

## Absolut and Tabasco launch new spicy vodka

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Absolut Vodka and TABASCO Brand are firing up the global spirits scene with the launch of a new spicy vodka, Absolut TABASCO. Launching from February 2026 onwards across 50+ markets, including the US and the UK, this bold innovation captures the heat that spirit drinkers worldwide crave.

Crafted by fusing Absolut Vodka with a unique and completely natural essence (there's no added sugar) created from the fermented, aged red pepper mash used to make TABASCO Sauce – Absolut TABASCO delivers the distinctive heat and aroma of the world's most famous pepper sauce in the world's leading premium vodkas.

The new TABASCO-Sauce-flavoured vodka comes amid strong, growing demand for hotter flavours. People are craving heat now more than ever, with sales of spicy vodka forecast to increase 27 per cent by 2029. Whether it's the brunch staple, a Bloody Mary with bite or a Spicy Lemonade, which tingles, Absolut TABASCO is for them – a smooth-tasting vodka with a heat that builds to leave a warm feeling on the lips with every sip.

The Absolut TABASCO collaboration unites two titans of flavours, each with more than a century of history and a legacy of authenticity and quality.

Founded in 1868 on Avery Island, Louisiana, where it is still produced today, TABASCO Sauce uses just three ingredients: handpicked red peppers, salt, and vinegar. Once mashed together, the red pepper mix is aged and fermented in reclaimed oak barrels for up to three years, creating the sauce's subtle, unique flavour.

Absolut Vodka is also made using just three natural ingredients – pristine water sourced from a local deep well, a proprietary strain of yeast and winter wheat grown on nearby farms. This premium vodka is only distilled in the small town of Åhus in Southern Sweden, using the same continuous distillation process introduced by its Swedish founder, L.O. Smith, in the 1870s.

The brands' rich heritages come together through the design of the Absolut TABASCO Vodka bottle. It seamlessly blends their iconic bottles into one; the bottle's colours and diamond label shout TABASCO Sauce, but the apothecary-inspired

shape is unmistakably Absolut Vodka.

Craig van Niekerk, Global VP of Marketing for Absolut Vodka, says: "At Absolut Vodka, we have never been afraid to do things differently or create something bold" and now, we are at it again. People want to feel some heat in their drinks. What better way to do it than by combining one of the world's leading hot sauce brands with the world's leading premium vodka brand? For anyone who wants to dial up the heat, whether it's Saturday night cocktails or Sunday brunch, this spicy vodka is definitely for you. •