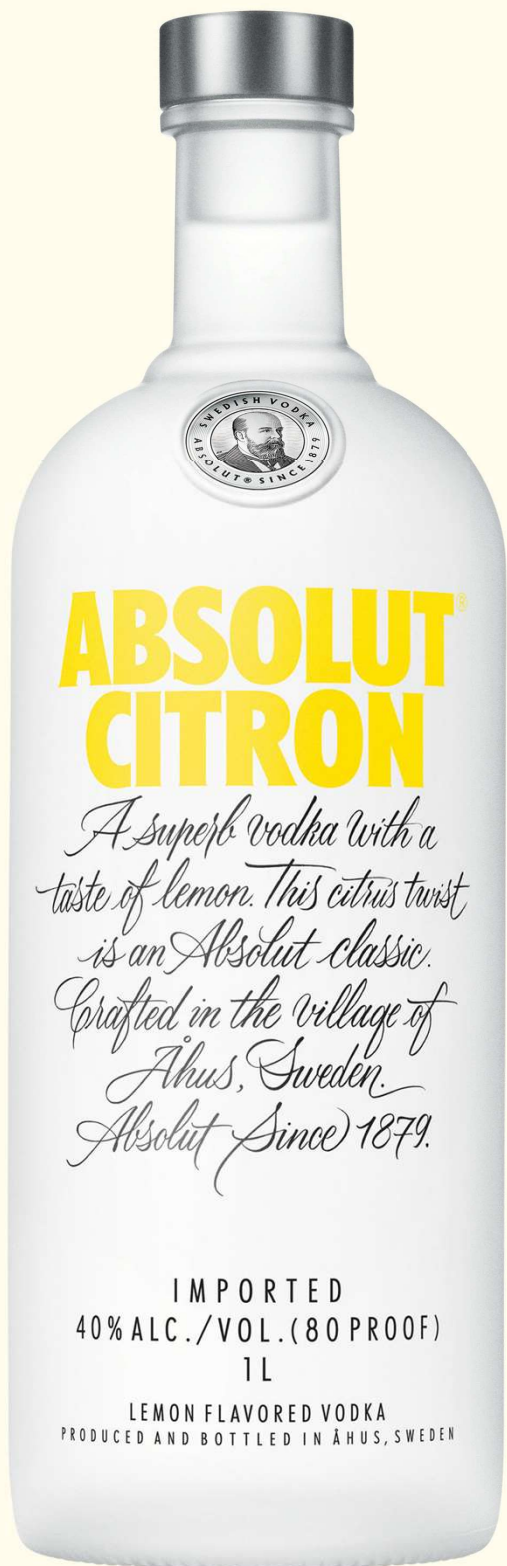




ABSOLUT[®] CITRON

IN TODAY'S COCKTAIL CULTURE, ABSOLUT[®] CITRON STANDS OUT AS ONE OF THE MOST MIXABLE FLAVORED VODKAS, BLENDING EASILY WITH A WIDE RANGE OF OTHER INGREDIENTS IN POPULAR AND CLASSIC DRINK RECIPES.

KEY FACTS

The #1 Lemon Flavored Vodka¹

PRODUCT INFORMATION

PROOF: 40% Alc./Vol. (80 Proof)

SIZES: 200ml, 375ml, 750ml, 1L, 1.75L

TASTE: The vibrant and fresh aroma of Absolut Citron showcases a straightforward and well-balanced lemon-flavored vodka. Complimentary citrus notes of juicy lemon and a hint of tangy lime brighten the palate

