

High Coast Distillery adapts for continued expansion

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Since High Coast Distillery began production in 2010, the pace has been ramped up in stages with the aim of quickly filling the warehouses built over the years. The company has now decided to reduce production to prioritise marketing, with the ambition of strengthening its position and relevance in a changing drinks landscape. The change in production will not negatively affect sales volumes of bottles and casks. Nor will it affect the company's net turnover or earnings in the foreseeable future; instead, the company's cash flow will be strengthened by the reallocation of resources.

– Whisky production takes a long time and is costly, the same applies to building an internationally recognised and attractive brand. Now is the right time to focus on the latter, with increased visibility and stronger marketing efforts backed by the vast and fantastic assets we have in our warehouses, says Linus Håkansson, CEO of High Coast Distillery.

The recent years, marked by the pandemic, an economic downturn and a turbulent global landscape, as well as changing consumer behaviour, have impacted the whisky and spirits market worldwide, leading to fiercer competition.

– We know our whisky is popular and much talked about, but that must not blind us to the current market situation. It is not the decisive factor in our decision to reduce the production rate, but it has accelerated our desire to be more proactive in our visibility, says Linus.

As High Coast Distillery now reduces its production rate from 200,000 LPA* to around 70,000 LPA** per year, it does so without losing focus on the quality ethos that has characterised the distillery's production throughout the years.

– The flexibility we have in production is a strength that allows us to scale production up or down depending on the current situation without compromising the quality of what we do. High quality remains the absolute priority in our business and a fundamental principle that will never change as we now focus on creating more and better drinking experiences for our current and future customers, concludes Linus Håkansson.

The reduction in production will take effect from 8 April 2026.

* Litres of Pure Alcohol

** Equivalent to approx. 280,000 x 50 cl bottles

For further information

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About Us

The whisky from High Coast Distillery under the High Coast Whisky brand has been available since 2014. The Origins series with Berg, Älv, Timmer and Hav is already a big sellers among the premium brands. At the production and visitor facility in Bjärträ, Sweden, whisky is produced seven days a week and more than 20,000 casks are maturing in the warehouses. High Coast Whisky is currently sold in about ten countries. The company's shares are traded on Nasdaq First North Growth Market. Turnover is about SEK 60 million excluding alcohol tax and the business employs about 25 people.

Attachments

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