

PRESS RELEASE
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Absolut unveils limited edition bottle and first-ever onsite activation for Tomorrowland 2023

Absolut Vodka and Tomorrowland have released a limited-edition bottle inspired by the spectacle of the festival and announced an on-site experience for festival attendees.



Absolut is launching its third annual limited-edition bottle and an Instagram competition to win a festival experience as part of its collaboration with the electronic music festival Tomorrowland. The brand will also be staging its first-ever activation for festival attendees to enjoy.

Tomorrowland, with a crowd of 400,000, 14 stages and 600 artists, is the largest electronic dance music festival in the world. Created as part of Tomorrowland's United We Dance campaign, the unique bottle design symbolises the festival spirit of unlimited freedom with red and orange butterflies that visualise the positive change – and the new beginnings that the festival brings.

Inspired by the pyrotechnics and spectacle that excites and elevates the Belgium-based festival, the limited edition bottle design also embodies how the open-air dancefloor can bring everyone together, release inhibitions and fuel creative expression. For the first time, the bottles feature a QR code on the medallion, for people in Belgium, the Netherlands, Luxemburg and Malta to enter the Absolut Drop It Challenge, which gives electronic music aficionados the chance to win a Tomorrowland festival package.

The Instagram Reels challenge features a bespoke audio track and video template for entrants to record their own dance content. As well as using the hashtag #UnitedWeDance, entrants will need to upload their video to the competition landing page to qualify. All Absolut Drop It Challenge videos tagged with #UnitedWeDance will be included in a digital AR mural that will live online.

To keep festival attendees dancing all weekend, Absolut's first-ever fully immersive, high-energy on-site experience. The pop-up will allow visitors to choose their own adventure, enjoying countless interactive and shareable moments as they journey through the space. Here they'll be able to enjoy a surprise element with a fun twist, that taps into the energy and excitement of Tomorrowland.

Tad Greenough, Global Creative Director, The Absolut Company, said: *“Absolut Vodka and Tomorrowland share the belief that what unites us is stronger than what divides us. Our collective mission has always been to bring people together, and this partnership does so in a way that is safe, fun and inclusive for everyone. We hope our Absolut collectors love the 2023 bottle design and can't wait to see how our consumers bring their best during the Absolut Drop It Challenge!”*

The limited-edition bottles are available now in Germany, Belgium, Spain, France, Poland, Netherlands, Switzerland, Estonia, Dominican Republic, Slovakia, Serbia, Montenegro, Malta, Lebanon, Israel, Cyprus, Brazil and The United Arab Emirates.

The Absolut Drop It Challenge is only open to residents of Belgium, the Netherlands, Malta and Luxemburg aged 25+. Terms & conditions apply.

About United We Dance Partnership

Absolut and Tomorrowland share a vision for a more open, inclusive, and diverse world. We also share the belief that what unites is stronger than what divides us.

We know that great things happen when we mix and come together. And there is no more powerful way to bring people together than the universal language of music. Music has the power not just to entertain, but to shape cultural attitudes, norms and expectations across decades, age groups and borders. This brings an immense responsibility to ensure that the industry is representing and celebrating the beauty of difference, standing in solidarity with artists and fans across all racial and cultural backgrounds.

The music industry holds a mirror up to the world – and we want to play our part in making sure that we're proud of what we see. We believe that in partnership, using our combined influence and reach, we can accelerate equality in the music industry – and the wider world – to create a better tomorrow.

Absolut and Tomorrowland are championing more inclusive and diverse representation in the music industry, creating a movement to inspire wider cultural change. Through both immediate and longer-term action, we will play our part in ensuring representation for all backgrounds on stage and bring together diverse perspectives to drive awareness and meaningful action on a global scale.

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. Absolut Vodka is one of the world's top ten international spirits brands. Every drop of Absolut Vodka comes from one source, Åhus in southern Sweden. Malibu is the number one rum-based coconut spirit in the world. Kahlúa coffee liqueur is the world leader in its category. The Absolut Company portfolio also includes Åhus Akvavit. The head office is in Stockholm, Sweden. Chairman and CEO is Stéphanie Durroux.

Absolut Home, located next to the production site for Absolut Vodka, was opened in 2018.

The Absolut Company is 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 Nations 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 Tomorrowland Belgium

Tomorrowland is located in a beautiful natural place: recreation area De Schorre in the town of Boom in Belgium. It is a true fairy tale world situated in beautiful natural surroundings with a strong eye for detail such as enchanting décor, magical stages, fascinating acts and peripheral animations, tasty and healthy food & drinks from around the world and spectacular fireworks – an unforgettable and incomparable show. Every year, the festival features a special theme that inspires the famed Mainstage design and stage production.

Tomorrowland caters to all genres in electronic dance music with hundreds of renowned artists performing across more than 15 different stages. Being a home to hundreds of thousands of people from all walks of life, one of the most unique things about Tomorrowland remains the whole world coming together in one magical place with everyone being equal and uniting as one – symbolising the values of freedom, respect, diversity, and solidarity.

Tomorrowland Belgium 2023 will take place across two weekends from July 21-23 and July 28-30. The 17th edition of Tomorrowland will revolve around the theme ‘Adscendo’, turning De Schorre into a magical destination high on the horizon, where in 2023 the People of Tomorrow will witness the rise of a magnificent tale in the history of Tomorrowland’s Great Library.

Contact



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<https://theabsolutgroup.com/media-room/press-release/absolut-unveils-limited-edition-bottle-and-first-ever-onsite-activation-for-tomorrowland-2023/>