

ABSOLUT® GRAPEFRUIT

Naturally Sweet. No Sugar Added.*

Made with Natural Grapefruit Flavor.

Digital Toolkit

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ENJOY RESPONSIBLY.

ABSOLUT® GRAPEFRUIT FLAVORED VODKA, PRODUCT OF SWEDEN, 40% ALC./VOL.
*PER 1.5 FL. OZ. - CALORIES 97, CARBOHYDRATES, PROTEIN, SUGAR, AND FAT ALL 0 GRAMS.



**ABSOLUT
GRAPEFRUIT**

*A superb vodka with a
taste of pure grapefruit. This citrus
is an Absolut classic,
crafted in the village of
Åhus, Sweden.
Absolut Since 1879*

IMPORTED
40% ALC./VOL. (80 PROOF)
750 ML
GRAPEFRUIT FLAVORED VODKA
PRODUCED AND BOTTLED IN SWEDEN

PRODUCT DESCRIPTION PAGE

Calories 97; Carbohydrates, Protein, Sugar, and Fat all 0 grams *Per 1.5 fl. oz. -

GRAPEFRUIT DESCRIPTION

What does the true taste of grapefruit taste like

Absolut Grapefruit is made with natural grapefruit flavor, and unlike some other flavored vodkas, it doesn't contain any added sugar. To put it short and simple: Absolut Grapefruit has a truly fresh taste and is fruity with a distinct character of pink grapefruit and a well-balanced natural sweetness.

The Absolut way of making vodka

In 1879, Lars Olsson Smith introduced the continuous distillation with which he made Absolut Rent Brännvin. Instead of the usual three or four times, the vodka was distilled an infinite number of times. Absolut Grapefruit is made the same way, the only difference is the taste of grapefruit. And, like the rest of the family, it's produced in Åhus, L.O. Smith's birth town. Since the process will never change, neither will the true taste of Absolut Grapefruit.

Keeping natural ingredients natural

The main ingredients in Absolut Grapefruit are Absolut Vodka and natural grapefruit flavour. Absolut Vodka is made from water and winter wheat. The water comes from a deep well in Åhus where it's protected from impurities. The winter wheat is also grown in Åhus and differs from other crops: it's sown one fall and harvested the next one. The days in between it grows under the Swedish snow, developing its hard grain. Also, the use of fertilizers is minimized.

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¹ NIELSEN TOTAL US XAOC + LIQUOR PLUS THROUGH 12/30/17 & DECEMBER NABCA

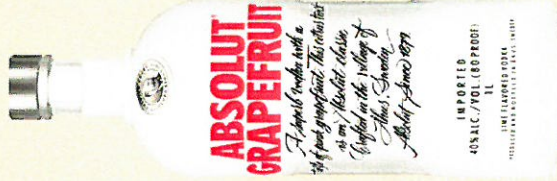
² TECHNOMIC

³ ACTURUS BARTENDER STUDY 2016

DRINK RECCOMENDATION

Grapefruit and Soda

- 2 Parts Absolut Grapefruit
- 4 Parts soda
- Grapefruit wedge



[CLICK HERE TO DOWNLOAD](#)

HOW TO MIX: Pour Absolut Grapefruit and Soda into a highball filled with ice cubes. Stir and garnish with a grapefruit wedge



Activation ASSETS FOR ALL DIGITAL TOUCHPOINTS



DIGITAL MEDIA
W/ CALL TO ACTION
WHERE TO BUY
ONLINE PURCHASE



REFRESHING OUR
FLAVORFUL LINEUP

KEY VISUAL
E-MAIL BLAST & SOCIAL

[CLICK HERE
TO DOWNLOAD](#)



SOCIAL MEDIA
DRINK RECIPES
[CLICK HERE
TO DOWNLOAD](#)



WEB BANNERS
DRIVE CONVERSION
[CLICK HERE
TO DOWNLOAD](#)



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PLAN IS PRELIMINARY AND IS SUBJECT TO CHANGE

GRAPEFRUIT DIGITAL JOURNEY



DIGITAL MEDIA WIN MARKETS

- Communications**
- Geo Targeted
 - Connect to Purchase
 - Where to Buy



E-MAIL BLAST SUMMER COCKTAIL THEME (LOW-CAL NO SUGAR)

- Key Visuals**
- Suggested Copy Included
- Drink Recipes:**
- Swedish Paloma
 - Greyhound
 - Easy Breeze

L3F Activation

- Digital Coupon in Place



SOCIAL ASSETS NEW & DRINK RECIPES

- Videos & GIFs**
- Easy Breeze
 - Greyhound
 - Swedish Paloma



ON-SITE WEB BANNERS CONNECT TO PURCHASE

- Buy Now**
- Online Video
 - Media activation leading up to show



DIGITAL COUPON DRIVE CONVERSION

- Leverage**
- Loyalty/iBotta
 - E-Mail
 - Occasion Portal
 - Product Page



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