

IMAGINING THE FUTURE OF PACKAGING

ELIN FURELID
THE ABSOLUT GROUP



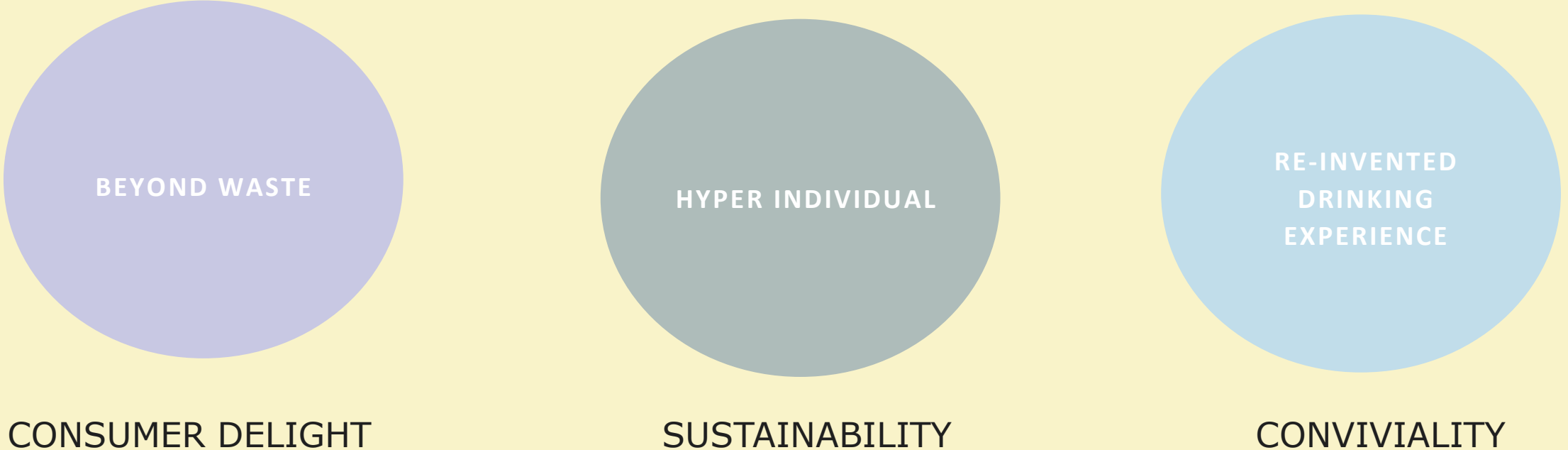


PERNOD RICARD & FUTURE OF PACKAGING



FUTURE OF PACKAGING **VISION**

Packaging with Purpose for Future Consumers



BEYOND WASTE

CONSUMER DELIGHT

HYPER INDIVIDUAL

SUSTAINABILITY

RE-INVENTED
DRINKING
EXPERIENCE

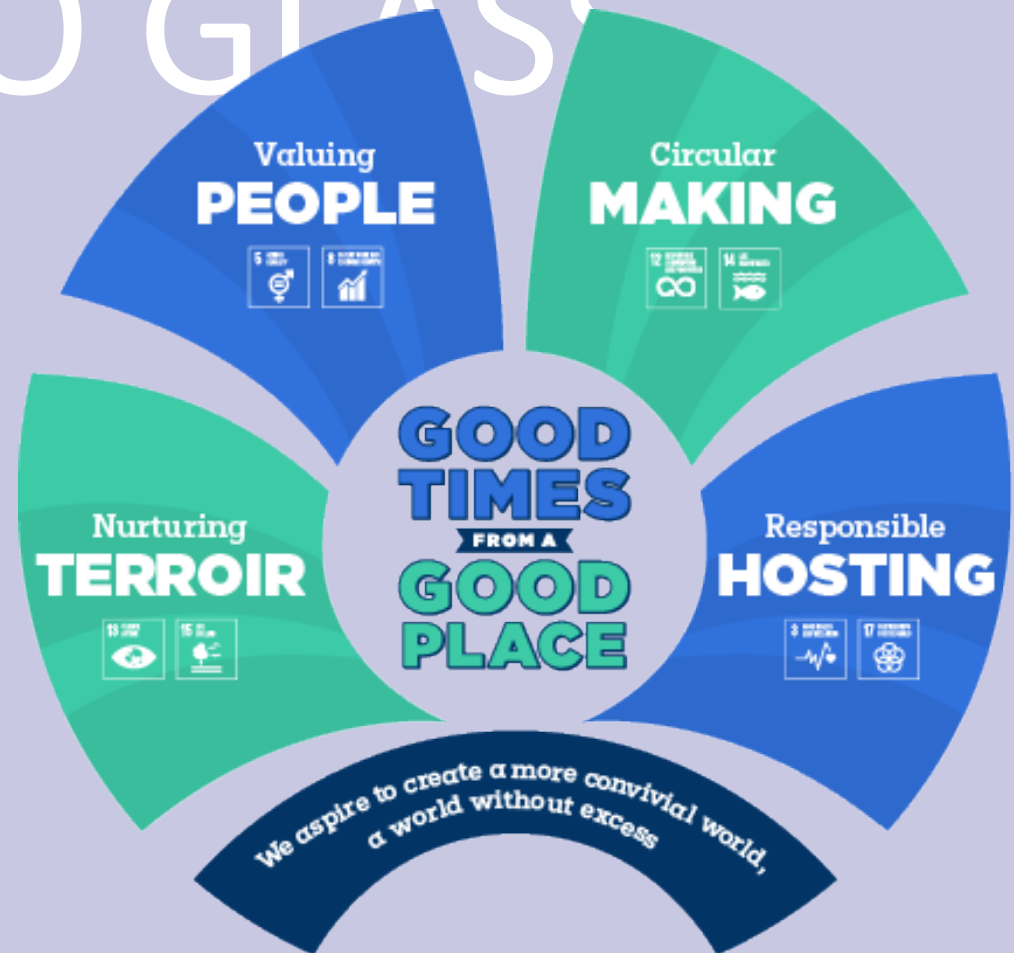
CONVIVIALITY

BEYOND WASTE

PERNOD RICARD FROM GRAIN TO GLASS

4 PILLARS TO GUIDE OUR SUSTAINABILITY EFFORTS

