

# A Company Presentation

Handpicked Wines Sweden AB



Handpicked Wines

Address: Bondegatan 21, [116.33 Stockholm, Sweden](http://116.33.Stockholm.Sweden) Office: +46(0)8-510 691 00 Fax: +46(0)8-508 531 00 E-mail: [hello@handpicked.se](mailto:hello@handpicked.se) [www.handpicked.se](http://www.handpicked.se)

# Handpicked Wines Sweden AB

Handpicked Wines, is a limited company, registred 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 large international 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 intresting 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.
  - "Exclusive" temporing listnings.
- 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.



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# Current Key Partners

Argentina	Mendel Wines/Mendoza
Australia	Fraser Gallop Estate/Margret River
Austria	Geyerhof/Kremstal DAC
Chile	Casa Bauzá/Maipo Valley Garage Wine Roberto Henriques/Bío Bío
England	Sugrue Pierre/South Downs Wiston Estate/South Downs
Frankrike	Champagne Jacquinet & Fils/Champagne Champagne Tribaut Schloesser/Champagne Château de Lascaux/Pic Saint Loup Château de l'Aumérade/Vouvray Clos Des Vins D'Amour/Languedoc-Roussillon Domaine André Bonhomme/Viré Clesse Domaine Besson/Chablis Domaine Verquiere/Rasteau Domaine des Aubuisières/Vouvray Domaine du Petit Rouble/Languedoc Domaine Jessiaume/Burgundy Domaine Saint-Rémy/Alsace Domaine Vincent Grall/Loire Horeau-Beylot/Bordeaux La Cave Anne de Joyeuse/Languedoc



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# Current Key Partners

Greece

Estate Argyros Winery/Santorini

Italy

Azienda Agraria Giusti Piergiovanni/Marche

Azienda Agricola Gagliasso/Piedmont

Azienda Agricola San Salvatore/Campania

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 Piccin Fabrizio/Basilicata

Monte del Frà/Veneto

Monticino Rosso/Emilia Romagna

Pecchenino/Piedmont/Dolcetto di Dogliani

Pietro Cassina/Piedmont

San Polino/Tuscany/Brunella di Montalcino

Tornatore/Sicily

New Zealand

Greywacke/Marlborough

Portugal

Azores Wine Company/Azores

Enoport Group/Sétubal/Tejo

Fitapreta/Alentejo

Herdade do Mouchão/Alentejo

Quinta de Chocapalha/Lisbon

Quinta do Ameal/Vinho Verde

Wine & Soul/Douro

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# Current Key Partners

## Spain

Altavins Viticultors/Terra Alta DO  
Autòcton Celler/Terragon  
Bodegas Madai/Mencia  
Bodegas Alceno/Jumilla  
Bodegas San Prudencio/Rioja  
Bodegas Felix Callejo/Ribero del Duero  
Emendis/Cava

## South Africa

Avondale/WO Paarl  
Craven Wines/Stellenbosch  
Luddite Wines  
Matthew Van Heerden/Stellenbosch

## Sweden

Bedstekilde/Kivik

## Hungary

Balassa Bor Kft./Tokaji

## USA

Birichino/California  
Betz Family Winery/Washington  
Charles Smith Wines of Substance/Old Stone Vineryard/Walla Walla/Washington  
L'Ecole No 41/Washington  
Lioco/California  
Sokol Blosser Winery/Oregon

