

SIGVA BEVERAGE GROUP SWEDEN

Sigva vinia

\*DESIGNBREW\*



ESTABLISHED 1994



# Wine and beer importer of Sweden

Sigva Group consists of the three companies Sigva AB, Vinia AB and DesignBrew. As one of Sweden's leading importers of wine we have extensive experience of our industry, having grown and developed into a well renowned, modern business with strong resources. Our business includes also import and production of beer.

Our key word is focus. Focus on our products, on our producers, on our market and on good results for all those involved.

## **We know Systembolaget**

We have extensive experience of working with Systembolaget; the Swedish government-owned monopoly system for the sale of alcoholic beverages. This has given us in-depth knowledge of how Systembolaget thinks and operates, positioning ourselves as a mediator between our producers and Systembolaget's purchasers. This way we are able to preserve our producers' unique style, while at the same time giving them access to the tools and paths required in order to get their products onto the Systembolaget range. We focus strongly on Systembolaget's tender requests and work hard to find

products to match these. We also pioneered what is known as blending. Several times a year we visit our producers' factories and blend wines to suit the character requirements issued by Systembolaget's purchasers in collaboration with the producers. We know what works and what sells on the Swedish market. Focus is the key word and our success stems from long-term business deals based on

*“The journey of development has enriched us with great experience and know-how”*

solid experience and knowledge. The journey of development has enriched us with great experience and know-how of this unique market ensuring a forefront position at Systembolaget, among HoReCa actors and media.

## **We know HoReCa**

Since the start we have been strongly linked with HoReCa, and this is still the basis of our activities. We have a large and stable client base, of which many

have been with us since the start. All colleagues in the sales team are trained sommeliers and have a solid background in the restaurant industry. The personal relations connection is important, which is why our field sellers always visit clients on site. In addition to field sellers, we also have customer service and in-house sales departments. We have a comprehensive product portfolio and our sales staff al-

ways shares their knowledge with clients, through wine courses or by helping them find the perfect wine matches for their menus. Our clients really appreciate our personal approach and connections relations. We convey a personal yet professional approach.

Our sales office is located in Stockholm, but we also have regional offices in Gothenburg and Falun.

Facing page: Typical interior from one of the Systembolaget stores in Sweden.

# How does the Swedish alcohol monopoly work?

The Swedish government operates a monopoly on retail sales of alcoholic beverages. This means that all retail sales of spirits, wine and beer, with an ABV superior to 3.5 volume percent, takes place through the government-owned company Systembolaget. Systembolaget operates more than 410 stores nationwide and has more than 500 representatives in smaller communities. Goods are sold in the stores without profit maximisation and up-selling is prohibited.

## Systembolaget's history

Systembolaget was founded in 1955 following centuries of attempts to regulate alcohol consumption in Sweden, for example through the use of measures such as spirit rationing and the introduction of the ration book. For a long time it was only possible to purchase products over the counter, which resulted in long queues. Today's stores are more customer-centred, with an extensive range of products, more generous opening hours and well-trained and knowledgeable staff. When Sweden joined the EU in 1995 the country was allowed to retain its retail sales monopoly on alcohol but

the monopoly on production, import, export and restaurant sales was abolished, making it possible for businesses to begin importing and selling directly to restaurants.

## Figures and statistics

Systembolaget has 427 stores and more than 500 representatives all across Sweden. Systembolaget offers just over 16,000 items, 2,200 of which feature in the fixed product range, and 12,000 in the range available to order. 1,800 items are temporary and seasonal listings.

## Consumption in Sweden

Wine consumption represents 42% of total consumption, followed by beer, 34%, and spirits, 6%. Swedes drink on average 9.2 litres of pure alcohol per person over the age of 15 per year.

## Swedish rules and regulations

You must be over 20 years old to buy alcohol at Systembolaget. Strict regulations apply to the marketing of alcoholic beverages in the media. Alcohol management is also heavily regulated in the

HoReCa sector. Wrongful handling may lead to a fine or loss of the licence to serve alcohol. We have extensive knowledge in this field, making it possible for us to handle matters in the best possible manner. We use our experience and expertise to ensure that our producers' brands are handled correctly and in accordance with Swedish legislation.

