

PRESS RELEASE
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Absolut and Sprite known

Absolut Vodka & SPRITE: The art of seamlessly bringing together two iconic beverage brands

The vibrant and zesty colour gradient reflects the perfect mix of Absolut Vodka's full-bodied, smooth character with SPRITE's highly refreshing lemon and lime flavour.

Further to announcing the relationship in October 2023, The Coca-Cola Company and Pernod Ricard have revealed the can design for the new Absolut Vodka & SPRITE pre-mixed cocktail, which is now available to purchase in Great Britain and shortly followed by the Netherlands, Spain, and Germany.

Absolut Vodka & Sprite's packaging features two of the world's most recognizable global trademarks. The new product's visual identity system was developed by The Coca-Cola Company's Global Design Team and Pernod Ricard's RTD Business Unit with Stockholm-based BVD as the design agency. Affectionately nicknamed 'Northern Lights', the design puts Absolut Vodka's iconic bottle silhouette front and centre. The vibrant and zesty colour gradient reflects the perfect mix of Absolut's full-bodied, smooth character with SPRITE's highly refreshing lemon and lime flavour. The bold use of icy metallic points to the beverage's unique premium quality, clearly setting it apart in the Alcoholic-Ready-to-Drink market.

Rapha Abreu, Vice President Global Design at The Coca-Cola Company explains, "The responsibility that lies behind two of the world's most iconic beverage brands creating an entirely new entity is not something we've taken lightly. SPRITE is unique in terms of its flavour and ingredients, and it's always been a bartender favourite for mixing and cocktails. Our relationship with Pernod Ricard has allowed us to create a product that's more convenient for our customers and produce the perfect blended flavour of Absolut Vodka & SPRITE. The challenge for us, was how to responsibly represent that from a design perspective."

Francesco Ottaviano, Global RTD Portfolio Director at Pernod Ricard continues, "Both SPRITE and Absolut Vodka have an amazing, rich heritage and design history. We've relished this delicious opportunity to combine these unique brands, leveraging the iconicity of each, and taking that forward to the final product."

Debasree Dasgupta, VP Global Marketing, Absolut Vodka, adds: "Absolut and SPRITE is a dynamic fusion of two iconic brands, a collaboration that transcends boundaries and meets the ever-evolving desires of today's consumer and new consumption occasions. This unique partnership isn't just a drink, it is a celebration of Absolut's belief that we are all Born to Mix."

Absolut was established in 1879 in Sweden and since then, it has become a world-leading premium spirit, made in one of the most energy-efficient distilleries in the world. While Sweden is its home, Absolut Vodka spans more than 140 markets around the world. Its iconic bottle has been interpreted hundreds of times by renowned international artists and fashion designers. SPRITE was established in 1960 and has grown to be one of the biggest brands in The Coca-Cola Company's global portfolio. SPRITE has a similarly rich heritage; first developed in 1959 it started life as part of the FANTA line with the name 'Clear Lemon FANTA' and was created to be the perfect mixer for alcoholic beverages. Two years later the drink was introduced to the U.S. market with its new name: SPRITE. It has since become one of the most recognizable brand names in the world and one of the biggest brands in The Coca-Cola Company's global portfolio.

Cans will include clear responsibility symbols stating that the drink is to be enjoyed only by consumers of legal drinking age. Absolut Vodka & SPRITE ready-to-drink will adhere to responsible marketing practices. The global benchmark for alcohol beverage volume (ABV) is 5% but will vary depending on the market.

About the The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#).

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.

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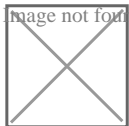


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