

COMING IN HOT. ABSOLUT® AND TABASCO® LAUNCH NEW SPICY VODKA

*Two global titans of flavour join forces to launch a unique spicy vodka
as consumer demand for hotter flavours accelerates*



January 28, 2026: 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 vodka¹.

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 2029.² 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.

¹ IWSR 2024

² Datassentials February 2025

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.

Liam Murphy, Marketing Director for Pernod Ricard UK, comments: "Collaboration is in the DNA of Absolut and our latest partnership follows the great success of our Artist Editions Absolut Warhol and Absolut Haring. Collabs need to be more than just a nice bottle design, they need to provide a real value add to the consumer. We are very proud of the liquid that has been created, it's like nothing else on the market. You can't experience the joy of a Bloody Mary without one of these iconic brands and we're excited to be turning up the heat for a full UK launch from March this year!"

ABSOLUT[®] TABASCO[™] (38% ABV) will launch across 50+ markets worldwide from February 2026. In the UK, ABSOLUT[®] TABASCO[™] will be available from March across the On-Trade, Off-Trade and E-Commerce, as well as being available to pre-order from Amazon from 1st February. A multi touchpoint campaign will turn up the heat from April 2026, including broad reach advertising flanked by brunch events spotlighting the Spicy Bloody Mary and an exciting partnership across the Off-Trade and E-Commerce that will be announced closer to launch.

ENDS

High-res assets are available [HERE](#)

Notes to editors:

Simple Serves

Spicy Bloody Mary

ABSOLUT [®] TABASCO [™]	45 ml
Tomato juice	150 ml
Lemon juice	15 ml
Worcestershire Sauce	10 ml
Ground black pepper	1 pinch
Salt	1 pinch
Lemon	1 wedge
Parsley/celery	1 bunch
Chillies	Garnish
Cajun spice rim	

Rim a highball glass with Cajun spice – because flavour starts at the edge. In a shaker, mix ABSOLUT® TABASCO™, tomato juice, Worcestershire Sauce, lemon juice and a pinch of salt and pepper. Add ice, roll it smooth and strain into your spiced glass over fresh ice cubes. Garnish with lemon, red chillies and a bright parsley sprig.

Spicy Lemonade

ABSOLUT® TABASCO™	50ml
Lemonade	200ml
Lemon	1 wheel
Chilli slice	Garnish
Cajun (optional)	
Spice Rim	

Rim a highball glass with Cajun seasoning and fill with ice. Add ABSOLUT® TABASCO™, top it up with your favourite fresh lemonade and garnish with a lemon wheel.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, a worldwide leader in the spirits and champagne industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 10,959 million in fiscal year FY25. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Altos, Del Maguey, Código, Lillet, Bumbu, Redbreast, Malfy, Skrewball, Jameson, Absolut, Malibu, Kahlúa, Perrier-Jouët, G.H. Mumm, Beefeater, Italicus, Martell, Ballentine's, The Glenlivet, Havana Club, Chivas, Lamb's and Monkey 47. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.