



PRESS RELEASE

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## **ARCTIC BLUE BEVERAGES SIGNS EXCLUSIVE AGENT AGREEMENT IN CANADA**

**The award-winning Nordic beverage company Arctic Blue Beverages has signed an exclusive two-year agent agreement for the Canadian Alberta market with Joyhall Inc.**

The exclusive agent agreement between Arctic Blue Beverages and Joyhall Inc. covers distribution of Arctic Blue Beverages products on the Canadian Alberta market. Estimated sales for this two-year period is 5.9 million SEK. The first container to Canada was shipped at the end of July 2022.

Joyhall Inc. is a family-owned liquor agency in Alberta, Canada, importing and marketing premium craft spirits, craft beers and fine wines. The company was founded in 2018.

“When I had the first taste of Arctic Blue Gin I was totally blown away by the flavour and aroma. I have always been fascinated about the Nordic countries and culture and I am very excited to start the collaboration together with Arctic Blue Beverages. My goal is to have Arctic Blue Beverages products in our iconic locations throughout the country. That is what the brand deserves and we want to make sure people can enjoy the products”, says Amir Ghahari, CEO and Co-Owner of Joyhall Inc.

Canada is the first country in North America to which Arctic Blue Beverages is expanding. The province of Alberta is in Western Canada with a population of 4.5 million (government of Alberta, 2022).

“For us, Canada is a very potential market where the interest towards craft gins is increasing all the time. In Alberta, craft distilling has recently grown at an annual rate of 30%. This collaboration is our very first step into North America, where the aim is to test the market and collect feedback. We are happy to start our journey in Canada together with Joyhall Inc ”, says Valtteri Eroma, CEO of Arctic Blue Beverages.

### **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>

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ARCTIC BLUE BEVERAGES

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*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 2022-09-02 13:47 EEST.*

#### **Attachments**

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[Arctic Blue Beverages signs exclusive agent agreement in Canada](#)