



# ARCTIC BLUE BEVERAGES

PRESS RELEASE

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## ARCTIC BLUE DISTILLERY SHOWROOM MARKS FIRST YEAR AS AN AGILE MICRO-DISTILLERY AND INNOVATION HUB

**Arctic Blue Beverages' micro distillery and showroom in central Helsinki is approaching its first full year of operations, marking an important step in the company's commitment to local craftsmanship, premium product development, and fast-paced innovation.**

Opened in December last year, the distillery has quickly become a strategic hub for small-batch production, recipe development, and on-trade collaboration. Its hero product, **Arctic Blue Coastal Dry Gin**, has been well-received among horeca partners, who are able to order it in a customised label version, which is a rarity in Finland's premium spirits landscape. For many Helsinki venues, the appeal is threefold: a high-quality spirit, a cohesive brand experience and the ability to serve a locally produced product made just a short walk away.

Over the past year, the team has also developed tailored recipes for a range of customers, from large groups like **S-Group's Restaurant Harbore** to independent operators seeking their own signature spirit. The ability to create bespoke products at speed has strengthened Arctic Blue's role as a creative partner to the hospitality industry.

Beyond customer collaborations, the micro distillery has become a core engine for new product development. The team has entered several open Alko tenders with new liqueur concepts, produced the annual **Glögi Gin** (also offered as a custom-label seasonal product for selected partners), and is currently finalising a new summer gin scheduled for launch in late spring 2026. While tender competitions remain highly selective, the distillery's flexibility allows Arctic Blue to respond quickly to emerging opportunities, test ideas efficiently, and bring new concepts to market with minimal lead time.

The Helsinki showroom has also evolved into a dynamic visitor centre and brand space. It now appears on leading Finnish booking platforms, including **Elämyslahjat**, which offers premium experience gift cards, and **Venuu**, the top service for booking private and corporate events. This visibility has expanded the distillery's reach to new audiences, from cocktail lovers and tourists to companies seeking unique group experiences.

"Establishing our micro distillery in the heart of Helsinki has given us a unique ability to innovate close to our customers," says Petri Hirvonen, CEO. "It allows us to develop, test, and refine products rapidly while deepening our partnerships across the hospitality sector. This kind of agility is rare in our industry and increasingly valuable. It aligns well with our values of innovation and craftsmanship."



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As the distillery enters its second year, Arctic Blue Beverages aims to further strengthen its collaboration model, expand its portfolio of custom spirits, and build on the opportunities that fast, small-batch production makes possible.

## 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 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

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## Attachments

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