

PRESS RELEASE
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Absolut Vodka's new phygital bottles bring gifting to life with a personal touch

Absolut Vodka's personalised bottles will reshape the art of gifting – bringing people together for celebratory occasions through a unique shared phygital experience.

Absolut Vodka is launching a gifting bottle in an exclusive pilot on Amazon Italy offering people the opportunity to create interactive personalised and engaging gifts for friends.

The new bottle embraces the long-held values of the Absolut universe for a more inclusive world, where people and ideas can mix in an authentic and fun way. Each of the pilot's Absolut Vodka bottles features a unique QR code, serving as a gateway to a personalised gifting journey. Friends can pick a theme and collectively craft celebratory messages using a mixture of voice notes, written messages, photos, emojis, and more – creating a memorable gifting experience that everyone can share. Senders will have the opportunity to preview and amend their message before gifting the bottle. Receivers who are gifted the bottle can then scan the unique QR code and point their device at the bottle to unveil the messages in AR.

Letizia Invernizzi, Absolut Brand Manager, Pernod Ricard Italy said: *“Gifting is a deeply cherished tradition in Italy that symbolises the warmth of our connections. With Absolut's personalised phygital gifting bottles, we are excited to elevate this tradition into a memorable experience, blending innovation with heartfelt sentiment. By fostering a sense of togetherness through mixing different people and messages, Absolut strives to reshape the gifting landscape and create lasting memories that transcend the ordinary.”*

Elin Furelid, Director of Future Packaging, The Absolut Group added: *“In the new increasingly digital world, consumer behaviour gravitates towards more phygital experiences, while traditional gifting options are phased out for environmental reasons. Our pilot initiative of personalised and collaborative phygital gifting bottles is a testament to our commitment to creating cherished memories beyond the physical bottle itself. This marks the beginning of a series of diverse gifting initiatives aimed at delivering the ultimate phygital gifting experience for shoppers worldwide.”*

The pilot is one of many initiatives within Pernod Ricard to offer consumers an experience connected to packaging. Another example is Jameson Connects, an immersive digital platform where fans can gain access to unique events, exclusive experiences and persuasive content by using a QR code on the neck of the Jameson bottle. These initiatives for leading drinks brands and serve to create moments of connection and community.

The 700ml Absolut phygital gifting bottles will be available to purchase exclusively on Amazon Italy at an RRP of €16.90 from 21 March 2024.

About The Absolut Group

The Absolut Group holds global responsibility for the production, packaging development, innovation and strategic marketing of an extensive range of premium spirits brands. They include the iconic Absolut Vodka, Beefeater, the world's most awarded gin, Malibu, the leading flavoured rum and Kahlua, the number one coffee liqueur, along with a selection of agave spirits, including Altos tequila and craft gins such as Monkey 47. Our long-term commitment to sustainability and responsible drinking extends to consumers, society, the environment and our teams. Headquartered in Stockholm, Sweden, The Absolut Group is part of Pernod Ricard, a worldwide leader in the spirits and wine industry.

About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes 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 and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

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