



Sigva

SIGVA Beverage Group

2024

Once upon a time...

Like many of the good stories, ours started with a passion.

The **Christiansson** family had a holiday residence in Southern France where they found local wines not available to the Swedish market. This was back in 1994 right when Sweden joined the EU and it then became possible to import and sell to the Swedish monopoly as a private company. Said and done!



Father and son started little by little addressing mostly fine restaurants in search of unusual things. The interest grew big and within a couple of years several wines were available in Systembolaget and Horeca all over Sweden.

We're proud and happy that many of these wineries still work with **Sigva Beverage Group** today.

Passionate
Long term
Carefully
selected



**Sigvard
Christiansson**

**Stefan
Christiansson**

True colours

Sigva Beverage Group is one of the oldest importer groups in Sweden. Today there is a young and eager team at the steering wheel and the founders are active and present with valuable advice and experience. Tradition and innovation is a match made in heaven, if you ask us.



Sigva

Our team is a handpicked group of people with different backgrounds - **advanced wine scholars, successful restaurateurs, banking and finance people, skilled PR and communication consults and worldwide logistics experts**, to name a few.

The passion and love for food and wine is something that we all share.

We believe that success is in diversity and gathering many different talents is an excellent strategy.

In-house know-how
Nisched expertise
R&D



In it for the long run

Our monopoly market is complex and different. It takes dedication to make business stick and create a strong presence on our market.

We count on a strong **network among top journalists in Sweden**, great contacts in marketing and PR and a long history as **one of the largest providers to Systembolaget**. We are also happy to have a big community of followers who are faithful ambassadors for the wines that we carry - our very own wine club with thousands of members all over the country!



Our Horeca managers have been in the restaurant business themselves and count on an **extraordinary know-how from the restaurateurs side**. The major wholesalers are old friends and colleagues and we are a focus partner for the biggest wholesalers in Sweden.

This makes us able to focus on all available channels on our market making it a **360 degree coverage with many long term possibilities**.

Top 10 biggest importers in Sweden

Prioritized wholesale partner



**Strong network
360°**

Smooth operator

No wine is exactly like the other and therefore there isn't one mold into which we try to fit every business relationship that we have.

We have found over the years that our **agility, flexibility and insatiable hunger for good business** is the way to do it.

With some partners we've found our business through winning tenders, with others we've done small temporary launches through the ordering assortment. Some of our producers have a mix of monopoly business and Horeca presence and some are just focusing on one of these two.



If there's a will there's a way and this is why we have the pleasure of having long term partners and luckily many new ones joining us too. To make business work the best way possible we count on **financial stability, strong logistic partners and work with the best providers of services** necessary for our work.

**Longest survival
ratio of listings**

**Capital HQ and local
offices in the country**

**Financial & logistic
stability**



A selection of our partners


SAINT CLAIR
FAMILY ESTATE


ABBOTT'S
DE LAUNAY


EDOUARD DELAUNAY
Nuits-Saint-Georges


COMPAGNIE MÉDOCAINE
DES GRANDS CRUS

Celler Piñol 


Hommage à
GASTON BURTIN
CHAMPAGNE
À ÉPERNAY - FRANCE


BODEGAS
luzón®


CARUSO
& MININI


GUERRIERI RIZZARDI


QUINTA DO NOVAL
FINE PORTS SINCE 1715

FIUZA
ESTATE BOTTLED

WENTE
VINEYARDS

SIGVA BEVERAGE GROUP

Sigva



WINEABILITY

vinia

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**Anything you want,
we got it!**

**We're always keen to look
into new possibilities
so please get in touch
and we will surely find
opportunities to seize.**

Sigra

