



PRESS RELEASE
19 May 2026 12:10:00 EEST

ARCTIC BLUE BEVERAGES ENTERS A NEW CATEGORY WITH THE LAUNCH OF BLUE MOMENT VODKA, A PREMIUM FINNISH VODKA DESIGNED FOR A VERY FINNISH MOMENT.

Blue Moment Vodka is the latest release from the award-winning Nordic beverage company Arctic Blue Beverages. Its unveiling marks a natural next step for the brand, expanding beyond gin into vodka for the first time.

As the global gin market begins to plateau and consumer preferences shift towards more approachable spirits, Arctic Blue Beverages introduces its first vodka to meet that demand. Blue Moment Vodka is distilled by Nordic Premium Beverages in Ilomantsi, North Karelia, from fresh spring wheat. It is bottled at 38% ABV in a 500 ml format and will initially launch through horeca and Alko's sales-to-order.

Vodka has long been part of the brand's longer-term roadmap, both as a category with global relevance and as a natural extension of its Nordic identity and raw material focus. Blue Moment Vodka is built around the concept of the blue moment, a naturally occurring point in time just after sunset. Rather than positioning the product only within the category, Arctic Blue Beverages anchors it to a specific moment and context of consumption.

"Entering vodka was a natural next step for us and something our customers have been asking for, but we didn't want to launch just another product into the category," says **Sebastian Pinomaa**, VP, Nordic Sales & Travel Retail at Arctic Blue Beverages. "With Blue Moment, we wanted to define a clear and ownable moment and give the vodka a distinct role and personality. The liquid itself has been developed with the same level of precision and care as all of our previous products."

Blue Moment Vodka is now available to order for horeca in Finland and will soon be available at the sales-to-order selection at Alko. International availability will be confirmed later this year.

For more information please contact

Sebastian Pinomaa, VP, Nordic Sales & Travel Retail
Phone: +358 40 072 2757
Email: sebastian.pinomaa@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 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

[PR Image](#)

Attachments

[Arctic Blue Beverages enters a new category with the launch of Blue Moment Vodka, a premium Finnish vodka designed for a very Finnish moment.](#)