## What is it like delivering to Sweden?

Apart from HoReCa, Systembolaget represents the only opportunity possibility for foreign producers to sell their goods in Sweden. Systembolaget is very discerning with regard to the type of wines and other alcoholic beverages that they stock, in order to be able to offer as wide a range as possible. In-depth knowledge and understanding of the specific requirements sought by Systembolaget is required in order to get products onto the store shelves. Suppliers supplying goods for Systembolaget's fixed range must also be able to guarantee that the products are always in stock.



# The purchasing process in brief

## **Tenders**

A launch plan is sent to all authorised importers describing the products that Systembolaget wishes to add to its range in the coming year. This is followed by a tender request specifying the products, down to the smallest detail. Wines that match this description have a chance of being added to the fixed, exclusive or to-order range. The wines selected for the fixed range stays there for a longer period of time.

## **Tender submissions**

The tenders are examined once submitted. Systembolaget may reject any tenders that have not been completed correctly, or that lack any of the requested information. Some of the product suggestions submitted are then selected for taste sampling.

## **Wine testing**

The wines are assessed in a blind test by three independent wine experts and evaluated individually based on a special points system. The wines are given scores based on how well they match

the required taste profiles. This involves Systembolaget inspecting the submitted samples of the winning wine in order to ensure that the wine delivered is

in addition to a tasting for wine critics and journalists.

New wines are presented in Systembolaget's own publication Varunytt prior to

*“The wines are given scores based on how well they match the required taste profiles”*

the same as that which was tested. The wines can score 1-9 points in each test, making the top score sum 27 points.

## **Winners**

The wine with the highest score wins the launch and the purchaser responsible notifies the importer on the same day. Further samples must be submitted at this stage for a technical assessment to be performed in a lab.

## **Start**

Ten weeks prior to the launch a crate of the selected wine is sent to Systembolaget. A characterisation test is also held,

being launched. This publication is distributed on the launch day and is available in all stores. The wine is thereafter launched for purchase in the stores.

We issue an order to the producer once we receive the launch samples, ten weeks ahead of the launch.



# New distribution and assortment model 2013

In order for Systembolaget to meet the requirements on a customer oriented, broad, cost-effective and brand-neutral range, an assortment model is used. Since customer knowledge and interest in drinks increases, the requirements for a differentiated product range also increases. Systembolaget therefore needed a new, more flexible approach to satisfy customers. Consequently, a new model for distribution and assortment was introduced in March 2013.

The new model is based on customer demands, and also ensures that Systembolaget stores with similar customer demand will get the same product range. Stores with similar customers and de-

mands will be grouped together and receive the same assortment mix in their stores.

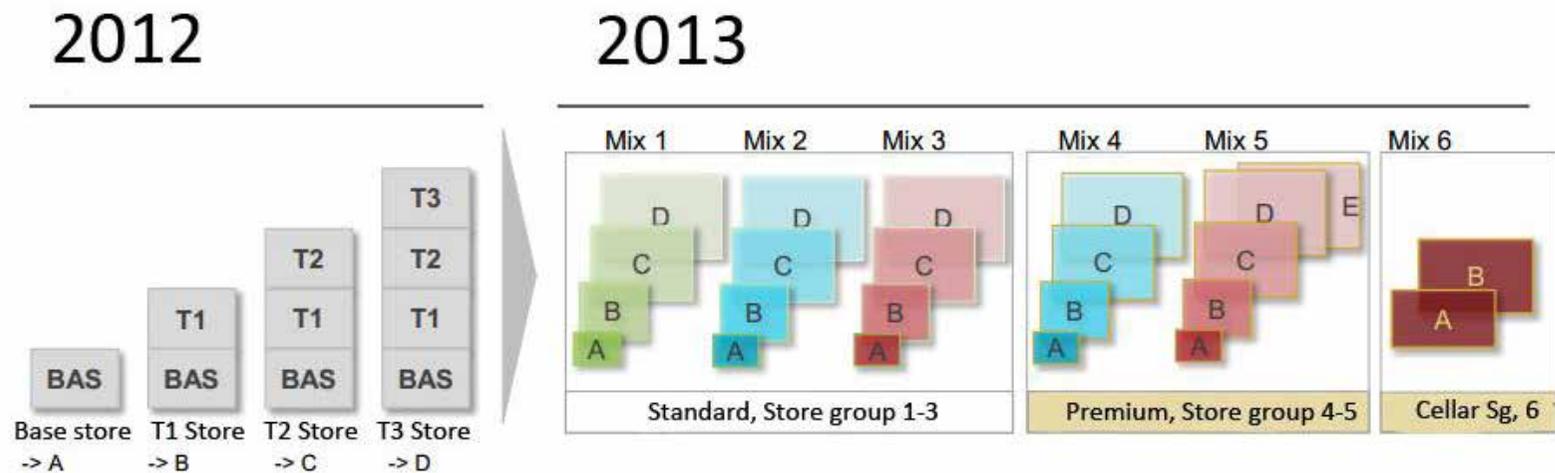
Previously all stores at Systembolaget had the same assortment mix in different sizes. With the new model there will be 6 different assortment mixes with two types of demands in each assortment mix. The new demand groups within the assortment mixes are called Standard need and Premium need.

