



PRESS RELEASE

22 September 2022 10:09:00 EEST

## **ARCTIC BLUE BEVERAGES PRODUCTS SOON AVAILABLE IN OSAKA, JAPAN**

**The award-winning Nordic Beverage company Arctic Blue Beverages has received their first order from the distributor ID Shoji, who will start introducing Arctic Blue Beverages products in Osaka, Japan. For the Company, this collaboration strengthens its products position on the fast-growing Japanese craft gin market.**

Arctic Blue Beverages have had ongoing operations in Japan since the end of year 2019 when the first distribution agreement was signed with the multi-Michelin star restaurant chain Robuchon. Now when the restrictions caused by the pandemic has loosen up, the market has been picking up, creating new opportunities for unique craft gin brands in Japan. The local gin production, as well as the local consumption have increased in Japan and its gin market is expected to grow at a CARG of approximately 7.3% for the period 2021-2025.

“Japan is one of our most important markets, where our unique craft gins are attracting attention. Nordic brands with a distinctive brand story have a great potential on the Japanese market. Especially aromas from the Finnish forest and naturalness prominent in our gins are appreciated by the Japanese consumers. Our distilling method without chill-filtering that preserve the natural aromas and scents in our final product makes our gin soft to enjoy in addition to gin and tonic also neat over ice, something that is popular in Japan. We are looking forward for our future collaborations with ID Shoji”, says Valtteri Eroma, CEO of Arctic Blue Beverages.

ID Shoji is a company importing and selling premium spirits in Japan. When it comes to products in their portfolio, focus is on both quality raw materials and quality manufacturing methods, such as in craft spirits. Arctic Blue Beverages products would be the first gins in ID Shoji’s product portfolio.

In Asia, Arctic Blue Beverages have distribution agreements in place in several countries like Hong Kong, Singapore, Malaysia, Thailand, and the Philippines.

### **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>

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ARCTIC BLUE BEVERAGES

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*This information is information that Arctic Blue Beverages is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2022-09-22 10:09 EEST.*

#### **Attachments**

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[Arctic Blue Beverages products soon available in Osaka, Japan](#)