



the beverage group  
*your Nordic Partner*





### *Excellence in business*

The Beverage Group import and sell wines and spirits to the Nordic markets since 2005 and our vision is to be the most successful contender in the region. Since its start the Beverage Group is experiencing rapid and planned growth. Quick decision making and fast implementation are our keys to success. Dedicated owners and management is always available at the service of our producers, clients and staff.

Our mission is to build strong brands with a price and communication strategy that gives each product the best possible sales argument. Our range of products always matches the best international brands in quality, style and expression.

Our achievements include obtaining a number of top selling wines with a long-term record in Systembolaget AB, Vinmonopolet AS, and Alko Oy. The Beverage Group had a turnover of € 93 million.



## *Owners & Management*

Addi Suko CEO/Owner, The Beverage Group,  
Mattias Grahn CFO/Owner, The Beverage Group  
Peter Broman Business Development Director/Partner

*It all started with an idea  
to build the company on  
great relations and service.  
We love traditions but  
believe in results.*

## *Welcome to The Beverage Group*

Since we started the Beverage Group we have established ourselves as one of the leading Nordic importers, representing some of the strongest brands in the market.

By close partnership with our producers we gain significant competitive advantages and offer unmatched products to the monopolies in Sweden, Finland and Norway as well as the HORECA-sector.

