

PRESS RELEASE

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# **Absolut Vodka partners with Heinz to launch a new limited-edition pasta sauce**



Absolut, the UK's No.1 premium vodka, has today launched its latest partnership, reinforcing the brand's long and proud history of inspirational collaborations and bringing to life Absolut's core belief that incredible things can be achieved when we mix and come together. The brand has partnered with Heinz, creators of world-renowned tomato-based products, to bring its own version of the much-loved Pasta alla Vodka recipe to consumers. The limited-edition jars of Heinz x Absolut Tomato Vodka Pasta Sauce can be pre-ordered now from [www.heinztohome.co.uk](http://www.heinztohome.co.uk) ahead of launch in Waitrose from 12th April.

The unexpected partnership sees the two iconic brands come together for the first time and takes inspiration from a spicy vodka pasta recipe that went viral across TikTok and Instagram in 2020 thanks to a certain supermodel. As one of the world's top ten international spirit brands, Absolut Vodka has partnered with Heinz to bring its own take on the dish to UK supermarkets, and the launch will be supported by in-store shippers, OOH, paid-social and influencer activity.

A match made in pasta heaven, the vodka is the magic that unlocks the flavours and intensifies the aroma of the rich and creamy tomato, basil and cheese sauce in Heinz x Absolut Tomato Vodka Pasta Sauce. During the cooking process, the alcohol from the vodka is reduced, boosting the volatile flavour compounds already present in the tomatoes and creating a rich texture that perfectly balances the creamy, cheese notes with the rich tomato and fragrant basil.

**Leanne Banks, Marketing Director at Pernod Ricard UK, commented:** *"It's only natural that we'd partner with Heinz on this ultimate collaboration between two iconic brands, with two iconic bottles. As the UK's no.1 premium vodka, Absolut was Born to Mix, whether that's in delicious drinks or fun food combinations and Heinz x Absolut Tomato Vodka Pasta Sauce is a match made in heaven. Now fans of our brand can enjoy Absolut in an entirely new and innovative way, Pasta alla Vodka style."*

**Tad Greenough, Brand Creative Director at The Absolut Company, said:** *"With any partnership, we start with the consumer first – what's in it for them, and why would they care? We knew there was incredible demand for Penne alla Vodka – partly fuelled by the social media hype when a celebrity shared the recipe online. We then thought we could bring the best of two worlds together – the best tomatoes and the best vodka. Now that would be something. Pronto, Heinz x Absolut Tomato Vodka Pasta Sauce."*

**Caio Fontenele, Heinz New Ventures Director, said:** *"While it may have taken over 150 years of tomato expertise to launch our first Heinz pasta sauce, we're determined to continue innovating and delighting consumers with delicious flavours, at the speed of social media trends. We are thrilled with the partnership between these two centenary brands, bringing the first tomato vodka pasta sauce to major UK supermarkets. The iconic combination of Heinz's high-quality tomato sauces and Absolut's premium vodka is set to offer fans the ultimate pasta alla vodka experience. And the result is absolutely delicious!"*

Vodka remains the No.1 spirit in the Off-Trade and Absolut holds a majority 57.6% share in the Premium Vodka category. A limited number of the Heinz x Absolut Tomato Vodka Pasta sauce jars will be available at Waitrose from mid-April for £2.50 for a 350g jar, and can be pre-ordered now from [www.heinztohome.co.uk](http://www.heinztohome.co.uk) for delivery ahead of retail launch.

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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 UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €10,701m in 2021/2022. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 17 of the Top 100 Spirits Brands. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

Pernod Ricard's mission is to unlock the magic of human connections by bringing "Good Times from a Good Place", in line with its Sustainability and Responsibility roadmap. The Group's decentralised organisation empowers its 19,480 employees to be on-the-ground ambassadors of its purposeful and inclusive culture of conviviality, bringing people together in meaningful, sustainable and responsible ways to create value over the long term. Executing its strategic plan, Transform & Accelerate, Pernod Ricard now relies on its "Conviviality Platform", a new growth model based on data and artificial intelligence to meet the ever-changing demand of consumers.

For latest news and information: Website [www.pernod-ricard.com/en/locations/uk](http://www.pernod-ricard.com/en/locations/uk) Twitter @pernodricarduk

## **About Kraft Heinz New Ventures Division**

The New Ventures Division was founded in 2020 in efforts to discover and develop innovative products to join the Kraft Heinz portfolio. The New Ventures team screens different cultures and trends in search of new flavours to bring to consumers. Recent launches from the New Ventures Division include Heinz Pasta Sauces, a range of Korean and Japanese meal kits and ingredients under the brand SOSU from AMOY, a range of avocado hot sauces under the brand Kumana, among other initiatives.

## **About The Kraft Heinz Company**

We are driving transformation at The Kraft Heinz Company (Nasdaq: KHC), inspired by our Purpose, Let's Make Life Delicious. Consumers are at the center of everything we do. With 2022 net sales of approximately \$26 billion, we are committed to growing our iconic and emerging food and beverage brands on a global scale. We leverage our scale and agility to unleash the full power of Kraft Heinz across a portfolio of six consumer-driven product platforms. As global citizens, we're dedicated to making a sustainable, ethical impact while helping feed the world in healthy, responsible ways. Learn more about our journey by visiting [www.kraftheinzcompany.com](http://www.kraftheinzcompany.com) or

following us on LinkedIn and Twitter.

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