we continue to break the ice.

ABSOLUT.
Icebreaker



Life doesn't have to be an endless contest or war, pitting us against each other. There ought to be room for everybody to express themselves freely.

Now, that's what Absolut Vodka is so good at. Bringing people together, no matter their differences. And the fact is, nobody makes peace like the Swedes do.

Let's raise a glass to our humanity, and our freedoms, shall we? There's nothing Absolutly better at breaking the ice.

ABSOLUT.
Scebreaker



Peace should never
be on ice

Like Absolut, it must flow.

We're all for law and order, but peaceful demonstration is our right.
Peace cannot be bargained away, nor postponed.

If you cherish your freedoms, join the Absolut peace club. Because
we're exceptionally good at bringing people together, no matter their
differences. And the fact is, nobody makes peace like the Swedes do.

Time to let peace flow as freely as freedom, friendship and, well,
Absolut. The perfect ice-breaker.

ABSOLUT.
Icebreaker



In a world full of disagreements and discord, we ought to cherish what little we agree on. Ideas like liberty, equality, love and justice.

If these strike a chord with you, you're Absolutly the person who can spread the word along with us. Because Absolut Vodka is so good at bringing people together, no matter their differences. And the fact is, nobody makes peace like the Swedes do.

If we all agree that the world is one, and that humanity is one, nothing can stop us from breaking the ice. Skall! As they say in Sweden.

ABSOLUT.
Icebreaker