

ALTIA

Altia enters US market with Koskenkorva Vodka

A leading Nordic wine and spirits producer Altia, has signed a distribution agreement with Infinium Spirits to enter the US market with Finnish brand, Koskenkorva Vodka.

Altia has partnered with Infinium Spirits to launch Koskenkorva Vodka in the USA. As the key export brand of Altia, Koskenkorva Vodka, is now currently available in almost 30 countries.

*"The recent rebranding work of Koskenkorva Vodka has brought us several international awards and interest in export markets. The partnership with Infinium Spirits gives Altia a terrific opening to the US market. Infinium Spirits is a strategic partner to us and we aim to build the brand and distribution with a long-term view", says **Janne Halttunen**, SVP Export at Altia.*

*"Craft and provenance are strong, growing trends among spirits consumers in the US market. The pure, genuine and delicious Koskenkorva Vodka meets this trend perfectly. We are excited to complement our distinctive spirits portfolio with this 'vodka from a village'", says **Steven Brecher**, President at Infinium Spirits.*

The US market will initially launch with Koskenkorva Vodka Original, 80 proof in both 750ml and 1 Liter sizes.

Further information:

Altia Plc, Janne Halttunen, SVP Export, tel. +358 40 187 4407 or janne.halttunen@altiagroup.com

Altia Plc, Petra Gräsbeck, Communications Director, tel. +358 40 767 0867 or petra.grasbeck@altiagroup.com

Infinium Spirits, Megan Paul, Brand Manager, +1 949-389-3718 or meganpaul@infiniumspirits.com

KLG Public Relations, Kate Laufer Gorenstein, +1 646-342-5703 or kate@KLGpr.com

About Infinium Spirits

Infinium Spirits is a family-owned spirits company known for igniting brands and accelerating performance. Founded in 2005 and based in Aliso Viejo, California, Infinium Spirits specializes in the import, sales, and marketing of its distinctive portfolio of brands which include: Seagram's Vodka, Templeton Rye, Tequila Corralejo, Fratelli Branca, Zaya Rum, Crystal Head Vodka, and Kerrygold Irish Cream.

About Altia

Altia is a leading wine and spirits company offering quality brands in the Nordic and Baltic countries. Altia produces, markets, sells, imports and exports alcoholic beverages. Sustainability is a crucial business factor for Altia. We want to enhance a modern, responsible Nordic drinking culture. Our own brands include Blossa, Chill Out, Koskenkorva, Larsen, Renault, O.P. Anderson, Valhalla and Xanté. Further information: www.altiagroup.com