Driven by 2030 ambitious goals, with each commitment linked to United Nations 'Sustainable Development Goals' (SDGs)



ABSOLUT FROM GRAIN TO GLASS



GOAL
FOSSIL FREE PRODUCTION 2025

ACHIEVED
IMPLEMENTATION OF OUR NEW UPDATED
WHEAT CULTIVATION CONCEPT 2022

AMBITION
CARBON NEUTRAL PRODUCT 2030

GOAL
REDUCE WATER CONSUMPTION
WITH 20% BY 2025

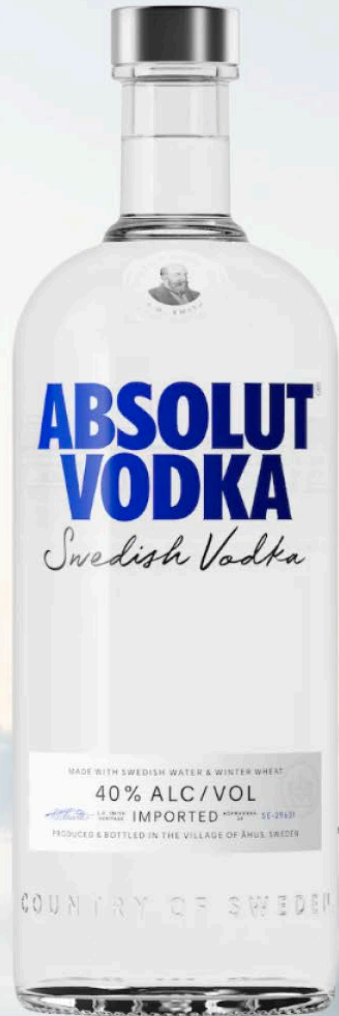
GOAL
90% of our local transport to
be run on bio-fuel 2025

ACHIEVED
>50% recycled glass
in our Absolut bottles.

