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Coca-Cola Europacific Partners Launches Absolut Vodka & Sprite Pineapple in Expanding RTD Market

New pineapple flavor targets UK consumers seeking convenient, premium drinks as RTD alcoholic beverages see rapid category growth

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Coca-Cola Europacific Partners (CCEP) is moving forward with its strategy to expand in the ready-to-drink (RTD) alcoholic beverages market. The company has announced the launch of Absolut Vodka & Sprite Pineapple, a new flavor that combines Sprite's signature freshness with Absolut vodka and a tropical pineapple twist. This product comes in 250-milliliter cans and is aimed at consumers looking for convenient, bar-quality drinks for relaxed occasions, such as social gatherings, picnics, festivals, or unwinding after work.

The decision to introduce pineapple as a flavor follows the strong performance of previous fruit innovations in the RTD category. Last year's launch of Absolut Vodka & Sprite Watermelon has reached a value close to £750,000 in the UK market and continues to be popular among consumers, with 84% expressing purchase intent during trials. CCEP says the new pineapple variant is designed to build on this momentum and offer another refreshing option within the Absolut Vodka & Sprite range.

The packaging features a gradient design from orange to green, intended to make the product stand out on shelves and reinforce its premium image. The new flavor joins existing variants such as Original and Watermelon, making it easier for customers to identify and choose their preferred option.

Absolut Vodka & Sprite Pineapple enters a British RTD market now valued at over £735 million. This segment is growing faster than any other alcoholic beverage category in the country, with projected value growth of nearly 4.4% by 2028. CCEP's approach relies on strong brand partnerships, recognizable names, innovation, and premium positioning. Its current portfolio includes Jack Daniel's & Coca-Cola (with Zero Sugar and Cherry options), Absolut Vodka & Sprite (including Watermelon and Pineapple), Babarcí & Coca-Cola (including a spiced variant), and Schweppes canned cocktails such as Gin Twist and Paloma Bliss.

Elaine Maher, Associate Director of Ready-to-Drink Alcoholic Beverages at CCEP GB, stated that innovation remains central to CCEP's growth in this category. She emphasized that each new product aims to bring something different to the market while maintaining a focus on premiumization and strong brand collaborations. Maher noted that flavor is still the most important factor influencing consumer purchase decisions in RTDs, making flavor-based innovation a priority for the company.

She also highlighted that the packaging was designed for easy identification on store shelves, positioning pineapple as an extension of the main range rather than a standalone product. This approach helps retailers maximize visibility and encourage impulse purchases, especially in chilled sections where cold products are sold. By integrating new flavors seamlessly with existing favorites, CCEP aims to generate additional value for both consumers and retailers.

The launch of Absolut Vodka & Sprite Pineapple reflects CCEP's ongoing commitment to capturing growth opportunities in the RTD alcoholic beverage sector through targeted innovation and strategic partnerships with leading brands.