



SPIRIT OF HVEN WIPES THE TEARS AWAY AND CONTRIBUTES TO CANCER RESEARCH.

Spirit of Hven is known for its iconic, conical bottle with tasty, sustainable produced spirits. Since the brand was born in 2008 the bottles have been sealed by being dipped in wax, which have been allowed to run down the sides of the bottles like tears on a candle.

As the brand have become more internationally known and availability increased in more countries; there has been friction with another brand within the whisky segment, with similar closure method. In order to avoid future risk of confusion between Spirit of Hven and the other brand, an agreement has been reached with the other brand owner, that Spirit of Hven will cease to have wax tears on its bottles.

During the fall the stocks of bottles with wax tears have been sold off, and from December 1st, Spirit of Hven will start selling the new design. This are with the bottles dipped in the same wax but with a straight edge. It is estimated that the existing stock of drips will be depleted by end of year, but there may still be some bottles with wax tears in stores around the world, even if they will no longer be sold by Spirit of Hven.

Charlie Molin, the company's Brand Ambassador announces that no one needs to worry, it is the same good content as always, it is just an adjustment in the appearance of the wax. He adds, for collectors it is an interesting change that might be worth thinking about.

The founders of Spirit of Hven, Anja and Henric Molin, wanted to take the opportunity to combine the change with something positive, a chance to give back. Now with the winter darkness approaching, they want to bring some light and mercy to those, who are having a hard time and are struggling with illness.

Henric Molin says: *"The idea came when we realized, what we were actually doing, was wiping the tears from the bottle. Anyone who has experienced grief knows that it doesn't leave you because the tears are gone, but it can be transformed into something else. A force for change. We wanted to use that power to do something good. Converting feelings into action is not always easy, but here we had an opportunity to do good. That is why we decided to donate a Swedish crown (approx. 10 cent) to cancer research for every bottle of Spirit of Hven sold in Sweden during the month of December."*

Camilla Ericsson, who has been with the company since the start, building the brand, says that this is a great way to show that everybody can help in some way. Nobody can do everything, but everyone can do something. Imagine if all our colleagues did the same thing, then the research would receive funds to be able to go so much further. "It resembles the bundle of twigs. Separate the twigs and a child can break them, while those bound together defy the power of a giant. Unity gives strength."

For questions regarding this press release, please contact CEO Anja Molin or COB Henric Molin at info@hven.com

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