

Absolut enters into ready-to-serve category launches new cocktail line

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Absolut is entering the Ready-to-Serve category with its new Absolut Cocktails line with flavours Vodka Mojito and Raspberry Lemonade. As the premium imported vodka, Absolut's latest mixology innovation delivers bar-quality cocktails that are refreshingly tasty with a twist and in a convenient format that saves the time and preparation that goes into making cocktails.

"With prepared cocktails as the fastest growing spirits category, trending to overtake wine and spirits this year, we're excited for Absolut to officially enter into the Ready-to-Serve space," said Reshma Dharti, Senior Brand Director of Marketing, Absolut. "We're giving time back with family and friends, without sacrificing the bar-quality cocktails that Absolut is known for."

Through consumer research, Absolut saw a very strong performance with Raspberry Lemonade and Vodka Mojito cocktails. In the flavoured vodka space, Vodka Lemonades are performing strongly in the market⁴ and is a signature cocktail that the brand is mixed with.

These classic beloved RTS cocktails (with 15 per cent ABV) have a light and sweet twist and offer a convenient multi-serve format (5 servings per bottle) that's perfect for sharing or enjoying at home - on the rocks or chilled neat.