

Absolut Nights Orange Peel new Asian-inspired shot drink

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Orange Peel is the new flavour and third product to join Absolut Vodka's innovative shots range – Nights. Absolut Nights is a vibrant and bold range of shots influenced by local cultures and flavours to create sensorial drink experiences for partygoers coming together on nights out the world over.

Launching in China on the 30th of March, Absolut Nights Orange Peel is crafted with a blend of oriental orange peels and coffee. The traditional flavour, inspired by Chenpi, of local dried orange rind with a complex balance of sweet and sour notes and a spiced tangerine kick delivers a bold and fresh experience. A hint of coffee contributes to the Absolut Vodka-based drink's distinguished aromatic flavour, delivering a distinctive aftertaste that will last long into the night.

The new drink's striking 700ml orange glass bottle symbolises the neon lights that define Asia's night-time cityscapes, while the urban-influenced X-signifier evokes high-energy nights and experiences. Made using Absolut Vodka and natural ingredients, the drink has a 35 per cent ABV and is best served neat and chilled. Alternatively, as part of a ritual, combine it with an orange soda chaser or serve it in a shot glass rimmed with finely ground coffee, sugar and cocoa powder to complement its zesty flavours and coffee notes.

Orange Peel completes a trio of Absolut Nights offerings, following the launch of Mexican-inspired Smoky Piña and Scandinavian-influenced Nordic Spice last year, as the brand taps into nuanced flavours loved by local audiences and brings them to the global stage. In line with the Absolut's Born to Mix brand values, Absolut Vodka is committed to helping shape and redefine the future of nightlife and the Absolut Nights range strengthens and reaffirms this commitment as the line-up of tantalising shot drinks is designed for high-energy nights out. Absolut Nights offers fresh ways and different occasions to enjoy its iconic flavours after dark, where the ultimate mix of people, cocktails and ideas often come together.