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## **ABSOLUT® VODKA AND FILMMAKER SPIKE LEE BRING BROOKLYN TO DA HOUSE WITH NEW CITY-INSPIRED FLAVOR**

### **Limited-Edition ABSOLUT® BROOKLYN Kicks off Summer-Long Movement Celebrating Brooklyn Stoop Life**

**NEW YORK, NY – (June 3, 2010)** – The world’s most iconic vodka, in collaboration with famed filmmaker Spike Lee, officially kicks off a summer-long celebration in honor of the launch of ABSOLUT® BROOKLYN, the latest limited-edition, city-inspired flavor to be added to the ABSOLUT® VODKA flavor portfolio. Capturing the vibrancy, diversity and rich heritage of New York City’s most celebrated borough, ABSOLUT BROOKLYN features an invigorating blend of red apple and ginger replete in a specially-designed bottle reminiscent of the ubiquitous “Brooklyn Stoop Life.”

Designed in collaboration with Spike Lee, the bottle is a colorful depiction of the stoop where the Brooklyn-bred auteur grew up - #165. Harkening back to the decades-long notion that the stoop is truly the epicenter of creativity, culture and community, the bottle serves as an homage to that Brooklyn ideal of stoop life – where memories are made and ideas are sparked through conversation and camaraderie. Other subtle nods include Brooklyn nicknames on the steps of the stoop and a line from a love letter to Brooklyn written by poet/actor Lemon Andersen. In addition, the Lars Olsson Smith seal, never before altered on the iconic ABSOLUT bottle, has been “Spiked” – Lars wears a baseball cap and glasses evocative of Spike Lee.

“It was a great honor to be approached by ABSOLUT to collaborate on this project. Brooklyn deserves to be honored in the best possible light, and I hope Brooklynites from Carroll Gardens and Cobble Hill to Bensonhurst, Boerum Hill and Sheepshead Bay feel like I represented Bucktown to the fullest,” said Spike Lee. “It’s all about the 718 this summer, so let the ABSOLUT BROOKLYN stoop parties begin.”

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“Spike Lee is the epitome of what it means to be from Brooklyn. He has built a masterful career examining this corner of the world, and we knew his vision would lend credence and authenticity to what we hope to accomplish with this flavor introduction,” said Ian Crystal, Brand Director for ABSOLUT VODKA. “This is the first time ABSOLUT has collaborated with a visionary on a city flavor and we gave him carte blanche in coming to us with ideas that were truly representative of Brooklyn.”

The celebration of “Stoop Life” kicks off on Tuesday, June 8, at the Fifth Annual Brooklyn Blogfest, continues with a press conference on June 9 in Bedford-Stuyvesant with Habitat for Humanity - New York City and caps off with the official launch party at PowerHouse Arena in DUMBO on Thursday, June 10.

### **Habitat for Humanity® - New York City**

As part of ABSOLUT VODKA’s commitment to supporting the Brooklyn community, the brand is donating \$50,000 of the profits from the sale of ABSOLUT BROOKLYN to Habitat for Humanity - New York City, an organization dedicated to transforming lives and the city by building quality, affordable homes for families in need. The funds will be dedicated to Habitat’s newest affordable homes project in Bedford-Stuyvesant, scheduled to be completed in 2011. On Wednesday, June 9, at 4 PM EST, Spike Lee will join Ian Crystal, Brand Director of ABSOLUT VODKA, Josh Lockwood, Executive Director of Habitat-NYC, Harvey Chaplin, Chairman & CEO of Southern Wine and Spirits and Brooklyn Borough President Marty Markowitz to officially launch ABSOLUT BROOKLYN and kick off volunteer work on these homes.

“We are grateful for the generosity of time and labor that ABSOLUT is giving to Habitat for Humanity - New York City and the low-income, hardworking families we serve,” Josh Lockwood said. “Bedford-Stuyvesant is a special community for us – Habitat-NYC has built many affordable homes in this historic neighborhood and we are thrilled to see such an innovative, well-respected brand giving back. I look forward to celebrating the summer of Stoop Life in Brooklyn.”

“I must say, it puts me in very good ‘spirits’ whenever I hear that one of Brooklyn’s own, like superstar Spike Lee shows us all what it means to ‘do the right things’ – in this case, promote our home borough and create a partnership that funds Habitat for Humanity as well,” said Brooklyn Borough President Marty Markowitz.” It’s an ABSOLUT win-win – a philanthropic cocktail with the perfect Brooklyn mixology!”

