



PRESS RELEASE

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## **ARCTIC BLUE BEVERAGES SIGNS DISTRIBUTION AGREEMENT IN MALAYSIA**

**The award-winning Nordic beverage company Arctic Blue Beverages has signed a distribution agreement with The Got Brothers Empire, to distribute Arctic Blue Beverage's products Arctic Blue Gin and Arctic Blue Gin Navy Strength in Malaysia.**

Arctic Blue Beverage's products are the only gin products in The Got Brothers Empire product portfolio, and will be distributed as super premium products to high-end cocktail bars, casino groups and premium restaurants in Malaysia. Arctic Blue Beverages products are already to be found in The Got Brothers Empire storage.

"We have been testing the market in Malaysia with The Got Brothers Empire already and the results has been encouraging. Now after the formalization of our cooperation, I believe that we can intensify our joint efforts to accelerate sales in the growing Malaysian market." says Valtteri Eroma, CEO of Arctic Blue Beverages.

Asia is an important market for Arctic Blue Beverages where their products are currently sold in Japan, Singapore, Hong Kong, Thailand and the Philippines. With this distribution partnership Arctic Blue Beverages is expecting an increased recognition of the products and the brand on the Asian market, and to boost their sales in Asia in the mid term.

"We are happy to start the collaboration with Arctic Blue Beverages. We want to let Malaysia and our territories try the best that the world has to offer, which is Arctic Blue Gin. We look forward to include more Arctic Blue Beverages products into our product portfolio", says David Ooi, Co-founder & CEO of The Got Brothers Empire.

The Got Brothers Empire is strategically located in the heart of the growing Asian market with more than 20 years of experience in the logistics and supply chain field. The team has regional experiences and key links from various industries, to support and help their partner's growth plans and opportunities of growing into the global emerging market of Asia pacific.

**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>

*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 2022-08-16 16:01 EEST.*

## Attachments

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[Arctic Blue Beverages signs distribution agreement in Malaysia](#)