

□ INTRODUCTION TO AQUAVIT

- LINIE: THE WORLD-FAMOUS NORWEGIAN AQUAVIT
- AALBORG: AN ICON OF DANISH AQUAVITS
- SUMMARY

Aquavit

Category Definition

Aquavit

(also Akvavit, from the Latin
Aqua vitae - "Water of life")



The Spirit of the Nordics

A traditional - produced since the
15th century - Nordic alcoholic
distilled beverage

The Roots of Aquavit

The Nordic Aquavit Development

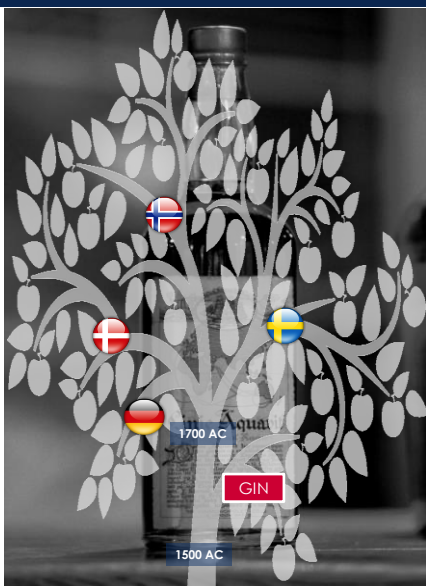
ARCUSGRUPPEN



- Mostly grain spirit
- Used as schnapps with beer
- Served ice cold in Y-shaped glasses
- Food pairing with traditional food, esp Easter and Christmas



- Mostly grain spirit
- Used as a digestive
- Served ice cold in Y-shaped glasses or in bolded Linie glasses
- Typically enjoyed in Northern Germany



- Potato spirit
- Oak matured in sherry barrels
- Served as room temperature, in tulip shaped glasses
- Food pairing with traditional food, esp Christmas



- Mostly grain spirit
- Served ice cold, often in miniature bottles
- Food pairing with crayfish and at mid-summer festivities

GIN

- Close family from Aquavit
- Juniper seeds the core ingredient

ARCUS

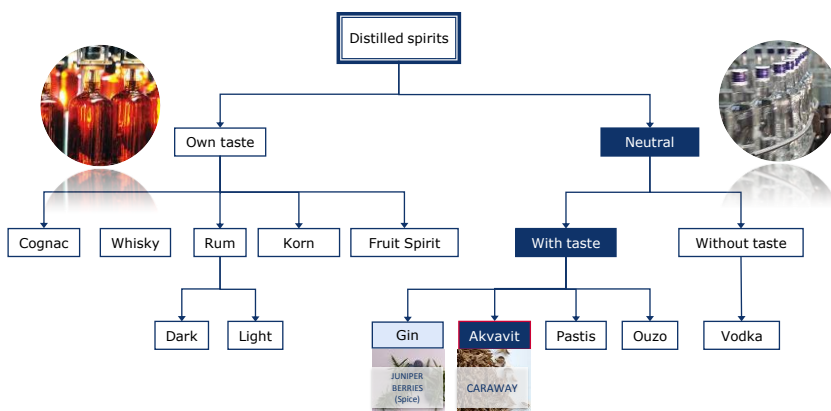
© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 3

Aquavit is a flavored spirit

Within the universe of distilled spirits

ARCUSGRUPPEN



Aquavit

A flavored spirit from Neutral alcohol (potato/ grain distillation)

The same process as Gin

Aquavit is Gin's Nordic cousin

ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 4

Legislation and definition

Product & Origin Restrictions for Aquavit

ARCUSGRUPPEN

- Akvavit – or aquavit – is a caraway and/or dill seed flavored spirit drink flavored with a distillate of plants or spices.
- The minimum alcoholic strength by volume must be 37,5 %.
- The flavor of these drinks is largely attributable to distillates of caraway and/or dill seeds, the use of essential oils being prohibited.
- The bitter substances shouldn't have to dominate the taste; the dry extract content must not exceed 1,5 grams per 100 milliliters.

