

PRESS RELEASE
June 25, 2025

Absolut unveils industry-first paper-based cap and bottle duo

Following a trial in May, the paper-based cap takes Absolut Vodka another step closer to its goal of creating a fully biobased bottle.



Absolut has successfully trialled an industry-first paper-based cap and bottle duo as part of the company's ongoing vision to create a fully biobased bottle. The cap is a collaboration with Blue Ocean Closures (BOC), a Swedish start-up that has formed a pioneer community to reduce plastics through fibre packaging innovation. The bottle and cap completed its first trial at an event in May, being put to the test by a community of bartenders.

Absolut has a history of working towards long-term environmental goals and pushing boundaries with its packaging. In 2023, the brand made waves with the launch of "Absolut Paper" in collaboration with Paboco (Paper Bottle Company). Absolut successfully trialled the single-mould paper-based bottles at select Tesco stores in the UK.

Absolut's commitment to generating change led to the exploration of the final element – a paper-based cap. With no viable options available in the market, Absolut teamed up with BOC to develop one.

The cap's pioneering design will in the first generation combine a body made of more than 95% FSC* certified fibres with a thin top-seal barrier made of plastic. The long-term ambition is to replace the plastic with a biobased material so the entire cap will be made of renewable materials. Already now a cap made primarily from renewable material opens the potential for reductions of carbon footprint compared to conventional materials such as aluminium. The cap will be recyclable as paper in markets that have recycling systems in place that can separate paper from other materials.

The paper-based cap is part of Pernod Ricard's *Future of Packaging* initiative, which seeks to empower consumers and brands to commit to more conscious choices around the packaging of their spirits. The paper-based cap and bottle combination was trialled for the first time at the "Absolut The Map" event in May, where bartenders were able to put the new innovation to the test. The focus of the test was to evaluate functionality, handling and overall impression of the cap in "real-life" situations. The next steps on the development journey involve further quality testing, followed by a limited in-market trial.

Commenting on the launch, **Louise Werner, Director Future Packaging at Absolut** says: *"2023 saw the development of the Absolut paper-based bottle, a pioneering initiative that helped us push boundaries towards our fully biobased bottle. However, the final piece of the puzzle remained. Creating real impact is hard and change can only come about as a collective endeavour so we are thrilled to partner with Blue Ocean Closures to help us on the journey."*

Noémie Bauer, Chief Sustainability Officer at Pernod Ricard says: *"We remain committed to challenging ourselves to drive innovation in sustainability. This new step into the future of packaging highlights our ongoing commitment to shifting the dial towards minimising the impact of our products and being transparent about this process – the trials and the achievements. We are hoping to inspire progress across the wider drinks ecosystem, pushing us further towards a more sustainable future."*

Lars Sandberg, CEO at Blue Ocean Closures commented, "We are proud to partner with Absolut Vodka, a leader when it comes to packaging innovation, in bringing the paper-based cap to life. Real change must be a collective effort, and we are excited to learn from the feedback received by bartenders attending this trial."

*FSC – Forest Stewardship Council

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 € 11 598 million in fiscal year FY24.

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

Read this online

<https://theabsolutgroup.com/media-room/press-release/absolut-unveils-industry-first-paper-based-cap-and-bottle-duo/>