Winebow Imports Introduces Wanderlust Spirits

Richmond, VA – March 10, 2025 – Winebow Imports is proud to welcome Wanderlust Spirits, a collection of premium brands from Reykjavík, Iceland, to its artisan spirits portfolio.

Founded in 2015 by Icelandic Glacial water founder, Kristjan Olafsson, Wanderlust Spirits was created with exploration and adventure in mind. Its three brands – Helix7 Vodka, Askur Gin, and Lagoon Bay Orange Aperitif – are made with unique ingredients, sourced from some of the best places on earth, then blended with high pH Icelandic spring water for a pure, clean and distinctive flavor profile and a resulting neutral pH.

Crafted with precision and inspired by the helical structure of DNA, Helix7 Vodka is derived from the finest winter wheat in France's Champagne region, where it is column distilled a minimum of seven times. The distillate is then brought to Iceland where it is blended and carbon filtered for purity. The resulting Vodka is smooth, with a hint of citrus.

Helix7 Vodka has won multiple awards for its outstanding quality and flavor, including the prestigious Platinum Best of Class Medal at the 2019 Sip Awards.

Askur Gin was inspired by the Tree of Life in Nordic mythology, in which the great tree stretches to the ends of the earth to bring truly interesting flavors from around the world to each bottle. Askur Gin uses six hand-selected botanicals from around the world, ranging from Chinese cinnamon to juniper from the Balkans, and blended with the Icelandic spring water.

Lagoon Bay Icelandic Orange Aperitif is a unique, blue, bitter aperitif reflective of Iceland's renowned glaciers and pools. It is made with 12 botanicals that are macerated, distilled, and then blended with pristine Icelandic water that makes an excellent addition to numerous creative cocktails. Lagoon Bay uses a winter spice distillate which enables them to use significantly less sugar than other aperitifs.

"Winebow has represented Wanderlust in select distribution markets, and we're thrilled to expand our relationship with them nationally," said Ian Downey, Executive Vice President of Winebow Imports. "Their spirits have an incredible purity to them and are perfect for mixologists and consumers looking to create unique cocktail experiences, while being incredibly accessible."

Olafsson, who has 20 years of experience in the beverage industry, previously co-founded and served as CEO of Icelandic Glacial Water, one of the leading premium imported bottled water brands in the U.S.

"Icelandic mineral water has a very low mineral content and a high alkaline level, which ensures a clean, crisp taste to the end product," said Olafsson. "We are excited about this partnership to give our brands

a greater reach to a ready market with Winebow Imports. This will allow us to get our exceptionally well crafted, craft spirits lines to more consumers."

Wanderlust Spirits and Olafsson are in the process of opening a Miami distillery as well as adding a new product, which will be introduced and carried nationally by Winebow Imports this fall.

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About Winebow Imports
Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. As a national importer, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence comprising the Heritage and Pioneer wine portfolios. The Heritage portfolio represents a storied collection of wines from acclaimed producers in key viticultural areas across Europe, some of which have been partners for over 40 years. For more information, please visit www.winebow.com/imports.

About Wanderlust Spirits
At Wanderlust Spirits, we believe that the best flavors come from exploration. Our craft spirits are inspired by global adventure — sourcing the finest botanicals, herbs, and ingredients from around the world and blending them with the purest Icelandic Spring Water.

Founded by Kristjan Olafsson, a pioneer in the beverage industry with over 20 years of experience, Wanderlust Spirits is built on a legacy of craftsmanship and innovation. Kristjan previously founded Icelandic Glacial, one of the leading premium imported waters in the U.S., renowned for its exceptional purity and quality. With Wanderlust Spirits, he brings the same dedication to excellence — creating spirits that capture the essence of global adventure, perfectly balanced with Icelandic purity.

Every bottle tells a story — a taste of faraway places, thoughtfully crafted and refined in Iceland. From the sun-drenched fields of Europe to the lush tropics of the Caribbean, we handpick ingredients that bring the world to your glass

This is Wanderlust Spirits — where global inspiration meets Icelandic craftsmanship.