The 6 different assortment mixes are also divided into Beer, Wine and Spirits. In assortment mix 1 there will be less wine and more beer and in the assortment mix 6 it's the other way round.

There will however be more wine products in total compared to the old mix, so more chances for us to expand. In the old distribution model all stores were like assortment mix 2.

## New store layout

One other major difference from the old model is that the Systembolaget stores will also get a new store layout. The previous model was that products were arranged by category and then by price segment mixed with wines from all over the world. In the new model wines will be sorted by category, country and price.





Facing page: Per Engström, CEO Vinia Sweden AB, Sigvard Christiansson, Chairman of the Board and Stefan Christiansson, CEO Sigva AB.

## What is it like being one of our producers?

We believe in focusing on each individual producer that we work with. This means that we assess our needs strategically and carefully and adapt our product portfolio accordingly. We have never, and will never, simply aim to become the biggest importer. Instead our goal is to grow at a pace that enables us to form the right collaborations based on mutual trust, with the attitude that together we can achieve the best results. Our clients know wine; we know the Swedish market and understand the Swedish system.

### **Our story**

It all started in the late 1980s, when the company's founder, Sigvard Christiansson, bought a holiday home in southern France with his wife. There he witnessed first-hand the development of the local wine industry away from mass production towards the creation of quality wines. Sigvard had a long career in the IT sector behind him but felt it was time

*“We wanted to offer consumers something new — wines of a high quality from places they'd never heard of”*

to dedicate himself to something he felt passionately about. Sweden's entry into the EU brought about the abolishment of the import monopoly on wines and spirits. By then Sigvard had already founded the company Sigva AB together with his son Stefan. The original business idea was to sell unique and unknown, high quality wines from areas not represented in Sweden at the time.

“We wanted to offer consumers something new — wines of a high quality from places they'd never heard of,” explains Sigvard Christiansson.

Father and son travelled around southern

France visiting wine producers and making contacts. Soon thereafter the company began selling high quality French wines to restaurants in Sweden. Stefan himself travelled around to deliver the bottles straight from the boot of Sigvard's Audi 100, which had luckily been equipped with shock absorbers! The wines were soon to be found in Stockholm's top restaurants, and before long Sigva began making a name for itself in the wine industry as a tuned-in, reliable and knowledgeable importer. The good reputation that we created back then has stayed with us through the years. Sigva's product range was soon extended to include wines from several other countries



such as Italy, South Africa and New Zealand. A number of sales staff was taken on in 1998 and the business grew. Sigva's core business remains focused on the restaurant industry. However, a targeted initiative in 2003 directed at Systembolaget led to many of our products finding their way onto the stores' shelves. The company reached another important turning point in 2005 when the subsidiary Vinia was founded together with Per Engström. Per added a strong profile to the group with his experience from the financial sector and previous knowledge from the wine business. This became the start of a new era with two strong companies working side by side. On one hand supporting each other, on the other challenging each other to achieve better and greater business! Year 2014 we added a new leg to our business through partnering with DesignBrew – a company specialized in tailor made brewing and im-

*“We have the knowledge and the ability to create sales successes for brands on the Swedish market”*

port of international beer. DesignBrew was initially founded by Stefan Risberg in 2012 who is now partner and CEO of DesignBrew.

