



PRESS RELEASE  
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## **ARCTIC BLUE BEVERAGES LAUNCHES PREMIUM LIQUORICE LIQUEUR, ARCTIC BLUE LAKU**

**The award-winning Nordic beverage company Arctic Blue Beverages launches a premium liquorice liqueur, Arctic Blue Laku, together with the Finnish luxury liquorice producer Kouvolaan Lakritsi.**

A collaboration that was agreed upon a few years ago has now turned into something concrete. Arctic Blue Beverages and Kouvolaan Lakritsi teamed up to create Arctic Blue Laku - a smooth liquorice liqueur which combines the all-natural sweet flavour of artisanal liquorice with organic ingredients carefully selected from Finland's uniquely pure nature.

"When we first began the collaboration, we had an idea of making a good liquorice product, but no idea of exactly what. After many attempts, we decided to make a liquorice liqueur – a product that turned out to be exceptional and totally different from anything else existing on the market", says Timo Nisula, Liquorice manufacturer Kouvolaan Lakritsi.

"When two of the world's best craft manufacturers start collaborating, expect nothing but the best. Product development was not easy and sometimes felt like we can't find the right combination of flavours. Finally, after numerous trials, we locked down the combination we believe in and did consumer tests. The feedback was excellent, and we are convinced that we have a winner in our hands", says Valtteri Eroma, CEO of Arctic Blue Beverages.

Arctic Blue Laku has secured its standard selection status in Finnish monopoly market Alko and is already widely available. Availability in the rest of the world will be built gradually throughout the year 2023.

**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>

## Image Attachments

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[ARCTIC BLUE LAKU PHOTO CREDIT MIKA LEVÄLAMPI](#)

## Attachments

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[Arctic Blue Beverages launches premium liquorice liqueur, Arctic Blue Laku](#)