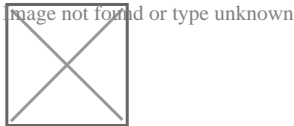


PRESS RELEASE  
March 20, 2023

# Absolut Nights Smoky Piña – a bold new drinking experience from Absolut

The innovative launch is the first in a dynamic new product range, Absolut Nights, a unique collection of shots from Absolut Vodka.



Absolut Vodka is launching Absolut Nights Smoky Piña, the first product in its new and innovative Absolut Nights range – created for people wanting to share exhilarating experiences with friends on party nights out.

With its smoky pineapple and chilli flavour, the new premium distinctive-tasting shot drink is the perfect drink to rally groups of friends when the party is in full swing. Inspired by the classic taste of Mexican chargrilled pineapple, known for its intense aroma and character, this unique flavour is daring and bold. Sweet and easy to drink, the Absolut Vodka-based shot is expertly crafted to balance the pineapple with the smokiness, complete with a titillating, spicy finish. Partygoers can tantalise their taste buds with the new Piña ritual. Simply dip the pineapple wedge garnish into the chilli salt, bite in and drink.

The distinctive smoky dark grey glass bottle captures the spirit of the night and Smoky Piña’s Mexican inspiration to ensure it’s a true shelf standout. The bold ‘X’ label reinforces it belongs to the Absolut Nights range, while the bottle’s gold cap reflects the premium quality vodka inside.

Absolut’s new Nights range is the continuation of its long-standing commitment to providing excitingly innovative ways for people, from all backgrounds and with different personalities, to mix and party – and enjoy its iconic brand.

Speaking on the new launch, **Charl Bassil, Global Vice President, Marketing, Absolut shared:**

*“Absolut has been pushing boundaries since 1979, whether through our initiatives, collaborations, or bold and unique flavours. Borrowing from powerful tastes and designs of Mexico, we’re confident that Absolut Nights Smoky Pina will bring an exciting edge for partygoers looking to elevate their night.”*

**Richard Le Mout, Vice President North Latam, Pernod Ricard:** *“Absolut Nights Smoky Piña is a perfect opportunity to connect with the Mexican Gen Z consumer – launching the first flavour in the new Absolut Nights family for one of the most versatile consumer palates there is.”*

**Berenice Escuadra, Brand Portfolio Director Mexico, Pernod Ricard added:** *“The experience of a sweet and smoked pineapple with an unexpected spicy finish makes it a unique proposal for the Mexican market. Knowing that it has the ideal characteristics to be enjoyed as a chilled shot, even better if combined with the traditional spicy garnish touch that is so popular among our brand lovers.”*

Mexican-inspired and with global appeal, Absolut Nights Smoky Piña will launch in Mexico January 2023 onwards.

For more information, assets or interview requests, please contact: [theabsolutcompany@mcsaatchi.com](mailto:theabsolutcompany@mcsaatchi.com)

## About The Absolut Company

The Absolut Company has the worldwide responsibility for the production, packaging innovation and strategic marketing of Absolut Vodka, Malibu and Kahlúa.

Malibu is the number one rum-based coconut spirit in the world.

Absolut Vodka is one of the world's top ten international spirits brands. Every bottle of Absolut Vodka comes from one source, Åhus in southern Sweden.

Kahlúa coffee liqueur is the world leader in its category.

The Absolut Company portfolio also includes Åhus Akvavit. The visitor center, Absolut Home, located next to the main production site for Absolut Vodka, was opened in 2018. The head office is located in Stockholm, Sweden. Chairman and CEO is Stéphanie Durroux. The Absolut Company is a part of Pernod Ricard, the world's second largest wine and spirits producer (source: IWSR).

## About Pernod Ricard

Pernod Ricard is the No.2 worldwide producer of wines and spirits with consolidated sales of €10,701 million in FY22. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics, as illustrated by the 2030 Sustainability and Responsibility roadmap supporting the United Nations Sustainable Development Goals (SDGs), "Good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis. Pernod Ricard is also a United Nation's Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

## Contact

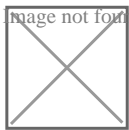


Image not found or type unknown  
**M&C Saatchi**

For more information contact the The Absolut Group-team at M&C Saatchi.  
[theabsolutgroup@mcsaatchi.com](mailto:theabsolutgroup@mcsaatchi.com)

## Read this online

<https://theabsolutcompany.com/media-room/press-release/absolut-nights-smoky-pina-a-bold-new-drinking-experience-from-absolut/>