

# Gnista Spirits expand within Scandinavia through leading distributors Sprit & Co (Dk) and Leske (No)

Over the past decade the alcohol industry has gone through rapid changes. With non-alcoholic beer leading the way to premiumisation, the latest category to quickly evolve is non-alcoholic spirit. Starting off as something subtle and distilled, the non-alcoholic spirit of 2020 and beyond is one that's complex and intense.

Swedish GNISTA is hand made using a unique combination of gastronomy, state-of-the-art technology and classic spirit making techniques, where distillation, brewing and barrel ageing are central. The team behind has thus created the first product in the category imitating many of the characteristics of a fine spirit. And it's the only one with the ability to replace alcohol in drinks, to create non-alcoholic cocktails that taste and look just like alcoholic ones.

After a successful launch autumn 2019 at top bars in selected Scandinavian cities and online within Europe, time has come for a scale up in the neighbour countries, and deals have been closed with Sprit & Co and Leske. The former is Denmark's leading distributor of premium spirits, the latter Norway's largest player within distribution (and brand communication) of non-alcoholic premium drinks.

– In Gnista, we see a future Norwegian success! Floral Wormwood delivers exactly what it promises - a complex and intriguing taste that could easily be mistaken for a spirit. And trust me, that's a good thing, says Christian Stray-Jansen, co-founder and CEO at Leske.

The first bars putting Gnista on their menus in Oslo are Bon Lio, Svanen, Territoriet and Restaurant Kontrast. In Copenhagen it's already a success at for example Strøm, Brønnum, Kester Thomas and Tata.

- We're impressed how easy it is to activate Gnista – bars are really up for using this kind of product and Gnista is definitely one of its kind, says Oscar Svendsen, founder of Sprit & Co.

Erika Ollén, Gnista Spirits, has belief in the future:

- We've got verification that Gnista fills a gap – bars are selling 4 times as many bottles as we initially thought – and all customers buy again and again. Still, we wanted to wait with a scale-up until we got proof that the product maintains a high and even quality, something we've now got!

And bartenders unite with other industry experts in their praise for Gnista. David Gluckman, globally recognised spirit guru and the man behind Bailey's and Tanqueray says: GNISTA's first product "Floral Wormwood" offers a complex array of flavours: it's peppery, earthy with an attractive hint of liquorice. And it has just the right degree of 'difficulty' essential in an alcohol replacement product. Definitely the most impressive non-alco spirit I've tried."

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## Product info

Gnista Floral Wormwood  
Flavour: Bitter, aromatic and intense with notes of liquorice, rose and orange zest.

50 cl  
Rec. consumer price: €21 / 225 SEK

## Photos and Drink recipes

[www.gnistaspirits.com](http://www.gnistaspirits.com)