



PRESS RELEASE

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A GREAT FIRST YEAR ON THE AUSTRALIAN MARKET

At this time, last year, Arctic Blue Beverages signed a distribution agreement for the Australian market. Twelve months later the distribution footprint has grown to cover over 150 stores with products in all of Australia's six states, all the way from Perth in the West to Cairns in the East.

One year ago, Arctic Blue Beverages signed a distribution agreement for the Australian market with the nationwide partner Vintage House Wine & Spirits. Vintage House Wine & Spirits is one of the leading importers of premium beverage brands on the Australian market, delivering products throughout the country to restaurants, bars, clubs, pubs, and retail outlets. For Arctic Blue Beverages the expansion to Australia has been an important step on the Company's Asia-Pacific strategy.

During one year, the distribution footprint has grown to cover over 150 stores and several online stores. Arctic Blue Beverages products are available in all of Australia's six states, all the way from Perth in the West to Cairns in the East. Among others, Arctic Blue Beverages retail partners consist of Ginaficionados, the finest independent liquor stores across the country and chains like First Choice and Dan Murphy's. The premium chain, First Choice has over 70 outlets and Dan Murphy is the largest retailer in Australia with over 260 stores across the Country.

While historically Australia's drink scene has been dominated by big beer and speed-rail spirits there is now a burgeoning craft contingent with brewing, winemaking, distilling and mixology. According to IWSR, Australian drinkers have been drawn towards craft products thanks to the broader trend towards moderation, leading customers to prize quality over quantity. Australia is at the forefront of the craft movement, with a similar level of pick-up and development to the UK and US. During the years 2014-2019 the premium-and-above gin volume consumption has more than doubled in Australia. The gin market in Australia is expected to grow annually by 8.40% (CARG 2022-2025).

"We began our partnership with Arctic Blue Beverages by importing a full container of Arctic Blue Gin. We have been steadily growing points of distribution through our customer network and have had some success in getting limited ranging in Dan Murphy stores, and in all of First Choice's stores. We have positioned the Arctic Blue Gin to be able to compete in the new uber competitive environment and we are hopeful that the unique taste and exciting story will continue to build fans for the gin here in Australia" - Tim Boydell, Managing Director Vintage House Wine & Spirits

"I am happy with the progress Vintage House Wine & Spirits have made on the Australian market. It is a big and potential market, and the competition is hard. For us, the opening of a new market is not a sprint but more like a marathon, and I believe that with our interesting story and excellent products with a unique taste we will find the place in the hearts of Australian consumers," says Valtteri Eroma, CEO Arctic Blue Beverages

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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>

Attachments

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