Spirit products using the protected geographical indication "Norsk Akevitt / Norsk Aquavit / Norsk Akvavit / Norwegian Aquavit" in general must be:

- Produced in Norway.
- Produced from potato spirits produced in Norway and made from not less than 95% Norwegian potatoes.
- Matured in oak casks for a minimum of 6 months (for casks less than 1.000 l) and a minimum of 12 months (for casks larger than 1.000 l)



Aquavit

Regulation (EC) No 110/2008

Product & Origin Restrictions

Protections, but also constraints derived from legislation in most markets

ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 5

The sensory profile of an Aquavit

... and craftsmanship

ARCUSGRUPPEN



- Distillation techniques (both used)
 - Column distillation
 - Pot-still distillation
- Extraction techniques are used.
- Maturation techniques are used (oak casks and stainless steel).
- Recipes define the composition (quantities of the different components) of the product.

ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 6

The sensory profile of an Aquavit

Is a combination of unique ingredients ...

ARCUSGRUPPEN



- The alcohol – the basic structure of the product – is of agricultural origin:
 - Norway = potato
 - Denmark = grain
 - Sweden = grain
- The flavor of the product comes from dried herbs and spices as well as other natural ingredients:

• Caraway	• Fennel
• Dill	• Cinnamon
• Anise	• Coriander
• Amber	• White oak
• Roman camomile flower	• Lemon rind
• Allspice	• Elderflower
• Galangal	• Raspberry
• Seville orange peel	• Strawberry
• Ginger	• Bilberry

ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 7

Aquavit Product Families

Two developed international product families

ARCUSGRUPPEN

Aalborg

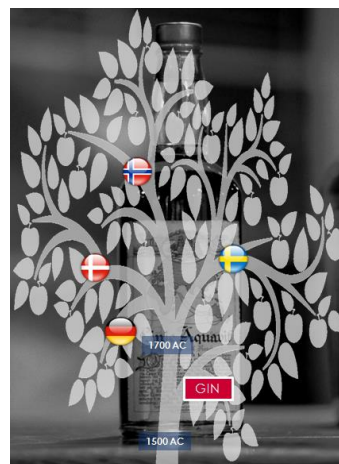


- Aalborg Taffel
- Aalborg Jubilaeum
- Aalborg Grill
- Aalborg Dild
- Aalborg Nordguld
- Aalborg Jule Akvavit

Lysholm (Linie)



- Linie Aquavit
- Linie Double Cask, Port
- Linie Double Cask, Madeira
- Linie Christmas Edition
- Lysholm No. 52 Aquavit (not Linie)



ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 8

Aquavit Product Families

Product families with international growth potential

ARCUSGRUPPEN



Gammel Opland



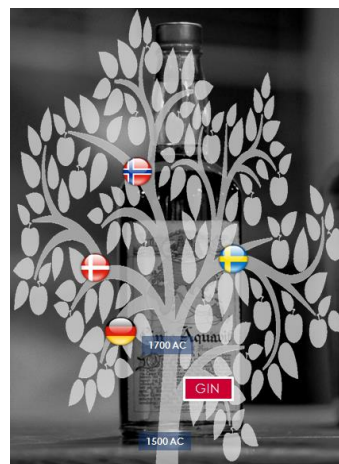
- Gammel Opland Aquavit
- G.O. Edel Port
- G.O. Edel Madeira
- G.O. Edel Muskatell



Gilde



- Gilde Bacalao Aquavit
- Gilde Ribbe Aquavit
- Gilde Grill Aquavit
- Gilde Dill Aquavit
- Gilde Non Plus Ultra 12yrs Aquavit



ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 9

Aquavit Product Families

Product families with international growth potential

ARCUSGRUPPEN



Løiten



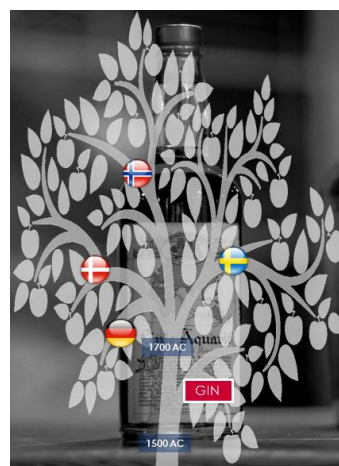
- Løiten Linie Aquavit
- Løiten Sommer Aquavit
- Løiten Export Aquavit



Snälleroås (ecological)



- Brännmästarens Akvavit
- Bokhållarens Akvavit
- Mäskdrängens Akvavit
- Herr Berntsons Akvavit
- Jungfruns Akvavit



ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 10

The versatility of Aquavit

Rough illustration of consumption profiles for main Aquavit brands – where do we typically see our aquavits playing?