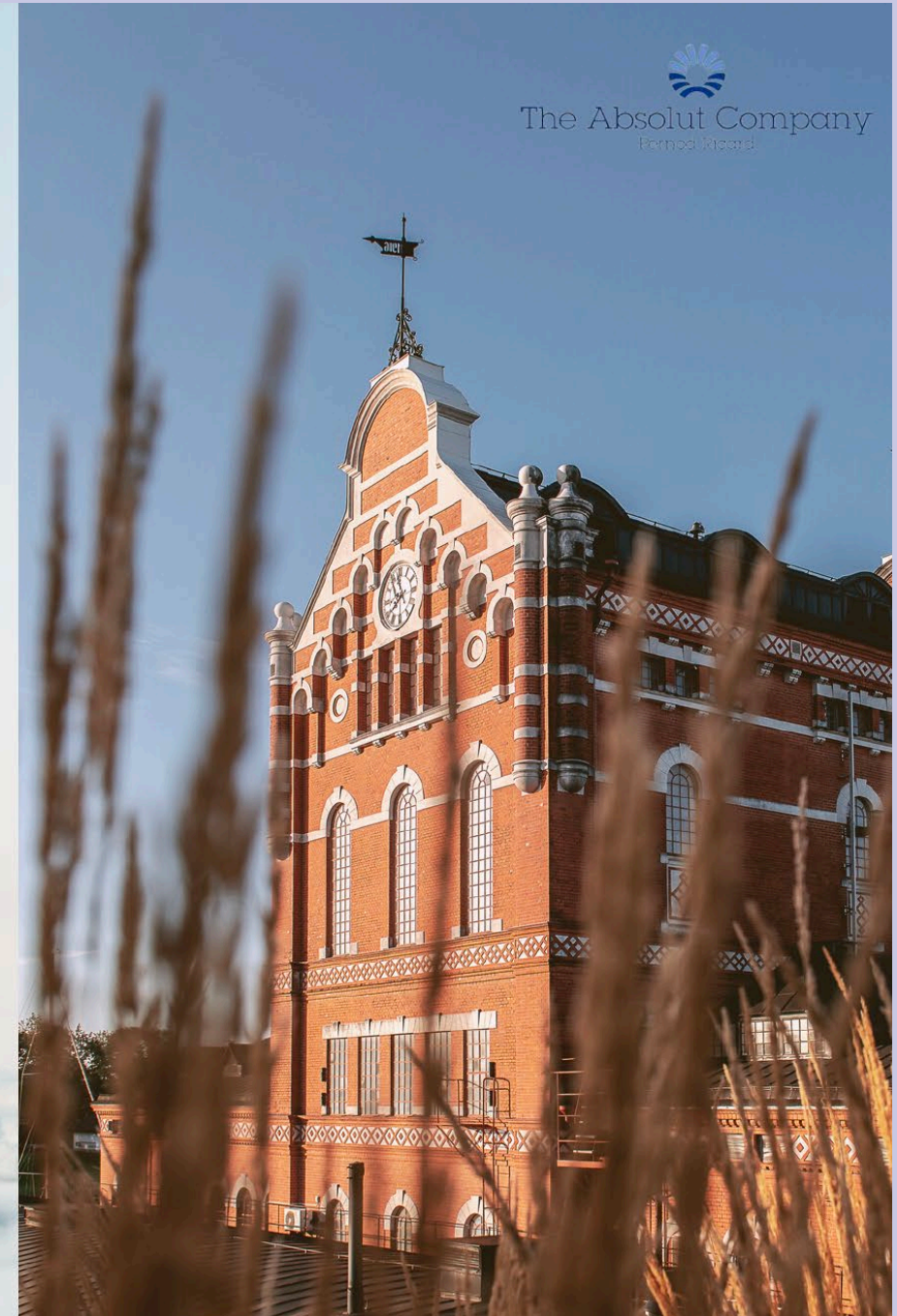
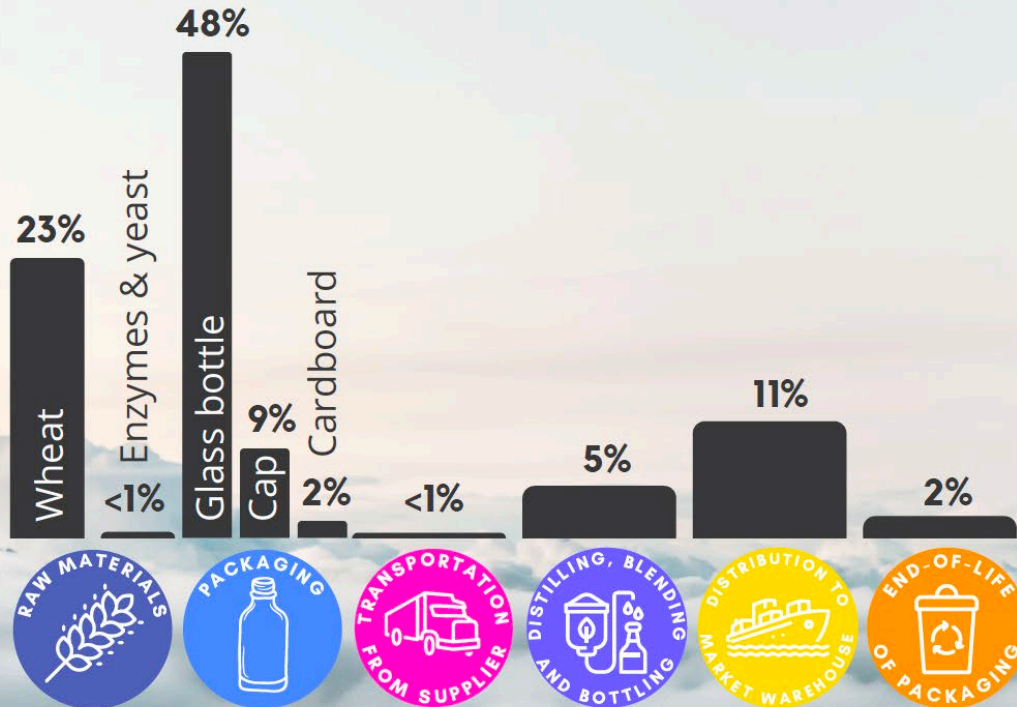
Absolut Vodka Original

