



Press Release

Stockholm, June 2017

Guests from all over the world gathered in a three-day celebration at Midsommar by Absolut

Midsommar by Absolut was a huge success, gathering hundreds of guests from over 25 countries, bringing the age-old Swedish tradition of Midsommar to a contemporary international level.

Absolut is a truly Swedish brand, with our production coming from one single source in Åhus, Sweden. Midsommar by Absolut is the perfect event to bring our core brand values to life; authenticity, inclusivity, progressiveness and openness - while dancing under the bright night sky.

– Says **Craig Johnson, VP Marketing, Absolut Vodka**

350 guests from all over the world travelled to the small estate of Ovesholm in Skåne, south of Sweden, to celebrate Midsommar by Absolut.

Over three days they were entertained by some of the world's top artists, dancing, relaxing, engaging in this very Swedish tradition with a twist.

Day one was initiated by South African musician and rapper Khuli Chana, and culminated with live performance by **Rufus**, followed by a fire procession from under the maypole and into the 16th century barn that had been turned into a nightclub with **Floating Points** at the helm.

Day two, a somewhat sleepy crowd woke up to a rainy but peaceful morning, engaging enthusiastically in yoga, cocktail master classes at the Absolut Drinks Lab, free form dance classes and traditional flower crown making.

By lunchtime the sun came out, and guests, dressed all in white, dined on a communal feast enjoying a typical Swedish Midsommar lunch, complete with herring, schnapps and

Midsommar songs. After lunch energy was high, and guests embarked on the traditional Swedish game of *Kubb* and the classic *Egg and spoon race*.

Late in the afternoon **El Perro Del Mar** took the stage soothing guests out of their afternoon naps, who were quickly followed by amazing UK-based band Flyte.

Then **Fabio & Steph** lifted the entire festival to a new energy level and had everyone screaming for more, as the clock hit 10pm.

Guests were asked to get their Disco outfits on and join in at the nightclub for one of the top performances of the weekend –**Zebra Katz**. ZK – nailed it, his energy ran through the crowd like a lightning bolt – putting everyone in party mode one last time.

After that **Lindström** and **A Club Called Rhonda** brought it home with sexy modern disco well into the morning.

*It's an amazing thing to be able to take this wonderful Swedish tradition, give it a modern twist and allow people from all over the world to experience it. – Says **Georgia McDonnell-Adams**, Global Experiences Absolut Vodka "-*

Midsommar by Absolut was set on the grounds of Ovesholms Slott - in Skåne near Kristanstad in southern Sweden. The region Skåne is the home of Absolut. The festival was by invitation only.

www.absolut.com

#absolutmidsommar

@Absolutvodka

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