ArcusGRUPPEN

Mixology (in drinks)



Food-pairing (as digestif or in tulip glass)



Illustratory

With beer (shot)



Sipping (slow enjoyment)



Arcus

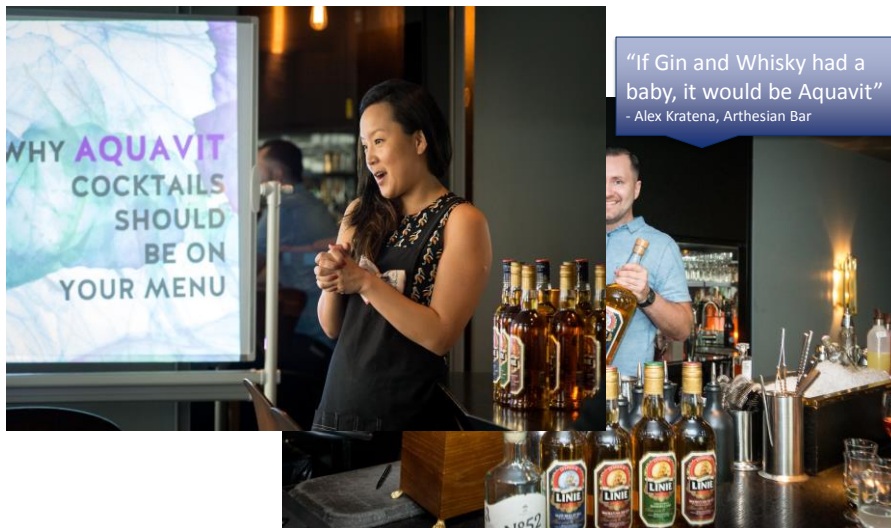
© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 11

The versatility of Aquavit

Rough illustration of consumption profiles for main Aquavit brands

ArcusGRUPPEN



Arcus

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 12

Mixology concepts

Understanding Aquavit in the frames of Gin and Whisky

The outsider:
Taffel Akvavit
Heavy spice,
no maturation

ARCUSGRUPPEN



Illustratory



Aquavits that can replace Gin typically have a:

- Low degree of maturation
- Milder spice mix

Aquavits that can replace both:

- Medium degree of maturation
- Medium spice mix / punch

Aquavits that can replace Whisky typically have a:

- High degree of maturation
- Heavier spice mix

GIN WORLD

WHISKY WORLD

ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 13

Food-pairing concepts

Understanding Aquavit taste match

ARCUSGRUPPEN

Illustratory



Aquavits that pair well with light foods typically have a

- Low degree of maturation
- Milder spice mix



Poultry spiced/non-spiced



White fish baked/grilled/boiled



Red fish (salmon) baked/grilled



Light BBQ (skewers, marinated)

Aquavits that pair well with heavy foods typically have a

- High degree of maturation
- Heavier spice mix



Meat dishes, steaks, etc.



Sausages and the likes

ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 14

Distribution is picking up

A selection of our 70+ versions of Aquavit brands and types...

ARCUSGRUPPEN



ARCUS

© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 15

ARCUSGRUPPEN

- ❑ INTRODUCTION TO AQUAVIT
- ❑ **LINIE: THE WORLD-FAMOUS NORWEGIAN AQUAVIT**
- ❑ AALBORG: AN ICON OF DANISH AQUAVITS
- ❑ SUMMARY





LINE AQUAVIT

Lysholm Linie Aquavit

ArcusGRUPPEN

- Lysholm Linie is the world's most famous Aquavit, an international icon of Norwegian cask matured Aquavits
- Matured 12 months in 500 liter sherry casks in Arcus warehouse, then matured 4 more months as deck cargo on W. Wilhelmsen ships traveling the world and crossing the equator twice
- Taste profile: a combination of caraway, anis seed, orange peel and vanilla. No sugar added.
- Consumption profile: In combination with beer with our without food. Great with fish/seafood (salmon, cod, white fish) as well as with poultry.
- Great ingredient in typical gin drinks as well as whisky drinks, or simply mixed with ginger ale or cranberry juice



