



PRESS RELEASE

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ARCTIC BLUE BEVERAGES OY TO OPEN UP ARCTIC BLUE SHOWROOM DISTILLERY IN COLLABORATION WITH NOHO PARTNERS OYJ

Arctic Blue Beverages Oy and one of the leading restaurant groups in Finland, NoHo Partners Oyj, have signed a collaboration agreement regarding a showroom distillery and tightened collaboration on the Finnish market. The Arctic Blue Showroom Distillery will be located at the new Helsinki Kulttuurikasarmi, which opens its doors 17.11.2023. The Showroom Distillery will open gradually during 2023 and early 2024.

Arctic Blue Showroom Distillery will be a window to the world of Arctic Blue Beverages. The Distillery will produce and serve Arctic Blue products to the Kulttuurikasarmi restaurants and events, and potentially to a wider network of restaurants in the capital area. It will also offer product tastings for groups or individuals and produce various special edition products from distilled spirits to ready to drink products (RTD's).

In an architecturally significant environment, the new Kulttuurikasarmi will bring Lasipalatsi Square and the entire block to life with a new cinema complex, restaurants, pavilion, event space and event stage. Kulttuurikasarmi combines culture, art, concerts, events, and culinary. Inside the building are for example new movie theater Bio Rex Kulttuurikasarmi, NoHo Partners' restaurants, a glass pavilion, as well as a large indoor event space with terraces. An event stage is also found from the Lasipalatsi square, which enables performances and open-air concerts.

“The Arctic Blue Showroom Distillery will be a great brand opportunity for Arctic Blue Beverages and a significant collaboration potential with NoHo Partners Oyj. The distillery will enable us to do more agile R&D and to create small test or seasonal batches. Further, it is an important window for us to showcase our products to customers”, says Valtteri Eroma, CEO of Arctic Blue Beverages.

Kulttuurikasarmi is located between Lasipalatsi and Kamppi Helsinki shopping center.
Address: Narinkka 2, 00100 Helsinki.



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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 2023-11-01 12:00 EET.

Image Attachments

[Kulttuurikasarmi visualization](#)

Attachments

[Arctic Blue Beverages Oy to open up Arctic Blue Showroom Distillery in collaboration with NoHo Partners Oyj](#)