From seed to sip

A representative average for 700 ml and 750 ml bottles delivered world wide



kg CO₂e/litre vodka



The right packaging
for the right market

WHY A PAPER BOTTLE?

Offers carbon footprint reduction

Highest recycling rate globally

Existing recycling infrastructure

Lightweight

Delightful & Authentic



the paper bottle landscape

CARDBOARD Separate to recycle



MOULDED, CLAM SHELL Separate to recycle



MOULDED, SOLID BODY Recyclable as paper



A PIONeer COMMUNITY

FORMED TO DISRUPT THE PACKAGING INDUSTRY

	PIONEER OWNER	PIONEER BRANDS	PIONEER DEVELOPMENT PARTNERS
		    	   

OUR VISION

A 100% BIOBASED PAPER BOTTLE RECYCLABLE IN THE PAPER STREAM

DISRUPTIVE

VISION

RADICAL

NEXT GENERATION

INCREMENTAL

GEN 1

DEGREE OF PERCEIVED CHANGE



NEXT GENERATION
A FULLY BIOBASED AND RECYCLABLE
PAPER BOTTLE WITH AN INTEGRATED
BARRIER.

NEW CLOSURE SOLUTION.

>85%
FIBER

~2025



GENERATION 1.0
A PAPER BOTTLE WITH SEPARABLE
AND RECYCLABLE BARRIER FILM.

EXISTING CLOSURE SOLUTION.

