



## **ABSOLUT VODKA MIXES DANCE BATTLES INTO COCKTAIL CULTURE IN NEW GLOBAL CAMPAIGN**

*Absolut Vodka's latest 'Born to Mix' campaign unites the worlds of dance and mixology, celebrating their shared creative power to connect people*

**5 June 2025** – Absolut Vodka has launched a new phase of its global creative and cultural campaign, “Born to Mix” – spotlighting the powerful connection between dance and cocktails. This new campaign celebrates how both creative forms can bring people together and spark meaningful social connections.

Mixing is movement. Whether it’s swirling, shaking or stirring while crafting an iconic Absolut cocktail like a Cosmopolitan or an Espresso Martini, mixing takes precision, rhythm and creativity. Just like dance. But dance is more than just entertainment; it’s a global cultural force. Today, more than 42 per cent of adults in the US engage in some form of dance activity\*. From viral TikTok trends to underground battles, from streets to clubs, dance is a universal language that transcends borders, energises communities and brings people together through shared expression.



At the heart of the new “Born to Mix – World of Absolut Cocktails” campaign is a film crafted by a collective of global creatives including renowned choreographer Shay Latukolan, where dance battles and cocktails intertwine.

The film, directed by one of the world’s leading music video directors Henry Scholfield, features a diverse group of world-class dancers, whose infectious choreographed moves bring Absolut’s most iconic vodka cocktail serves to life through an energetic dance battle. From the smooth sophistication of the Cosmopolitan to the fiery edge of a spicy Bloody Mary, each cocktail showcases joyful self-expression and liberating creativity. -The dance battles are soundtracked to a bold cover version of En Vogue’s classic anthem, “Free Your Mind”, from breakout rapper, DJ and record producer Channel Tres. With its powerful lyrics and danceable beats, the reimagined track makes for an unexpected yet perfect mix.

**Liam Murphy, Marketing Director for Pernod Ricard UK, comments:** *“In the UK, Absolut is seeing strong Off-Trade growth in the last 12 weeks, +2.7% in value and +4.5% in volume<sup>1</sup>, and we are ensuring this momentum continues by injecting a six-figure investment into this campaign. Creativity is at the very heart of everything we do with Absolut, from our partnership with the Sugababes throughout their 2025 tour to our recent second burst of activity with the iconic Heinz. The new Born to Mix campaign will roll out from the 5<sup>th</sup> June for six weeks across Social, BVOD and online video.”*

The campaign cements Absolut’s position as a true catalyst for mixology – not just in drinks, but in culture. From introducing the first flavoured vodka, Absolut Peppar in 1986, to helping define game-changing cocktails such as the Cosmopolitan, Absolut has shaped more than what people drink, but how they come together.

The Born to Mix – World of Cocktails campaign will debut in the UK with a hero film and remix track accompanied by “How To Mix” assets. The campaign will be rolled out in the UK first, followed by 20+ markets like Germany, Brazil, China, France, Poland and GTR. To find out whether you’re in team Espresso Martini or Bloody Mary, head to your local bar for an Absolut cocktail or learn how to mix your own from home by checking out [Born to Mix](#) for recipe inspiration!

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<sup>1</sup> Nielsen last 12 weeks to 22/03/25



Watch the new film and listen to Channel Tres' remix of "Free Your Mind" here [Born to Mix long format](#)

\* [Dance Industry Statistics: Market Data Report 2025](#)

**ENDS**

For media assets [Born to Mix PR assets](#)

#### **About The Absolut Group**

The Absolut Group is a powerhouse of lifestyle spirits brands within Pernod Ricard. The portfolio includes an extensive range of premium spirits; the iconic Absolut Vodka, the world's most awarded gin, Beefeater, the leading flavoured rum, Malibu and the number one coffee liqueur, Kahlúa. The range also includes a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47 and KI NO BI. Across geographies, the entities forming The Absolut Group share a long-term commitment to sustainability and responsible drinking that extends to consumers, society, the environment and our teams.

<https://theabsolutgroup.com/>

#### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. 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's mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality.

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.