



## PRESS RELEASE



**Bottle Service is dead! Sharing good times with the people that really matter – that’s luxury to us.**

### CONCÁ VODKA

Introducing **CONCÁ**, Vodka Panamericano, a bold and vibrant vodka with just enough attitude to taste altogether new. It’s for people who, like us, believe authenticity isn’t purity – it’s a remix.

### VODKA PANAMERICANO

We’re not interested in boundaries and genres – because that’s not how we see the world anymore, so we sourced ingredients and inspiration from across the Americas. By blending a Mexican sugarcane vodka with a corn vodka from USA, a new spirit was born. Elegantly round yet rich, robust and full of personality. You can’t fit it neatly into any one category. Concá has the smooth versatility of vodka with the depth and complexity of a quality rum.

### BLENDED FOR NATURAL CHARACTER

The subtle impression of vanilla and caramel comes from the sugarcane spirit. The base corn spirit lightly delivers a perceived hint of citrus. Then, it’s skilfully blended, carbon filtered and bottled in the USA, to define the complex taste; smooth and rounded with a warm, vivacious finish.

### BEST SERVED CHILLED WITH LAID BACK ENERGY

It tastes subtle and balanced on ice, or as a shot, and perfectly complements simple mixers and juices with a squeeze of lime. Our favourite way of drinking it is in the Concá Smash. Reinventing a refreshing Summer classic, it’s easy to master at home with a basic cocktail kit. Imagine the sun going down, spending that magical ‘palm tree’ hour with friends on the terrace. Concá represents that chilled vibe, relaxed with laid-back energy. Simply muddle your favourite seasonal fruit and herbs together, add a drop of simple syrup and Concá. Shake and pour over ice for a delicious, refreshing moment of gluten-free pleasure.

*Concá is one of the first brands to come out of The Absolut Company’s new Growth Team. Set up like a start-up on the side of the main business, responsible for pushing the boundaries of the industry, using creativity as a business driver and reaching new audiences by launching new-to-the-world product innovations and brands. Concá is launching in summer 2015, by hosting a series of curated events and engaging with the local community. Initially in distribution in bars and liquor stores throughout central LA as well as through home delivery Saucey app.*

CONCAVODKA.COM  
  @CONCAVODKA