



PRESS RELEASE

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ARCTIC BLUE LAKU MAKES AN IMPRESSIVE DEBUT, WINS DOUBLE GOLD AT SINGAPORE WORLD SPIRITS COMPETITION 2023

The recently launched Arctic Blue Laku achieves an impressive accomplishment by winning a prestigious Double Gold Medal in its first competition - the esteemed Singapore World Spirits Competition (SWSC) 2023. SWSC belongs to the Tasting Alliance, widely recognized for hosting the most influential spirits competitions in the world.

Arctic Blue Laku, the latest addition to Arctic Blue Beverages' product portfolio, was introduced to the market in April 2023. This premium liquorice liqueur is developed by two award-winning craft producers from Finland, Arctic Blue Beverages and Kouvola Lakritsi. Arctic Blue Laku perfectly combines the slightly salty, sweet and smooth liquorice flavours with the warm and pleasant coniferous aromas. The product has had a successful start on the Finnish market, both in Alko, the national alcoholic beverage retailing monopoly, as well as within the HoReCa sector.

"We have experienced great success on the Finnish market with Arctic Blue Laku, receiving highly positive feedback. Winning a double gold medal serves as an important marketing asset, to boost Arctic Blue Laku's visibility on the international market, especially in Asia which is one of our most important focus areas. The assumption that only Nordic people take a liking to liquorice taste can now be disproven. I am genuinely delighted to witness the fruitful outcomes of our innovative approach", says Valtteri Eroma, CEO of Arctic Blue Beverages.

In addition, Arctic Blue Beverages' other products succeeded well in the same competition. The wins in Singapore will also facilitate the gradual expansion in Asia.

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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 Laku Wins Double Gold In Singapore](#)

Attachments

[Arctic Blue Laku makes an impressive debut, wins Double Gold at Singapore World Spirits Competition 2023](#)