Lysholm Linie Aquavit

Product name	Lysholm Linie Aquavit
Producer	Arcus
Producer description	All Norwegian cask matured aquavits are based on traditional, Norwegian recipes and spice additions. The aquavits are stored in oak casks which previously were used for sherry, giving it a unique maturing and character. Lysholm Linie Aquavit is the oldest aquavit brand in the Nordics. Still to this day, the aquavit is shipped on a four month long round trip to Australia, where it crosses the «Line» - or Equator - twice. Varying temperatures, humidity, sea breeze and constant movement on the journey contribute to the good flavor.
Producer website	www.arcus.no
Country	Norway
Type	Norwegian Cask Matured Aquavit
Raw material	Potatoes, rectified spirit, water and a secret recipe of spices
Production method	Distillation and 16 months in oak cask, including 4 months at sea
Color	Amber
Notes	A combination of caraway, aniseed & orange peel, a hint of vanilla
Taste	Complex and well-rounded! Aftertaste of spices and sherry tingers
Goes well with	Light fish dishes, like smoked salmon or alone with a beer
Suggested cocktail	Around the world: 40 Linie, 200 lemon juice, 200 vanilla infused syrup and 300 apple juice
Temperature for serving	Room temperature (18°C) or slightly chilled
Conifers	Alcohol: 41.5% (no added sugar)
Volume	100 CL, 70 CL

KEY SELLING POINTS:

- Unique maturation process around the world at sea
- The original botanical recipe of LINE Aquavit has remained unchanged since its creation, more than 200 years ago
- An extraordinarily smooth and well balanced aquavit, with unmistakable leading notes of caraway and aniseed

TIP OF THE DAY:

"Always have something to eat before sipping the Lysholm Linie. In a tasting you should offer some good (e.g. crackers or biscuits) to prepare the pallets and explain the product"

Deildalveien 11, Pb. 64, NO-5483 Tjødden
Phone: +47 67 08 50 50, Fax: +47 67 08 41 50
Email: kundenservice@arcus.no



© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 23



- ❑ INTRODUCTION TO AQUAVIT
- ❑ LINIE: THE WORLD-FAMOUS NORWEGIAN AQUAVIT
- ❑ AALBORG: AN ICON OF DANISH AQUAVITS
- ❑ SUMMARY





Introducing the Products

Aalborg Jubilæums Aquavit

AALBORG GRUPPEN

- Aalborg Jubilæum is the international bestseller in the Aalborg family and a beloved alternative to Taffel
- Aalborg Jubilæum was launched in 1946 on the 100th anniversary of Aalborg Taffel. The product tastes completely different from Taffel and is a favorite among people with less acquired taste, younger consumers. It is not matured. Color comes from oak extracts
- Taste profile: lighter taste with a hint of dild seeds, coriander and white oak
- Consumption profile: With light food such as fish and poultry or as a schnaps
- Great alternative to gin, in a **Jubi Tonic!**



Aalborg Jubilæums Aquavit (Jubi)

Product name	Aalborg Jubilæums Aquavit
Producer	Aalborg
Product description	Aalborg Jubilæums Aquavit is an exclusive, golden and welcoming aquavit. With its raffined taste of oil and coriander it goes perfect with light dishes from the modern kitchen, such as fish, chicken, salads and even pan-fried food. The Jubilæum is best enjoyed chilled, and is a great alternative to gin and tonic. Try your own Jubi-Tonic and throw in a slice of cucumber. Aalborg Jubilæums Aquavit was the first of its kind in 1946 as a tribute to Aalborg Taffel Aquavit, which celebrated 100 years. It is today the most exported aquavit in the world.
Producer website	www.aalborgakvavit.dk
Country	Denmark
Type	Akvavit
Raw material	Fine reddest spirit, essences of dild seeds, coriander seeds and extract of American white oak.
Production method	Distillation and extraction
Color	Golden
Nose	Dild seeds in combination with spicy notes of coriander and oak
Taste	Delicate smell of dild seeds in combination with spicy notes of coriander and oak
Goes well with	Fish and poultry. Medium spiced food
Suggested cocktail	Jubi Tonic: ice, 4 of Aalborg Jubilæum, top up with tonic and a slice of cucumber.
Temperature for serving	From slightly cold to room temperature (18°C)
Contents	Alcohol: 40,0% Sugar: 1 g/l
Volumes	100 CL, 70 CL

KEY SELLING POINTS:

- One of the most preferred aquavits in the world, an easy-to-drink Aquavit without caraway and with a pleasant mix of coriander and other spices
- Important part of the Nordic food tradition, try it with light dishes!
- Amazing as ingredients in a Jubi-tonic, just add cucumber.

TIP OF THE DAY:

"Serve the Jubi chilled or ice cold and explain how it is different from other aquavits because it has no caraway at all. Jubi is typically a favorite among women."