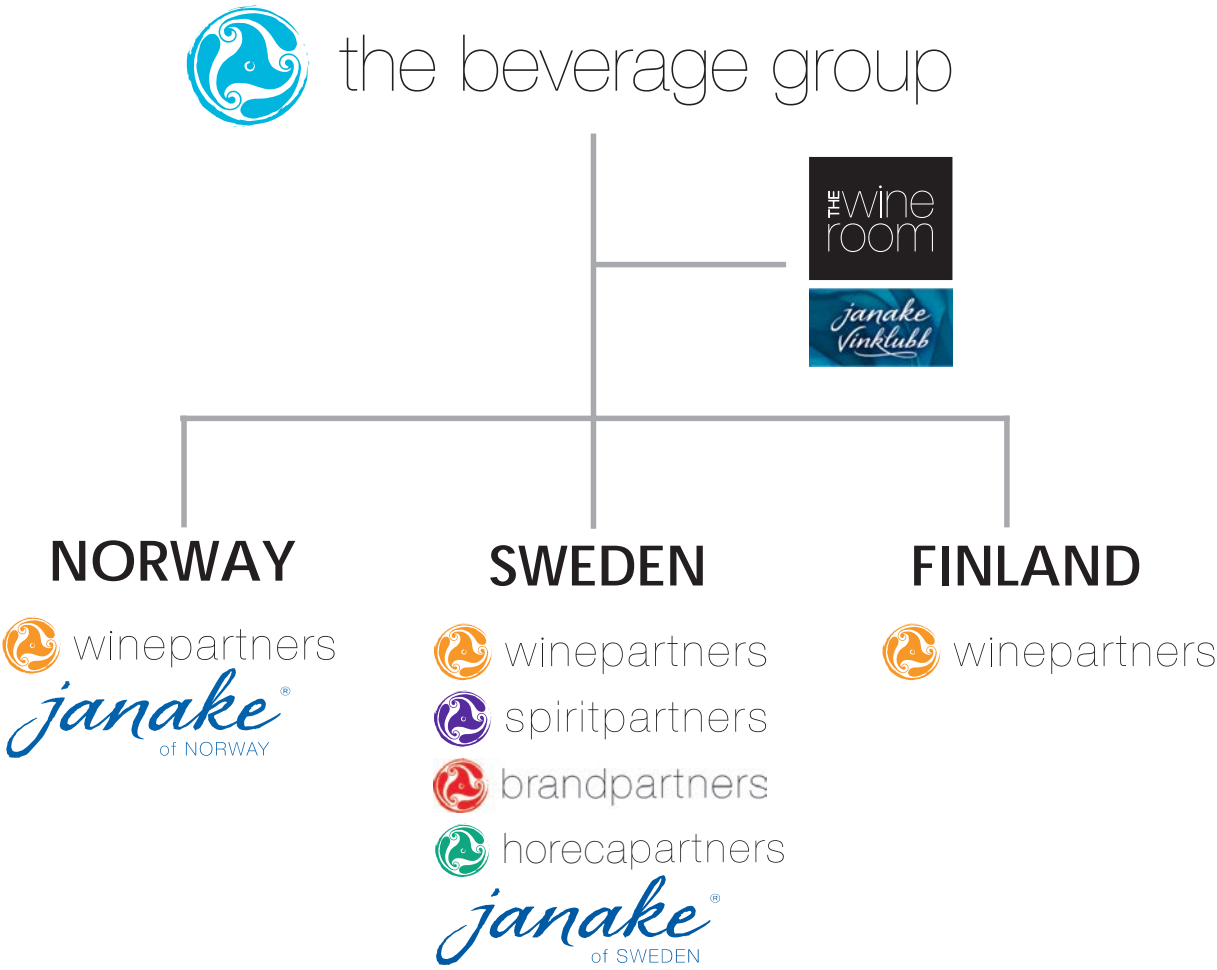
## *Our greatest asset*

No market is easy, but the Nordics are somewhat different due to the state-controlled monopolies regulating sales. To succeed we need to have the best experts within purchasing, quality management, sales and logistics to break through in a very competitive environment. No brands, no matter how widely known, is being sold without motivated staff.



# Your Nordic Partner

Working with The Beverage Group, you will have access to no less than three markets - Sweden, Norway and Finland. We have offices in Stockholm, Oslo and Helsinki and sharing information is never far away. Distributing our products in all three markets has huge advantages, meaning that we can put more work time in each producer that we collaborate with.

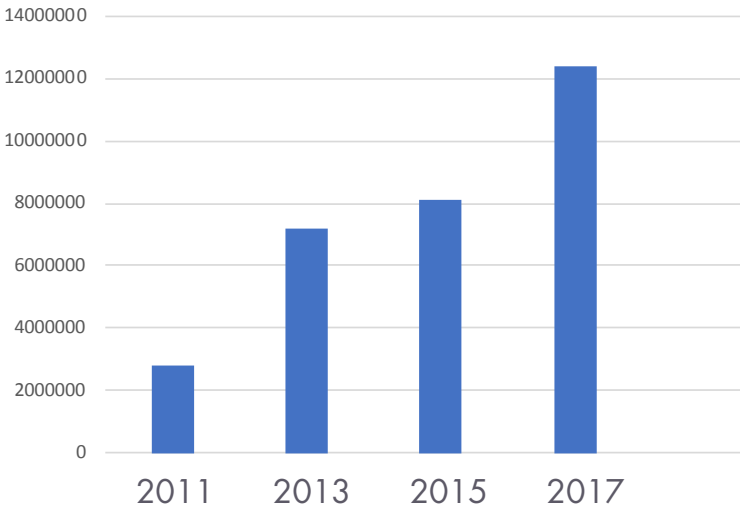


Long-term relationships and close communication with our producers build our brands and set our priorities. Only together with our producers we can be truly successful. Collaborations has since day one been a key feature of our strategy to establish a strong Nordic company with all competences and services needed for our producers.