#### **Our situation today**

The group consists of three strong companies; Sigva, Vinia and DesignBrew heading up a group of enthusiastic and skilled employees. We are based in Stockholm in new, modern facilities on practical distance not too far from the Systembolaget company headquarters. Stefan Christiansson is the CEO of Sigva, Per Engström is CEO of Vinia and

Stefan Risberg is CEO of DesignBrew. Sigvard Christiansson serves as Chairman of the Board for all three companies and continues to play an important role in the business by contributing knowledge and experience. In 2014, the Group posted its best results since the start in 1994. We are one of the largest wine and beer importers in Sweden today and are proud to have the financial position, resources and expertise required to be able to collaborate successfully with the most important producers in the world.



# Sigva

Sigva has a background as one of Sweden's leading importers of wine. We have extensive experience of our industry, having grown and developed into a well-renowned, modern business with strong resources.

Our key word is focus. Focus on the quality of our wines, on our producers, on our clients and on good results, for all those involved.

## **We have the knowledge and experience**

Sigva has extensive experience of working with wine for 20 years, including the Swedish market with Systembolaget. This has given us indepth knowledge of working close with wine producers from all over the world. We also pioneered what is known as blending. We visit our producers' factories several times a year and blend wines to suit the character requirements issued by our clients. A recently completed study by IWSR (The

*“Wine consumption in Sweden will increase by 12,7 percent until 2016”*

International Wine and Spirit Research) predicts that the wine consumption in Sweden will increase by 12,7 percentage until 2016. We are confident that we will have a large part of that increase!

## **The competence of our staff is our back bone**

Since the start, Sigva has strongly been linked with our B2B clients; whole salers, restaurants and business to consumers. We are never better than the latest business and many of our clients have been with us since the start. Sigva is a company where the majority of the staff are trained sommeliers and have a solid background in the know how of bringing wine from producer to customer. In this chain we see our selves as an independ-

ent quality gate between producers and customers.

## **Our vision**

Our aim is to grow steadily in a targeted manner, in the context of secure financial decisions, and to continue to offer a high-quality product range. The family business' value basis, including open-mindedness and a close-knit workplace relationship, resonates well with modern business ideas relating to sales and marketing.

We have the knowledge and the ability to create sales successes for brands on the Swedish market, and we are proud to do so in close collaboration with the producers.

# Case Saint Clair

A trip to New Zealand in 2002 resulted in a collaboration that has made Saint Clair family Estate the largest New Zealand brand in Sweden today. In 2004 the first Saint Clair wine was launched in the Systembolaget stores and today we have 8 fixed listings and a steady flow of temporary exclusive launches. So - what made this success? We are always the first to say that we can never be better than the quality of the wines we represent but we can help our partners with that by our close contact with Systembolaget and a deep knowledge about the Swedish market.

In Saint Clair we found a family company just like Sigva sharing the same basic values and the conviction that good business is based on trust. The Sauvignon Blanc trend had not burst yet and we had a feeling that it was on its way. Studies from other markets and intensive research led us to what today is a truly successful collaboration.

At the time of the launch we also decided to make Saint Clair the number one New Zealand wine in Swedish restaurants. Our many customers, gained during more than 10 years time, had a strong

belief in the wines we presented. With a back up in the Sauvignon Blanc that we had launched, we could offer the whole Saint Clair range of wines to market at competitive prices. We had also placed ourselves in a very strong position when it was time to negotiate prices and terms since we had agreed with Saint Clair to work with modest margins in the introduction phase into what for them was a new market. The competitive prices and high quality of the wines impressed the restaurants as well as the purchasers at the Systembolaget.

## Sales increased by 400 percent

By this presence in the market the Saint Clair wines were easy to taste, and by showing style, price and quality we could give the Systembolaget confidence in terms of creating tenders that matched our wines. Although sales would come to be based on volume products, with 5 wines listed below 100 SEK, the brand has always had a reputation as an exclusive and valuecreating brand. Today Saint Clair sells more than 48 000 12-bottle cases per year in Sweden. In seven years time we have increased sales by 400 percent, today being the most sold New Zealand producer in Sweden.



Result: 8 listings in Systembolaget fixed assortment

# vinia

Vinia Sweden AB was founded in 2005 by Per Engström as a wine importer focused on high-quality wines with major sales potential. The aim is to offer a wide range of modern, value-for-money wines in various price ranges. The common theme in the product portfolio is that the high quality of the wine shall be relative to the price, which requires a close dialogue with producers.

“Commitment and passion are important key words for Vinia. We have created a well developed network of producers who share Vinia’s values and produce some of the world’s most interesting wines,” says Per Engström, CEO of Vinia.

