

The history of absolut vodka flashcard

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The History of Absolut Vodka Absolut Norfolk Vodka has been a very popular spirit since 1979. It is the fourth largest international premium spirit in the world. It's was made in a small village called Ahus in Southern Sweden. From 1979 to 2010 they have branch out over fifteen different brands and flavor all over the world. Absolut Vodka uses a unique process called continuous distillation it was introduced in the nineteenth century by a man named Olsson Smith known as " The Vodka King".

His mind set the sales of good vodka, his saying was" to sale good vodka you got to make good vodka". Since its launch in 1979, Absolut Vodka has achieved significant worldwide sales growth, form 10, 000 nine-liter cases (90, 000 liters) to 11. 0 million nine-liter cases in 2010. Since 1979 Absolut Vodka has been distilled hundreds of times until all impurities have been removed. For the past four hundred years Absolut Vodka has been known for their image as being one of the most prestigious brand portfolios in the sector.

It widely credited its brand as drink responsibly. The ad that they advertise with the bottle in yellow with the sun image in the background, in my opinion they are advertising and giving the image as that once you drink and taste it you feel like you are in paradise. Absolut Vodka is always known for their one of kind ads . As you can see since Absolut Vodka created in Ahus in Southern Sweden it has been successfully and popular spirit since the 1979 to the 2000's.

Absolut Vodka has launch and branch out nationwide with different flavors for your taste from Absolut Ruby Red to Absolut Vanilla there are thirteen

more other favors that is available to satisfy your taste buds. With the different favors to satisfy your taste buds throughout the years, it has maintain to be the fourth biggest international popular spirits in the world still in 2012 .