

Press release: 09 May 2016

Absolut Vodka to open visitors centre in Åhus

The Absolut Company has acquired a property near the distillery in central Åhus. Absolut Vodka plans to open a visitors centre in the building, scheduled to be complete summer 2017.

One source, one community, one superb vodka - every drop of Absolut Vodka consumed around the world is produced in Åhus from winter wheat from southern Sweden and water from the local well. There is an ever-increasing interest in visiting the distillery to see how Absolut Vodka is made, as consumers have become more interested in the authenticity and origin of the products they love.

“We are proud of our origins and want to share our Åhus with the world. It’s also important for us to give those who are interested in Absolut Vodka the opportunity to experience the brand in an engaging way, and in accordance with the values the brand stands for,” says Anna Schreil, VP Operations Absolut.

“When people visit an important brand like Absolut, they have high expectations for the experience. However, we are eager to comply with all expectations and Swedish regulations when it comes to the sales and marketing of spirits,” says Krister Asplund, project manager of the visitors centre and former VP Operations, The Absolut Company.

The newly acquired property is from the same era as the distillery, which was completed in 1906. The property was built in 1899 and the first tenants moved in in 1903. The total size is over 550 square metres. Until now, the property has been used as a private residence. A careful renovation will begin on 15 June to adapt the property to accommodate the new visitors centre. Absolut Vodka will use the centre to give visitors the opportunity to immerse themselves in the brand’s origins and history.

“We want to continue to invest in Åhus, which is the heart of Absolut Vodka. By opening a visitors centre, we hope to further contribute to the development of the community,” says Anna Schreil, VP Operations Absolut.

The Absolut Company

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa, Wyborowa, Luksusowa and Our Vodka. Absolut Vodka is the world’s fifth largest premium spirits brand. Every bottle of Absolut Vodka is produced in Åhus, southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.