



PRESS RELEASE

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A NEW KIND OF DISTILLERY OPENED IN THE HEART OF HELSINKI

A brand-new distillery, namely the Arctic Blue Showroom Distillery, opened yesterday in the heart of Helsinki at Kulttuurikasarmi. This innovative distillery is the result of a collaboration between Arctic Blue Beverages and NoHo Partners.

The distillery offers product tastings and cocktail workshops for groups and individuals who are interested in the distillation process or want to dive into the art of cocktail-making. A unique feature of the distillery is the opportunity for customers to create personalized gin products, allowing them to influence both the flavor profile and design of the product.

"The Kulttuurikasarmi distillery is an important way for us to showcase our products to customers. It provides a great opportunity to develop small batches and personalized products, as well as gathering feedback on new products and flavors. We are also very pleased with our strengthened partnership with NoHo Partners and look forward to now utilizing its full potential," says Valtteri Eroma, CEO and Head of Brand at Arctic Blue Beverages.

Arctic Blue's special edition products will be available in the restaurants and at events hosted at Kulttuurikasarmi. Opened at the end of last year, Kulttuurikasarmi combines culture, art, concerts, events, and culinary experiences. The venue features restaurants, a pavilion, a music bar, cinemas, and event spaces. The outdoor stage at Lasipalatsi Square offers performances and open-air concerts.

Product tastings and cocktail workshops will begin at the start of 2025. More information about these will initially be available on the distillery's social media channels and through NoHo's dinner booking service.

For more information, please contact

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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 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 Distillery and distiller Zelda Jutila master distiller Asko Rynnänen and CEO Valtteri Eroma](#)

Attachments

[A New Kind of Distillery Opened in the Heart of Helsinki](#)