

The Absolut Group Logo

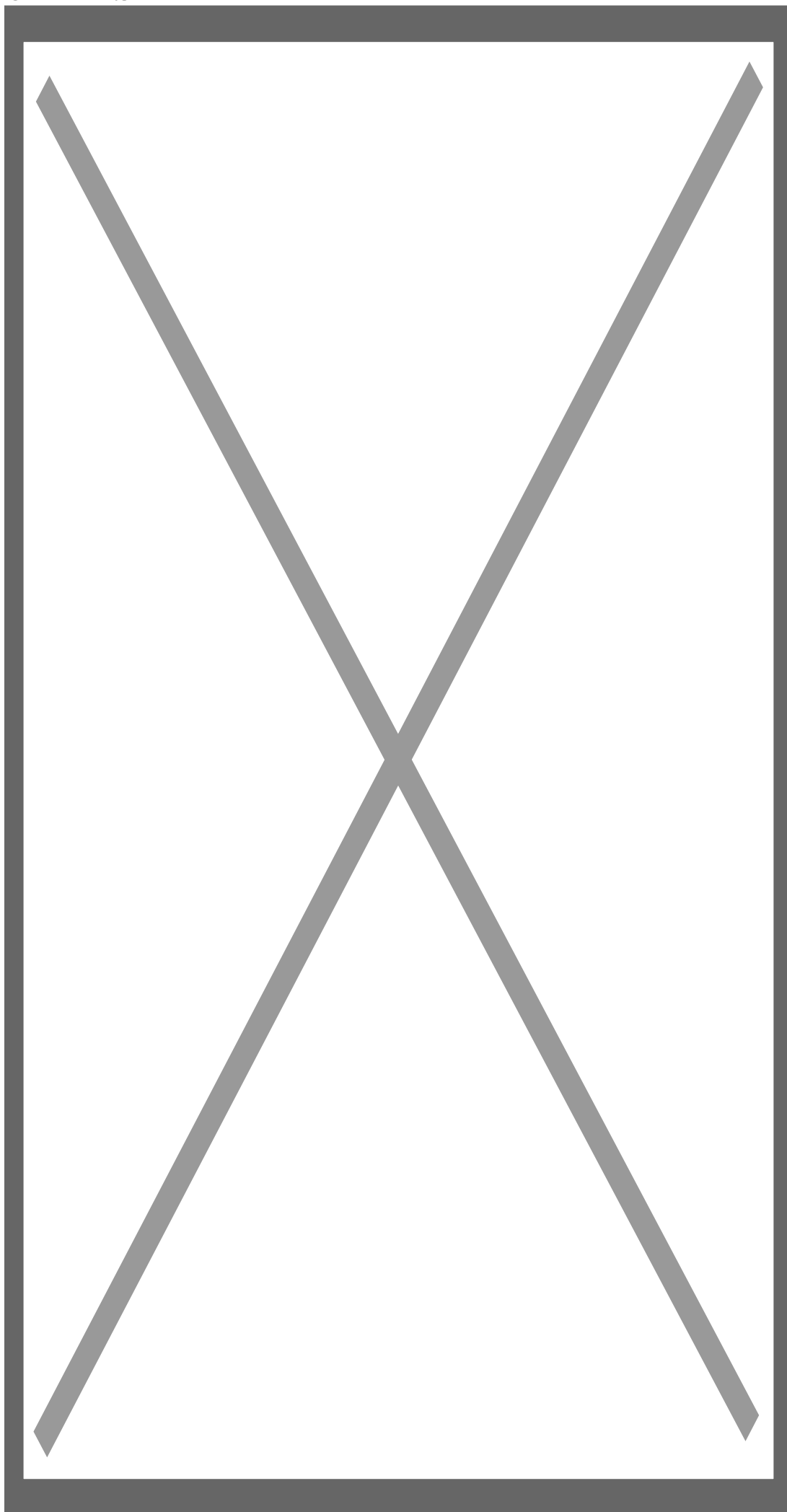
PRESS RELEASE  
March 20, 2023

## **Absolut spices up vodka market with extended drinks range**

Absolut has boosted its drinks portfolio with a premium shot range, a mid-level ABV flavor and a new addition to its regular flavor range.



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Absolut Vodka is spicing up the spirit landscape with an expanded product portfolio to meet the growing demand of consumers exploring the innovative and exciting tastes of vodka.

The trio of new drinks launched this year –Smoky Piña, Sensations Tropical Fruit and Wild Berri – sit across three different and unique product ranges and have been created for an array of social occasions, whether it's a relaxing drink after work or partying late into the night with friends, and include its first mid-level ABV flavor that doesn't compromise on taste and also a premium vodka-based shot.

The all-new products also reinforce Absolut's position as a pioneer and innovator of premium vodka and quality vodka-based drinks – Absolut was the first brand to export flavored vodka to the US with Absolut Peppar in 1986.

The extended range comes as the vodka market continues to grow from strength to strength<sup>1</sup>, buoyed by the increasing popularity of flavored vodkas. The new drinks are launching across various global markets and will be, as with all its vodka, produced at Absolut's home of Åhus in southern Sweden.

## Absolut Nights Smoky Piña

Launched in Mexico in January, Absolut Nights Smoky Piña, with its smoky pineapple and chilli flavor, is the first flavor in a new range of premium dedicated shot drinks that has been created for people wanting to share new experiences with friends when the party is in full swing. Expertly crafted to balance the pineapple with the smokiness, complete with a spicy finish, partygoers can tantalize their taste buds with the new Piña ritual by simply dipping a pineapple wedge garnish into the chilli salt, biting in and drinking.

## Absolut Sensations

Absolut Sensations offers a lower alcohol option – 20% ABV versus the usual 38-40% ABV – without compromising the taste or experience. Its first flavor in the range, Tropical Fruit with a hint of Szechuan Pepper, launches this month in Germany. It offers a burst of juicy tropical fruitiness towards mango and peach, with some Szechuan pepper to give a hint heat to elevate the experience.

## Absolut Wild Berri

Absolut Wild Berri is launching in 16 markets this year including the UK and the USA in May, and also rolling out across Absolut's global travel retail footprint. The latest in the Absolut flavors range (38% ABV) uses only natural ingredients with no added sugar, offering a taste of freshly picked blueberries, blackberries and wild strawberries. Combined with spicy hints, it inspires cocktail and drink mixing.

**Elin Furelid, Director of Product Portfolio and Innovation, Absolut said:** *“The Absolut portfolio has been refreshed to deliver innovation across three different ranges, with tastes that are authentic and inspiring, offering our consumers exceptional new experiences. The launches bring with them new ways and occasions to enjoy the iconic flavor of Absolut to meet the changing tastes of consumers, whatever the occasion.”*

**Charl Bassil, VP Marketing, Absolut, added:** *“We constantly strive to better understand the needs and attitudes of our consumers around the globe with the obsession to provide quality Absolut products that elevate the mix. Subsequently, we continue to explore innovations that expand our product portfolio. These exciting new additions to the Absolut family are created to offer our consumers drinks for all occasions – and they mark the next phase of our mission to champion quality drinks for our consumers. After all, we are Born to Mix.”*

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

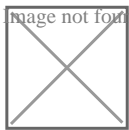


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**M&C Saatchi**

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