

PRESS RELEASE  
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# ABSOLUT vodka expands LIMITED-EDITION collection with spirit of togetherness

New bottle design celebrates the spirit of togetherness.



Absolut Vodka has unveiled its limited-edition bottle for 2022, the Absolut Spirit of Togetherness, to celebrate and showcase creativity. The concept has been developed with Absolut Vodka's values in mind, its design nodding to the ethos that incredible things can happen when people come together.

The unique woven design magnifies the iconic silhouette of the bottle and has been incorporated to signify how all lives are woven together and when people come together to connect, the beauty is in the new, stronger bonds formed.

The same premium quality vodka, made in its home of Åhus in southern Sweden with 500 years of vodka-making tradition, remains. Launched in the US in 1979, Absolut Vodka has

long been synonymous with art, culture and nightlife by bringing together the most creative of minds.

The Absolut Spirit of Togetherness bottle is the latest of special and limited-edition designs for Absolut Vodka. Last year, Absolut Voices invited people to celebrate the power of diverse minds with its ripple effect bottle signifying and championing the power of voices from around the world.

The Absolut Spirit of Togetherness limited-edition bottle was created with The Absolut Company's long-standing design agency, Brand Union Stockholm in collaboration with Absolut. Long-standing glassworks partner Ardagh Glasse in Limmared in Southern Sweden completed the work.

"Our aim with every bottle iteration is to help tell the Absolut story and bring our principles to life and the Absolut Spirit of Togetherness fits into this ethos. Whether we are mixing drinks or perspectives, creating new and exciting concepts and patterns, being able to showcase these values is key – from art, artists and activists in the 80s, to our continuing and longstanding support of the LGBTQ+ community we firmly believe that the world is a better place when we mix and empower one another. That spirit of togetherness is what this year's new limited-edition bottle is all about" says Elin Furelid, Director of Absolut Portfolio & Innovation.

The new limited-edition bottle will be available in 700 ml, 750 ml, or 1L depending on the market.

Follow [@absolutvodka](#) on Instagram. Visit [absolut.com](https://absolut.com) for more information.

### **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 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).

## Contact

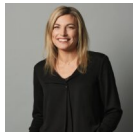


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