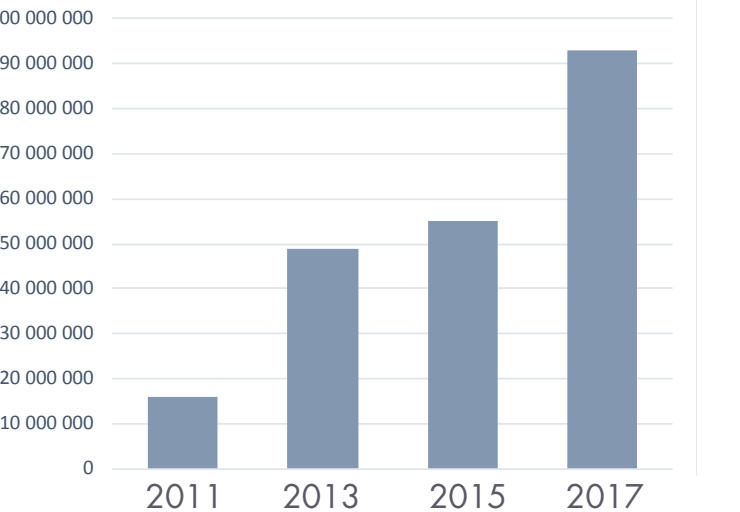
## Steadily growing

The Beverage Group is the parent company of a company group that import and sell alcoholic beverages to the Nordic market since 2005. In 2017 the Beverage Group acquired Janake Wine Group, and our next object is to reach one billion SEK in turnover. The vision is to be a branch leader within 5 years. At present, the Beverage Group market and sell over 700 quality wines and other alcoholic beverages.

SALES LITERS



TURNOVER EURO



## *A Nordic Logistics solution*

*We collaborate with the leading Nordic logistics and distribution companies to get the best possible solution for each market.*

*Pierre Höglund, Logistics Director Nordic  
The Beverage Group*



The volume of wine that we supply to the Nordics require the best logistics partners. In Sweden, just outside Stockholm, our partner is PostNord, distributing our products to the stores of Systembolaget. The warehouse is equipped with the latest digital technology and the supply chain solution is set to make the least possible impact on the environment.

Skanlog is a leading independent logistics specialist with full coverage in Norway. They offer a complete package of supply chain management solutions, customized to meet our special needs and requirements. The efficient and streamlined organization with well-educated and motivated employees provides us with the best quality, service and optimal solutions within logistics. Skanlog is located in Ulven just outside Oslo.

In Finland, ME Group is one of the biggest providers of alcoholic beverage logistics services for the domestic market, and the biggest supplier of logistics services to the duty-free market in the Baltic Sea area. ME Group's comprehensive range of services has been created for its partners and customers and guarantees high levels of cost efficiency and reliable delivery. By taking care of the logistics, ME Group leave its customers free to concentrate on product quality, marketing and sales. Smooth logistics equals secure delivery to the consumer. ME Group is located in Turku, the third largest city in Finland





*We are a business company in wine that invests in effective and innovative marketing.*

*With crossover communication, traditional marketing and new media, we are "top of mind" with our portfolio.*

*Bojana Radovic Fellsman,  
Marketing Coordinator, Sweden*



## *Building strong brands*

Branding is as important as the quality of the wines. Despite the fierce competition, regulations and restrictions in today's Nordic market, we know how to cut through and reach out. Consumers decision process is still influenced by what they see and hear from restaurants, bar venues, media and friends. Therefore, we reach out to our consumers through many types of media being on the forefront in the digital field. By choosing the right channel for the right product, we reach interested ambassadors with new products and concepts - and the ball can start rolling.

With crossover communication we are "top of mind" with our portfolio. We acknowledge that we need to look upon our business as one of lifestyle driven products, and act per this for success in a wider perspective.

We tailor-make effective strategies, market plans and activities for each individual brand in close collaboration with producers, distributors and media. Our showroom, the Wineroom, functions both as a consumer panel to detect trends, and a shop window as a marketing tool.

Our public relations office and marketing division reach out to the right media and magazines. We maintain good relationships with industry media, lifestyle magazines, the blogosphere, daily newspapers and financial media, as well as the important trendsetters in culture, fashion, industry and business.



## Sweden



## Systembolaget

The brand stores of Systembolaget is owned by the Swedish Government, and as such, a single national company with a retail network of 440 stores and over 500 agents serving smaller communities. The product range is one of the most comprehensive in the world and is developed continuously to match changes in trends among the Swedish wine consumers. Our product management team are experts in finding the right products to offer to the monopoly tenders that will be blind tasted and selected for launch. As of today we are proud to have more than 200 products listed in monopoly shops.



