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Absolut Vodka Unveils Spicy Collaboration With Tabasco for New Infused Spirit

The partnership blends Swedish vodka with iconic Louisiana hot sauce, targeting adventurous drinkers as demand for bold flavors rises.

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Absolut Vodka has announced a new partnership with Tabasco to launch Absolut Tabasco, a vodka infused with the signature heat of one of the world's most recognized hot sauces. The new product will be available starting February 2026 and aims to blend

the smoothness of Swedish premium vodka with the distinctive spice of Tabasco sauce.

The collaboration brings together two brands with more than a century of history each. Absolut Vodka is produced in Sweden using only water, winter wheat, and a proprietary yeast. Tabasco sauce is made from handpicked red peppers grown on Avery Island, Louisiana, which are then aged for up to three years in oak barrels. The result is a spirit that delivers both intensity and balance, designed to be enjoyed neat or as an ingredient in classic cocktails.

According to Alejandro Ayala, Brand Manager for Absolut Vodka, the new release is intended for consumers seeking bold flavors. “Absolut Tabasco is a truly spicy vodka. It’s not for everyone, and that’s okay. We need to launch honest products that deliver on their promise and manage to surprise,” Ayala said. He added that in an industry that is constantly evolving, brands like Absolut have a responsibility to introduce new ideas that keep consumers engaged.

The bottle design reflects the heritage of both brands. It features the familiar silhouette of Absolut bottles combined with visual elements from Tabasco, including diamond-shaped labels and color schemes reminiscent of the hot sauce’s packaging.

The launch comes at a time when spicy flavors are gaining popularity in both food and spirits. Industry data shows a growing demand for more intense tastes and adventurous sensory experiences among consumers. Absolut Tabasco is being introduced alongside an international marketing campaign aimed at sparking conversation and changing how people think about vodka cocktails worldwide.

With this release, Absolut and Tabasco are betting that the trend toward bolder flavors will continue to grow, offering drinkers a new way to experience heat in their favorite beverages.