

PRESS RELEASE
June 29, 2023

Absolut mixes it up with its first cocktail book

Absolut Cocktails – the new recipe book with vodka-inspired drinks for every occasion.



ABSOLUT.[®] COCKTAILS

Absolut Vodka Drinks for Every Occasion

London, UK – Absolut, a global pioneer in premium vodka, is publishing new recipe book, Absolut Cocktails, featuring a collection of 80 mouth-watering recipes from the classics to original Absolut-inspired creations.

Published by Quadrille* in October, the book is a celebration of Absolut Vodka, which has been produced in and around the small town of Åhus in southern Sweden since 1979. From classic cocktails such as the Cosmopolitan and Espresso Martini to Absolut recipes with an original twist, there are drinks for everyone and every occasion. Released off the

back of the ongoing at-home cocktail boom, the easy-to-follow book will show aspiring mixologists how to make their own tantalising cocktails using Absolut's premium vodka – whether they are creating a tipples to mark the end of the week or hosting a party with friends.

The at-home mixologist market continues to thrive; a trend that is continuing to grow as the cost-of-living impacts out-of-home, yet the demand for premium ingredients remains. With changes in living arrangements, from location to hybrid working policies, consumers are spending more time at home, which IWSR suggests may lead to a shift in more premium consumption from the on-trade to home¹. The cocktail book is a natural step for Absolut, which has always believed in mixing people, ideas and drinks as a proponent for a world that is more open, free and fun. It continually strives to redefine the vodka market and the world we live in by inspiring people of all backgrounds to come together to mix ideas and drinks, respectfully and responsibly.

Global Creative Director, The Absolut Company, Tad Greenough, said: “It's only natural that we would create a cocktail recipe book and we are excited to be taking the brand beyond the bottle with Quadrille. Absolut is perfect for mixing, in cocktails, with mixers and with friends. We are delighted to be releasing, Absolut Cocktails, for fans to create their own delicious serves at home for every occasion. We cannot wait for readers to get mixing, share some stories and create some new ones – after all, we were all born to mix.”

Quadrille Senior Commissioning Editor, Sophie Allen, said: “We're so excited to be collaborating with such a ground-breaking and instantly recognisable global vodka brand, Absolut. Cocktails are more than just a drink; they create a mood, and these stunning yet simple vodka cocktails are perfect for any occasion.”

Alongside cocktail recipes, Absolut Cocktails, will also include bartending equipment hacks, expert mixing tips and links to video tutorials to make at-home cocktail making a breeze. Absolut Cocktails will be available to purchase online and from all good bookshops from 5th October 2023.

www.absolut.com @absolutvodka

For more information and review copies, please contact Rebecca Smedley at rebeccasmedley@hardiegrant.com

Notes to editors:

* Quadrille secured the rights to publish the book from The Absolut Company in a deal brokered by ASPIRE, the dedicated Corporate & Lifestyle division of world-leading brand licensing agency WildBrain CPLG.

Absolut Cocktails: Absolut Vodka Drinks for Every Occasion publishes 5th October 2023, Hardback, £20. ISBN: 9781837831104.

About Absolut Vodka

Absolut Vodka is one of the world's top ten international spirits brands. Every bottle of Absolut Vodka is produced and distilled from one source, one community, in and around Åhus, Sweden. The iconic brand has a long history of being in the forefront of progressive culture and an ally of diverse communities. From collaborations with Andy Warhol, Gilbert Baker to partnerships with Tomorrowland and various inclusive events across the world, Absolut is always reinventing itself as a catalyst of diverse expression and creativity.

www.absolut.com

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 as 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.

About ASPIRE

ASPIRE is the dedicated Corporate & Lifestyle division of the world-leading sport, entertainment and brand licensing agency WildBrain CPLG. ASPIRE's portfolio includes some of the world's most renowned Corporate & Lifestyle brands across fashion, luxury, FMCG, hardware, automotive, art and heritage institutions. With a highly skilled global team of licensing, sales, and retail experts, ASPIRE delivers strategic and long-term consumer product partnerships extending brands into new product areas through Corporate & Lifestyle brand licensing. Visit www.cplg.com/aspire.

Contact



Rebecca Smedley

Hardie Grant

rebeccasmedley@hardiegrant.com

Read this online

<https://theabsolutgroup.com/media-room/press-release/absolut-mixes-it-up-with-its-first-cocktail-book/>