As a young and modern business, Vinia focuses heavily on added-value through social media marketing, which has generated excellent results. Vinia sells its products both to Systembolaget and to restaurants and whole salers. Sigva AB owns a 51-percent stake in the company and we share the same logistics, finance and sales departments.

## **Vinia’s vision**

Vinia’s vision is to provide a range of the most affordable and modern wines in various price categories. To achieve this vision,

each producer is undergoing a thorough look-through before we start a relationship. This selective phase is to ensure the highest quality and the best offer possible. The wines in the portfolio of Vinia vary greatly in price, style, origin, etc. However, there is a common denominator; high quality that’s relative to price. To offer this requires a very close dialogue with the producers we work with.

## **Vinia’s operation**

The foundation of all success is to do our homework well. How can Systembolaget be improved by the company’s product range to compete and complement the existing range? What opportunities does the producer have to create this offer along with Vinia? We always start with the analysis of need and then try to create an offer that the market wants, or should demand. The starting point is always to analyze and investigate the existing assortment of Systembolaget and from that position create an offer with a comparative advantage. This assortment is an organic assortment that changes through time.

Vinia has deliberately chosen to work with a few powerful producers rather than to cover all the wine regions and every wine

producing country in the world. The selection is done by Vinia, focusing on producers who have the flexibility and potential to bloom and grow based on the conditions on the Swedish market. Once a producer has obtained a listing at Systembolaget, Vinia works hard to expand vertically and launch several products from the same producer. This can be done by introducing and presenting new offers to the Systembolaget. How can the assortment of the producer conquer and complete the assortment of the Systembolaget? It’s not an isolated objective to get a listing at Systembolaget but rather the beginning, to be able to start building the brand by focusing on building brand awareness. A consumer who buys a certain wine brand and is satisfied will most likely purchase another wine from the same producer.

In addition to the watchword focus are the other important value terms, commitment and knowledge. Vinia shall be a committed partner that is very responsive to the wishes of the producer regarding the Swedish market. Through extensive knowledge, Vinia will be well-informed on how external factors are working and what is needed to develop and succeed in the Swedish market.

# Case Domaine Bousquet

The relationship between Vinia and Argentinian wine producer Domaine Bousquet started in 2005 when we in collaboration answered a request from Systembolaget and won two launches that were consequently introduced on the Swedish market in 2006.

## Strong branding

Today Cameleon is among the top 50 strongest brands out of 3800 at Systembolaget and Domaine Bousquet is the 22nd strongest producer name on Systembolaget (out of 2799 listed producers). The key to this success can be found in Vinia's ambition to work closely with the producers in our portfolio. A launch on Systembolaget is a good start but you have to be able to maintain and manage this launch to the best of your abilities and to work hard to continually bring in additional products from the producer into Systembolaget.

## Vision Domaine Bousquet

Our vision with Domaine Bousquet is to keep expanding vertically with more fantastic wines! We aim to maintain the quality and the values the consumers

have come to expect from the brand and in the best possible way renew the range of Domaine Bousquet by constantly creating interesting wines that we present to the Systembolaget. This can only be accomplished with a close dialogue. A good example of this is the focus on "eco" products. In Sweden ecology, fairtrade and environmental issues are very popular and has fast become a part of the general life style.

## 6 fixed listings

Today our portfolio from Domaine Bousquet has expanded vertically and we are today present in the fixed assortment with 6 products. In December we won a vertical listing for a Cameleon Bag in Box. We estimate sales from Domaine Bousquet during 2015 to be over one million liters.



Result: 6 listings in Systembolaget fixed assortment

**\*DESIGNBREW\***



DesignBrew Scandinavia AB is the division of the Sigva Group handling import of beers as well as production of its own range of beers in Sweden.

### **Export to Sweden**

With the expertise in brewing offered by the founder of DesignBrew, Stefan Risberg and his growing team as well as the experience of the Sigva group of the Swedish Market and the Monopoly: Systembolaget, you will have a great partner enabling you to offer your range of products in Sweden. DesignBrew has a high focus on working very close to the consumer, participating in most of the major Beer Festivals across Sweden. This consumer focus coupled with

our experienced sales force and extensive customer base in HoReCa and our understanding of effective marketing ensures we offer a solid business focus.