Distillerens: 11. Pl. 84, 9450 Høvsbo
Phone: +45 97 86 50, Fax: +45 97 86 41 50
Email: kundbetjening@aalb.org



© Copyright 2015 Aalborg Gruppen. All Rights Reserved.

1/30

Introducing the Products

Aalborg Taffel Aquavit

ARCUSGRUPPEN

- Aalborg Taffel is the eternal classic and No. 1 selling spirits product in Denmark
- Launched in 1846 on the, Taffel is a caraway-forward aquavit with potent taste
- Taste profile: caraway forward with a hint of citrus at the end
- Consumption profile: With rich foods or as a schnaps
- Great ingredient in a **Bloody Mary** or any savory drink



Aalborg Taffel Aquavit

Ever since the mid 1800s, Aalborg Taffel Aquavit – also known as flat Aalborg – has been the finishing touch on every Danish lunch table. It's the bottle, it's the label, it's the taste. Aalborg Taffel Aquavit is what comes first to mind when we think about good Danish lunch tradition! It is Denmark's biggest spirit brand and is the preferred aquavit among all Danes. In 2002 it was awarded the title of world best aquavit at the International Wine and Spirit Competition.

Product name	Aalborg Taffel Aquavit
Producer	Aalborg
Producer description	The history of Aalborg Aquavit starts with the father of Danish Aquavit Jørgen Henck, who introduced the rectification technique in Denmark. A distillation technique that resulted in a very clean and delicate spirit. With the introduction of the technique Henck raised the quality level of aquavit in Denmark significantly. Today the aquavit is the most produced aquavit in Denmark, and is the favorite of the Danish Julefrokoster.
Producer website	www.aalborg.dk
Country	Denmark
Type	Aquavit
Raw material	Fine neutral spirit, caraway, demineralized water
Production method	Distillation
Color	Clear
Notes	Characteristic smell of caraway
Taste	Characteristic taste of caraway with a delicate aftertaste of citrus
Goes well with	Traditional Scandinavian food, marinated herring, rich food, and fermented vegetables
Suggested cocktail	Culinary: Aalborg Taffel, 4-6 lemon juice, 2-3 thyme honey
Temperature for serving	RT
Contents	Alcohol: 48.0% Sugar: 0g/l
Volume	75 cl.

UNIQUE SELLING POINTS:

- The most popular spirit in Denmark
- Important part of the Nordic food tradition
- Works very well with food and add value to the meal in every setting

TIP OF THE DAY:

"Try the Aalborg Taffel in a Bloody Mary cocktail with all its classic vegetable ingredients. The forward caraway taste of the Taffel mixes perfectly with the tomato juice. Or shot ice cold!"

Deestfveaven 11, PO. 64, N-1442 Højen
Phone: +45 98 52 50, Fax: +45 97 05 41 50
Email: kundtjeneste@arcus.no



© Copyright 2015 Arcus Gruppen. All Rights Reserved.

| 31



- INTRODUCTION TO AQUAVIT
- LINIE: THE WORLD-FAMOUS NORWEGIAN AQUAVIT
- AALBORG: AN ICON OF DANISH AQUAVITS
- SUMMARY

Thank you

A summary

- Aquavit is a true Nordic spirit
- Aquavit is produced like Gin, except we use different herbs and spices
- Aquavit must contain caraway and/or dill according to definition and law
- Other popular herbs and spices are coriander, citrus, orange, anis, fennel, etc
- Aquavit can be both aged and unaged
- In Germany, Denmark and Sweden, Aquavit is most often produced with grain spirit and is unaged
- In Norway, Aquavit is produced with potato spirit and must by law be aged in sherry casks for at least 6 months
- LINIE is the production process of sending the aquavit around the world as deck cargo
- LINIE Aquavit is a complex product with tastes and notes from barrel aging and spices used
- LINIE can be interpreted in both gin and whisky based drinks. Try a LINIE sour or a LINIE Negroni. Or a Linie Ginger ale.
- AALBORG JUBILAEUM is best interpreted in the frames of a gin. It is the only aquavit without caraway. Based on dill and coriander. Milder
- Try AALBORG JUBILAEUM with Tonic water and cucumber
- AALBORG TAFFEL has been enjoyed as a drink with food in Denmark for many years already
- Try AALBORG TAFFEL in a Bloody Mary
- Try AALBORG TAFFEL ice cold with beer