

ABSOLUT UNLOCKS OPPORTUNITY TO ENJOY PERFECT PASSIONFRUIT MARTINI'S AT HOME AND ON-THE-GO



Absolut is giving consumers the chance to enjoy the UK's no.1 cocktail¹, the Passionfruit Martini, at home or on-the-go by offering a bar quality convenient ready-to-drink (RTD) format. Available from national wholesalers, the UK's no.1 premium vodka² has been expertly mixed with natural flavours of zesty passionfruit and sweet vanilla to offer a sophisticated taste experience.

The refreshing and sparkling Absolut Passionfruit Martini RTD (5% ABV) is presented in a stylish 250ml can, featuring a gold silhouette of the brand's iconic 18th century medicine bottle for premium cues and on-shelf standout. Absolut is supporting the launch through mass reaching media throughout June and July, presence at summer festivals, and PR and influencer gifting to drive awareness and excitement around the new cocktail proposition. Conversion activity will also be driven through a partnership with Hawk.

The cocktail trend continues to boom in the UK and the much-loved Passionfruit Martini holds a 24% volume share of serve in the On-Trade³. In the Impulse channel, pre-mixed drinks cans are experiencing healthy value growth of +14%⁴ and within this, Pernod Ricard UK's range of RTDs⁵ is growing ahead of the category at +16% value sales⁶.

Marnie Corrigan, Brand Director at Pernod Ricard UK, commented: "The popularity of vodka cocktails has accelerated and with two-fifths of consumers making cocktails at home⁷, we're confident that our new Absolut Passionfruit Martini RTD will exceed expectations for producing the perfect sparkling serve, every time. Absolut has become synonymous with the much-loved cocktail and it's only natural that we're launching a bar quality pre-mixed format. Of course in our opinion, it is an utterly delicious recipe and a great drink for enjoying at home with friends when you can't make it out to your local trusted bartender."

Absolut Passionfruit Martini RTDs are available in 12 x 250ml cases at an RRP of £2.20 per can, from wholesalers including HT Drinks, Crown Cash & Carry, Parfett's and United Wholesale.

¹ CGA Mixed Drinks Q1 2021 – volume data

² AC Nielsen | Total Off-Trade | Value Share MAT to 26.03.22

³ CGA Mixed Drinks Q1 2021

⁴ AC Nielsen | Pre-mixed Drinks | Total Impulse | Value Sales MAT to 26.03.22

⁵ Includes Absolut, Jameson, Malibu, Beefeater, Havana Club and Kahlua

⁶ AC Nielsen | Pre-mixed Drinks | Total Impulse | Value Sales MAT to 26.03.22

⁷ CGA Mixed Drinks Q1 2021 – volume data

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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.

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