### **Offering more than Export**

DesignBrew offers more than just a partnership for exporting your beers. With its own Brewery and production of award winning beers, DesignBrew has the ability to offer one of Sweden's latest microbreweries products for export into your own market.

We have a growing range of products, with the beer Juicy Lucy, a sessionable American Pale Ale at 3,5% vol, a winner of the gold medal at Stockholm Beer and Whisky Fes-

tival, proving that DesignBrew is a up and coming microbrewery with knowledge and high ambitions.

We have in a short period managed to win listings in some of the top restaurants of Sweden with our beers.

Of course with our expertise in Brewing we also offer you the opportunity for collaborations as well as the opportunity to develop new beers for the Swedish Market in our own brew laboratory. We work very closely with the head of sourcing in the Swedish Monopoly, thus ensuring you can get your products sampled and requested in future tenders.

We offer you:

- Solid partnership for import of your product range into Sweden.
- Close relationship to the Monopoly.
- Coverage of the Swedish HoReCa market.
- Brewing collaborations and Product Development.
- Export opportunities of one of Sweden's up and coming microbreweries, DesignBrew.



# How we communicate

## **With the market**

PR is the corner stone of our product communication work, which is based on a well developed network of journalists working in the written press and in radio/ TV. Due to the fact that the Swedish alcohol legislation strongly restricts what is and is not possible in the field of marketing we see PR as essential.

We are also known for being in the forefront of efforts to reach both clients and end-customers through popular social media.



The main channel for our communication directly towards end consumers is our wine club “Druvbolaget”. It is a free of charge internet based member club helping us present our wines, producers and activities such as tastings, travels etc. By owning our own channel we are able to communicate directly with around 4 000 wine interested persons in Sweden. Combined with our Facebook pages and various websites we can influence many in doing the right choices.

The Group’s various websites offer added-value information in the form of streamed videos of wine tastings, wine and food matching and other leisure-related articles. It goes without saying that part of our marketing strategy is based on more traditional channels such as advertising and banner campaigns. This combined with strategic PR work creates results. We also view the creation of ambassadors, through word of mouth, as an

important factor for achieving success in the Swedish market. Associations such as Munkänkarna (The cup-bearers), which involves some 20,000 wine aficionados all over Sweden who regularly organise tastings, are very important.

## **With clients**

Our sales staff enjoys a close relationship with their clients. In addition to daily client visits, field sellers create product presentations and introductory evenings and help develop entire wine ranges and concepts for restaurants. Clients get access of information and news on an ongoing basis through newsletters and an up-to-date website.

## **With producers**

We aim to always be as proactive as possible in communicating Systembolaget’s specific needs and requirements to producers, acting as their eyes and ears in the Swedish market.

# Our backbone - finance and logistics

## **Finance** **– freedom to make rapid decisions**

From the very start our financial value basis has been based on taking one step at a time and growing sensibly by limiting risk. We are completely independent financially and operates without any involvement of external capital, which is an advantage when it comes to making decisions of a financial nature. This financial strategy has been made possible by continual reinvestment in the company, which in turn is possible since we are not subject to any yield requirements from external stakeholders.

## **Logistics** **– the importer's backbone**

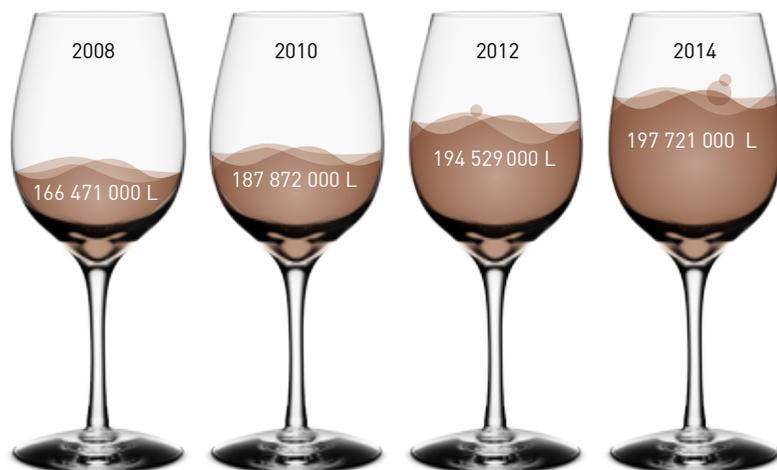
Being able to receive and deliver products smoothly, quickly and safely is key to any importer business. We are working with the world's largest warehouse distributors and through them we are able to reach more than 9,000 recipients such as Systembolaget stores, wholesalers and restaurants across the whole of Sweden. Just

like everything else that we do, this part of the business is based on close collaboration and personal relationships. This way we can minimize the risk of errors and potential problems can be addressed quickly. All products are dispatched from one warehouse in Stockholm, close to our head office, which facilitates the performance of checks.

