



## Absolut Recycled



Drinks Initiatives Agency #Packaging

### Objective

Increase the percentage of recycled glass into the Absolut Vodka bottles.

### Description

- Close to 97% of bottles in the Swedish market is recycled by Svensk Glasåtervinning. Of all the clear glass recycled by Svensk Glasåtervinning, 100% is sent to Ardagh (indefinitely recyclable metal and glass packaging producer); one third of this is used for Absolut Vodka bottles. In 2020 Absolut created a new limited-edition - Absolut Recycled — to highlight that the bottles are made with more than 41% recycled glass. The ambition is to keep on increasing the amount of recycled glass in Absolut bottles by 1% at a time.
- Cooperation and innovation are required to make real progress, increase recycling and develop sustainable materials. Absolut works closely with Ardagh to reduce the energy and resources used to make Absolut Vodka bottles. The production of glass bottles at the end of 2018 used biogas instead of natural gas. This was a measure to directly reduce the climate impact of glass production, but also a way to evaluate whether this could be part of a future climate strategy for Absolut.
- Absolut has also reduced the amount of cardboard used in their packaging, for example by testing an octagonal box, which has a stronger structure that provides the same functionality even when made with thinner cardboard.

## Partners

The Absolut Company  
Ardagh Group

## Results

Today, each bottle of Absolut vodka is made from more than 41% recycled glass. The objective is to continuously increase the amount of recycled glass in the bottles—1% at a time.

## Website

<https://www.absolut.com/se/products/absolut-recycled/>

## Downloads

## Photo gallery



## Documents

[absolut-a\\_guide\\_to\\_circular\\_living.pdf](#) (pdf - 1.78 Mo)