

# ABSOLUT TABASCO<sup>®</sup>

CHILI PEPPER FLAVORED VODKA

IT'S TIME TO HEAT THINGS UP WITH AN ICONIC PARTNERSHIP!

AMERICA'S #1 SPIRITS BRAND\*  
MEETS  
THE #1 HOT SAUCE BRAND

\*TIME's World's Best Brands of 2024



ABV: 38%

## TASTING NOTES

Absolut and Tabasco join forces to deliver a vodka that is the perfect balance of heat and craveable Tabasco chili pepper flavor.

Each sip contain distinct Tabasco notes of fermented aged chili pepper and vinegar with an underlying sweetness. This delivers a pleasant and sessionable heat experience keeping the consumer coming back for more!

## EXPLOSIVE CATEGORY

- SPICY VODKA HAS GROWN +37% ON MENUS OVER THE PAST 4 YEARS AND IS EXPECTED TO GROW +27% IN THE NEXT 4 YEARS<sup>4</sup>
- THE HOT SAUCE MARKET IS EXPECTED TO GROW +8% FROM 2025-2032<sup>3</sup>

## SPICY DRINK STRATEGY

### BLOODY MARY



### SPICY LEMONADE



### BLOODY MARY SHOT

