

Wine sales in Norway to new heights

Consumer insight, high quality and improved wine portfolio grow Arcus' wine sales. The market share for wine has grown every single month over the past 12 months. In July, growth was three times that of the rest of the market.

At the end of July, Arcus' market share for the first seven months of the year was 16.2 percent, compared to 15.2 percent a year ago.

-We have strengthened our efforts on our strong brands. These wines are shipped to Arcus in Norway and filled here on bottles and cartons. This provides fresher wines and saves the environment from unnecessary emissions during transport. Consumers know they get good quality and make a safe purchase, says Eirik Andersen, Group Director Wine Norway. Examples include **Falling Feather**, Norway's most popular red wine, growth winner **Ruby Zin** and the classic **Zanni Valpolicella**.

Arcus has increased the pace of innovation and succeeded with several new brands, such as **CAMP**, the organic red wine with deposit. In addition, there has been good growth in the agency portfolio.

-Our product portfolio is constantly changing. What Norwegians like to drink changes slowly but surely. We drink more white wine, rosé wine and sparkling now than a few years ago, says Andersen.

Close cooperation with all our growers and producers is very important to us. Arcus want to be a preferred partner for renowned wineries worldwide.

-We offer customized solutions and we have a long-term focus. This creates profitable growth for both parties, says Eirik Andersen.

Gjelleråsen, September 2, 2019

About Arcus ASA: Arcus is a leading Nordic branded consumer goods company within the wine and spirits sector. Arcus is the world's largest producer of aquavit, and holds strong market positions for wine and spirits throughout the Nordic region. Vectura, a wholly owned company, 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 market. 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.

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