



PRESS RELEASE
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ARCTIC BLUE BEVERAGES' NEW DISTRIBUTION AND LOGISTICS SET-UP NOW COMPLETE AND OPERATIONAL IN FINLAND AND NORDIC TRAVEL RETAIL

The award-winning Nordic beverage Company Arctic Blue Beverages Oy has completed the restructuring of the Company's distribution and logistics partners in Finland and Nordic travel retail.

Finland and Nordic travel retail are very important markets for Arctic Blue Beverages, and therefore the Company has carefully been building up the new set-up that will streamline and enhance the sales and distribution operations in these areas. In Finland, the Company has now two very experienced and focused distributors:

1. Norex Selected Brands Oy, which distributes Arctic Blue Beverages' products to the national beverage retailing monopoly Alko, to wholesale and in the HoReCa field.
2. Oy Sinebrychoff Ab, which distributes selected Arctic Blue Beverages' products in the HoReCa field.

In Nordic travel retail, Norex Selected Brands Oy acts as Arctic Blue Beverages' products sales agent.

"This new arrangement enables us to concentrate many channels into two experienced sales organizations, and thus ensure a consistent brand image and competitive product portfolio in all our important channels. Together with Norex Selected Brands and Sinebrychoff, we now have the best possible distribution partners in Finland and Nordic travel retail", says Valtteri Eroma, CEO of Arctic Blue Beverages.

Arctic Blue Beverages also has a new logistics service provider Skanlog Oy, an independent 3rd party logistics specialist. Skanlog specializes in beverages and is the largest beverage business logistic operator in the Scandinavian countries. Through this partnership, Arctic Blue Beverages aims to improve the efficiency of the Company's travel retail and export logistics operations.



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

[Arctic Blue Beverages' new distribution and logistics set-up now complete and operational in Finland and Nordic travel retail](#)