

# ARCTIC BLUE GIN FROM FINLAND IS THE BEST GIN OF THE YEAR 2018 WITH THE TITLE OF "SPIRIT OF THE YEAR"

Inspired by the unique Arctic nature and crafted by the team of culinary experts, the new Arctic Blue artisan gin from Finland was chosen as the best gin of the year and granted the coveted title of "Spirit of the Year" in World Spirits Awards 2018. Arctic Blue won Double-Gold award with the outstanding 95.8 points out of the possible 100. World Spirits Award is considered to be the best and highest award on offer by industry insiders and is regarded as the World Championships of the international awards.

*"Right from the very start, our goal was to create the best gin in the world. Winning the title of "Spirit of the Year" with Double-Gold score in the World Spirits Awards 2018 is a huge honour and a proof that our hard work has paid off. We managed to capture the essence of unique Finnish nature in a never-before-seen way in the Arctic Blue Gin. You can really experience the moment of a morning dew in a wild blueberry forest in our gin." - Mikko Spoof / Brand Manager*

## CREATED BY CULINARY & DISTILLING EXPERTS FROM FINLAND

It was the summer of 2016, when two gastronomy and gin enthusiasts from Finland, Mikko Spoof and Kimmo Koivikko, got the idea: they wanted to bottle a piece of pure Arctic nature into a premium gin. They agreed that nothing would represent the uniqueness of Finland's nature as well as bilberries, the Arctic blueberries growing wild in the forests. They told world-famous Finnish Chef Jaakko Sorsa about their ambitious idea, and he was immediately inspired to take part in the development of the Arctic Blue Gin. The highly experienced and creative Finnish Master Distiller Asko Rynänen completed the Arctic Blue team.

## ARCTIC INGREDIENTS & COMPLETELY UNIQUE DISTILLING METHOD

Opening a bottle of Arctic Blue Gin is like walking through a wild Arctic blueberry forest in the morning dew: the scent is an aromatic combination of fragrant spruce needles and fresh wild blueberry shrubs. The wild Arctic blueberries, bilberries as they are called, are combined with other Arctic botanicals and fresh spring water to create the elegant and unique taste of the gin. Arctic Blue is distilled without chill-filtering that would take away the sensitive natural aromas and qualities of the precious ingredients. Thanks to this unique distilling method, the natural pectin of the bilberries left in the Arctic Blue transforms the gin from clear liquid to a unique misty color when mixed with tonic water or ice.

## WORLD SPIRITS AWARD - THE HIGHEST AWARD OF THE INDUSTRY

In the World Spirits Awards, all the contestants undergo a strict laboratory testing for purity and blind taste testing by the extremely experienced jury. The jury is composed of extensively trained and experienced tasters from the spirits trade, as well as distillers. Only spirits experts who have been trained as testers by the WSA can secure themselves a place on the jury. The jury considers the intensity, typicality and purity of the taste and scent as well as the general harmony of the spirit to determine the score for each product.

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Nordic Premium Beverages, the distillery of Arctic Blue, is located in the small town of Ilimantse, in Eastern Finland. Established in 1989, it is the oldest winery and producer of sparkling wine in Finland. Nordic Premium Beverages offers high-quality products made from the world-famous arctic berries and botanicals. Arctic Blue will be followed by selection of Arctic Wines and liqueurs. Carefully selected natural ingredients give the beverages their rich taste and unique character.

**NORDICPREMIUMBEVERAGES.COM**

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