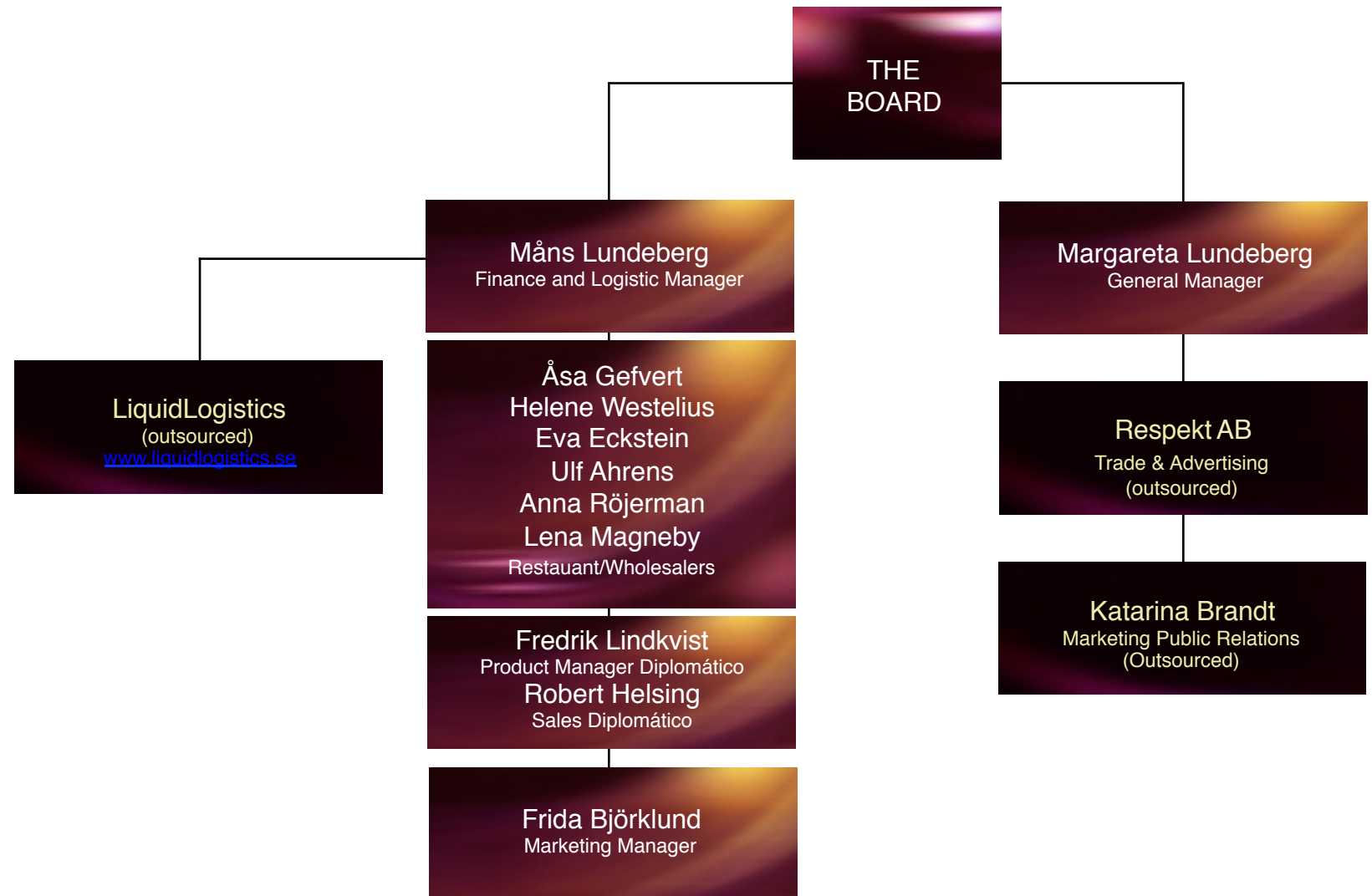
## Venezuela

Destilerias Unidas



Handpicked Wines

# Our Organisation



Handpicked Wines

# 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 restaurants & winebars in Sweden.
- • Very good collaboration with top wholesalers.
- • Tasting with wholesalers salesforce.
- • Activities and campaigns with wholesalers.

