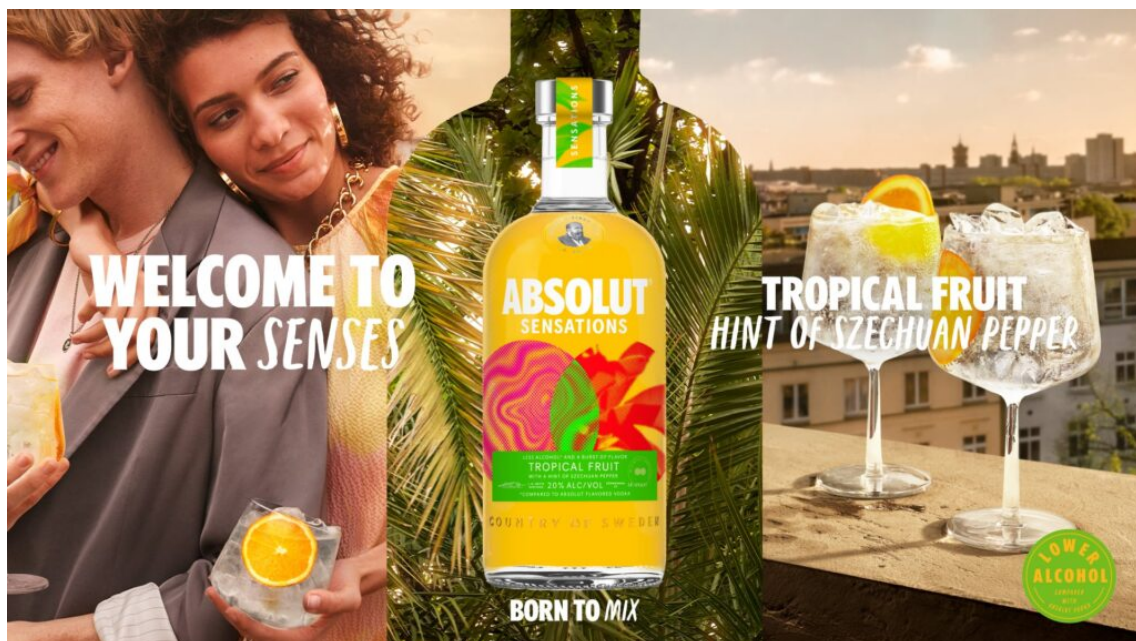


PRESS RELEASE  
March 20, 2023

# Absolut launches new flavour range with a mid-level 20% ABV – Absolut Sensations

The new flavour range with mid-level ABV alternative is part of Absolut Vodka's mission to expand its portfolio and offer consumers more flexibility to match their evolving socialising needs.



As part of its commitment to driving innovation in vodka, Absolut is launching a brand-new flavour range, Absolut Sensations, that will offer consumers a lower alcohol option compared to its current range of flavoured vodka – 20% ABV versus the current 38-40% ABV.

Absolut Sensations brings together a unique combination of ingredients for a drink bursting with flavour and best served long, which allows people to go at the pace they want – whether mingling with friends or hanging out with colleagues after work, without compromising the taste or experience.

The first to launch in the Sensations range, Tropical Fruit with a hint of Szechuan Pepper, will offer a refreshing sensorial experience with a vibrant taste combination of tropical fruits and spicy pepper, ideal for anyone looking for a full flavour experience.

Using only natural flavour ingredients, the soft and smooth drink offers a burst of juicy tropical fruitiness towards mango and peach with notes of citrus for extra freshness. The Szechuan pepper gives a suspicion of heat with a light tingling sensation to elevate the experience.

The exciting new flavour range is the next phase of Absolut's mission to innovate the vodka industry and offer consumers more flexibility to match their evolving socialising needs. Absolut Sensations will help expand the brand's product offering to cater for anyone of legal drinking age wanting a refreshing drink while offering a wider breadth of options for the growing number of customers looking towards moderation.

**Charl Bassil, Global Vice President, Marketing, Absolut, comments,** *"Our new flavour range will truly enrich the current Absolut flavoured vodka portfolio allowing us to appeal to the growing number of customers looking to prioritise moderation when they are socialising. Our new mid-level 20% ABV Absolut Sensations flavour range offers them some delicious, flavour-forward alternatives without compromising on taste."*

**Benjamin Franke, Marketing Director Pernod Ricard Western Europe Entity, shares:** *"Absolut Sensations serves the increase demand for conscious consumption without compromises by setting the ABV at 20% and offers a multisensory experience with the balanced taste of Tropical Fruit and a hint of Szechuan Pepper. It is ABSOLUT's answer to aperitif moments and the trend for flavours and is perfect for anyone wanting to relax and enjoy an hour or two in the early evening hanging out with friends."*

Developed with the 'Signature Serve' in mind, Absolut Sensations Tropical Fruit with a hint of Szechuan Pepper is best served long with lemonade, garnished with an orange wheel. It will launch on trade in Germany from mid-March 2023 and off trade from the beginning of May.

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

M&C Saatchi Talk, PR Agency  
[theabsolutcompany@mcsaatchi.com](mailto:theabsolutcompany@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).

## 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



**M&C Saatchi**

For more information contact the The Absolut Group-team at M&C Saatchi.

[theabsolutgroup@mcsaatchi.com](mailto:theabsolutgroup@mcsaatchi.com)

## Read this online

<https://theabsolutgroup.com/media-room/press-release/absolut-launches-new-flavour-range-with-a-mid-level-20-abv-absolut-sensations/>