More then 400 years of vodka-making tradition stands behind every bottle of Absolut vodka, which is why Absolut vodka is one of the best selling vodkas in the world.

Every single drop of Absolut vodka comes from one source in Ahus, Sweden. This allows for consistency and never any variation in character wherever Absolut vodka is distributed. Absolut is produced only with winter wheat – which is high in starch and low in protein, and the smooth taste is a result of the distillation process that Absolut vodka goes through.

The process is called continuous distillation – where the spirit is cycled back and forth hundreds of time producing a very final product. In order to bring the alcohol to a proof that is fit for consumption, water is added. All water used in Absolut vodka is pure spring water, which is drawn from the distillery’s own well. The water has a consistent and even quality, which makes it ideal water for premium vodka like Absolut. As a result of the care and process, Absolut vodka is unique, smooth and retains the fine character of the grain. Vodka of that high quality must have a bottle that represents that.

There is something about the shape and esthetics of the Absolut bottle that adds to the style and sophistication of the entire Absolut experience. Gunnar Broman was browsing an antiques shop in the Old Town in Stockholm, when he found an 18-century apothecary bottle. The bottle was elegant, different, simple, and very Swedish. The bottle represents Absolut vodka, and this is what inspired the shape and style of the Absolut bottle.

A vodka-based cocktail is only as smooth as the vodka. So when mixing your cocktails, this summer, or any time of year, make sure you use Absolut. Cheers!