

ALCOHOLIC VODKA PRESSRELEASE 2022-12-30

Transparency is a disaster for brands trying to hide the negative side effects of their product or service. It can also be one of the most transformative forces in a traditional market economy. At least, we think so.

What if transparency could be the very first essence of a brand?

We want to bring the conversation about the dangers of alcohol to all the right parties and to the shelves right next to the "glamorous" liquor brands that would never mention the downside of what they're actually selling. We simply want to see if the truth is interesting in a category where the truth is often thrown around like a hot potato.

Will this strategy guarantee commercial success? Most probably not. But it is an experiment in how consumers will react to brutal honesty as the soul of a new brand in a category where transparency isn't exactly number one.

We're not trying to make death or the risk of death "cool." That's been done too many times before. Instead, we're putting the spotlight on all the diseases you can get from drinking alcohol in all marketing and branding.

We're Alcoholic Vodka, and we are bad for you. That's it.

PRODUCTION

Alcoholic Vodka is made from pure Swedish spring water and is just as bad for you as any other vodka. Needless to say, getting a liquor-distillery to produce an alcoholic product that warns about the dangers of alcohol was a challenge. After over a year of research and a bunch of "Interesting idea, but no thank you," Tevsjö Distillery signed on to help Alcoholic Vodka produce and distribute the product.

Alcoholic Vodka was created by Johan Pihl and Magnus Jakobsson, two of Sweden's most distinguished creatives with over 30 years experience from working in the advertising industry. Their ambition behind Alcoholic Vodka is to break free from pre-conceived ideas of how brands communicate with their customers and instead inject a raw sense of honesty and truth into the product. Both believe that building a successful brand can be done without manipulation or dishonesty.

Alcoholic Vodka was pre-launched as a brand in 2021 and is now a real product ready to be ordered. Visit alcoholicvodka.com for more information about the product and how to order. The first batch will ship in December 2022.

For further inquiries about Alcoholic Vodka, please get in touch with info@alcoholicvodka.com