

PRESS RELEASE
February 14, 2024



The advertisement is split into two main visual sections. On the left, a woman with short blonde hair, wearing a blue top and a black leather jacket, smiles while holding a bottle of Absolut Hunni. Behind her, a man with glasses and a woman are partially visible. The background is dark with some colorful elements. On the right, a large yellow silhouette of a bottle contains a smaller, detailed image of the Absolut Hunni bottle. The bottle label features the text 'ABSOLUT HUNNI', 'HONEY-FLAVORED VODKA', 'Made in the Valley of Åhus, Sweden', 'Absolut Since 1879', '38% ALC/VOL', and 'COUNTRY OF SWEDEN'. The text 'TASTE THE' is overlaid in large white letters across the woman's face, and 'BORN TO MIX' is written in white at the bottom right of the yellow silhouette.

TASTE THE

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BORN TO MIX

Taste the new buzz with Absolut Hunni

Absolut is elevating the flavoured vodka category beyond fruit-led flavours with a new honey flavoured vodka.

There's a new Absolut flavoured vodka in town that's sure to cause a bit of a buzz. Absolut Hunni, brand new and exclusive to the UK, will land on shelves and behind the back bar from this month, offering Flavoured Vodka fans an alternative to fruit-led options. Made exclusively with natural flavour, Absolut Hunni contains no added sugar and delivers a premium, sweet vodka with a distinct flavour of golden honey, providing a smooth, delicious taste that mixes perfectly with lemonade.

60% of UK vodka drinkers choose lemonade as their mixer of choice when drinking vodka¹ and honey has been identified as an emerging flavour profile in the UK spirits market², making the Absolut Hunni & Lemonade one to watch in 2024. The design of the bottle is striking, and its distinctive packaging ensures it stands out within the Absolut portfolio, as well as the wider category, with bold black and yellow stripes emulating those of a honeybee.

Ian Peart, Commercial Director for Pernod Ricard UK, comments: "Absolut Hunni is our Queen Bee for 2024, providing Flavoured Vodka fans with a new and exciting flavour profile to sip and enjoy with friends either at home or in the On-Trade. This new addition to the Absolut range has been designed to be enjoyed with lemonade, making elevating at-home occasions super simple. For the On-Trade, we know flavoured martinis are enjoying their time in the sun as the UK's fifth most popular serve³, and our Absolut Hunni Lemondrop Martini offers a balanced yet sweet, zesty serve that will ensure customers aren't stung when ordering at the bar."

The launch of Absolut Hunni will be supported by a 360° marketing campaign, which includes media, influencer and PR campaigns, as well as in-store and in-venue POS to drive visibility.

Launching exclusively in Tesco this month, Absolut Hunni will roll out across the Off- and On-Trade in April.

ABV: 38%. Off-Trade RRP: £22.

¹ Quant U&A Flavoured Vodka: Occasions and Flavours Sept 2021

² Mintel Flavour Tracker, 2023

³ CGA Mixed Drinks Report 2023

Sensory Description Absolut Hunni

ABSOLUT HUNNI has very warm and round aroma with notes of honey and wildflower together, with hints of spiciness and cacao.

ABSOLUT HUNNI has warm and inviting taste of honey combined with an underlying complexity of spiciness with hints of rosemary, caraway and anise, ends up in a creamy and juicy mouthfeel with touches of vanilla and cacao.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €12,137m in 2022/2023. 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 Twitter @pernodricarduk

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