

ALTIA

ARKET and Blossa Glögg to launch a special edition in seven countries

Blossa Glögg and ARKET will bring Sweden's most popular glögg to seven countries during this Christmas season. ARKET + BLOSSA Glögg is organic and alcohol-free. The special edition's label has been designed by loved illustrator Ilon Wikland.

Two Swedish brands that stands for Nordic design, high quality and sustainability will lead collaboration this Christmas season. Blossa is a traditional, Swedish brand from the drinks company Altia and ARKET is a store concept offering products for women, men, children and the home together with a café situated in all stores. The co-designed special edition glögg will be available in seven countries in ARKET stores: Sweden, Denmark, Germany, UK, Luxemburg, Netherlands and Belgium.

ARKET + BLOSSA Organic Alcohol-free Glögg is made of organic raw materials only: a genuine, but alcohol-free, rich red wine which is mixed with grape must and Blossa's stored spice mixture. It has a fruity scent and a rich taste of cloves, cardamom and ginger.

The product has a unique label – a drawing of a much-loved illustrator **Ilon Wikland**, who is interpreter of Nordic traditions and is known through her long collaboration with writer **Astrid Lindgren**.

Shoppers also will be able to taste glögg in every ARKET café, which is a part of the shopping experience. In addition, a special seasonal bakery product will be available in the cafés: a soft gingerbread with Blossa glögg spices. The pastry is developed by Head Chef **Martin Berg** of ARKET and Chief Blender of Blossa **Åsa Orsvärn**.

Glögg is a cherished Swedish tradition since the 1800s and a defining ingredient of cozy December gatherings with family and friends. Blossa is Sweden's most sold glögg and a symbol of Christmas. It is the number one glögg in Sweden and is also very popular in other Nordic countries.

Retail selling price is around 5,90 euros and bottle size 0,75 l.

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ARKET is a modern-day market offering essential products for men, women, children and the home. ARKET's mission is to democratise quality through widely accessible, well-made, durable products, designed to be used and loved for a long time. More information on ARKET: https://www.arket.com/en_sek/about.html

Altia is a leading Nordic alcoholic beverage brand company operating in the wines and spirits markets in the Nordic and Baltic countries. Altia wants to support a development of a modern, responsible Nordic drinking culture. Altia's key exports brands are Koskenkorva, O.P. Anderson and Larsen. Other iconic Nordic brands are Chill Out, Blossa, Xanté, Jaloviina, Leijona, Explorer and Grönstedts. Altia's net sales in 2018 were EUR 357.3 million and the company employs about 700 professionals. Altia's shares are listed on Nasdaq Helsinki. www.altiagroup.com.