Mats Olauson, Managing Director Sweden

*Some see the Monopoly as a hindrance, we see it as an opportunity*

## From vodka to wine

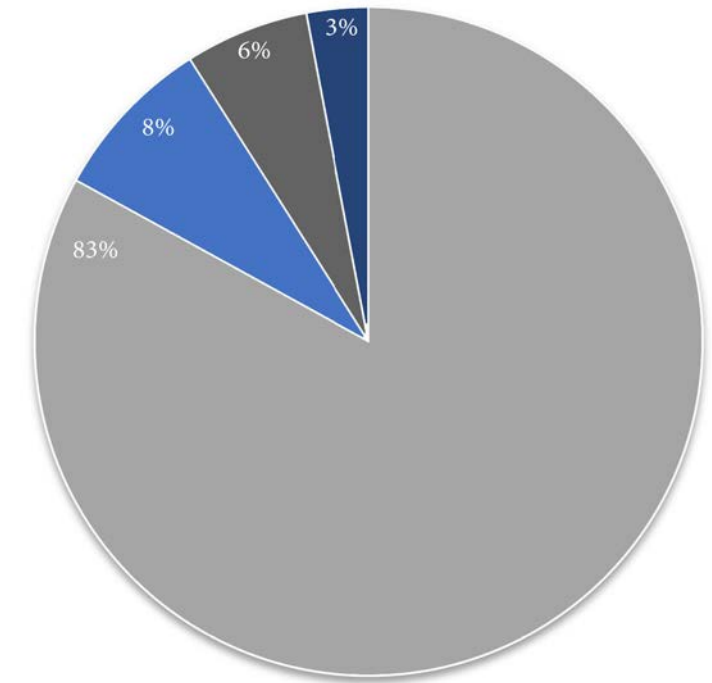
Sweden is today a 260 Million liter wine market and the wine consumers of today are truly selective.

Swedes today consume 26 liters of wine per capita and has thereby become a mature wine market. This is a huge transformation for a country consuming almost entirely vodka just fifty years ago. During the 1980's and 1990's the wine category experienced rapid growth, especially since joining the European Community in 1995. Since the last five years we have seen flat volumes but continuing value growth.

Swedish wine consumers have a wide array of products to choose from and the number is growing every year. Success in this highly competitive landscape requires competence in a number of areas as well as the right company structure. With an 83% market share the retail monopoly Systembolaget is a power factor in Sweden's wine sales, and the gateway to the

larger sales volumes.

The Beverage Group has team members with years of experience from top positions within the tender tasting department, purchasing, and category management of the monopoly. We know, from working inside the system, how to play by the rules. Some see it as a hindrance - we see it as an opportunity.



■ Systembolaget ■ DF / border ■ On-Trade ■ Other

Källa: CAN, rapport 160

430 STORES  
OVER 500 AGENTS  
SERVING SMALLER  
COMMUNITIES



*Wines of high quality with the right price, in all price segments – this is how we do it*

We create distribution within the entire Nordic region for selected wine producers focussing on three lines of customers – Monopolies, Horeca and Travel Retail, in that priority order. We generate attractive proposals for each customer using quality references, competitive prices and a vast network of channels for promotion. With a deep understanding of the monopoly system, we apply the best practices from open markets and FMCG into the framework of the monopolies. Several of our most successful products were built from scratch using consumer insights and are now among the top sellers in Nordic wine retail. We are proud of this because most new items launched are gone from the shelf after twelve months. Winepartners Nordic will never be a “collector of producers”. We choose to represent fewer wineries being able to deliver high performance. We see our producers as partners – we give, and expect full commitment and focus.



*Jens Lindberg, Product Manager*

### *Product quality management*

To be a brilliant product manager you don't just have to be an expert taster, you need to have a deep understanding of the final consumers idea of quality and preference for wine style. We analyze the possible positioning of the product from its packaging, origin, varietal, wine style, colour, price, occasion for consumption and other parameters that will affect whether it will be picked from the shelf. We offer consultation, guidance, and travelling to your premises to make blends for Systembolaget tenders. With years of experience from the buying- and sensory department of the monopoly, on-trade, giving wine lectures and wine tastings, meeting final consumers, and just plain hard work, we dare say that we know the Swedish wine consumers well by now.



