

PRESS RELEASE

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Absolut launches limited-edition Andy Warhol bottle celebrating rediscovered blue painting

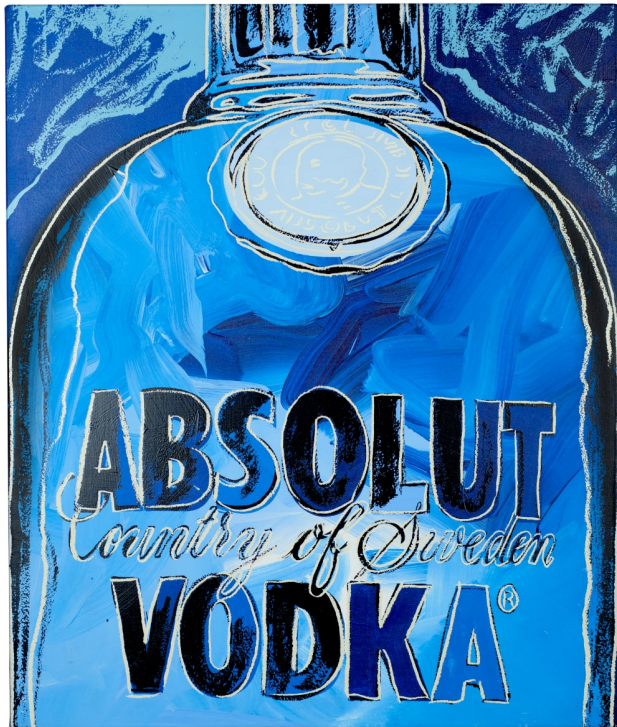
Absolut unveils a rediscovered painting by the renowned American artist, along with a limited-edition bottle championing creativity, nearly 40 years since their initial collaboration.

Absolut is launching a limited-edition bottle in collaboration with The Andy Warhol Foundation for the Visual Arts inspired by the rediscovery of Warhol's Absolut 'blue' painting. Launching today exclusively in global travel retail, the new bottle, which embodies the power of expression and progression through art, comes almost 40 years after Absolut Vodka first collaborated with the American artist.

To mark the launch, a striking gallery-inspired Absolut Warhol pop-up has touched down at Amsterdam Airport, inviting passengers, poised for moments of discovery, to learn more about this compelling story. The new release will be propelled on a global

scale through a dazzling and immersive activation campaign - including 3D OOH media, high profile in-airport promotional spaces and eye-catching in-store display units at some of the world's busiest airports; from London Heathrow to Dubai International, Sao Paulo to Sydney, Madrid to Santo Domingo. The limited-edition bottle will be rolled out across more than 50 additional global markets from September.

Absolut has always believed that art has the power to unite people beyond differences. It's a belief that can be traced to 1985 when Andy Warhol became the first artist to create artwork based on the silhouette of Absolut's apothecary-inspired bottle. The artist's original 'Absolut Warhol' – the Absolut bottle painted with vibrant colours on a black



background – is considered iconic. For decades, a second Absolut Warhol painting had been rumoured to exist, but such whispers remained unconfirmed until Absolut 'blue' was rediscovered at auction in 2020. In proving its provenance, the original contract was unearthed, confirming two paintings had indeed been commissioned. Now part of the Absolut Art Collection, the painting will be unveiled at Stockholm's Spritmuseum on 17th October 2024 as the centrepiece of a new exhibition, *Andy Warhol, Money On The Wall*, curated by renowned art historian and Warhol biographer, Dr Blake Gopnik.

Warhol's artistic legacy continues to transcend cultural and societal boundaries to this day, allowing a medium through which people from all different walks of life can unite, sparking conversations that challenge the norm. Through the collaboration with The Andy Warhol Foundation, Absolut is paying tribute to the rediscovered Warhol Absolut 'blue' painting and, by revitalising the original partnership, emphasising the transformative power of creativity through art.

Speaking about the collaboration and limited-edition launch, **Deb Dasgupta, VP Global Marketing Absolut Vodka**, said: *"We are thrilled to collaborate with The Andy Warhol Foundation to reintroduce this timeless Absolut Warhol artwork to the public. Embracing our values of inclusivity and a commitment to fostering a culture of boundless creative expression, we aim to unite diverse voices and spark meaningful conversations to inspire positive change through the transformative power of art. With the limited-edition bottle, we are excited to offer consumers everywhere a chance to become part of the Absolut Warhol legacy and to own their own piece of artwork."*

Michael Dayton Hermann, Director of Licensing, Marketing, and Sales at The Andy Warhol Foundation said: *"Our collaboration with Absolut Vodka celebrates Warhol's enduring artistic legacy and cultural influence through his belief in the power of art to provoke thought and inspire change. We are thrilled to see this dynamic campaign come to life, inviting new generations to engage with his legacy in a fresh and dynamic way. Proceeds from this impactful collaboration will generously support the philanthropic work of The Andy Warhol Foundation in fulfilling its mission to advance the visual arts and projects that challenge the status quo."*

About the bottle

This limited-edition bottle has a visually artistic and layered aesthetic due to the multi-layered screen-printed design. The bottle combines both internal and external design components, bringing Warhol's rediscovered Absolut 'blue' painting from 1985 to life by the magnification of the Absolut Vodka within. Each shade of blue has been carefully extracted from the painting, delivering a striking likeness to the original and a stunning finish through the lens of the Absolut Vodka. The final details include an image of Warhol himself alongside his original signature.

