

ABSOLUT® LIME

A SUPERB VODKA WITH A TASTE OF LIME AND CITRUS TWIST. AN ABSOLUT CLASSIC. WITH ITS FRESH, BALANCED TASTE OF NATURAL LIME FLAVOR AND ICONIC FROSTED BOTTLE, ABSOLUT LIME PERFECTLY COMPLEMENTS THE RANGE AS A KEY INGREDIENT IN MANY OF TODAY'S CLASSIC DRINKS WITH A REFRESHING TWIST.

KEY FACTS

The #1 Lime Flavored Vodka¹

PRODUCT INFORMATION

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

SIZES: 50ml, 375ml, 750ml, 1L, 1.75L

TASTE: Fresh and fruity with a distinct note of freshly pressed lime and a smooth, slightly sweet & fruity taste



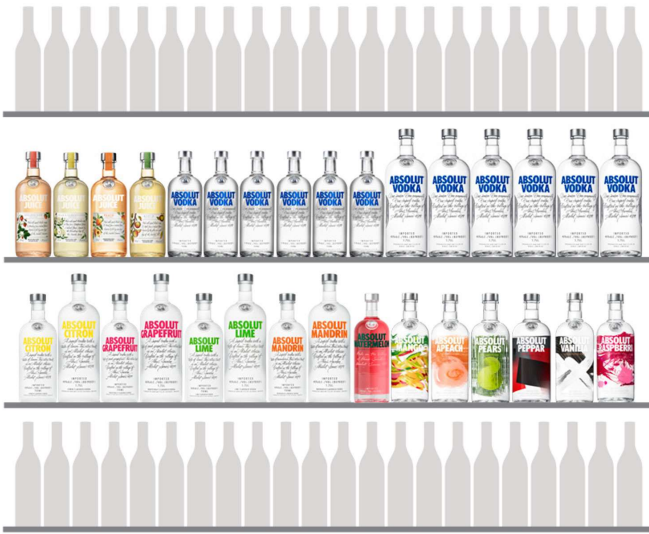
ENJOY RESPONSIBLY.

ABSOLUT® LIME. LIME 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 – 8.24.20

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 Lime & Soda

- 1 1/3 Parts Absolut Lime
- 1 Part Soda Water
- 2/3 Part Lime Juice
- 2 Wheels Lime



Fill a highball glass with ice cubes. Add Absolut Lime and lime juice. Top with soda water. Garnish with two lime wheels.

Absolut Lime Drop

- 3/4 Part Absolut Lime
- 1/2 Part Lemon Juice
- 1/4 Part Simple Syrup
- 1 Wedge Lime



Fill a shaker with ice cubes. Add all ingredients. Shake and strain into a shot glass. Garnish with lime wedge.

Absolut Lime Mule

- 1 1/2 Parts Absolut Lime
- 1/2 Part Lime Juice
- Ginger Beer
- 2 Wedges Lime



Fill a mule mug with ice cubes. Add Absolut Lime and lime juice. Top with ginger beer. Garnish with two lime wedges.

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SIZE	PACKAGING	UPC	SCC
375ml	24/case	8-35229-01038-3	308-35229-01038-4
750ml	12/case	8-35229-01027-7	208-35229-01027-1
750ml	6/case	8-35229-01027-7	100-80432-11199-1
1L	6/case	8-35229-01028-4	108-35229-01056-4
1.75L	6/case	8-35229-01029-1	108-35229-01029-8