

Smirnoff launches limited edition bottles

Motivated by locations taking part in the Smirnoff Nightlife Exchange Project, Smirnoff will unveil a new limited-edition bottle pack. Jamaica will be on the list of countries to enjoy these bottles honouring the four major locations around the world, London, New York, Rio De Janeiro and Australia

The bottles will echo the urban cityscapes, energy, culture and artistic style of each location. The New York bottle encompasses the gritty city streets, the Rio bottle is whimsical and has a sense of flair, the Australia bottle is sun drenched and welcoming; and the London bottle is refined. Each city-themed bottle will include a signature drink recipe on the sleeve, reflecting the cultural tastes of each place. The Australian bottle will be available only in Australia, and the additional three packs will be available at select retail stores and duty-free shops worldwide from October. "We searched the globe for the most exciting locations known for their nightlife, and chose four that stood out for having unique, unforgettable and vibrant nightlife," notes Simon Burch, global brand director for Smirnoff. "The limited-edition bottles represent these locations in design and inspiration for the signature drink that accompanies them." Events like the upcoming Frenchmen party will boast these new bottles, and consumers have the chance of sampling their favourites. Last year, Smirnoff launched The Smirnoff Nightlife Exchange Project - a ground-breaking initiative that saw 14 countries around the world swap nightlife on the same night. This year, Smirnoff has set the audacious goal of getting 10 million people to discover, share and swap the most original nightlife in 50 countries. More countries, bigger headline talent, and more partygoers is just the beginning.