

PRESS RELEASE
October 3, 2022

Absolut Home awarded Europe's leading vodka distillery tour

Absolut Home awarded Europe's Leading Vodka Distillery Tour at the World Travel Awards – an acknowledgement of efforts made to embody the rich history of the Absolut Vodka brand.



Åhus, 3 October 2022: Since opening its doors in 2018, the purpose of Absolut Home has been to portray Absolut in an innovative, interactive, and informative way by reflecting the creativity, playfulness, and progressiveness of the brand. On October 1, Absolut Home claimed the top spot for Europe's best distillery tour in the vodka category, a confirmation that the experience makes an impression with guests.

The guided tour at Absolut Home takes guests on a journey through the history of the brand, engaging all senses. In addition to what you hear, see, and feel, food and drinks complete the experience.

Kenneth Hoffström, Site Manager Absolut Home states: "This is a true recognition of the unique tour we have created for our guests, that hopefully reflects the appreciation of both past and future visitors from across the world. This award gives us even more energy and motivation to further improve and evolve our distillery tour and help grow tourism in Sweden, our region and in Åhus,"

Although the Absolut brand is known by many, few know that the production of Absolut Vodka takes place in the small village of Åhus in Skåne County Sweden, next door to where Absolut Home is located. From seed to sip, every aspect of the production process takes place in and around the small town – ensuring the same quality and taste wherever enjoyed in the world.

"Absolut's production process aligns well with the rest of the brand – large-scale with attention to detail and quality. The vision for Absolut Home has been greatly inspired by that same ambition, cast in the same mould," Kenneth Hoffström concludes.

Absolut Home expects to receive around 25,000 visitors by the end of the year and will continue its development to accommodate the best experience possible for their guests. Absolut Home offers guided tours, a bar and restaurant with a large garden, and is open all year round.

For more information, assets or interview requests, please contact:

Ella Lamprell, Ella.Lamprell@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).

Contact



Kenneth Hoffström

Site Manager, Absolut Home.

kenneth.hoffstrom@pernod-ricard.com



Ella Lamprell

Account Manager, M&C Saatchi.

Ella.Lamprell@mcsaatchi.com

Read this online

<https://theabsolutgroup.com/media-room/press-release/absolut-home-awarded-europes-leading-vodka-distillery-tour/>