



PRESS RELEASE

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ARCTIC BLUE LAKU OFF TO A GREAT START ON THE FINNISH MARKET

Arctic Blue Laku, a collaboration between two award-winning craft producers from Finland, made its debut on the market in the beginning of April 2023. The unique gin-based liquorice liqueur by Arctic Blue Beverages and Kouvola Lakritsi has had a strong start on its home market. In only a few days, the product's distribution footprint grew to cover over 250 Alko stores. Alko is national alcoholic beverage retailing monopoly in Finland.

"Arctic Blue Laku has had an impressive start on the Finnish market, with the product being sold out in many Alko stores during the first week. The product has also received a lot of positive feedback from the Finnish HoReCa field, where Arctic Blue Laku clearly stands out and sparks interest, both in terms of taste and style", says Sebastian Pinomaa, Head of Nordic Sales at Arctic Blue Beverages.

Two brands that come together in quality and innovation

The collaboration between Arctic Blue Beverages and Kouvola Lakritsi highlights the companies' shared values: quality, innovation and craftsmanship. Arctic Blue Laku does not contain any additional aromas, only natural ingredients. The product is naturally vegan, but also gluten-free.

"When we started the collaboration with Kouvola Lakritsi, there were many possible directions to take. In the product development process, I was glad to notice how well the two main flavours came together in one. The mixture of gin and liquorice may not sound the most attractive at first, but the softness and gentle cardamom aromas of Arctic Blue Gin combined with the rich taste of Kouvola Liquorice is excellent. Neither flavour dominates too much, and the liquorice taste goes perfectly together with the herbal and woody notes of gin. I have not encountered any other gin-based liquorice liqueur before, it is certainly a unique product. Two things beloved by Finns in one bottle – forest and liquorice. I am very pleased with the end result", says Asko Rynänen, Master Distiller of Arctic Blue Beverages.

"It has been a pleasure to see how well liquorice fans have found Arctic Blue Laku, and we have also received a lot of positive feedback. I think it's great to stand behind a product whose creators share the same uncompromising values," adds Timo Nisula, Liquorice Manufacturer, Kouvola Lakritsi."

In addition to Finland, Arctic Blue Laku is available in Estonia and Germany. Availability in the rest of the world will be built gradually throughout the year 2023.



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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 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

[ARCTIC BLUE LAKU](#)

Attachments

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