*“We work with the world's largest warehouse distributors and through them we are able to reach more than 9000 recipients”*

# Numbers and hard facts

Below: Total wine volume sold at Systembolaget in Sweden. (Litres)



Below: Sigva Group turn over. (Euro)

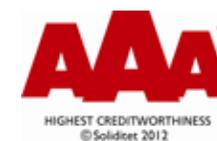


## Sales at Systembolaget 2014

Beer: 234 105 000 litres  
Wine: 197 721 000 litres  
Spirits: 18 342 000 litres  
Cider & Mix beverages: 17 494 000 litres  
Non alcoholic beverages: 2 760 000 litres

## Sigva Beverage Group

Founded: 1994 (Vinia 2005, DesignBrew 2012)  
Location: Danderyd, Stockholm; Sweden  
Ownership:  
Sigva (Family Christiansson)  
Vinia (Family Christiansson, Per Engström)  
DesignBrew (Family Christiansson, Stefan Risberg)  
Turnover 2014: € 29,0 million  
Employees: 16  
Sommeliers: 7  
Listings at Systembolaget: 57  
Sales by Segment: 10% HoReCa,  
90% Systembolaget



# We do our bit – Corporate Social Responsibility

In Sweden companies and individuals have high demands on companies in areas such as the environment and technology. Systembolaget carries out checks on an ongoing basis to verify that producers and importers comply with their regulations relating to environmentally friendly transport and ethical trading (CSR). As an importer we naturally play an important role in this work. Smart logistics solutions and optimised load factors enable us to minimize our emissions for each product. Our responsibility also involves selling and marketing our products in a responsible way, and thereby also representing our producers and brands in an ethical and correct manner.

## **We meet the new requirements together with our partners**

Fairtrade, Organic, Ecological wine, Sustainability...Through the demand from the Systembolaget, Sweden is playing a leading role in this important area. We adapt to these requests and are today representing some of the leading brands with the profile of being Fairtrade or certified in any of the major categories (ecological, sustainability etc.).





CHATEAU  
2008  
DAME BLANCHE

CHATEAU  
Bonneau  
2008

# Sales in Sweden and Nordic partner

## **Sweden sales**

Since the start we have been strongly linked with HoReCa, and this is still the basis of our activities. We have a large and stable client base, of which many have been with us since the start.

Our wines can be found in more than 500 restaurants. Many of them well-known and star rated, others smaller and not so famous. But they all have in common that they appreciate the personal touch that our sales staff is known for and the high quality our producers guarantee.

A great example of a successful collaboration is Nores. Nores is the Nordic region's most important purchasing organisation for the hotel and restaurant industry. We are one of five wine suppliers delivering exclusively to Nores, meaning that our

products are well represented in hotels, conference facilities and at trade shows. We also use restaurant wholesalers such as Martin Olsson.

## **We can be your Nordic partner**

We are never better than the latest business but we know what works and what sells on demanding markets. This unique experience together with the objective focus we can have, not coming from a wine producing country, has given us a strong position as independent and broadminded in our search for the world's best wines and representing them on the world market. We respect but do not worship the culture and the history of wine. We like famous wines, but have more emphasis on taste.

Focus is the key word and our success stems from longterm business deals based on solid experience and knowledge. Today we have a business going on with China. We also work with offers to the Finish monopoly; Alko. Many Swedes cross the bridge over to Denmark why we see this as a natural market for us, working with some of the largest border trade companies. All this put together makes us a strong partner for those who are looking for a partner with a pan-Nordic vision.

We are sure that we have the skills and knowledge to give these markets better wines at better prices, never cutting down on quality!



## Contact

Tel: +46 (0)8 - 732 59 95

Fax: +46 (0)8 - 732 67 20

[www.sigva.se](http://www.sigva.se) | [www.vinia.se](http://www.vinia.se) | [www.designbrew.se](http://www.designbrew.se)

*Sigva*

vinia

\*DESIGNBREW\*

