



# **“We’re bad for you” health advice vodka sells out in Sweden**

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A not-for-profit Swedish vodka that actively warns buyers on its label about alcohol-related diseases has sold out in Sweden.

Alcoholic Vodka - which graphically warns about the alcoholic within all of us - is the world's first vodka to list all deadly diseases linked to alcohol consumption on the bottle design.

The product is entirely stripped of any sophisticated or stylised elements used to promote alcohol and instead uses a no-nonsense, anatomically accurate image of a body ravaged by booze as a label.

With an estimated 3 million people dying each year from alcohol-related illnesses across Europe, what began as an experiment in transparency has resulted in a real, drinkable product that can provoke debate as consumers drink it.

Using an actual product as a vehicle, much like a Trojan horse, Alcoholic Vodka helps to change attitudes in the very environment where alcohol is consumed. When the product is displayed on bars or at parties, the immediate conversation turns to the bottle; how much damage alcohol can cause and concerns about whether individuals might be drinking too much. In short: It becomes its own media-channel.

Alcoholic Vodka is the work of Johan Pihl and Magnus Jakobsson, two of Sweden's most awarded creative directors with over 30 years of experience working in the advertising industry. Magnus Jakobsson says: “We're not trying to make death or the risk of death "cool" for profit. That's been done too many times before. Instead, we're shining a spotlight on all the diseases you can get from drinking alcohol in all our marketing and branding. We're Alcoholic Vodka, and we are bad for you. That's it.”

Both directors believe that building a successful brand can be done without manipulation or dishonesty. Johan Pihl says, “It is an experiment in how consumers will react to brutal honesty as the core of a new brand in a category where transparency isn't exactly a priority. We sincerely hope that Alcoholic Vodka remains far from being perceived as a trendy brand playing on the strings of danger.”

Uniquely, Sweden already has the world's most regulated alcohol policy. It does not have an off-licence system as in the UK, instead through its 'Systembolaget' system, all liquor is sold through Sweden's government-approved liquor stores.

Instead of capitalising on this opportunity and sticking to the traditional business playbook of using controversy for profit, no cash has been made from the product. The founders now want to launch a non-alcoholic beer, with a similar design but a reversed message, the pair hope to continue provoking discussions as close as possible to the behaviour they are trying to change.

## **Production**

The product is made from pure, Swedish springwater and is produced in collaboration with Tevsjö Destilleri in Sweden.

For further inquiries about Alcoholic Vodka, please get in touch with [info@alcoholicvodka.com](mailto:info@alcoholicvodka.com)