### **BROOKLYN INDUSTRIES**

ABSOLUT, Spike Lee and visual strategist Fuse Green have partnered with artist-owned Brooklyn retailer Brooklyn Industries to create a limited-edition t-shirt that celebrates Brooklyn Stoop Life. A percentage of the profits of t-shirt sales, sold online and at Brooklyn Industries retail locations city-wide, will also benefit Habitat-NYC. The much-admired local retailer, lauded for being a cutting edge, artist-driven entity that gives back to the community, will also host ABSOLUT BROOKLYN happy hours for its customers throughout the summer.

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In the late 1980s, ABSOLUT® VODKA launched its “Cities” advertising campaign with a wink and a nod to the intrinsic flare and historical heartbeat of what makes each city special. In 2007, the brand brought the “Cities” campaign to life with the launch of ABSOLUT® NEW ORLEANS, a flavor reminiscent of the Big Easy. Every year since then, ABSOLUT has introduced a limited-edition flavor – ABSOLUT® LOS ANGELES in 2008, ABSOLUT® BOSTON in 2009, and now ABSOLUT® BROOKLYN is honored as the fourth flavor in the city-inspired portfolio.

Bottle images and additional ABSOLUT BROOKLYN cocktail recipes are available upon request. Visit [www.facebook.com/ABSOLUTBROOKLYN](http://www.facebook.com/ABSOLUTBROOKLYN) for more information. ABSOLUT BROOKLYN is now available at bars, restaurants, nightclubs and retailers for Brooklyn stoop parties nationwide in 1L bottles with a suggested retail price of \$24.99.

#### ABSOLUT® BROOKLYN STOOP PARTY

1 part ABSOLUT® BROOKLYN  
1 part Cranberry Juice  
1 part Ginger Ale  
Build over ice in highball glass. Garnish with a lime wedge.

#### ABSOLUT® BROOKLYN SUNSET TWIST

1-1/2 parts ABSOLUT® BROOKLYN  
1/2 part Malibu® Tropical Banana  
Orange Juice  
Build over ice in a rocks glass. Top with orange juice and garnish with an orange twist.

#### ABSOLUT® BROOKLYN GINGER

1-1/2 parts ABSOLUT® BROOKLYN  
2 parts Ginger Ale  
Squeeze of Lime  
Pour over ice in a highball glass. Garnish with a lime wedge.

#### **About Pernod Ricard USA**

Pernod Ricard USA is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA. In July, 2008, Pernod Ricard completed the acquisition of the iconic ABSOLUT® Vodka brand from the V&S Group, and Pernod Ricard USA is now the second-leading company in the U.S. by sales value.

In addition to ABSOLUT®, Pernod Ricard USA’s leading brands include such prestigious spirits as The Glenlivet® Single Malt Scotch Whisky, Chivas Regal® Scotch Whisky, Jameson® Irish Whiskey, Seagram’s Extra Dry Gin®, Beefeater® Gin, Plymouth™ Gin, Martell® Cognac, Malibu®, Kahlúa® Liqueur, Hiram Walker® Liqueurs, Pernod® and Ricard®; such superior wines as Jacob's Creek® and Brancott Estate®; and such exquisite champagnes and sparkling wines as Perrier Jouët® Champagne, G.H. Mumm™ Champagne and Mumm Napa® sparkling wines.

The company is based in Purchase, New York, and has roughly 1,000 employees across the country. Pernod Ricard USA urges all adults to consume its products responsibly and has an active campaign to promote responsible drinking. For more information on this, please visit: [www.acceptresponsibility.org](http://www.acceptresponsibility.org).

## **Habitat for Humanity - New York City**

Habitat for Humanity - New York City transforms lives and our city by building quality homes for families in need and by uniting all New Yorkers around the cause of affordable housing. With the help of thousands of volunteers every year, Habitat-NYC has built more than 220 affordable homes in the five boroughs of New York City. Learn more at [www.habitatnyc.org](http://www.habitatnyc.org).

## **About Brooklyn Industries**

Brooklyn Industries is a cutting edge design company that sells its innovative clothes exclusively through its 14 retail stores and online website. Founded by visionary artist Lexy Funk in 1998, Brooklyn Industries' stores engage the local community in art, clothing, design and style.

The Brooklyn Industries office, design studio and warehouse are located near the Brooklyn Navy Yard. In 2006, Brooklyn Industries was recognized as a top entrepreneur with Crain's New York Business' coated "Small Business Award." The company also ranked in Inc. Magazine's 500 list, which highlights the nation's fastest-growing private companies.

In 2009, Brooklyn Industries was honored as a "Green Power Pioneer" by ConEdison Solutions and Community Energy, Inc. in recognition of its commitment to using Wind Power in its stores and office headquarters. In 2010, Brooklyn Industries opened its 13th and 14th locations in Philadelphia and Boston. Brooklyn Industries continues to grow every year as an innovative and creative vertical retailer that stays true to its Brooklyn roots

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