57%
FIBER

~2023



OVERCOMING CHALLENGES

WHEN WORKING WITH BREAKTHROUGH INNOVATION

When the invention is breakthrough,
high risk is a consequence

- **Internal uncertainty:** Resistance or impatience
- **Production:** Impact on production lines and through the entire supply chain
- **External uncertainty:** Recycling infrastructure, regulations, value chain, retailers
- **Consumer perception:** How will consumer react to the new packaging?
- **Importance of communication:** To be able to influence different actors across the value chain



OUR WAY

TALK & LEARN HOW TO WALK AS WE GO

TECHNICAL DEVELOPMENT



STARTING THE CONVERSATION

WAY OUT WEST 2019

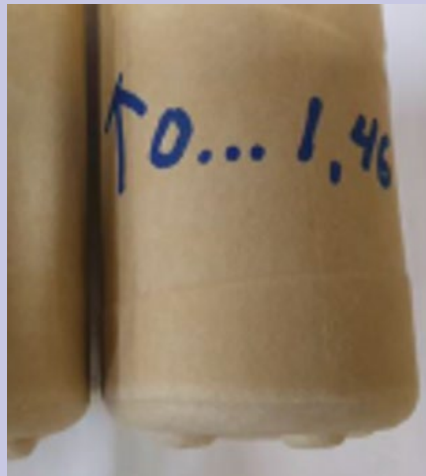


SWEDEN



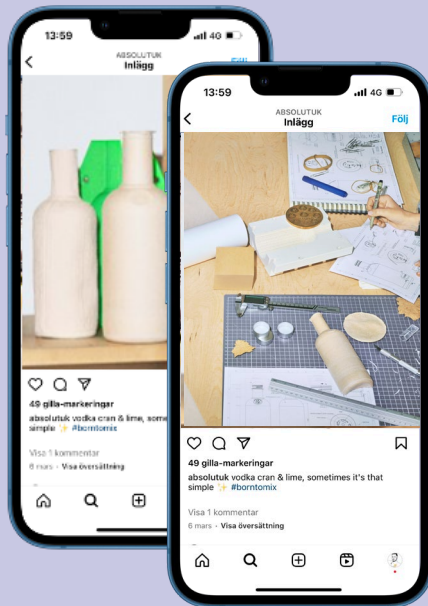
CONTINUED LEARNING

BOILER ROOM 2021

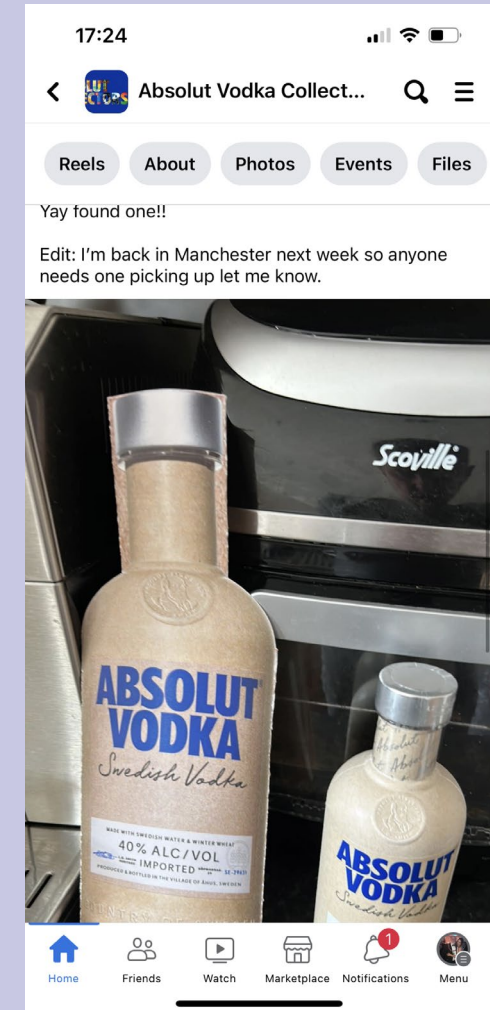


LEARNING IN RETAIL ENVIRONMENT

TESCO
UK
2023



Creating results



Creating engagement



HYPER INDIVIDUALISATION N

