

PRESS RELEASE
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Absolut Launches Absolut Wild Berri In The Latest Chapter Of Its Flavor Offering

The new berry flavor is the latest addition to the enhanced Absolut flavors portfolio.



Absolut Vodka is launching its new berry flavor, Absolut Wild Berri, as it continues the enhancement of its entire flavor portfolio and mission to deliver high quality vodka designed for mixing.

Absolut Wild Berri has an invitingly sweet taste with an underlying symphony of berry notes. Using only natural flavors and with no added sugar, the 38% ABV vodka offers a natural taste of freshly picked blueberries, blackberries and wild strawberries combined with spicy hints in the flavor.

Its launch marks the latest instalment in the flavors range from Absolut which saw the harmonisation of the brand's entire portfolio earlier this year. Made in its home of Åhus in southern Sweden, the flavors portfolio pays homage to the brand's provenance, authenticity, and progressive DNA. Now with a refreshed style and taste that's even more authentic, the berry flavor creates an elevated taste experience.

As part of Absolut's commitment to mix cocktails, people, and ideas, Absolut Wild Berri can be used to create a wide range of perfectly balanced drinks either at home or in a bar. Consumers can try Absolut Wild Berri with lemonade for something sweet and bubbly or served as a Wild Berri Vodkarita cocktail. A favourite for those looking to upgrade a regular margarita, with only a shaker, ice cubes, vodka, lime juice, simple sugar and two to three seasonal berries, the delicious cocktail is also simple enough to mix at home.

Speaking on the new launch, Elin Furelid, Director of Product Portfolio and Innovation, Absolut shared: *"The flavors portfolio was refreshed to deliver a new harmonized range with a style and taste that's even more authentic and offers our consumers exceptional cocktails. Absolut Wild Berri is an exciting new example of how we continue to embody and drive forward those values as a brand. The launch brings with it new ways and occasions to enjoy the iconic flavor of Absolut to meet the changing tastes of consumers."*

Daniel Nilsson, Manager of Sensory Design and Strategy, Absolut: *"Whether you choose to drink Absolut Wild Berri neat or in a cocktail, we know that consumers want to enjoy their vodka with a wide range of mixers – for example, soda water. Therefore, we've used our great expertise and passion to create Absolut Wild Berri which compliments these mixers, allowing the real berry flavors to shine through."*

The new addition will launch in 16 global markets including the US, UK, Sweden, Poland and in Absolut's Global Travel Retail outlets.

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