



PRESS RELEASE  
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## **ARCTIC BLUE BEVERAGES SIGNS DISTRIBUTION AGREEMENT WITH SINEBRYCHOFF IN FINLAND**

**The award-winning Nordic beverage Company Arctic Blue Beverages Oy has signed a distribution agreement for the Finnish market with Oy Sinebrychoff Ab. The distribution agreement covers distribution of selected Arctic Blue Beverages products in the Finnish HoReCa field.**

The home market Finland is currently the biggest market for Arctic Blue Beverages and therefore this agreement is important for the Company. Arctic Blue Beverages sales have developed well on the aforementioned area, and this cooperation with Sinebrychoff will accelerate the momentum even further.

“Our goal is to increase growth on the Finnish market and this cooperation with Sinebrychoff will enhance our sales and distribution operations in Finland significantly. I am really excited about this opportunity, to start working together with such an experienced partner like Sinebrychoff”, says Valteri Eroma, CEO of Arctic Blue Beverages.

“Domestic strong alcohol products, especially craft spirits in several segments, have generally continued their popularity and growth in recent years. Finland has strong know-how in the production of distillates, which is recognized around the world. We are pleased to supplement our delivery selection of stronger alcohols in spring 2023 with selected domestic cooperation products with Arctic Blue Beverages,” says Mikko Meriläinen, Senior Portfolio Manager of Sinebrychoff's wine and liquor selection.

Founded in 1819, Sinebrychoff is part of the Carlsberg Group. Sinebrychoff brews beer and produces cider, long drink beverages, soft drinks, waters and energy drinks. Power brands Karhu, KOFF, Carlsberg, Battery Energy Drink, Monster Energy, Crowmoor and Somersby are in the company's portfolio, as well as Coca-Cola beverages such as Coca-Cola, Fanta, Bonaqua and Sprite. Diversity of its personnel, interaction with its customers and society and strong brands are important to Sinebrychoff along sustainability. Sinebrychoff brews its beverages with 100% renewable energy and is a carbon neutral brewery. The brewery supports responsible drinking with its selection of alcohol-free beers.

The distribution agreement enters into force 1st of April 2023.

In addition to Finland, Arctic Blue Beverages products are currently sold in Sweden, Norway, Denmark, Estonia, Canada, Germany, France, Spain, Switzerland, UK, Japan, Singapore, Hong Kong, Thailand, Philippines and Australia.



**For more information please contact**

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### **About Us**

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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 2023-03-03 11:21 EET.*

### **Attachments**

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[Arctic Blue Beverages signs distribution agreement with Sinebrychoff in Finland](#)