

PRESS RELEASE  
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## **Absolut opens immersive pop up in South Korea with Sticky Monster Lab**

Absolut Vodka has collaborated with South Korean multidisciplinary creative studio Sticky Monster Lab to open 'Absolut Ground,' a pop-up space at Common Ground in Gwangjin-gu, Seoul to showcase their latest collaboration.



Inspired by Born to Mix characters, Sticky Monster Lab has created their own versions of Absolut Cosmo, Absolut Double Passionfruit Star and Absolut Vojito characters that can be found throughout the pop-up.

The characters were designed exclusively for Absolut in the form of unique creatures that embody the essence of these popular Absolut cocktails. The distinctive style of the characters is reflective of Sticky Monster Lab's aesthetic, which exemplifies and celebrates the uniqueness of K-Culture, whilst encapsulating Absolut's philosophy of mixing different ideas, experiences, people, and cultures to bring about positive changes and build a better world.

These characters are on display at the pop-up, Absolut's second ever in South Korea, where consumers can see them and interact with other experiences that align with Absolut's Spirit of Togetherness. On site, consumers can enjoy a multi-sensory experience, including weekend performances by local musicians, special cocktail classes hosted by professional bartenders and a VR drawing room, created in collaboration with Yeom Dongkyum, Korea's only virtual reality artist.

**Manager of Sticky Monster Lab, Kang Inae**, said, *"We feel honored to collaborate with Absolut which has long stood behind its love of art through high-quality designs in its branding, bottle design, and other marketing. We hope that people visiting the pop-up space will enjoy their time as much as we enjoyed working with a brand we love."*

**Marketing director of Pernod Ricard Korea, Miguel Pascual**, commented, *"The pop-up store is designed to allow guests to enjoy different people, cultures, and experiences coming together through Absolut. We believe Absolut does not just represent the Vodka category but is a brand consumers appreciate for its innovative and unrivalled brand activations. We are excited to play a part in K-Culture with this collaboration that expresses an admiration for Korean culture fused with our brand spirit, Born to Mix."*

The pop-up store is open free of charge to anyone of legal drinking age (19 or above) until the 24<sup>th</sup> of September.

## About Absolut Vodka

Absolut Vodka is a world-leading premium spirit, made in one of the most energy-efficient distilleries in the world. Every drop of Absolut Vodka is produced in and around Åhus in Sweden – and while Sweden is its home, Absolut Vodka spans more than 140 markets around the world. Part of the Pernod Ricard group since 2008, Absolut Vodka is a champion and platform for social progression through creative collaborations and innovative products – its iconic bottle has been interpreted hundreds of times by renowned international artists and fashion designers. It launched the world's first flavoured premium vodka, Absolut Peppar, in 1986 to inspire the flavoured spirits that are commonplace today.

## About The Absolut Group

The Absolut Group has the worldwide responsibility for the production, packaging innovation and strategic marketing of premium spirits brands. They include the world-renowned Absolut Vodka, where every drop comes from one source, in and around Åhus in southern Sweden; the world's third largest premium gin, Beefeater Gin, which is still made in London using a recipe that has remained virtually unchanged for 200 years; and Malibu, the number one flavoured rum in the world sold in more than 150 countries. We strive to redefine the global spirit market and the world we live in by inspiring people of all backgrounds to come together to mix ideas and drinks, respectfully and responsibly. And we have a true long-term commitment to sustainability – doing the right thing for consumers, society, the environment and our people. The Absolut Group's head office is in Stockholm, Sweden and its CEO is Stéphanie Durroux. The Group is part of Pernod Ricard, the world's second-largest wine and spirits producer (source: IWSR).

## 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, and 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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