

Travel retail exclusive Absolut RAW scoops Double Gold medal in San Francisco

By **Jas Ryat** on May, 22 2018 | Spirits & Tobacco



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Absolut RAW, the travel retail exclusive vodka supplied by Pernod Ricard, has won the exclusive

Double Gold medal at the San Francisco World Spirits Competition.

The Double Gold medal positions Absolut RAW among the finest products in the world, as the medal is designated to very few entries that receive Gold medal ratings by all members of the judging panel, which is made up of drinks industry experts.

Absolut Brand Director at Pernod Ricard Global Travel Retail, Lisa McCann, said: “Absolut RAW marks an innovation in vodka, delivering a fresh experience that evokes emotions. As such, a unique product, we are honored and excited to have been recognized at the San Francisco World Spirits Competition with the Double Gold win.”

Designed by Absolut’s Master Blender, Per Hermansson, Absolut RAW is described as a super-premium, edgy vodka created through a unique process that reintroduces hand-selected cuts into the vodka.

The resulting taste is fresh yet smooth, with notes of fruit and a hint of spice to leave a lasting warmth in the mouth.

Adding to the character and on-shelf visibility of Absolut RAW, every bottle is wrapped by hand in distinctive blue and black paper.

The brand’s first bottles distributed to the US in 1979 were wrapped in a similar style.

Launched in October 2017 as a travel retail exclusive in selected airports in North America and the Pacific with activities created by Pernod Ricard Global Travel Retail in key airports, Absolut RAW is available across Americas and Pacific travel retail.