PERSONALISATION ROADMAP

ADAPTING TECHNOLOGIES AND EXECUTION OVER TIME

DIGITAL ADVANCEMENT

ABSOLUT
UNIQUE

4 million unique
bottles



2012

ABSOLUT
ORIGINALITY

4 million unique
bottles



2013



ONLINE CUSTOMISATION

Consumer able to
customise their bottle

2020



PHYGITAL
PERSONALISATION
PILOT

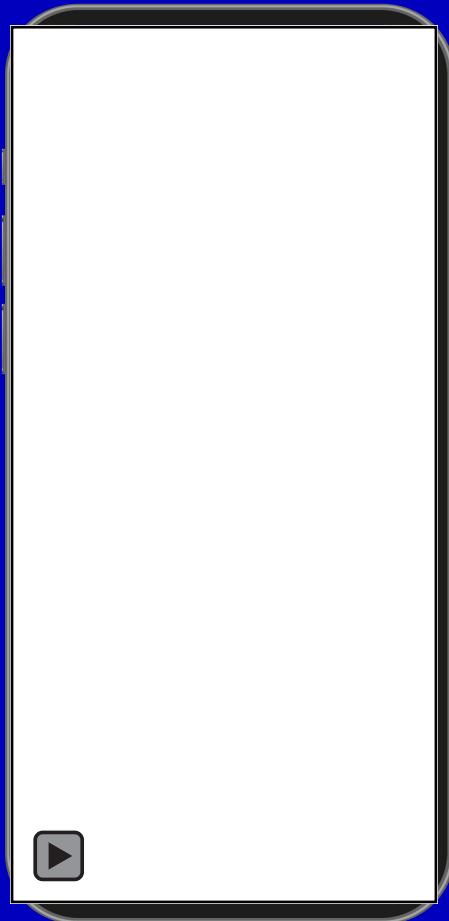
2024

?

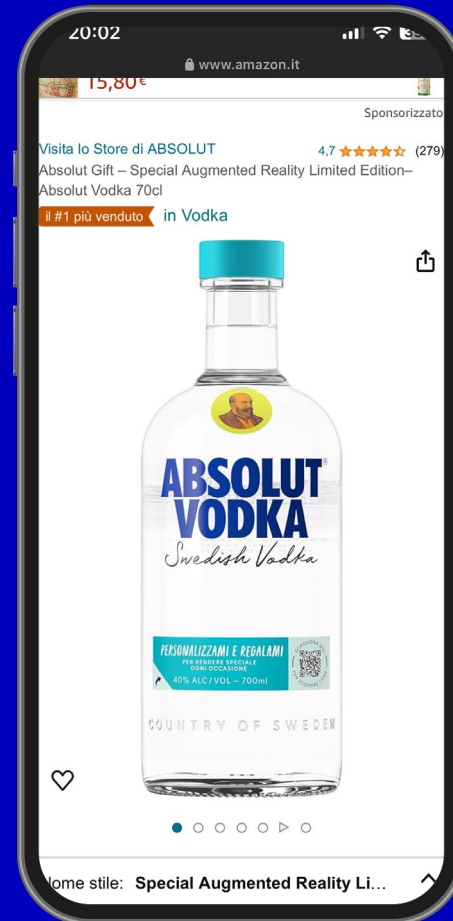
2025



ABSOLUT GIFT



Sold out twice on Amazon



#1 Selling Vodka over Easter weekend on Amazon!



"A truly unique gift experience"

"The new bottle fully expresses the key values of Absolut"

"people and ideas come together in a fun and authentic way"

One month of Media, PR and Influencer Activation

PACKAGING AS PORTAL



SUMMING UP



CONSUMER DELIGHT

**CREATIVE
COLLABORATIONS**

CONVIVIALITY



Let's stay connected



Elin Furelid

Global Director of Future Packaging - Global
Markeeter - Product Design strategist - Exp...



