



PRESS RELEASE

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## **A SUCCESSFUL HORECA SUMMER IN FINLAND**

**Summer 2023 in Finland has marked a record period for Arctic Blue Beverages within the Finland's HoReCa landscape, demonstrating notably increased product listings and sales performance. Collaboratively working alongside our distributor Norex Selected Brands Oy and our partner NoHo Partners Plc we have achieved great results in important flagship bars, restaurants and nightclubs around the country.**

In April, Arctic Blue Beverages informed about the new strategic alliances for the Finnish market. Working tight together with experienced and committed key partners has led to the best summer in the HoReCa field so far, despite the challenging overall market circumstances.

Sebastian Pinomaa, Head of Nordic Sales at Arctic Blue Beverages, says the strategic changes in the operations are starting to show results: "We are proud of the active work Norex Selected Brands Oy have done on the HoReCa side with their flagship accounts. Moreover, together with NoHo Partners Plc we have created several successful summer campaigns in important locations."

"The successful cooperation with NoHo Partners Plc this summer will generate more interesting drink activations at their existing locations later this year, such as Stefan's Steakhouse chain", Pinomaa adds.

NoHo Partners Plc is a Finnish restaurant group behind approximately 250 restaurants, bars, pubs, nightclubs, and entertaining venues. NoHo Partners Plc are one of the leading restaurant groups in Finland with restaurant operations in also Denmark and Norway. As a strongly growing and increasingly international operator, NoHo Partners Plc has the vision of being the leading restaurant company in Northern Europe.

"It has been great to collaborate with Arctic Blue Beverages this summer. Customers like the authentic taste of the Finnish forest and the high-quality premium products fit many of our locations very well. We look forward to continuing the collaboration even more broadly", says Jarno Suominen, Deputy to the CEO and Country Manager of Finland, NoHo Partners Plc.



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>

## Attachments

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