

Absolut – the Vodka with Nothing to Hide

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Blush easily? Absolut employees bare all to show it really is 'the Vodka with Nothing to Hide'

Would you get naked for your company? Absolut employees certainly will, as Absolut launches a brand new film 'the vodka with nothing to hide' to prove just how transparent things are in Åhus, Sweden and features employees totally in the nude. From Absolut Vodka's CO2 neutral distillation process to their sustainable ethos, viewers are invited on a revealing journey to discover how Absolut not only has nothing to hide, but have something worth shouting about.

Few companies would have the bottle to bare all about their production or share their sustainable practices, but Absolut is proudly leading the way for other brands to follow. In the film, Absolut invites you behind the scenes in Åhus, Sweden to reveal how their unique process produces vodka of such high standards. In an age where true brand transparency is rare, Absolut felt it was important to put everything on display and show viewers exactly what modern vodka crafting looks like.

The film, featuring employees from The Absolut Company, humorously pays homage to classic employee induction videos and highlights its sustainable, progressive approach to creating the highest quality vodka. The nudity is used as a metaphor for their transparent production process, so rest assured, employees at the distillery are normally found fully clothed.

The film can be seen here: <https://www.youtube.com/watch?v=02e9klKUN0Y>

Quality and sustainability are key to Absolut's innovative CO2 neutral distillation process which creates a better vodka to taste. Absolut is proud to

take responsibility from seed to bottle and source their wheat from 338 farms in Southern Sweden (where each farmer is known by name). Employees are proud to use so many sustainable production processes - and as you'll see from the film, have absolutely nothing to hide.

"We are very proud of the high-quality vodka we make here in Åhus and also the way we make it. We control every single step from seed to bottle, and we do it with passion and pride. Quality and sustainability are lead words to us and we love to tell our story. Normally, when people come to see us, we do have clothes on. But the transparency about how we do things is still the same!" says Anna Schreil, VP Operations and one of the 28 employees featured in the film.

Absolut has a long-term vision to create one sustainable circular source and continues to work with the ambition that there is no waste, only by-products that can be innovatively reused. This film is just one part of Absolut's journey towards a more sustainable world.

'The vodka with nothing to hide' communicates Absolut's belief that all companies have a duty to strive for sustainability as made clear by Craig Johnson, VP Global Marketing. "Absolut has always believed in using its voice to promote change and we are proud to champion sustainability and transparency in our industry. We feel it's now more important than ever to let our customers know, we have nothing to hide!"

Absolut's commitment to progress and sustainability go back to the very origins of the company in 1879. The company founder, LO Smith was dedicated to not only creating a better vodka free from fusel oils, but valued and respected his employees including championing their right to vote. Today, Absolut is keen to invite visitors to experience LO Smith's legacy - by opening its distillery doors and new visitors centre this summer. This gives people the chance to experience first-hand just how transparent the production is, and see for themselves that Absolut has nothing to hide!

The film was directed by Sam Hibbard, featuring creative from BBH and is part of Absolut's ongoing platform *Create A Better Tomorrow, Tonight*.

Follow @absolutvodka on Instagram

And visit <http://www.absolut.com> for more information.

The Absolut Company Credits:

Anna Malmhake - CEO

Craig Johnson - VP Global Marketing

Anna Schreil - VP Operations

Gaia Gilardini - Global Communications Director

Tobias Hökeberg- Global Senior Marketing Manager

Fredrik Thorsen - Global Head of Digital

Stephen Brown- Global Marketing Manager Digital

Georgia Mcdonnell-Adams - Global Brand Manager

Oscar Danielsson - Global Brand Manager

The BBH Credits:

Executive Creative Director: Anthony Austin

Associate Creative Director: Pablo Gonzalez De La Pena

Creative team: Doug Fridlund and Mikael Alcock

Business Lead: Kate Roberts

Account Manager: David White

Strategy Director: Melanie Arrow

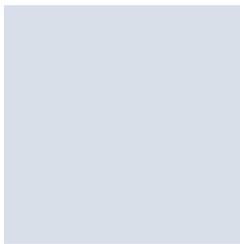
Strategists: Raphael Bittner and Flo Robertson

Producer: Natalie Parish

Assistant Producer: Sarah Finnigan-Walsh

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa and Our/Vodka. Absolut Vodka is the world's fifth largest spirits brand. Every bottle of Absolut Vodka comes from one source, Åhus in southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. Chairman and CEO is Anna Malmhake. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

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