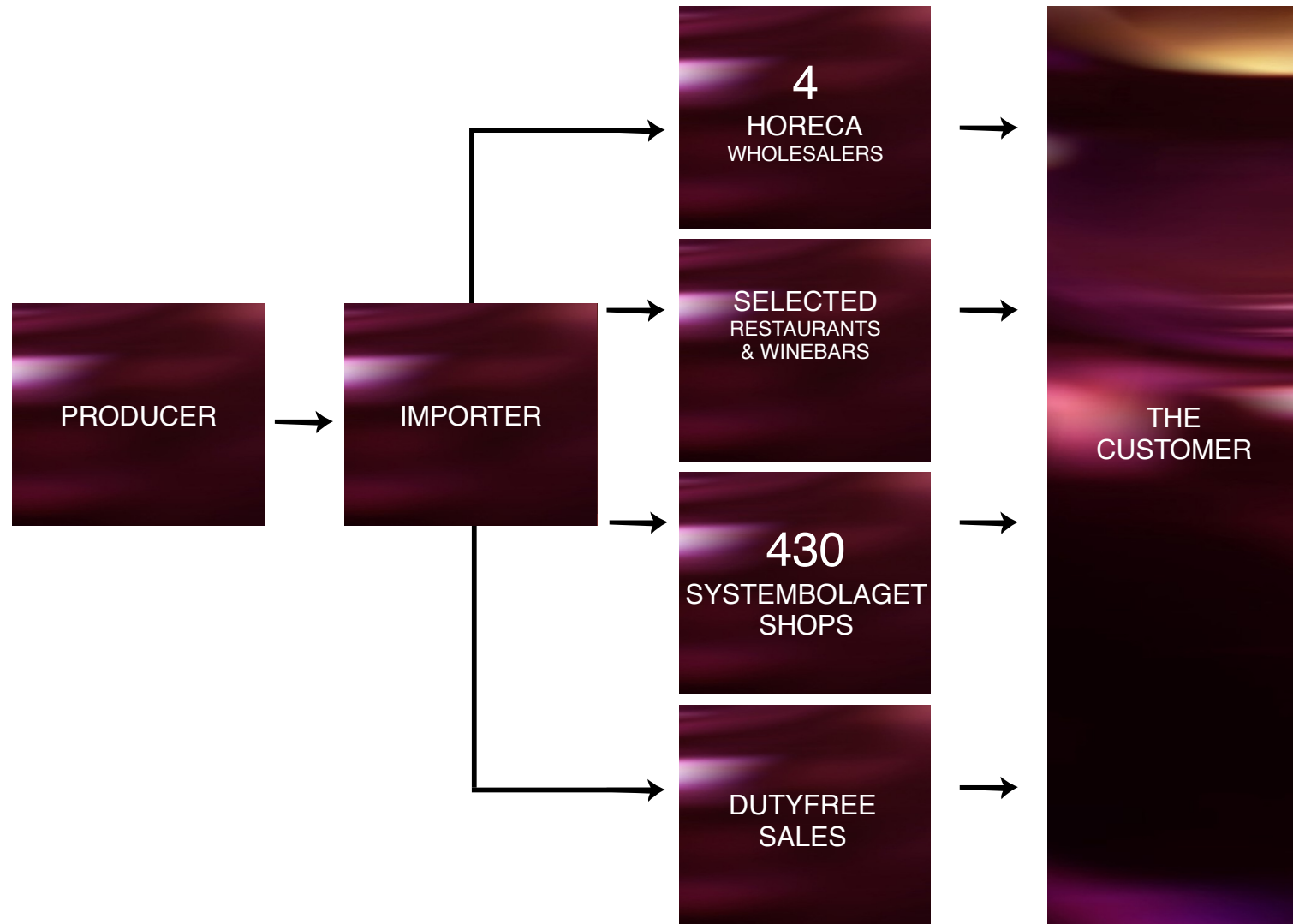


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# The Route to the Market



**HW**

Handpicked Wines

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

– *we are at your service*

HW

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