

*The Aquavit Festival in Gjøvik*

## Visitor record of more than 32,000 expected

**The Norwegian Aquavit Festival is being held in Gjøvik for the 8th year in a row. The Festival is based on a product that Arcus has historical ownership of, and the number of visitors is expected to break previous records.**

30 years ago we could choose from 10 different aquavits - now Arcus has 75 varieties on offer. At the Aquavit Festival one may taste the most popular aquavits – and the most unique ones.

The Norwegians' relationship to aquavit is changing. Interest is on the increase, and aquavit is no longer only enjoyed with mutton and cabbage stew and Christmas meals. People are demanding aquavit that complements their meals. Aquavit is on the ascent, and aquavit in cocktails is more popular than ever.

Aquavit is flourishing both domestically and internationally, both as a specialist subject and as a liquor.

Thursday 11 marks the kick-off of the Norwegian Aquavit Festival, with three days of both beer and aquavit sampling, a cooking competition and formal dinners. Amongst those who were specially invited was Arcus's Halvor Heuch. He is counted among Norway's foremost aquavit experts, appointed Knight of the 1st Class of the order of St. Olav for his efforts "for Norwegian culinary culture and aquavit tradition."



*Arcus's aquavit expert Halvor Heuch.*

*The Norwegian Aquavit Festival starts on Thursday 11 October at 10 a.m. and is concluded with a concert on Saturday at 10 p.m.*

*Gjelleråsen, Norway, 11 October 2018*

## Contact

Investor relations; Per Bjørkum, +47 92255777, per.bjorkum@arcus.no

## About Arcus

Arcus is a leading Nordic branded consumer goods company focused on wine and spirits. Arcus is the world's largest producer of aquavit, and holds strong market positions for wine and spirits across the Nordics. Vectura, a wholly owned subsidiary, supplies complete logistics solutions for the beverage industry. Arcus was spun off from the Norwegian state monopoly, Vinmonopolet, in 1996 and since then has grown from a local company to an international group with the Nordic region and Germany as its home markets. The group also exports a significant volume of spirits to other countries, of which the most important is the USA. Arcus is listed on the Oslo Stock Exchange.

