

Absolut launches recycled limited edition bottle with global carbon offset pledge



As with all Absolut products, the Absolut Recycled bottle is made with more than 41% recycled glass

Longtime sustainability advocate Absolut is excited to announce the launch of its Absolut Recycled bottle: a limited-edition bottle with global carbon offset pledge.

Strengthening its commitment to the environment, the vodka brand thinks green first.

Keeping in line with Absolut's mission to strive for a more circular world in which resources are reused again and again to benefit local economies, communities and ecosystems, the company has pledged US \$1 for every limited-edition bottle sold in airports throughout November and December 2019

towards carbon offset through the Guanaré Forest Plantations Project, Uruguay. As with all Absolut products, the unique Absolut Recycled bottle is made with more than 41% recycled glass and offers the same premium taste made from natural ingredients.