



PRESS RELEASE

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THE NEW KULTTUURIKASARMI NOW OPEN TO THE PUBLIC

The brand-new Kulttuurikasarmi with its restaurants, pavilion, music bar, movie theatres and event space opened to the public on Friday 17th of November. In the middle of Kulttuurikasarmi, in the restaurant Henry's Distillery, you'll find a window to the world of Arctic Blue Beverages – namely the Arctic Blue Showroom Distillery.

Kulttuurikasarmi's opening weekend was a huge success. "All restaurants were filled with satisfied customers and the feedback on both the restaurant spaces and concepts was really positive. It is clear there's a demand for a versatile restaurant complex in the middle of Helsinki", says Pekka Tynnilä, Restaurant Group Director at NoHo Partners.

The Arctic Blue Showroom Distillery is a result of tightened collaboration between Arctic Blue Beverages Oy and Noho Partners Oyj, one of Finland's leading restaurant groups. "The Arctic Blue Showroom Distillery is 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.

The Arctic Blue Showroom Distillery will open gradually during the first half of 2024. Until then, Arctic Blue signature cocktails can be enjoyed at the Henry's Distillery restaurant and music bar.

The Showroom Distillery will produce and serve Arctic Blue products to the Kulttuurikasarmi restaurants and events. Visitors can indulge even further in the Arctic experience as the Showroom Distillery also offer product tastings for groups or individuals and produce various special edition products from distilled spirits to ready to drink products (RTD's).

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ARCTIC BLUE BEVERAGES

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>

Image Attachments

[Kulttuurikasarmi, Helsinki](#)

Attachments

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