

ABSOLUT KOREA LIMITED EDITION

A Perfect Gift for Chuseok!

“Premium Chuseok Gift Pack”

ABSOLUT Korea Limited Edition (750ml) + Exclusive Limited Edition Glass

Price: ₩ 15,000 (VAT Incl.) / ***Per Gift Pack** (Versus Approx. ₩32,000 in Hypermarket)

Period: This offer is valid only until stock lasts

Order Quantities: Only available in Boxes (1 box - 12 gift pack)

How to Order: Please send your order by mail to PRK-B2B@pernod-ricard.com

About ABSOLUT Korea

As the number 1 international spirits brand in Korea, ABSOLUT is proud to introduce its latest country edition dedicated to the trendsetters in Korea - ABSOLUT Korea, capturing the essence of Korean traditions with a modern twist. The edition follows the brand's celebrated tradition of releasing city and country limited editions which capture the essence of what makes each place so unique.

Created in collaboration with contemporary Korean artist, HeoWook, the design on the bottle reflects a unique vision of Korea, transforming elements, including traditional architecture, the Hangeul alphabet and obang colors into a contemporary artistic presentation.

ABSOLUT Korea reflects the vibrant and dynamic culture of Korea, taking inspiration from the structural features of traditional architecture. Also, ABSOLUT Korea is an exceptional global country edition that captures the local language in the bottle design. The design uses the five symbolic Korean 'obang' colors blue, red, yellow, white and black. Yellow, the Korean symbol for 'center', 'bright' and 'hope', stands out prominently, symbolizing the dynamic and bright future of Korea.