*Daniel Paalic, Product Manager*

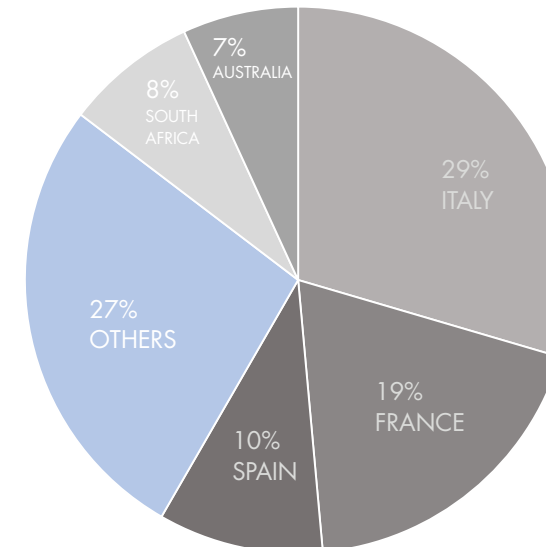


*Linda Abrahamsson, CSR Manager  
Product Manager*

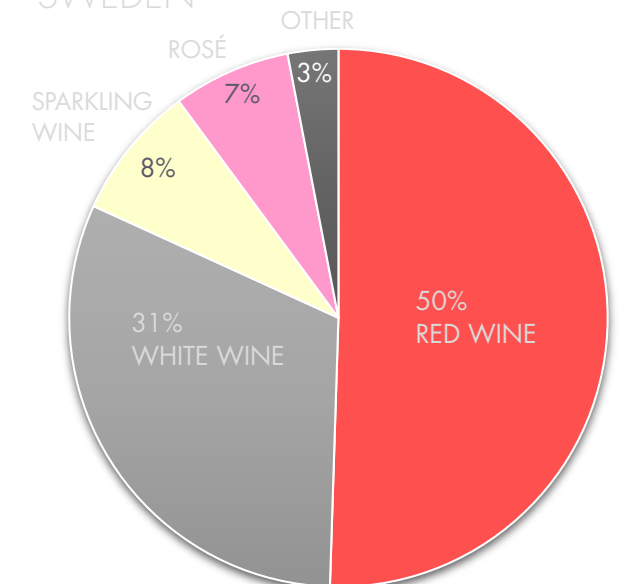


*Thorbjörn Ludvigsson Product  
Manager*

### TOP 5 COUNTRIES WINE SALES



### WINE CATEGORY SPLIT SWEDEN







*Janåke Johansson,  
Fownder/ Partner of Janake Wines*

*After working twentyfive  
years at Systembolaget  
I started the wine house  
Berntson 1990. Then followed  
sessions at Bibendum and  
Premium Wines. My latest  
challenge was to get a personal  
and genuine family company  
within Janake Wine Group.*

# *janake*®

*Janake Wine Group a part of  
The Beverage Group*

Since January 2018 Janake Wine Group is a part of The Beverage Group. The owners behind The Beverage Group and I are good old friends and colleagues since the mid-nineties. I feel comfortable that all my producers and close friends are in safe hands with this energetic and dynamic team and I see huge development potential in such a challenging market as todays monopoly- and Horeca sector is.







*Horecapartners will build a new era of wine trade in Sweden where restaurants today need quality, advice and training at a new level*

Sweden has over 20 000 restaurants licensed for sales of wine and spirits. In 1992, the figure was 6 000. Over the past ten years, the restaurant industry turnover has increased by 50 %, and sales have for the first time exceeded 100 billion SEK.

Today, restaurants in Sweden see wine importers as an important working partner. They require quality and a serious supplier, a partner who can advise, train and contribute to the development of wine lists and beverage concepts in totally new ways. We wish to offer the restaurant sector the best possible selection of wines combined with the best possible craftsmanship and reliability.

