



PRESS RELEASE

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GROWTH ON THE FINNISH MARKET AND LAKU'S INTERNATIONAL SUCCESS

Arctic Blue Beverages announces great progress on the Finnish market, as reflected by the latest statistics as well as the achievements with the new product Arctic Blue Laku. Laku's win in Singapore World Spirits Competition has increased the interest towards the product on the European and Asian markets.

HoReCa listings show positive results

During the year 2023, Arctic Blue Beverages has seen a positive increase in its listings within the Finnish HoReCa field. The success can be attributed to the Company's efforts to strengthen its presence on the Finnish market, working concentrated together with two experienced distributors.

Recent statistics from the national alcoholic beverage retailing monopoly in Finland, Alko, reveals an overall decline of -6.1% in the gin and genever category compared to the same period last year (January – May 2022 vs. January – May 2023). However, Arctic Blue Beverages has emerged as one of the exceptions with its signature gin, Arctic Blue Gin, witnessing a growth of 7% (Q1/2023) compared to the same quarter last year. This increase demonstrates that Arctic Blue Beverages is on the right track to gain a larger market share on the home market Finland.

“It has been great for us to get a known, Finnish craft beverage brand as an addition to our portfolio. Further it has been interesting to see how Arctic Blue Beverages is courageously experimenting with new flavours and products – always something new to look forward to. Arctic Blue Laku's double gold is a proof of the excellent quality and craftsmanship of this new unique product”, says Tomas Lönnberg, CEO of Norex Selected Brands Oy.

Arctic Blue Laku continues to strike

Arctic Blue Laku continues with impressive sales levels during the first seven weeks. The availability of Arctic Blue Laku in Alko exceeded expectations by swiftly expanding to cover over 200 Alko stores within the first few days. As of June 8th, Arctic Blue Laku has secured a distribution footprint in 265 Alko stores, demonstrating its strong market presence and accessibility.

Arctic Blue Laku's exceptional quality and craftsmanship were recently acknowledged at the prestigious Singapore World Spirits Competition. Laku's triumph in Singapore has sparked heightened interest from the Company's distributors across Europe and Asia, positioning the brand for further international success.

ARCTIC BLUE BEVERAGES

Abrahaminkatu 8 00180 Helsinki



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From hundreds of entries in this year's Singapore World Spirits Competition, Arctic Blue Laku was the only liqueur to win a double gold medal.

The award is only given when all judges on a blind-tasting panel unanimously think that a particular spirit deserves the gold medal.

"Arctic Blue Laku is a very good extension of our product offering and we have been surprised by the amount of all the positive feedback we have received in such a short time. The win in Singapore supports our Asia strategy well by differentiating us from our competitors and increasing the awareness of our premium products among Asian consumers," says Valtteri Eroma, CEO of Arctic Blue Beverages

For more information please contact

Valtteri Eroma, CEO

Phone: +358 44 531 3950

Email: valtteri.eroma@arcticbluebeverages.com

Stella Westerlund, Manager of investor relations and corporate communications

Phone: +358 45 110 9455

Email: stella.westerlund@arcticbluebeverages.com

The company's Certified Adviser is Eminova Fondkommission AB | +46 8-684 211 10 | adviser@eminova.se

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>

Attachments

[Growth on the Finnish market and Laku's international success](#)