



# LOVE SPIRIT BRANDS AB

## LOVE SPIRIT & STURE PRODUCT LAUNCH IN THE US

AT THE 2023 WINE & SPIRITS WHOLESALERS OF AMERICA

**Stockholm 20 March '23.**

**Love Spirit Brands AB** (“Love Spirit”) of Sweden is proud and excited to announce the official launch in the US of its range of high-quality spirits and wine products, being marketed under the **Love Spirit** and **Sture** brand names respectively.

This launch takes place at the **April 2-5 '23 Wine & Spirits Wholesalers of America** gathering in Orlando (Florida), where **Love Spirit** will be represented by its US team.

**Love Spirit** prides itself in the quality of its products, with its spirits being crafted in-house in Sweden and its wines coming from a multi award winning winery in Portugal’s Torres Vedras region, famous for a passion for its quality agricultural products.

**Love Spirit’s** ethos is to offer products of the highest quality possible, at price points to make the majority of its product range a realistic option for mid-market consumers, with the products falling into the ‘super premium’ category from a quality point of view.

**Solveig Sommarström**, who heads up **Love Spirit’s** Product Development for Spirits, said ‘We are passionate about crafting and maintaining products of the highest possible quality and to achieve this, we use only the purest Swedish spring water and highest-grade alcohol made from Swedish winter wheat. We are extremely proud of our spirits – and having worked in the past on many of the world’s top-class products, I genuinely believe that **Love Spirit’s** products are fully on par with the very best globally!’

While **Love Spirit** is an international drinks group, from a core values point of view, it remains firmly rooted in its Scandinavian origins. This is reflected in its strongly held belief in genuine inclusion of all parts of society and a celebration of the benefits that diversity of thought and people can bring to a society, not least from a creativity and propensity to innovate point of view. These core beliefs are also very manifest in **Love Spirit’s** sponsorship and brand profiling efforts, with a strong focus on promoting equality and more effective inclusion for the LGBT+ Community, being a pan-global population segment suffering frequent socio-economic exclusion and discrimination.

**Anders Jacobsen**, Chairman of **Love Spirit Brands AB**, observed that ‘Forward-looking businesses globally increasingly recognize the brand- and business-related benefits from effective and genuine inclusion of the LGBT+ Community. At **Love Spirit**, we believe that this applies both in corporate life and in society more widely – and we believe that by offering consumers an option to support products and a business which genuinely wishes to be part of this pro-active push by businesses to achieve genuine inclusion and equality for all diversities within society, we are offering consumers an opportunity to ‘vote with their wallet’ when making consumer choices’.

## Editors' Notes

### ABOUT LOVE SPIRIT BRANDS AB

Love Spirit Brands is an international spirits and wines group, with headquarters in Stockholm (Sweden).

The Group's core product ethos is to offer spirits in the super-premium quality category. From a brand-building and corporate social engagement point of view, the Group seeks to pro-actively promote diversity and effective inclusion across all diversities, including for the LGBT+ Community globally.

HYPERLINK "<https://www.lovespiritbrands.com>"

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### Media Contacts

JC Colón  
Tel. +1 954-459-1047

Anders Jacobsen  
Tel. +44 7939 011 225

[contact@lovespiritbrands.com](mailto:contact@lovespiritbrands.com)



Genuine Swedish quality in every drop