

# A Company Presentation

Handpicked Wines Sweden AB



HW

Handpicked Wines

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# Handpicked Wines Sweden AB

Handpicked Wines, is a limited company, registered in Sweden, and fully licensed to import distribute and sell, wines and spirits, to both Systembolaget (government controlled monopoly stores for wine and spirits) and the HORECA. Handpicked Wines, are the product owner, and hold stocks for the Swedish market.

Handpicked Wines was established 2005 by Måns and Margareta Lundeberg and is today a well established wine importer in Sweden. With a good reputation Måns and Margareta has management experience from other big companies. Both in leading general management positions in the Nordic region. The team is also highly qualified in product expertise.

The company strategy is to import exciting quality wines of both old and new world and to cover both Systembolaget as well as the HORECA and wholesalers with own sales representatives. We work with Liquid Logistics in Sweden, as a service provider for primary logistics, warehousing, and secondary distribution to wholesalers and Systembolaget stores.

We find it extraordinary interesting to work with small and medium sized producers that are unique and special for the Swedish market.



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# Strategy

- Importer and supplier of innovative and quality wines from both old and new world.
- Focus on Systembolaget.
  - Winning tenders by proactive initiatives.
- And HORECA
  - A tailor-made exciting portfolio.
- Low cost route to market.
  - Import licence for wine and spirits.
  - Cost effective warehousing and distribution.
  - Outsourcing of support functions.
  - Very good collaboration with all Wholesalers in Sweden.
- Experienced and knowledgeable team.
  - Team respected and known by the trade and producers as well as press.
- Focus on the unique products and fine wines.
- Three important factors when selecting wines are quality, presentation and good working relationship with the producer.
- Marketing and advertising through selected magazines/newspaper and journalists.
- Active in social media.



Handpicked Wines

# Current Key Partners

Argentina	Mendel Wines/Mendoza
Australia	Fraser Gallop Estate/Margret River
Austria	Geyerhof/Kremstal DAC
France	Champagne Tribaut Schloesser/Champagne Domaine André Bonhomme/Macon/Viré Clessé Domaine de Verquiere/Rasteau Vignerons des Pierres Dorées/Beaujolais La Réserve d'O/Terrasses du Larzac/Coteaux du Languedoc Mas De L'Oncle/Languedoc
Germany	Julia Bertram/Ahr Weingut Stadt Klingenberg/Franken Weingut Gysler/Rheinhessen
Italy	Azienda Agricola Gagliasso/Piedmont Azienda Vitivinicola Nervi/Piedmont Azienda Vitivinicola Fattoria Moretto/Emilia Romagna/Castelvetro di Modena Baglio Cristo di Campobello/Sicily Cantina Roccafiore Winery/Umbria Cesconi/Trentino Fattoria Nittardi/Tuscany La Staffa/Marche Luciana di Piccini Fabrizio/Basilicata Monte del Frà/Veneto Monticino Rosso/Emilia Romagna Pecchenino/Piedmont/Dolcetto di Dogliani Tenuta di Fessina/Sicily Torre dei Biati/Abruzzo



