



PRESS RELEASE
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ARCTIC BLUE BEVERAGES EXPANDS LONG DRINK PORTFOLIO WITH TWO NEW FLAVORS

Award-winning Arctic Blue Beverages introduces Arctic Blue Long Drink Laku and Arctic Blue Long Drink Rose, inspired by the brand's successful gin and liqueur portfolio. The new products bring exciting flavors to the long drink category and will be available in Finland and across 12 European countries.

Arctic Blue Beverages continues to expand its ready-to-drink selection with the launch of Arctic Blue Long Drink Laku and Arctic Blue Long Drink Rose. These new additions draw inspiration from the brand's popular Arctic Blue Laku and Arctic Blue Gin Rose, bringing their signature flavors into the refreshing long drink category.

Both products are presented in sleek slim cans, following the latest packaging trends. At the same time, the entire Arctic Blue Long Drink portfolio will transition to this modern and stylish format.

"We believe these new flavors and packaging will resonate with our customers, offering them a fresh and distinctive experience. The early feedback has been highly encouraging, and we're excited to expand our long drink selection with these bold and refined taste profiles," says Valtteri Eroma, CEO of Arctic Blue Beverages.

The new Arctic Blue Long Drinks will be available in Finland, as well as through Arctic Blue Beverages' own webshop, serving 12 European countries, i.e. Denmark, Germany, France and the Netherlands.

For more information please contact

Valtteri Eroma, CEO
Phone: +358 44 531 3950
Email: valtteri.eroma@arcticbluebeverages.com

Petri Hirvonen, CFO
Phone: +358 40 571 0834
Email: petri.hirvonen@arcticbluebeverages.com

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

ARCTIC BLUE BEVERAGES

Abrahaminkatu 8 00180 Helsinki



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 Rose, Arctic Blue Laku 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 Long Drink Slim Portfolio](#)

Attachments

[Arctic Blue Beverages Expands Long Drink Portfolio with Two New Flavors](#)