

PRESS RELEASE
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Absolut Vodka and Ardagh Group co-invest in hydrogen-fired glass furnace in a global spirits industry first

Absolut Vodka is to become the first global spirits brand to move to a partly hydrogen energy-fired glass furnace for large-scale production in a significant step to reduce the CO₂ emissions from making its iconic bottles. The hydrogen initiative is an important milestone for Absolut Vodka in becoming completely CO₂neutral. A prerequisite for being able to meet this goal is in reducing the carbon footprint of its glass packaging.



Absolut has signed an agreement with Ardagh Glass Packaging in Limmared, a subsidiary of Ardagh Group, to use this partly hydrogen-fired furnace commencing in the second half of 2023. The pioneering collaboration will accelerate the transformation of the global glassmaking process for a more sustainable future.

Absolut has been a partner with Ardagh's Limmared glassworks in Sweden for 40 years, which currently uses a combination of natural gas and electricity to power its furnaces. From the second half of 2023, Ardagh will launch a pilot in its Limmared plant replacing 20 per cent of its natural gas with green hydrogen to manufacture all of Absolut's bottles across its portfolio. This means a full-scale change of the continuous production of Absolut bottles for all markets globally. The hydrogen will be produced onsite at Ardagh by using renewably sourced electricity.

An industry wide quest for reducing climate impact is taking place. Combined with other innovations and sustainability initiatives, new technologies such as hydrogen furnaces will reduce carbon emissions from glass production significantly.

The use of hydrogen would reduce Absolut Vodka's carbon footprint from glass by 20%. It follows other joint initiatives to reduce carbon emissions, such as the light-weighting of glass, increased use of electricity in the current furnace and a significant increase in recycled flint glass – today reaching 53% with the ambition to go even further.

Absolut owns one of the world's most energy-efficient distilleries. It has 98 per cent fewer emissions than an average distillery and has built up a surplus of emission rights as a result. The intent is to use these to invest in green transformation. Absolut will support Ardagh in this project and the parties will work together to fulfill Absolut's ambitions of a CO2 neutral product by using today's and tomorrow's best available technologies in glass manufacturing.

Stéphanie Durroux, Chief Executive of The Absolut Company, says: "Given we've been investing in our own production for decades, decreasing our emissions and increasing energy efficiency, we're now in a position where we also can focus on the parts of our value chain that are outside of our own scope. The glass manufacturing industry is in a transformative journey, and the world can't wait for the perfect solution. A bold and innovative approach is needed to accelerate radical change that will help solve the significant sustainability challenges that all glassmakers and buyers of glass face."

Bo Nilsson, Managing Director of Ardagh Glass Limmared AB, added: "Our industry needs to be less reliant on fossil fuels and transition at pace to using more green energy. By investing in this new technology, we are embarking on a journey to reduce the carbon footprint of our glass packaging. There are challenges with such innovation, but we are committed to being an early mover in future-proofing our glass manufacturing operations world-wide."

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

Ardagh Glass Limmared AB is part of the Ardagh Group, a global supplier of sustainable, infinitely recyclable, metal and glass packaging for brand owners around the world. Ardagh operates 65 metal and glass production facilities in 16 countries, employing 20,000 people with sales of approximately \$10bn.

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