

## ABSOLUT PAYS HOMAGE TO ITS MIXING HERITAGE WITH BIGGEST EVER DESIGN AND FLAVOUR SHAKE-UP



Absolut, the UK's No.1 premium vodka, has today revealed its new iconic bottle design and remixed flavoured range in what will be the brand's biggest shake-up since its birth in 1979. The new packaging reflects the intensity of Absolut's flavours and harmonises the portfolio, with the stripped-back design offering clearer navigation to encourage discovery and significantly improved shelf standout. The bottle is also made with over 50% recycled clear glass, demonstrating Absolut's ongoing commitment to minimising its impact on the planet.

The new design uses the canvas of the iconic 18<sup>th</sup> century medicine bottle silhouette to shine a light on the spirit. For increased transparency, clear product information has been added to the front of the bottle including an ingredients list, ABV-level and where it has been produced and bottled in and around Åhus, to celebrate the brand's Swedish heritage. The name of the brand's founder, Lars Olsson Smith, has been added to the medallion on the front of the bottle and in addition, the font of the script has been modernised, making it easier to read and the Absolut logo is bigger and bolder to reflect the Absolut spirit.

The Absolut flavoured range has also received a refresh to optimise the brand's flavours to deliver a style and taste that's even more authentic to the fruit and offer consumers exceptional tasting cocktails. All of Absolut's fruity and spicy flavours (Raspberri, Vanilia, Passionfruit, Watermelon, Mango and Pear) will benefit from a slightly lower ABV of 38% to deliver a sweeter flavour, whilst the citrus flavours (Citron, Lime and Mandarin) remain at 40% ABV to deliver a fresher taste profile, meaning the flavours are more tangy, zesty and bolder than ever before. Each bottle will also feature a vibrant colour block reflecting the improved and elevated 'true to fruit' flavour of the liquid within.

Marnie Corrigan, Brand Director at Pernod Ricard UK, commented: "Mixing has been in Absolut's DNA for four decades. Whether that's bringing together different ideas, people, or drinks, we believe that life is best when you mix it up. The range refresh pays homage to the brand's provenance, authenticity, and progressive DNA, and as a brand famous for elevating cocktails, social moments, and driving social change, Absolut's bold new look is sure to raise the bar and inspire creativity for any cocktail lovers, mixologists in the making and those with a passion for great tasting drinks."

Vodka remains the no.1 Spirit in the Off-Trade and Absolut is outperforming the category, growing at triple the speed of Total Vodka, whilst the brand's flavour range is leading the charge in the thriving

flavoured vodka category<sup>1</sup>. In the On-Trade, Absolut is growing +94.4%<sup>2</sup> and flavoured vodka has strong momentum, accelerated by the popularity of key serves like the Passionfruit Martini, Espresso Martini and Cosmopolitan.

The new look Absolut range is rolling out from now, with Absolut Blue, Absolut Raspberri, Absolut Lime, Absolut Citron and Absolut Madarin the first to hit shelves, followed by Absolut Vanilia and Absolut Watermelon available from March, Absolut Passionfruit available from May, and Absolut Mango and Absolut Pear set to be introduced in Autumn.

**-END-**

For further information please contact: Mo Brownridge [mo.brownridge@pernod-ricard.com](mailto:mo.brownridge@pernod-ricard.com).

### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Aberlour, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

For latest news and information: Website [www.pernod-ricard.com/en/locations/uk](http://www.pernod-ricard.com/en/locations/uk) Twitter @pernodricarduk

---

<sup>1</sup> AC Nielsen, Total Off-Trade, MAT Value Sales to 01.01.22

<sup>2</sup> CGA, On-Trade MAT Value Sales to 01.01.22