

FIGHT HUNGER IN NEW YORK

One part Absolut, one part giving

**ENJOY
A COCKTAIL,
FEED
THE HUNGRY**



ENJOY AN ABSOLUT COCKTAIL AND YOU'LL BE HELPING PROVIDE MEALS TO THE LOCAL NEW YORK CHAPTER OF U.S.A. HARVEST TO HELP FIGHT HUNGER IN YOUR COMMUNITY.

TRY AN EXCEPTIONAL COCKTAIL THAT GIVES BACK.

**U.S.A
HARVEST**
FOOD FOR THE HUNGRY

ENJOY WITH ABSOLUT RESPONSIBILITY®. DONATIONS MADE ON PURCHASE(S) 04/01/2010 THROUGH 06/30/2010.
ABSOLUT® VODKA. PRODUCT OF SWEDEN. 40% ALC./VOL. DISTILLED FROM GRAIN. ©2010 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY. facebook.com/absolut

EXPERIENCE EXCEPTIONAL COCKTAILS
That make a difference

EXPLORE MORE EXCEPTIONAL DRINKS AT ABSOLUTDRINKS.COM AND FACEBOOK.COM/ABSOLUT

JOIN ABSOLUT® TO HELP U.S.A. HARVEST

Fight Hunger in Your Community

- CHOOSE ABSOLUT AND MAKE A LIFE-CHANGING DIFFERENCE FOR PEOPLE IN YOUR COMMUNITY
- ABSOLUT IS PARTNERING WITH U.S.A. HARVEST TO HELP FEED THE 38 MILLION AMERICANS WHO GO HUNGRY OR ARE AT RISK OF GOING HUNGRY
- THIS IS YOUR CHANCE TO DO SOMETHING FOR THE PEOPLE IN YOUR COMMUNITY BY SIMPLY ORDERING CASES OF ABSOLUT JUST LIKE YOU ALWAYS DO
- IF YOU WANT TO SIGNIFICANTLY BOOST SALES AND DO EVEN MORE TO HELP, ORDER A FEW EXTRA CASES AND INVITE YOUR CUSTOMERS TO TAKE PART IN THIS UNIQUELY REWARDING PROGRAM

TIMING: APRIL 1 – JUNE 30, 2010

PROGRAM OVERVIEW:

For every bottle of ABSOLUT VODKA and ABSOLUT FLAVORS purchased, one meal will be donated to U.S.A. Harvest on your behalf.

- **One 9L case = 12 donated meals!**
- All meals generated through your purchases will stay in your local area
- To thank you for helping to fight hunger in your community, participating spirits and wine establishments will be recognized in statewide and/or local P.R.

MERCHANDISING AND COMMUNICATIONS ELEMENTS:

OFF-PREMISE

- Case Card
- Poster
- Shelf Talker
- Tear Pad
- Bottle Necker
- Oversize Banner

ON-PREMISE

- Server Card
- Table Tent
- Poster

ABOUT U.S.A. HARVEST:

- U.S.A. Harvest was founded in 1989 in Louisville, KY
- U.S.A. Harvest, with more than 125,000 volunteers, serves over 5,400 agencies nationwide
- U.S.A. Harvest provides over 700 million meals each year
- U.S.A. Harvest picks up surplus food from restaurants, hospitals and food suppliers and delivers it to missions, soup kitchens and people in need
- U.S.A. Harvest is a FOOD raiser, not a fund raiser!
- U.S.A. Harvest moves food from people who have too much to those who have much too little!

For more information visit www.usaharvest.com or email us at info@usaharvest.com



"For 20+ years I have been trying to figure out how the distilled spirits industry can help us raise awareness and funds for our cause. ABSOLUT VODKA has figured out how to do it."

— Stan Curtis, Founder,
U.S.A. Harvest

ABSOLUT®
Country of Sweden
VODKA