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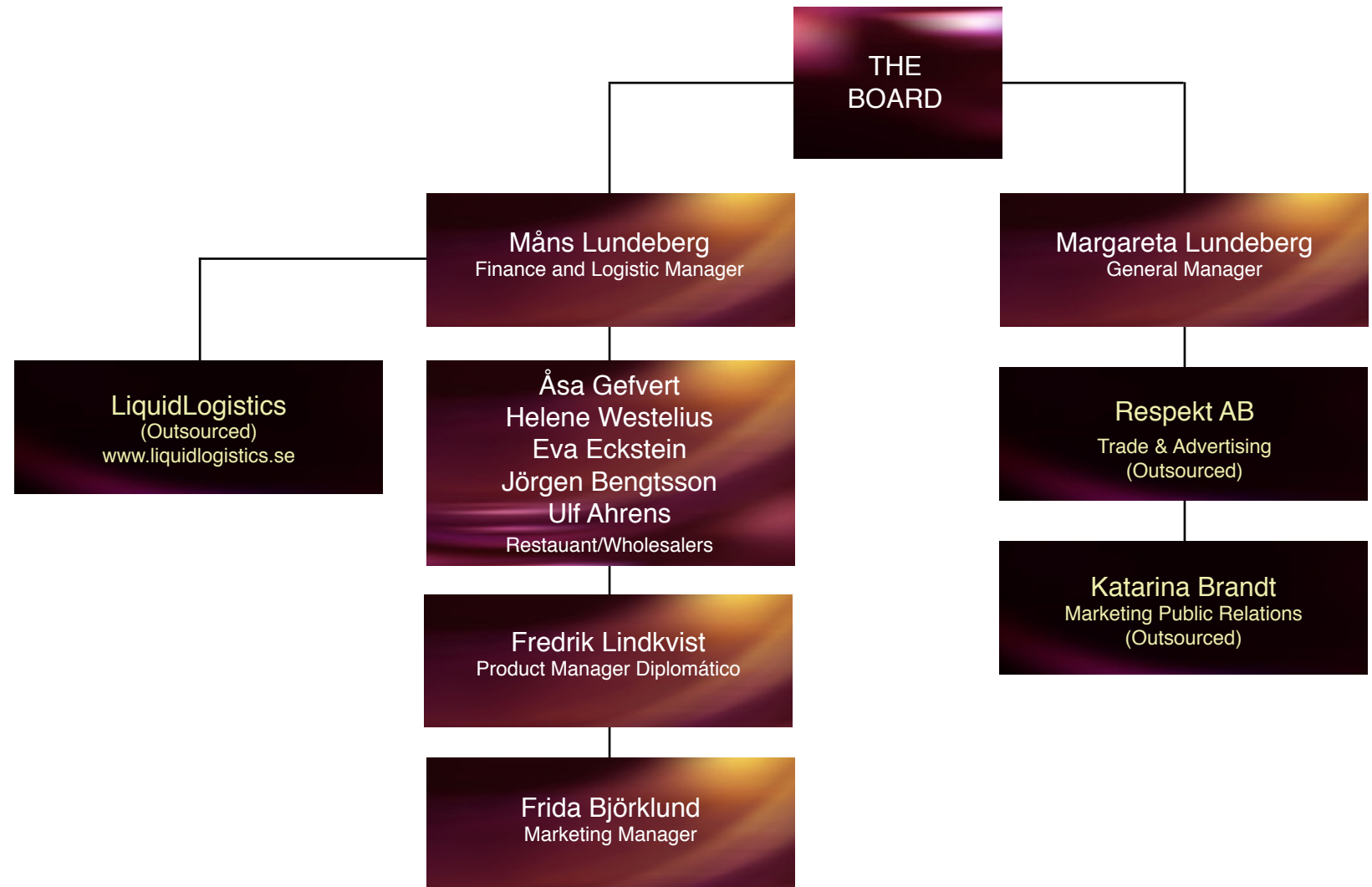
# Current Key Partners

New Zealand	Greywacke/Marlborough
Portugal	Enoport Group/Sétubal Wine & Soul/Douro Quinta de Chocapalha/Lisbon Quinta do Ameal/Vinho Verde
Spain	Altavins Viticultors/Terra Alta DO Bodega Alceño/Jumilla Bodega Cristo de la Vega/La Mancha Bodegas Goianea/Arabako Txakolina Bodegas San Prudencio/Rioja La Conreria d'Scala Dei/Priorat
South Africa	Avondale/WO Paarl Avondale/Western Cape Bouchard Finlayson Winery/Hemel-En-Aarde/Walker Bay
Hungary	Balassa Bor Kft./Tokaji
USA	Birichino/California Betz Family Winery/Washington Charles Smith Wines/Old Stone Vineyard/Walla Walla/Washington L'Ecole No 41/Washington Sokol Blosser Winery/Oregon
Venezuela	Destilerias Unidas



