



PRESS RELEASE
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ARCTIC BLUE BEVERAGES TO LAUNCH LONG DRINK

Arctic Blue Beverages has launched two versions of the popular drink invented for the 1952 Helsinki Olympics, namely Arctic Blue Long Drink Grapefruit and Arctic Blue Long Drink Grapefruit Zero Sugar.

The products are a refreshing fusion of grapefruit and the aromas of Finnish blueberry forest, putting an Arctic spin on the original long drink from 1952.

Valtteri Eroma, CEO of Arctic Blue Beverages, shares his excitement regarding the company's entrance into this new product category, stating, "With our new products, we bring the Arctic Blue brand into a completely new and highly competitive long drink category. As a newcomer in the category, this is quite exciting. However, I am confident because the initial product feedback has been very positive. In Finland, the products are already widely available in K-Group stores, and I can't wait for more and more people to taste these Arctic Blue novelty products for summer 2024."

The products are based on the multi-award-winning Arctic Blue Gin, an aromatic blend of spruce tips, pine needles and fresh blueberry shrubs. Both Arctic Blue Long Drink and its sugar-free counterpart, Arctic Blue Long Drink Zero, combine pure Finnish water, Arctic Blue Gin and grapefruit.

Arctic Blue Long Drink will be available in around 350 K-Citymarket, K-Supermarket, and K-Market stores, while Arctic Blue Long Drink Zero will be available in around 300 of the above-mentioned stores. The product will gradually become available elsewhere and in other countries.

In Finland, the HoReCa sector can purchase the products through Kespro.

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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 Rose, Arctic Blue Laku 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

[Arctic Blue Long Drink](#)

[Arctic Blue Long Drink Grapefruit](#)

[Arctic Blue Long Drink Grapefruit Zero Sugar](#)

Attachments

[Arctic Blue Beverages to launch Long Drink](#)