



PRESS RELEASE

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ARCTIC BLUE BEVERAGES AWARDED CRAFT GIN BRAND OF THE YEAR 2023

Arctic Blue Beverages was awarded the prominent title Craft Gin Brand of the Year, in the Food and Drink Awards 2023, hosted by the esteemed British lifestyle magazine LUXlife.

“Our products have won multiple international awards, which is something we are very proud of. However, this is the first time we participated in a competition with our brand, and we are thrilled to see Arctic Blue standing tall among the winners”, says Valtteri Eroma, CEO and Head of Brand at Arctic Blue Beverages.

Arctic Blue Beverages started with a vision: to catch and encapsulate the arctic nature in a bottle. Eroma continues: “We want to ensure everyone can experience and taste Finland’s unique nature whenever and wherever. This is the foundation for everything we do. Our artisanal beverages are crafted from pure Nordic ingredients. For instance, our multi-award winning Arctic Blue Gin gets its distinctive taste from wild blueberries, picked in the Finnish forests. Moreover, our brand images are captured by the talented photographer Eeva Mäkinen who travelled around Finland during all four seasons capturing mesmerizing moments of the Arctic Blue products in nature, truly making the brand come to life.”

The Food and Drink Awards 2023 celebrate exceptional creativity in the realm of luxury and are a way of honouring leaders and pioneers who redefine excellence within the food and drink sphere. The awards are dedicated to those who inspire with their visionary contributions and consistently set higher standards of sophistication and elegance. LUXlife Awards Coordinator Jack Ford comments on the success of this year’s winners: “It’s always a pleasure to show appreciation for those who enrich their industries with their hard work, dedication, and pure passion.”

The official title given to Arctic Blue Beverages is Craft Gin Brand of the Year 2023 – Finland.

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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>

Image Attachments

[Arctic Blue Oat Eeva Mäkinen](#)

Attachments

[Arctic Blue Beverages awarded Craft Gin Brand of the Year 2023](#)