

# ABSOLUT AD EXPLOITS CATHOLIC SACRAMENT

An ad by Absolut, the vodka product of Sweden, exploits the Catholic sacrament of Holy Eucharist. The ad, which appears on p. 321 in the March issue of *Vogue*, is a story-book tale about a priest on an island. Throughout the ad, reference is made to many Catholic symbols and themes, all but one of which stays within the bounds of light humor. The Catholic League objects, however, to the statement regarding the Eucharist.

The line that the league objects to refers to “the precious ciborium full of what looked like everybody’s least favorite EASTER candy.” The ciborium is used to hold the Communion Host.

Catholic League president William Donohue explained the league’s position:

“Had Absolut left out the line about the ciborium, we would not have objected. But to refer to what Catholics believe to be the Real Presence of Jesus as nothing more than ‘everybody’s least favorite EASTER candy’ is reprehensible. And to do this during Lent is particularly offensive.

“We are letting the vodka stewards know about our objection and look for Absolut to pull the ad immediately.”