



PRESS RELEASE
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ARCTIC BLUE BEVERAGES PRODUCTS AWARDED IN NEW YORK

Arctic Blue Beverages innovative products continue collecting awards from international spirit competitions. This time in the New York World Wine & Spirits Competition (NYWSC) 2022.

Arctic Blue Beverages products, Arctic Blue Oat and Arctic Blue Gin Rose have been awarded in New York Wine & Spirits Competition (NYWSC) 2022, one of the most respected judging events in the world. The innovative Arctic Blue Oat received a Silver medal and Arctic Blue Gin Rose received a Bronze medal.

Arctic Blue Oat is the world's first gin-based oat liqueur. It is vegan and gluten-free, made from organic Finnish oats. Arctic Blue Oat is based on the award-winning Arctic Blue Gin and combines the genuine aromas of bilberries with the smoothness of creamy dessert liqueurs.

"The number of people following a purely plant-based vegan diet is growing globally. This is expected to increase demand for plant-based foods and beverages, such as oat beverages, in the coming years. Therefore, we have invested and will continue investing in innovative oat-based beverages. Compared to dairy products, the key benefits of oats are lower environmental impact, health benefits and great taste," says Valteri Eröma, CEO of Arctic Blue Beverages.

Arctic Blue Gin Rose is the company's entry product into the fast-growing category of flavoured gins. The taste profile is similar to the multi-award-winning Arctic Blue Gin with hints of cinnamon rose petals in both scent and taste. The beautiful red color comes from Finnish bilberries. Arctic Blue Gin Rose draws inspiration from master distiller Asko Rynnänen's summer memories, when rose sugar is made from wild roses on their cottage.

"Awards from the international competitions are very important marketing tools for us, since they are universally recognized indicators of exceptional qualities and craftsmanship. Recognitions in North America will help positioning our brand i.e., in Canada where we have just recently signed an agent agreement for the distribution of our products," Valteri Eröma adds.

New York Wine & Spirits Competition (NYWSC) is a member of the Tasting Alliance, the parent organization of the world-renowned San Francisco World Spirits Competition, San Francisco International Wine Competition and Singapore World Spirits Competition.

ARCTIC BLUE BEVERAGES

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Awards for Arctic Blue Beverages products in New York World Wine & Spirits Competition 2022:

SILVER MEDAL, Arctic Blue Oat, Finland (Other Liqueurs Category)

BRONZE MEDAL, Arctic Blue Gin Rose, Finland (Flavoured Gin Category)

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>

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Image Attachments

[ARCTIC BLUE OAT](#)

[ARCTIC BLUE GIN ROSE](#)

Attachments

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