

PRESS RELEASE
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Absolut Vodka and Tomorrowland

Absolut Vodka is a proud partner to Tomorrowland in Belgium this July.



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

This line-up is part of a long-term commitment from Tomorrowland and festival partner, Absolut Vodka to build towards a more open, inclusive, and diverse world. Starting with the stage, more details of the program will be announced here:
<https://unitedwedance.tomorrowland.com>

Tomorrowland 2022 takes place on 15-17 July & 22-24 July & 29-31 July in Boom, Belgium.

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).

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