



SIGVA BEVERAGE GROUP

A PRESENTATION

Please let us introduce ourselves

Sigva Beverage Group was founded back in 1994 by father and son, Stefan and Sigvard Christiansson.

It all began in Southern France, where the Christiansson family has a summer residence. They found that many of the interesting wines of the region weren't represented in the Swedish market and felt inspired to change this.

The ideas were quickly put into practice; sampling wine to both monopoly buyers and hotels and restaurants all over the country.

And with the passion for the wines that they represented, the market responded and the first orders were placed.

Much has happened in the soon to be 24 years since it all first started but many things also remain the same.



The founders



Stefan Christiansson



Sigvard Christiansson



Now nearly the entire winemaking world is represented in our portfolio, we are nr. 8 among the biggest wine selling groups at the Swedish monopoly and count on strong Horeca collaborations from the furthest North to the very South of Sweden.

Stefan Christiansson are still highly active in the company as Chairman of Board and the spirit of being a family company remains.

Since April 2018 Pauline Wærn is the Managing Director of Sigva. She has worked in the company for many years and the time was right for a shift in generations. With a combination of her focus on finance and business development together with a long background in F&B we aim to continue to grow as one of the leading importers in Sweden.

The group's core values are a combination of tradition, innovation and team work and are present in everything we do.

We work closely with our producers and clients; we aim at long term relationships with all our collaborators and are proud and passionate about every single product that we represent.



Trust is key

With more than twenty years in the wine trade to look back on with many more years to come, there are a couple of reasons why we are still around. The most important one is because we love what we do. We sincerely do. Our love for doing great business together with our partners is what pushes us to do better, each and every day.

To be able to do great business, we need financial stability and a great team. This is exactly what we have. We have had the highest credit ranking since 2010 and each and every person who is working with us is truly dedicated to what we do.

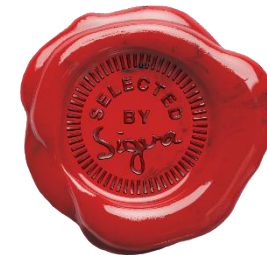


Where can you find us?

Sigva Beverage Group have our base right in the Old City Centre of Stockholm but we always try to be where our partners are. We are happy to say that many of our partner producers and clients have been with us since the very beginning and many new producers join us on a frequent basis. We believe that transparency, win-win and that staying close is key.

We want our partners to know our market and our clients to know our producers so we try and communicate as much as we can and visit as much as we can.

This leads to more minds put together for better business with mutual goals and better results.



How do we do it?

Sigva Beverage Group has a strong record of winning new listings as well as keeping existing ones at the monopoly.

One of the tools to achieve this is communication and perseverance.

We taste on a regular basis with buyers at the monopoly and arrange consumer fairs and tastings as often as we can. We have a strong network of private consumers that attend our events on a frequent basis.

We are also proud and honored to have a digital community of wine club members and social media followers of nearly 5000 people.

To make things happen we need the opinion of the decision makers and for the Swedish off trade this is the Purchase team at the monopoly and the people who buy the wine in the shops- private consumers.





Image from Stockholm Food & Wine 2017
 Visited by 35 000 people during four days





For the On Trade we count on a skilled team of Sales representatives who travel from North to South to push the good sales and give our distinguished Horeca Partners all they need. We always try to be as present as we can and arrange tastings and Winemaker's Events as often as we get the chance.



To strengthen our on trade position yet more, we are a strong partner of some of the biggest Whole salers in Sweden. With a sales force of hundreds of skilled team members and offices all over the country this helps us reach out and have even more prosperous On Trade sales.

**martin &
servera**

**Svensk
Cater**



We are our partners

If our partners are happy we are happy and vice versa.

We believe that transparency and good communication gets you far in business. It's a time saver for everyone involved and makes collaborations run smoothly.

We are strong believers in that great business should be fun and enjoyable and up until now we have not been proven wrong.

This shows off in wise and cost efficient investments, long term strategies and a wide network of collaboration partners that help us reach our goals.

We work closely with a PR and Marketing agency and have a partner design firm that are involved in making sure we are given the best possible visibility without any money unwisely spent.




SAINT CLAIR
FAMILY ESTATE


CHAMPAGNE
DE
CASTELNAU
REIMS - FRANCE

BODEGAS
Valdemar

COMPAGNIE
MÉDOCAINE
DES
GRANDS CRUS



ABBOTT'S
& LAUNAY


QUINTA DO NOVAL
FINE PORTS SINCE 1715

Louis Max


JOSEF CHROMY
TASMANIA





DVPI | DOMAINES
Et VINS DE
PROPRIÉTÉ



CHATEAU
PECH~LATT

Celler
Piñol P



BODEGUES
MACIÀBATLE
MALLORCA 1856



Logistics are essential

We work closely with one of the worlds largest and most trustworthy logistic companies specialized in beverages, JF Hillebrand Logistics. They have representation in 88 countries and have more than 150 years of experience of handling transportation of beverages.

They help us make sure that your wines arrive safely in Sweden and are stored in the best possible conditions before being shipped to their end destination. May it be a large Systembolaget shop in a big city or a tiny restaurant up in the mountains in northern Sweden, we know we can trust our partner to get it there.



Custom made

In summary, every wine is a world of its own and so is each collaboration.

We have custom made strategies for every single partnership we have and love to create better business on our market for our partners.

Below you find the contact details of our Product department.

Please get in touch and we'll set up a meeting and see what we can do!

Pauline Wærn - President/Head of Product

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Camilla Lewin - Product Manager

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Fanny Lundberg - Product Manager

Fanny@sigva.se

