

Mackmyra Swedish Whisky Ltd launches sales in the UK

The UK market is in many ways a key market for Mackmyra. To help stimulate growth the subsidiary Mackmyra Swedish Whisky Ltd was established in April 2018. The investment means that sales and marketing will be conducted by the subsidiary's own British staff. Registrations (AWRS and WOWGR), recruitment and preparations have been carried out over the summer.

This week, Mackmyra is taking a significant step on its journey towards making Europe the company's domestic market. Sales via the company's own subsidiary, Mackmyra Swedish Whisky Ltd, started in the UK on 17 September.

Mackmyra's proprietary business model has thus been established, with locally recruited Mackmyra employees marketing the company's entire product portfolio direct to British consumers.

The timing regarding the introduction of Swedish craft single malt whisky and craft gin on the substantial UK market is optimal. The UK is at the forefront of craft spirits development, with numerous small whisky and gin distilleries that have been established in recent years as a result of rapidly growing interest.

"It's going to be fascinating to follow progress in the UK now that we've finally been able to launch sales here. We're seeing considerable demand among UK consumers, but frustratingly it's been difficult to offer Mackmyra's entire product range via British importers without it being far too expensive and complicated for the consumer. That's now changing," commented Magnus Dandanell, Director of Mackmyra Swedish Whisky Ltd.

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About Mackmyra

Mackmyra is a pioneer and innovator that kickstarted the Swedish whisky journey in 1999. Its whisky is created with Swedish raw materials, without additives, and using environmentally-friendly distillation technology. Mackmyra produces award-winning single malt whisky, offers exciting whisky experiences and the ability to create your own personalised whisky with a personal 30-litre cask product. Swedish craft distilled gin has also been available since 2017 via another distillery, Mackmyra Lab Distillery. Welcome to Mackmyra.

Mackmyra's share is traded on the Nasdaq First North Stockholm exchange. Its certified adviser is Erik Penser Bank.