



ARCTIC BLUE BEVERAGES

PRESS RELEASE

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ARCTIC BLUE BEVERAGES SIGNS DISTRIBUTION AGREEMENT FOR THE BENELUX AND GERMAN MARKETS WITH MARKETENTRY.EU

The award-winning Nordic Beverage Company Arctic Blue Beverages Oy has signed a distribution agreement for the Benelux and German markets with MarketEntry.EU a member of the STEX Group b.v. The first shipment of Arctic Blue Beverages products is already on its way to the Netherlands.

“I am excited to announce the signing of a distribution agreement with MarketEntry.EU for the Benelux and German markets. Together with our distributor, we are looking forward to expanding our product availability in the growing European craft- and premium gin market. Consumers are increasingly interested in high-quality, artisanal products with unique and authentic flavours. Our unique taste profile and commitment to high-quality ingredients makes us well-positioned to meet the demand for premium and craft gins in these markets”, says Valteri Eroma, CEO of Arctic Blue Beverages

The European craft gin market has seen a significant surge in popularity in recent years, particularly in the market for premium and craft gin. This growth has been driven mainly by consumers’ increasing interest in high-quality and artisanal spirits, resulting in a wide range of unique and innovative gin brands being introduced to the market. Craft gin distilleries have emerged across Europe, producing a wide range of gins with unique botanical blends and flavour profiles. The European gin market is expected to grow annually by 9.49% (CARG 2023-2027).

“We are thrilled to announce our partnership with Arctic Blue Beverages. Their high-quality and sustainably sourced Arctic Blue Gin line of products align perfectly with our mission; to bring unique and innovative beverages to the European market. We look forward to introducing Arctic Blue Beverages to European consumers and building a long-lasting partnership with them”, says Nanco Eelman, Business Development Professional at MarketEntry.EU a member of the STEX Group b.v.



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About Us

Arctic Blue Beverages AB is a Nordic beverage company whose best-known products are the multi-award winning Arctic Blue Gin, Arctic Blue Gin Navy Strength and the world's first dairy-free gin-based oat liqueur, Arctic Blue Oat. The company invests heavily into international export and its products are sold in Finland, Sweden, Japan, Australia and more than a dozen other countries. For more information, visit *Arctic Blue Beverages webpage* <https://arcticbluebeverages.com>

This information is information that Arctic Blue Beverages is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-03-14 15:39 EET.

Attachments

[Arctic Blue Beverages signs distribution agreement for the Benelux and German markets with MarketEntry. EU](#)