

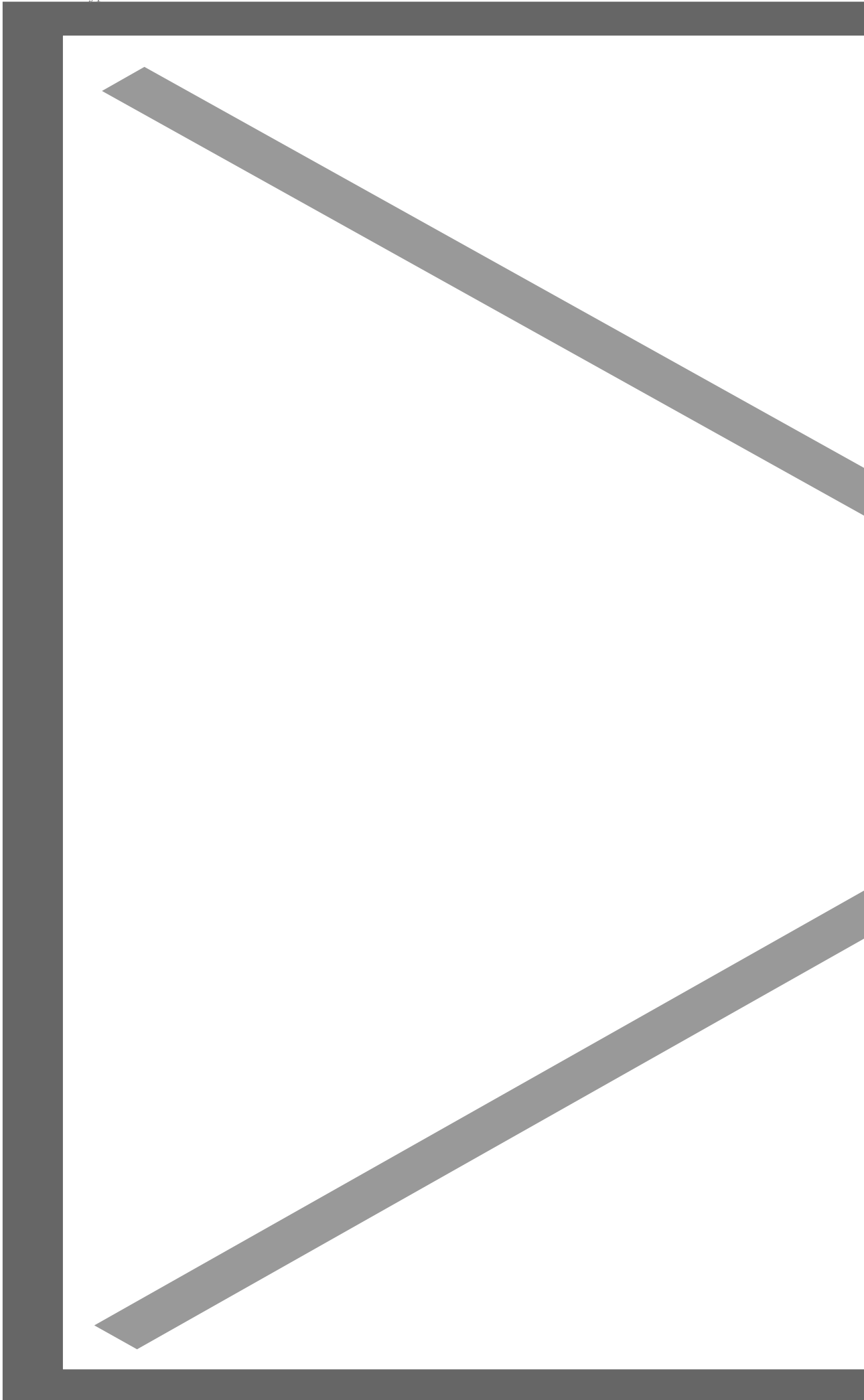
The Absolut Group Logo

PRESS RELEASE  
May 5, 2026

# **Absolut Vodka Celebrates Tomorrowland 2026 with Limited- Edition Bottle Collection**

Absolut and Tomorrowland's partnership to promote inclusion and unity through music continues with a new collection of three limited-edition bottles.

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**Absolut Vodka** is launching a new limited edition bottle collection with Tomorrowland, as part of their longstanding *United We Dance* partnership. Anchored in shared values of creativity and inclusivity, the partnership, now in its tenth year, celebrates music as a universal connector, with its latest collection serving as a tangible symbol of unity among audiences worldwide.

Created by Absolut and Tomorrowland, the bottles offer a glimpse into this year's 'Consciencia' theme for Tomorrowland Belgium – a fantasy world that unites people through a shared story of emotion, connection and unity. The bottle designs are inspired by three of the six key emotions that underpin Consciencia's very existence: wonder, joy and love. These emotions are expressed on the bottles through vibrant designs, bold colours and metallic gold details – teasing at how the sculptural centrepiece of the main stage will come alive at the festival this summer.

As Tomorrowland's official vodka, Absolut Vodka will once again host an on-site experience that captures the energy and excitement of one of the world's biggest electronic music festivals, through a visual mix of culture, connection and a cocktail created exclusively for the Belgium 2026 event.

Absolut's invitation to interpret and showcase Tomorrowland's annual theme ahead of the festival through its bottle highlights the strength of their partnership. What began in 2017 as a local sponsorship with the Belgian festival, United We Dance has grown into a global platform, with Absolut Vodka activations now also taking place at its festivals in France, Colombia, Brazil and at Tomorrowland's first full-scale Asian festival in Thailand later this year.

**Craig Van Niekerk, Global VP Marketing at Absolut Vodka**, said: *"Festivals are more than just entertainment – they serve as an important platform to tackle wider societal issues faced by younger generations. We aim to turn moments of celebration into moments of connection – a sentiment that underpins the United We Dance partnership with Tomorrowland. This is no ordinary festival partnership. The mutual trust and shared values have brought us this far and continue to drive us forward. We both believe the dancefloor should be a space for everyone, where mixing together fosters greater connection and unity, ultimately driving positive change."*

**Debby Wilmsen, spokesperson for Tomorrowland**, said: *"Our collaboration with United We Dance is a beautiful reflection of Consciencia, our 2026 theme, that invites people to connect more deeply with themselves, with each other and with the world around them. At Tomorrowland, we translate that idea into six core emotions that shape the entire festival experience. Seeing three of those emotions come to life in this limited-edition bottle collection is truly special. It's a wonderful way to capture a part of that magic and share it beyond the festival grounds. We're incredibly proud to continue growing this partnership with Absolut Vodka, a brand that shares our core values."*

The 700ml limited-edition bottles contain Absolut Original Vodka. They will be available in Denmark, Germany, Slovakia and Switzerland from mid-April, followed by Belgium, the Netherlands and Poland in May, and Thailand in October. Each bottle will be available for an approximate RRP of €22.99.

## About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and champagne 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 €10,959 million in fiscal year FY25. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Euro Stoxx 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.

## More information



M&C Saatchi

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

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