The Warhol-inspired cocktail

The specially curated cocktail that marks the collaboration is inspired by Warhol's infamous sweet tooth and his passion for cornflakes. Absolut Warhol's Milk Punch – a blend of Absolut Vodka and cocoa butter, smooth banana liquor, zesty lemon juice and cornflake-infused milk – goes beyond the classics to create a deliciously unique taste experience. Consumers can access an immersive behind-the-scenes experience that

includes, among other things, a masterclass on how to make the new signature cocktail via an easily scannable QR code on the side of the bottle.

The short film

As part of the collaboration, renowned Mexican director and photographer Santiago Sierra Soler has directed a short film depicting how the rediscovered painting transcends the cultural legacy of Absolut and Warhol. Inspired by Warhol's blue brush strokes and played to the sound of a remixed *20th Century Boy* by T Rex, the short film mixes the past with the present through iconic references from Absolut's and Warhol's shared history.

The Absolut Warhol limited-edition 1L bottles will retail for RRP \$24/ €22. They will be available for sale exclusively for two months in global travel retail before being rolled out in over 50 global markets from September 2024 in both 1L and 700ml bottle sizes.

Please see [here](#) for all Absolut Warhol campaign assets.

Absolut Warhol's Milk Punch

400ml (2 parts)

Absolut Vodka infused with cocoa butter*

200ml (1 part)

Banana Liquor

200ml (1 part)

Sugar Syrup

200ml (1 part)

Lemon Juice

300ml (1.5 parts)

Milk infused with cornflakes**

Elevated Garnish

Banana art printed on food printer

Simple Garnish

Banana chip with grated dark chocolate over drink

***Fat Washed Vodka**

350 grams

Cocoa Butter

700ml

Absolut Vodka

Melt the butter, add it into a jar together with the vodka, store in a fridge overnight, filter the liquid.

****Cornflake Milk**

500ml

Milk

50 grams

Cornflakes

Mix the milk and cornflakes in a jar and store in a fridge overnight, strain out the cornflakes and store the milk in a fridge.

How To Mix:

DAY 1 / Preparation: Make Fat Washed Vodka & Cornflake Milk. Mix melted cocoa butter and vodka in a jar. Mix milk and cornflakes in another jar. Refrigerate both overnight.

DAY 2 / Mixing: Filter above ingredients and mix with rest of ingredients in a jar. Refrigerate overnight.

DAY 3 / Serving: Strain liquid through a cheesecloth and then a coffee filter. Serve over one large ice cube in a rocks glass and garnish.

About The Absolut Art Collection

Andy Warhol painted Absolut Warhol in 1985, which became the first Absolut Art advert and marked the beginning of Absolut's involvement in the arts. Warhol subsequently recommended Keith Haring to interpret the Absolut bottle – between 1985 and 2004, more than 550 artists created more than 850 works of art. The Absolut Art Collection's dedicated home is at Spritmuseum, Stockholm and includes paintings, graphic art, photography, furniture, fashion and handicrafts – all of which have been used in campaigns for Absolut Vodka.

What unites the works of art in this collection is that every image or object portrays the iconic Absolut Vodka bottle. The pieces were created as part of a strategy to build and communicate a brand during an era associated with New York's Studio 54 and glitter balls, the first victims of the AIDS epidemic, the fall of the Berlin Wall, and the birth of IT. All the collection's works of art create a nuanced portrait of three decades' worth of cultural trends and developments.

About The Andy Warhol Foundation for the Visual Arts, Inc.

As the preeminent American artist of the 20th century, Andy Warhol challenged the world to see art differently. Since its founding in 1987, in accordance with Warhol's will, The Andy Warhol Foundation has established itself among the leading funders of contemporary art in the United States. The Foundation has distributed nearly \$300 million in cash grants which support the creation, presentation and documentation of contemporary visual arts, particularly work that is experimental, under-recognised or challenging in nature. The Foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. Proceeds the Foundation receives from licensing projects such as this contribute to the Foundation's endowment from which these grants are distributed. For more information, please visit www.warholfoundation.org.

About The Absolut Group

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Its long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

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, 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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