

A close-up photograph of three wine glasses. The glass on the left is filled with a deep red wine. The central glass is filled with a light-colored wine, possibly white or rosé. The glass on the right is partially visible, also containing a dark red wine. The background is softly blurred, showing hints of a table and other glasses.

HW Handpicked Wines
COMPANY PRESENTATION



MARGARETA AND MÅNS LUNDEBERG
Founders of Handpicked Wines Sweden AB

Handpicked Wines was established 2005 by Margareta and Måns Lundeborg and is today a well established wine importer in Sweden. The couple have management experience in leading positions from large international companies in the Nordic region.

We are a Swedish company 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.

Our company strategy is to import exciting quality wines from 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 interesting to work with small and medium sized producers that are unique and special for the Swedish market.

Welcome to tell us your story and what products you can offer customers here in Scandinavia – a knowledgeable and curious target group for quality beverages.



Handpicked Wines

Handpicked Wines Sweden AB | Office: Bondegatan 21, 116 33 Stockholm | Sweden
+46(0)8-510 691 00 | hello@handpicked.se | Find more information at handpicked.se

OUR STRATEGY

IMPORTER AND SUPPLIER | With a portfolio of innovative and quality beverages from both old and new world

FOCUS ON SYSTEMBOLAGET | By winning tenders by proactive initiatives and also "Exclusive" temporary listings

...AND HORECA | With our a tailor-made portfolio based on existing products

WE OFFER A LOW COST ROUTE TO THE MARKET

- Import licence for wine and spirits
- Cost effective warehousing and distribution
- Outsourcing of support functions
- Very good collaboration with all wholesalers in Sweden





OUR MISSION

MAIN FOCUS | Unique and fine wines

BEVERAGE SELECTION | *Three important factors: Quality with sustainable production – People – Packaging*

EXPERIENCED TEAM | Respected and well known team by the trade and producers as well as the press

CUSTOMER CLUB | Friends of Handpicked: Newsletters, tastings, education, digital interaction and other activities

MARKETING | Ads in selected magazines and newspapers, journalist tastings and participation in fairs and events

SOCIAL MEDIA | @handpickedsweden | @handpickedwines

KEY PARTNERS | Find them all on our website | handpicked.se

OUR ORGANISATION





HORECA

IMPORTANT CHANNEL | Firstly for the sales itself but for brand positioning as well

TAILOR-MADE | Our exiting portfolio is constantly being updated and developed

ALLWAYS ACTIVE | In trade calls, events and tastings

DEDICATED | Respected and well known on-trade sales force

UPGRADED | Ongoing activity plan

UNIQUE | A team with both wine and spirits expertise

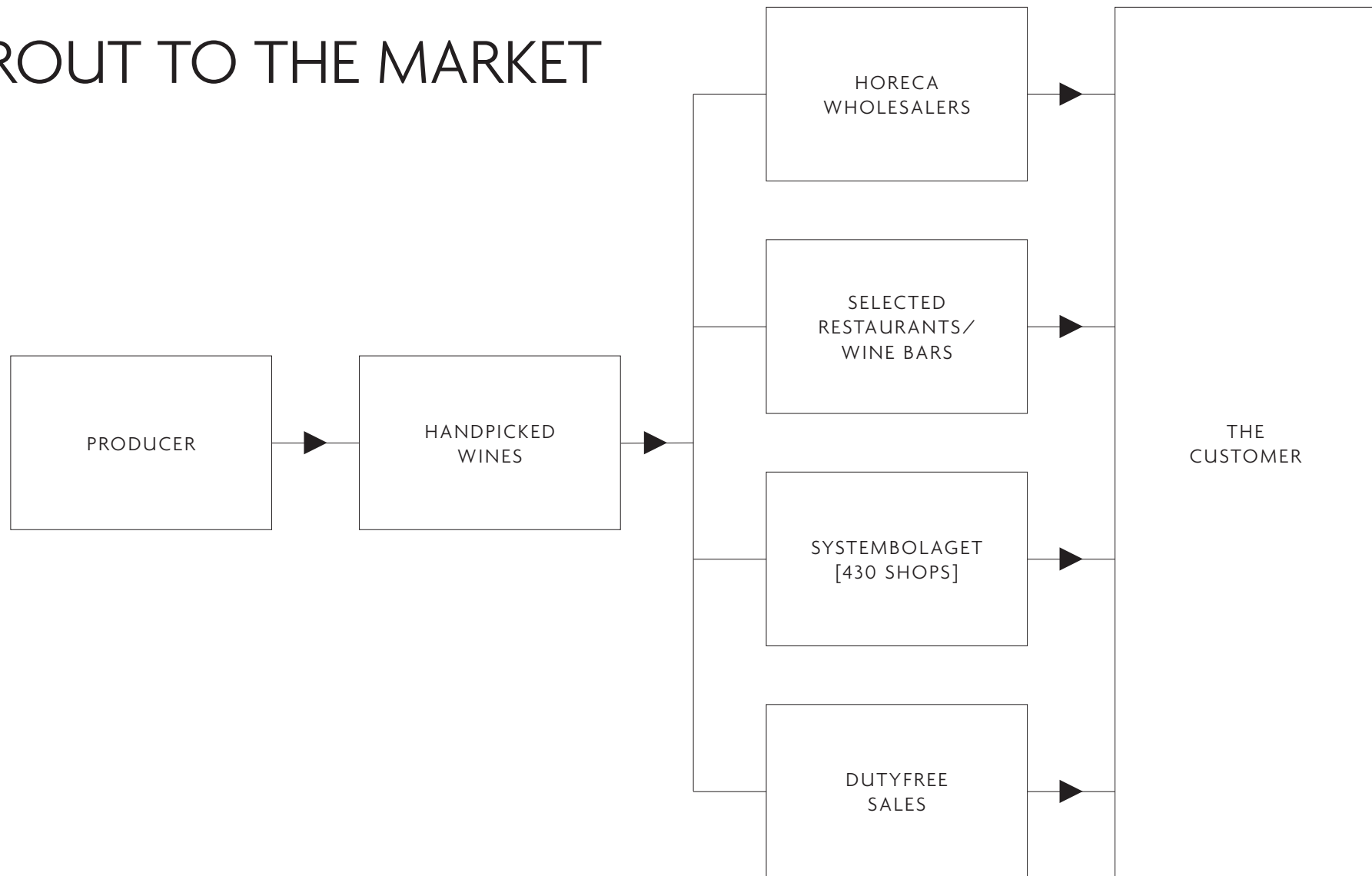
FOCUSING | Concentrated efforts in selected restaurants & wine bars in Sweden

VERY GOOD COLLABORATION | with top wholesalers

TASTING | Continous training with wholesalers salesforce

ACTIVITIES AND CAMPAIGNS | Through wholesalers own channels

ROUT TO THE MARKET



IMPORTER OF THE YEAR 2020

MOTIVATION | For a purposeful work to build a portfolio of very high quality that also contributes to diversity in the market. An importer with it's own voice and constant forward movement.

ALLT OM VIN MAGAZINE | *One of Swedens leading wine publications*



THANKS...

...for taking the time to learn more about us.

If you are intrested to build your brand in Sweden – we are at your service.

Please visit our hompage **handpicked.se** for more information.

We are always on hand to guide you and answer all of your questions.

Welcome to be one of our partners!



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