Many of us who work at Horecapartners have a background from the restaurant sector, or alternatively many years of experience of selling to this channel. Professional purchasers require the best sales people, and we are proud to call our sales force "The Dream Team" given the level of experience within the sales force.



*Magnus Wallin, Sales Director Horecapartners*

If we can supply a broad range of products we can also build longer lasting business relations, giving all parties profitability. Today Horecapartners offer one of the most attractive on-trade portfolios, with close to 600 different wines and other alcoholic beverages from all around the world.

At present, Horecapartners have about 300 large restaurant customers and we deliver close to 400 000 bottles of wine during 2017. We are therefore a strong partner and channel to the producers who wish to reach this financially strong, important Swedish target group in the growing on-trade business.





Norway



Winepartners Norway started in 2013. In 2017 we sold over 1,8 million litres, and passed € 19 million in turnover taking us to the top ten wine providers to the Norwegian Monopoly. Winepartners Norway is the only top ten Norwegian importer that is 100% owned by its founders, with no attachment to any other group of investors or importers. We are a true lean organization that outsource services to selected experts, from sommeliers to market analysts, we optimize logistic operations and keep low fixed costs. This allows us to direct resources to effective actions with proven ROI for our producers. Our method is to approach the monopoly with the best practices from open markets operations to:

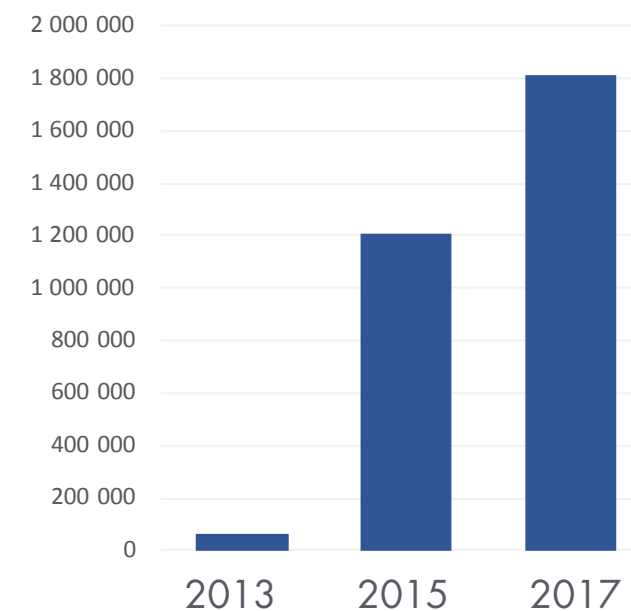
- Communicate your quality to the market in the targeted price point
- Create distribution for your wines and awareness for your brand in the shops
- Bring resistance to substitution.



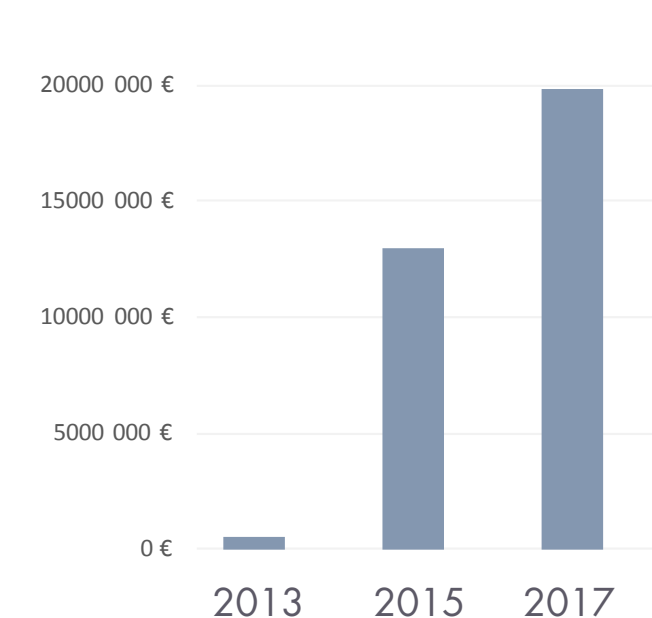
*Alfredo Ketterer, Managing Director/ Partner*

*Every year we win tenders, but that is not our focus. Our Focus is on our few and right partners. And that makes all the difference. If you work with us, you are never another producer in a portfolio with a million SKUs.*

## SALES LITERS



## TURNOVER EURO



## *The Norwegian Consumer*

The Monopoly introduces about 15 to 20 new SKUs every two months, added to over 300 wine importers launching new products at the same time at the monopoly retail chain.

