

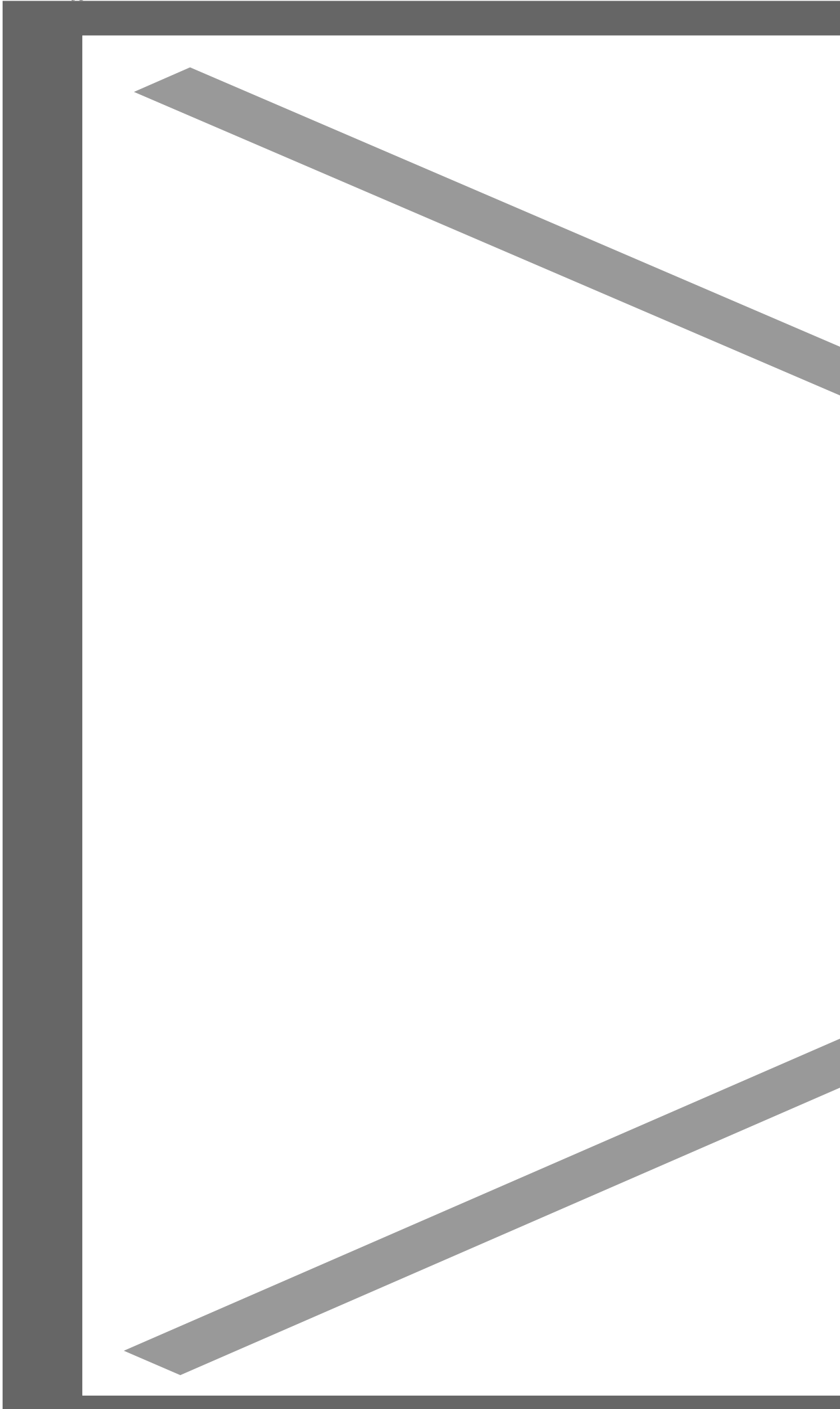
The Absolut Group Logo

PRESS RELEASE
May 19, 2025

Absolut unveils first-ever limited-edition bottle collection for Tomorrowland 2025

The three-bottle collection has been designed by Tomorrowland's renowned mainstage designers, working closely with Absolut's creative team, to encapsulate the festival's fantasy theme for 2025.

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Absolut is launching its inaugural limited-edition bottle collection in collaboration with Tomorrowland, one of the world's biggest electronic music festivals, as part of its long-term *United We Dance* partnership.

In a first for both partners, Absolut Vodka has worked hand-in-hand with Tomorrowland's legendary main stage design team to bring the 2025 fantasy theme, 'Orbyz', to life — not just on stage, but on bottle.

And in another unprecedented move, the Tomorrowland main stage design — usually kept under wraps until the festival opens — will be revealed to the world for the first time through the Absolut limited-edition collection. It's a bold creative first, turning the bottle into a preview of the magic to come.