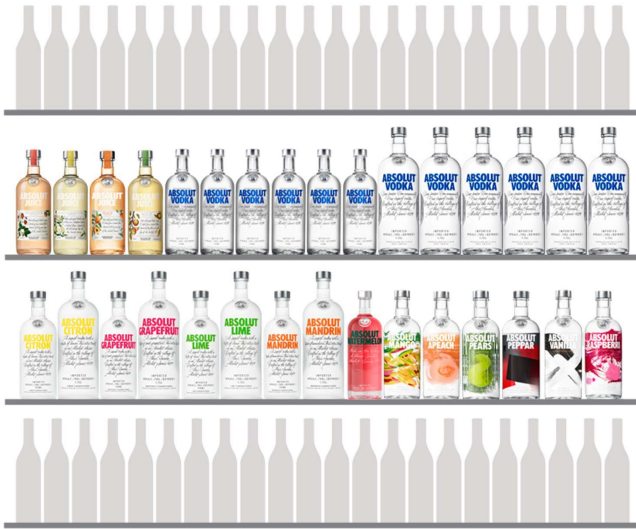


ENJOY RESPONSIBLY.

ABSOLUT[®] CITRON[®]. LEMON FLAVORED VODKA. PRODUCT OF SWEDEN. 40% ALC./VOL. ©2019 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY. *STATEMENT OF AVERAGE ANALYSIS: PER 1.5 FL. OZ. SERVING. CALORIES 98.1; CARBOHYDRATES, PROTEIN, SUGAR, AND FAT ALL 0 GRAMS.

SOURCE 1: TOTAL US- XAOC + LIQ PLUS 52 WEEKS - 4 WEEKS ENDING 02/23/19

SHELF SET AND DISPLAY STANDARDS



SHELF LOCATION: Titos to the left of Absolut Juice. Stoli to the right of Original. In markets where Smithworks is available create a vodka block by putting Smithworks to the left of Absolut Juice, to the right of Titos.

DISTRIBUTION PRIORITIES:

1. Absolut Original 750ml/1L/1.75L
2. Absolut Juices 750ml
3. Citron 750ml/1.75L
4. Grapefruit 750ml/1.75L
5. Lime 750ml/1.75L
6. Mandarin 750ml/1.75L

SECONDARY DISTRIBUTION PRIORITIES:

7. Absolut Watermelon 750ml/1.75L
8. RTDs
9. Mango 750ml
10. Pear 750ml
11. Peppar 750ml
12. Vanilla 750ml
13. Raspberri 750ml

DISPLAY:

Small/Medium Displays: 100% Absolut Blue

Large Displays: 80% Original/ 15% Innovation (Juice/Watermelon/RTDs) 5% Citrus

SHELF LOCATION: Blue Eye Level. Juice, eye level, left of Blue. Flavors below. Beginning with Citrus.

INNOVATION TIMELINE: Absolut Juice Peach and Absolut Watermelon - at Distributor February 1.

COCKTAIL SUGGESTIONS



Absolut Lemon Drop

2 Parts Absolut Citron

1 Part Lemon Juice

1 Part Simple Syrup

1 Peel Lemon

Add all ingredients into a shaker. Shake and strain into a chilled cocktail glass. Garnish with lemon peel.



Absolut Citron Tonic

1 ½ Parts Absolut Citron

5 Parts Tonic Water

1 Wedge Lemon

Fill a highball glass with ice cubes. Add all ingredients. Garnish with lemon.



Absolut Citron Squeeze

1 Part Absolut Citron

2 Parts Orange Juice

3 Parts Pineapple Juice

Splash of Raspberry Liqueur

1 Peel Orange

Pour Absolut Citron over ice into a tall glass. Add orange and pineapple juices. Top off with raspberries and orange peel.



Absolut Cosmopolitan

1 ½ Parts Absolut Citron

1/3 Part Lime Juice

½ Part Triple Sec

2/3 Part Cranberry Juice

1 Twist Orange

Fill a shaker with ice cubes. Add all ingredients. Shake and strain into a chilled cocktail glass. Garnish with an orange twist.

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SIZE	PACKAGING	UPC	SCC
200ml	24/case	8-35229-00110-7	808-35229-00110-3
375ml	24/case	8-35229-00120-6	308-35229-00120-7
750ml	12/case	8-35229-00130-5	208-35229-00130-9
750ml	6/case	8-35229-00130-5	100-80432-11206-6
1L	12/case	8-35229-00140-4	208-35229-00140-8
1.75L	6/case	8-35229-00160-2	108-35229-00160-9