Consumers have a wide offer (a shop in a big city can have about 1 800 products in store), which makes them less loyal to brands and prone to try something different every time. The consumers make most of their decisions at the shelves or at the point of purchase. Clerks and shop managers

have strong influence recommending wines and the same goes for a selected group of journalists.

All this happens in a mature market with a Monopoly that for the second consecutive year decrease its sales, facing competition from the border trade with Sweden and the Tax Free shops on airport where the Norwegian consumer buy over 7 million liters of wine every year.

*Finland*



Winepartners Finland was established in 2014 and is today the most ambitious company in the market. Our goal is to be one of the biggest importers in the country. The Finnish wine market is still young and it has great potential - Finnish customers are interested in wine and are open minded. This gives us the opportunity of being part in developing wine culture in Finland, but we cannot do it without our producers and partners. For the moment Winepartners Finland is focusing on Alko, but we are open to all business opportunities. Our strength at Winepartners is active everyday collaboration between all three Nordic countries;

Finland, Norway and Sweden. Our decision-making is quick and efficient due to a flat organization and unmatched know-how of the business. Our logistics partner in Finland is Ab ME Group Oy Ltd.

Alcoholic beverages in Finland are sold through the state-owned monopoly Alko, running 353 stores. The Finnish monopoly sell about 60 million liters of wine.



*Anu Hedman, Managing Director Winepartners Finland*







## *Sustainable operations*

Being one of the major Swedish companies within alcoholic beverages comes with responsibilities. We take pride in fair business relations all through the supply chain, always being compliant with marketing rules and regulations. To be truly successful we build long term relations, not only with the end consumer who love our wines, but also with the production- and logistics side. Striving for efficiency is a cost saver for all parts involved, not least for the environment.

Therefore, we constantly evaluate and improve our entire operation, and we have a strong focus in finding the best organic and environmentally sustainable products. We follow the guidelines for CSR related issues stated by the BSCI code of conduct, and support our producers if they need information within this field.

The main part of our goods is transported by train to make the least possible environmental impact. Goods coming out of the warehouse is being co-transported for the same reason.



# THE wine room



[facebook.com/thewineroom.se](https://facebook.com/thewineroom.se)  
[instagram.com/the.wine.room](https://instagram.com/the.wine.room)

## *The Wine Room/Janake Wine Club* *40 000 members*

Our showroom, the Wineroom, provides us with a modern window to detect trends and market our producers and selected wines. The Wineroom is a club for people who enjoy life. It functions as a showroom for our products and as a two-way communication platform to pick up thoughts and ideas from the end consumer. As wine enthusiasts, we love to look for exciting new wines all around the world. Our promise to our members is that joining the Wineroom will bring exceptional enjoyment in the world of wines. Our club is a well-developed meeting point with a wide range of activities, tastings, competitions and access to our newsletters – and you are invited!





*Your Nordic Partner*

*It is long term relationship  
and close communication  
with our producers that build  
our brands and set priorities  
straight. Only together with  
our producers we can be truly  
successful.*



the beverage group

**THE BEVERAGE GROUP**

Hangövägen 20  
115 41 Stockholm  
Sweden

[info@thebeveragegroup.se](mailto:info@thebeveragegroup.se)  
[www.thebeveragegroup.se](http://www.thebeveragegroup.se)

the wine  
room



[facebook.com/thewineroom.se](https://facebook.com/thewineroom.se)  
[instagram.com/the.wine.room](https://instagram.com/the.wine.room)