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# Our Organisation



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# HORECA Approach

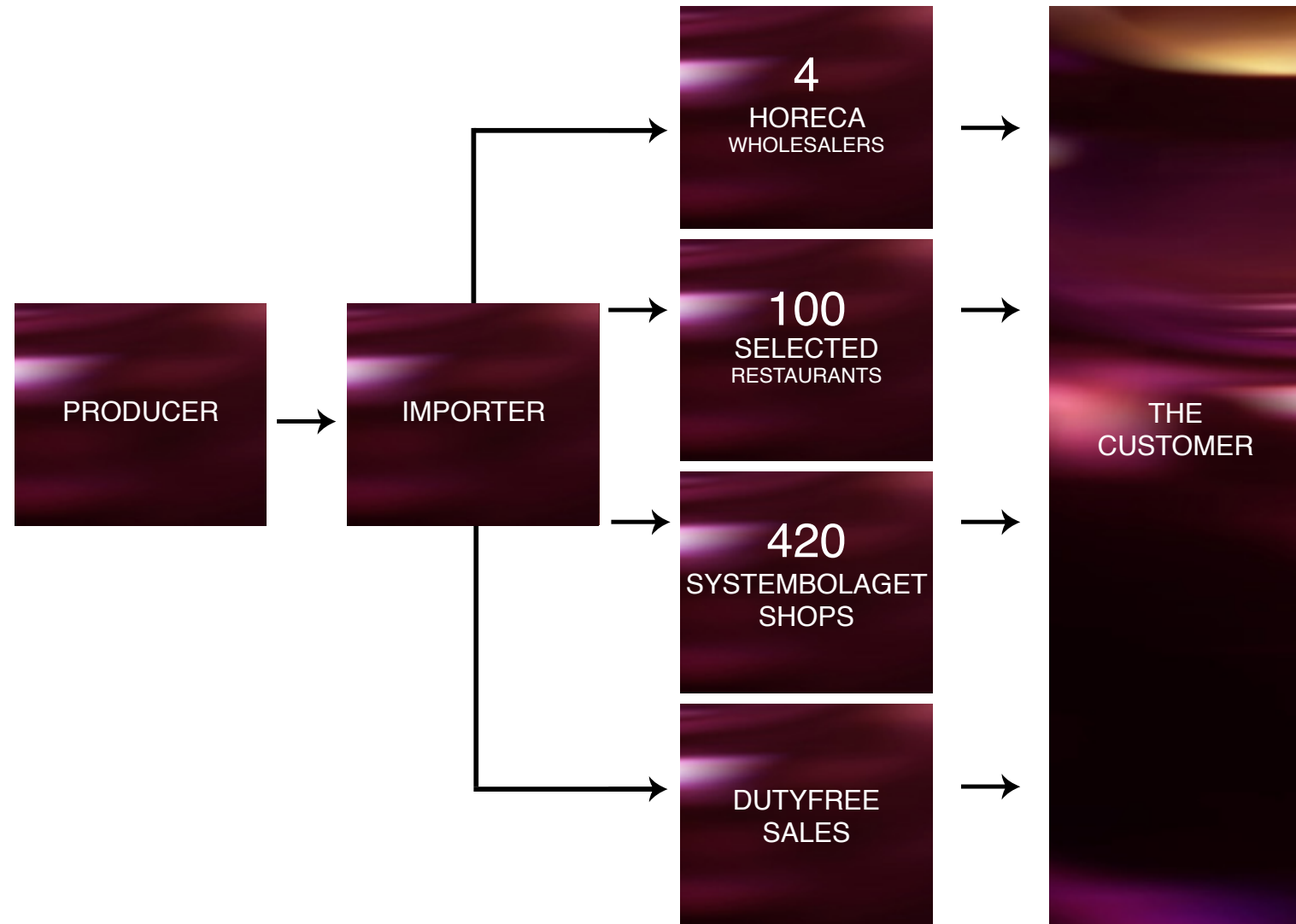
- HORECA is an important channel, both for selling and brand positioning.
- A tailor-made exciting portfolio is constantly being updated and developed, both old, and new word.
- A dedicated on trade sales force.
- An upgraded activity plan.
- Active in trade calls, events and tastings.
- A unique wine and spirits expertise.
- Focusing on selected top 100 restaurant in Sweden.
- Very good collaboration with top wholesalers.
- Tasting with wholesalers salesforce.
- Activities and campaigns with wholesalers.



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# The Route to the Market



**HW**

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This is a short company presentation and if you are interested to build your brand in Sweden

– *we are at your service*

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