

## **Finland's national drink has charmed Europe – F1 World Champion Kimi Räikkönen teams up to support his favourite drink**

**Hartwall Original® Long Drink is a refreshing mix of Finnish artisan gin and grapefruit that has charmed Finns for 65 years and is called the national drink of Finland. This unique, world's first gin cocktail in a can was invented for the Helsinki Olympics in 1952. Now the drink's number one fan—Formula 1 World Champion Kimi Räikkönen—has teamed up with Original Long Drink. The collaboration will be visible in chosen export markets for years to come.**

To this day, this sophisticated yet easy-going Original Long Drink holds true to its heritage as the world's first gin cocktail. Hartwall, who produces this legendary beverage, has now entered into a long-term collaboration agreement with Formula One World Champion Kimi Räikkönen. Räikkönen will be the face of the Original Long Drink in export markets, focusing in Asian region.

Just as France has given the world quality wines or Germany quality beers, Finland is conquering the world with the Original Long Drink. It was a long-kept treasure until requests from abroad were met and the widescale export of the Original Long Drink to Europe was begun in the spring of 2015. The beverage is currently sold in 15 countries, including Sweden, the Netherlands, Estonia, Spain and Belgium. Sales of the Original Long Drink have also extended to Japan, Taiwan and Hong Kong, where it has been very well received.

"We are constantly looking for new partners in Asia and Europe. We believe that our cooperation with Kimi, the growing Nordic trend, and the unique story of the Original Long Drink will bring success to our partners as well as us," says Hartwall CEO **Kalle Järvinen**.

### **Original Long Drink is close to Räikkönen's heart**

The collaboration between Kimi Räikkönen and the Original Long Drink began at the initiative of the World Champion himself.

"I only take part in a project if I have full faith in it and can stand behind the product. Original Long Drink is something quite unique and thoroughly Finnish. I believe that there are millions of people who will just love the drink once they try it," states **Kimi Räikkönen**.

The international marketing concept of the Hartwall Original Long Drink is firmly rooted in Nordic imagery, Finnish lifestyle and originality.

"There is something original in the Finnish mindset. People are unpretentiously themselves and let others be the same way. Kimi Räikkönen, also known as the Iceman, is an excellent example of this. And the great thing is that it was Kimi who first suggested this collaboration. Kimi really puts his heart into exporting the Original Long Drink," Brand Manager for the Original Long Drink, **Eeva Ignatius** says.

## From the Olympic Stadium to the world

Hartwall Original Long Drink was created for the 1952 Olympics in Helsinki. The purpose of the new ready-mixed long drink was to help bar staff serving the large number of visitors. It was an innovation of its time: a ready-mixed beverage with a unique taste made from Finnish gin, grapefruit and the purest water in the world. The gin and grapefruit-based drink has steadily held its position as Finnish alcohol retail store Alko's most sold product, and has gained popularity in other countries as well.

The current package design represents the running track at the Helsinki Olympic Stadium, reminding us of how the classic was born.

### Kimi Räikkönen

- Born in Espoo on 17 October 1979.
- Family: wife Minttu and son Robin. Minttu is pregnant with their second child.
- Formula One World Drivers' Champion in 2007 (Scuderia Ferrari).
- Started driving in 2001. Constructors: Sauber, McLaren, Scuderia Ferrari, Lotus. Became a rally driver in 2010 and 2011, but returned to Formula One in the 2012 season. Drives for Scuderia Ferrari in 2017.
- Ron Dennis, former team principal at McLaren, gave the calm and cool driver his famous nickname, *the Iceman*.

### Hartwall Original Long Drink

- The original and most popular long drink in Finland.
- Developed in 1952 for the Helsinki Summer Olympics to reduce the workload of bar staff serving visitors.
- The product was supposed to be available only during the Olympics, but Finns fell in love with it and wanted its production to continue even after the games.
- The drink is mixed from Finnish, hand-crafted gin and grapefruit according to the original recipe.
- Alcohol content 5.5%, also available as stronger and lighter versions.
- Alko's best selling brand.



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**Images:** <http://mediapanke.hartwall.fi/I/DhgFC62hDw6b>

### ***Hartwall Original Long Drink***

*Hartwall Original Long Drink is the world's first long drink. The Original Long Drink was created for the Helsinki Olympics in 1952. The classic gin drink, charmed visitors but also Finns—and keeps on charming them year in, year out. Original Long Drink on our website [www.originallongdrink.com](http://www.originallongdrink.com) and on social media <https://twitter.com/originallongd>, [www.facebook.com/aitolonkero](https://facebook.com/aitolonkero) and <https://instagram.com/originallongdrink>.*

### ***Hartwall Ltd***

*Hartwall is the growing leader in the beverage industry. We manufacture the drinks Finns love to live and celebrate with. Hartwall's best-known brands are Hartwall Jaffa, Hartwall Novelle, Lapin Kulta, Karjala and Hartwall Original Long Drink. We are also a strategic partner of the Heineken and Pepsi brands in Finland.*

*Hartwall's modern production facilities are located in Lahti. The mineral water bottling plant is located in Karijoki and the head office in Helsinki. We have 700 employees at Hartwall working with the beloved classics and innovative novelties, and indirectly Hartwall employs 11,000 people in Finland. We are part of the Danish Royal Unibrew Group. We promote a responsible drinking culture. We operate actively for the environment and put emphasis on local production. Without Hartwall, Finland would be a drier place to live. [www.hartwall.fi](http://www.hartwall.fi)*