

Monday 17th February 2025

Absolut Vodka Hits a High Note with Flavour, Partnering with Iconic Girl Group Sugababes



- Absolut has partnered with the iconic girl group Sugababes as ambassadors of its flavoured vodka range to mix-up up 2025 with new cocktails as the group embarks on their biggest ever tour this April.
- *As an official partner of the band's nationwide tour, Absolut is giving fans the chance to be part of the ultimate Sugababes experience, with free tickets to the shows, exclusive merchandise, and free limited-edition drinks in Revolution premises nearby tour venues.*
- *Since its launch in 1979, Absolut has built a legacy of supporting and collaborating with the creative community, establishing close partnerships with musicians, artists, and fashion designers – championing the universal language of creativity, using it as a force to inspire connections and spark cultural conversations.*
- *The partnership celebrates a shared passion for creativity, bold flavours, and unforgettable moments, inviting fans to mix things up - whether it's drinks, ideas, or people.*

Absolut, the UK's Leading Premium Vodka, is serving up something special with the iconic, Sugababes. Just like the girls themselves, this exciting cocktail range is all about flavour, style, and creativity. Featuring renowned Absolut Vodka flavours—including Absolut Raspberri, Absolut Vanilia, and Absolut Hunni—each cocktail puts a fresh twist on a classic recipe, capturing the essence of the Sugababes in every sip.

- ***Absolut Push the Berri Button Collins*** – by Mutya
- ***Absolut Round Round Martini*** – by Keisha
- ***Absolut Hunni Like Me Martini*** – by Siobhan

Absolut and Sugababes are calling all fans to go ‘Round Round’ to their local stores to be in the mix for winning exclusive prizes including tickets, merch and signed goodies. Consumers will be able to enter a competition to see the band live on their 2025 tour just by scanning a QR code in-store and can increase their chances to win by purchasing a bottle of Absolut flavoured vodka (Absolut Hunni, Absolut Raspberri and Absolut Vanilia). Consumers will be asked to input the last four digits of the bottle’s barcode as proof of purchase when entering the competition via the Absolut website. The Absolut Vodka flavours range is available in all major grocers (Asda, Tesco Morrison’s, Waitrose and CO-OP).

Throughout their 2025 tour, the iconic pop trifecta will be autographing a limited number of Absolut flavoured vodka bottles, which will be available for fans to win across Absolut’s social media channels throughout the tour. Additionally, Absolut will be offering limited ‘Tab on Tour’ bar tabs at selected Revolution venues throughout Sugababes April tour (T&Cs below).

Alison Perrottet, Brand Director for Absolut UK, comments: “Absolut believes we’re Born To Mix – celebrating the power of blending, whether it’s drinks, ideas or people. With a legacy of supporting creative communities since 1979, Absolut partners with artists and musicians to spark cultural conversations and inspire progress. This partnership with the Sugababes, a group celebrated not only for their music but also for representing reinvention and unity, showcases how blending voices, talents, and perspectives can inspire and celebrate diversity and creativity.”

“We’re buzzing to share this Absolut Vodka cocktail collection with you – each drink is inspired by our own bold and unique style! From the playful energy of Mutya’s Push the Berri Button Collins to the sophistication of Keisha’s Round Round Martini, and the classic charm of Siobhan’s Hunni Like Me Martini. It’s all about mixing things up, having fun, and bringing new twists to classic recipes we love. Enjoy! – Sugababes.”

- ENDS -

Notes to Editors

Terms & Conditions of prizes and giveaways: [CLICK HERE](#).

Absolut Push the Berri Button Collins – By Mutya:

- 45 ml Absolut Raspberri
- 25 ml Elderflower Cordial
- 25 ml Lemon Juice
- 5 Whole Raspberries
- Soda Water

Fill a shaker with ice cubes. Add raspberries and elderflower cordial. Muddle. Add Absolut Raspberri and lemon juice. Shake and strain into a highball glass filled with ice cubes. Top up with soda water. Garnish with raspberries.

Absolut Round Round Martini – By Keisha:

- 30 ml Absolut Vanilia
- 25 ml Mango Purée
- 20 ml Lemon Juice
- 20 ml Simple Syrup
- 15 ml Passion fruit Liqueurs
- 1 whole Passion fruits

Fill a shaker with ice cubes. Add all ingredients. Shake. Strain into a cocktail glass. Garnish with half a passion fruit.

Absolu Hunni Like Me Martini – By Siobhan:

- 50ml Absolut Hunni
- 25ml Simple Syrup (1:1)
- 25ml Fresh Lemon Juice
- 1 Fresh Red Chilli sliced in half lengthways with seeds removed

Make the chilli sugar syrup ahead of time by letting a chilli infuse in the simple syrup overnight. Shake all ingredients over ice, strain into a Martini glass.

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €11,598m in 2023/2024. 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's 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 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, Malibu, Kahlúa, Lillet, Italicus, Altos, Havana Club, Bumbu, Malfy, Monkey 47, Chivas, The Glenlivet, Perrier-Jouët, Campo Viejo, and Brancott Estate. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.