This marks the first time any brand has been invited to interpret and reveal Tomorrowland's annual theme ahead of the festival — a testament to the strength of our long-standing partnership. What began in 2017 as a festival activation has evolved into something far more meaningful: a shared cultural moment where imagination meets celebration, long before the first beat drops.

Each of the collection's bottles features a stunning 360° screen-printed design, enhanced with innovative frost glow and metallic inks, encapsulating the 'Orbyz' theme set in a magical universe made entirely of ice. The unique designs offer a glimpse into how this fantasy world will be brought to life at the festival's mainstage.

Alongside the limited-edition bottle set, Absolut and Tomorrowland's *United We Dance* partnership will continue to use the universal language of music and dance to unite festivalgoers from more than 200 nationalities, with activations both at and outside the festival. The partnership's Diversity & Inclusivity Committee, which each year drives awareness on a highly-charged topic relevant to festivalgoers, will reprise the theme of loneliness in light of its success in 2024 and its continued relevance in 2025.

Additionally, as part of an awareness campaign to promote responsible alcohol consumption and prevent driving under the influence, there will be breathalyser stations on-site at the festival, offering a practical tool for festivalgoers to make responsible choices and encourage more mindful consumption throughout the day.

Absolut is the official vodka of Tomorrowland, and will again be activating a fully immersive on-site experience that taps into the high energy and excitement of Tomorrowland. Across both weekends, a pop-up will offer festivalgoers interactive and shareable moments, before finishing at a bar where they can order an iconic Absolut cocktail, such as a classic Cosmopolitan or the new official Absolut cocktail created exclusively for Tomorrowland 2025.

Deb Dasgupta, Global VP Marketing, Absolut Vodka, said: *"We're incredibly excited to be teaming up with Tomorrowland once again — not just for another limited-edition bottle drop, but to build on a partnership that goes far beyond the ordinary. This isn't your typical festival collab. It's a relationship built on real trust, shared values, and a mutual love for pushing creative boundaries. At its core, United We Dance is about bringing people together — championing inclusivity, sparking connection, and creating unforgettable moments through the universal language of music. Whether it's through our immersive spaces on-site or the latest bottle design that's bound to turn heads, we're*

here to help make every Tomorrowland experience that much more unmissable.”

Debby Wilmsen, spokesperson for Tomorrowland, said: *“This is the first time Tomorrowland’s global theme has been used on a partnership bottle, signifying the continued strength of our partnership. A true collaboration between the creative masterminds at Absolut and Tomorrowland, we’re excited to be launching three limited-edition bottles this year, inviting consumers around the world to step into the Tomorrowland universe and discover the untold stories of unity and creativity through the intricate, showstopping designs.”*

The 700ml limited-edition bottles contain Absolut Original Vodka, and are available now in Thailand. The bottles will then launch in Belgium, the Netherlands, Switzerland, Poland, Slovakia and Serbia in June, followed by Brazil in September. The bottles will be available for an approximate RRP of €22.99.

Absolut first partnered with Tomorrowland Belgium in 2017 through a local sponsorship level with Pernod Ricard Belgium. As a brand with a deep-rooted association with inclusivity and inclusion, it aligned with Absolut’s values. This association continues to manifest itself today through Absolut’s Born to Mix campaign, which emphasises its passion for progressing societal change and making a positive impact by creating connections beyond differences. The partnership is now an evolving global initiative coinciding with a thriving music festival scene. Absolut has now added four Tomorrowland events across the world to the original initiative, including Tomorrowland Winter, Core Colombia and Tomorrowland Brazil.

High-res assets can be found [here](#).

For more information or interview requests, please contact:
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About The Absolut Group

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

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes 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 and Mumm and Perrier-Jouët champagnes. Our 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’s consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50

indices.

About Tomorrowland Belgium

Tomorrowland Belgium, with a crowd of 400,000 is one of the world's biggest electronic dance music festivals. It is located in a beautiful natural place: the recreation area of De Schorre in the town of Boom in Belgium. It is a true fairy tale world situated in beautiful natural surroundings with a strong eye for detail, such as enchanting décor, magical stages, fascinating acts and peripheral animations, tasty and healthy food & drinks from around the world and spectacular fireworks – an unforgettable and incomparable show. Every year, the festival features a special theme that inspires the famed Mainstage design and stage production.

Tomorrowland caters to all genres of electronic dance music with hundreds of renowned artists performing across more than a dozen different stages. Being home to hundreds of thousands of people from all walks of life, one of the most unique things about Tomorrowland remains the whole world coming together in one magical place with everyone being equal and uniting as one, symbolising the values of freedom, respect, diversity, and solidarity.

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