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Four Arcus Brands Awarded Gold and Silver Medals at International Spirits Challenge 2021

LOUISVILLE, KY (Jan. 5, 2021) – Four Arcus brands, imported by the Sazerac Company, garnered gold and silver awards in the Aquavit and World Spirits Categories at the 25th annual International Spirits Challenge. These awards were only given to brands that saw exceptional success in the blind tasting process.

The two Gold Medal winners included Lysholm Linie Aquavit and Aalborg Taffel Akvavit. Lysholm Linie is known to be the world's most famous aquavit, tasing of caraway, anis seed, orange peel and vanilla, often taking place on holiday tables. Aalborg Taffel is the most preferred akvavit in Denmark, with a distinct taste of caraway seeds and a subtle citrus finish.

Silver Medals went to Aalborg Jubilaeums Akvavit and Gammel Dansk Bitter Dram. Aalborg Jubilaeums is one of the few aquavits made without caraway and brings out gentle spice notes of dill and coriander. Gammel Dansk is a Danish bitters, with tasting notes of star anise, nutmeg, ginger, cinnamon and more. Sazerac has been partnered with Arcus Gruppen since 2016, and acts as the sole importer for these brands in the United States.

The Tasting Awards were held over 12 days of intense blind tastings by panels of more than 50 respected and experienced industry professionals. Samples were presented to the judges in flights of numbered tasting glasses to ensure the accuracy of the blind tasting. Each judge assessed the products according to age, region and variety, which is determined by the entrant and verified by the chairman.

This year, in its 25th year, the International Spirits Challenge received more than 1,700 entries from nearly 70 countries around the globe. Results from the 2020 International Spirits Challenge can be found at www.internationalspiritschallenge.com.

About Sazerac

Sazerac is one of America's oldest family owned, privately held distillers with operations in the United States in Louisiana, Kentucky, Indiana, Virginia, Tennessee, Maine, New Hampshire, South Carolina, Maryland, California, and global operations in the United Kingdom, Ireland, France, India, Australia and Canada. For more information on Sazerac, please visit www.sazerac.com.

About Arcus Gruppen

ArcusGruppen is a leading Nordic player in the production, import and sale of wine and spirits. The group is represented in all the Nordic countries, with subsidiary companies in Norway, Sweden, Denmark and Finland. Arcus Gruppen is the market leader for spirits and wine in Norway, is second largest for spirits in Denmark and second largest for wine in Sweden. The group also has significant exports of spirits to markets outside the Nordic region, most importantly to Germany. Arcus-Gruppen has approximately 400 employees listed on the Oslo Stock Exchange and has its head office is at Gjelleråsen in Nittedal municipality just north of Oslo.