

A close-up photograph of three wine glasses filled with different types of wine. The glass on the left is filled with a deep red wine. The glass in the center is filled with a light-colored wine, possibly white or rosé. The glass on the right is filled with a dark wine. The background is softly blurred, showing what appears to be a white tablecloth.

HW Handpicked Wines
COMPANY PRESENTATION



MARGARETA AND MÅNS LUNDEBERG
Founders of Handpicked Wines Sweden AB

Handpicked Wines, is a limited company, registered in Sweden, and 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.

Handpicked Wines was established 2005 by Måns and Margareta Lundeberg and is today a well established wine importer in Sweden. With a good reputation Måns and Margareta has management experience from large international companies. Both in leading general management positions in the Nordic region. The team is also highly qualified in product expertise.

The company strategy is to import exciting quality wines of 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 family producers that are unique and special for the Swedish market.



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

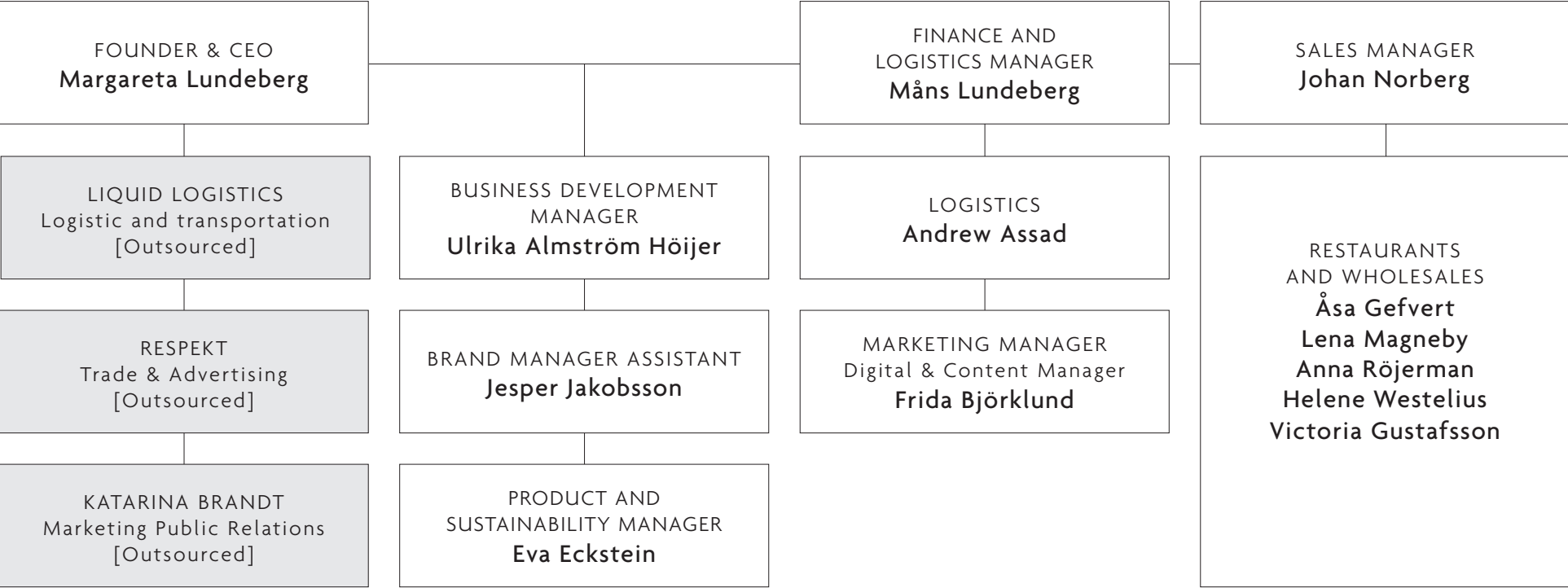
...AND HORECA | With our a tailor-made portfolio based on existing products

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 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

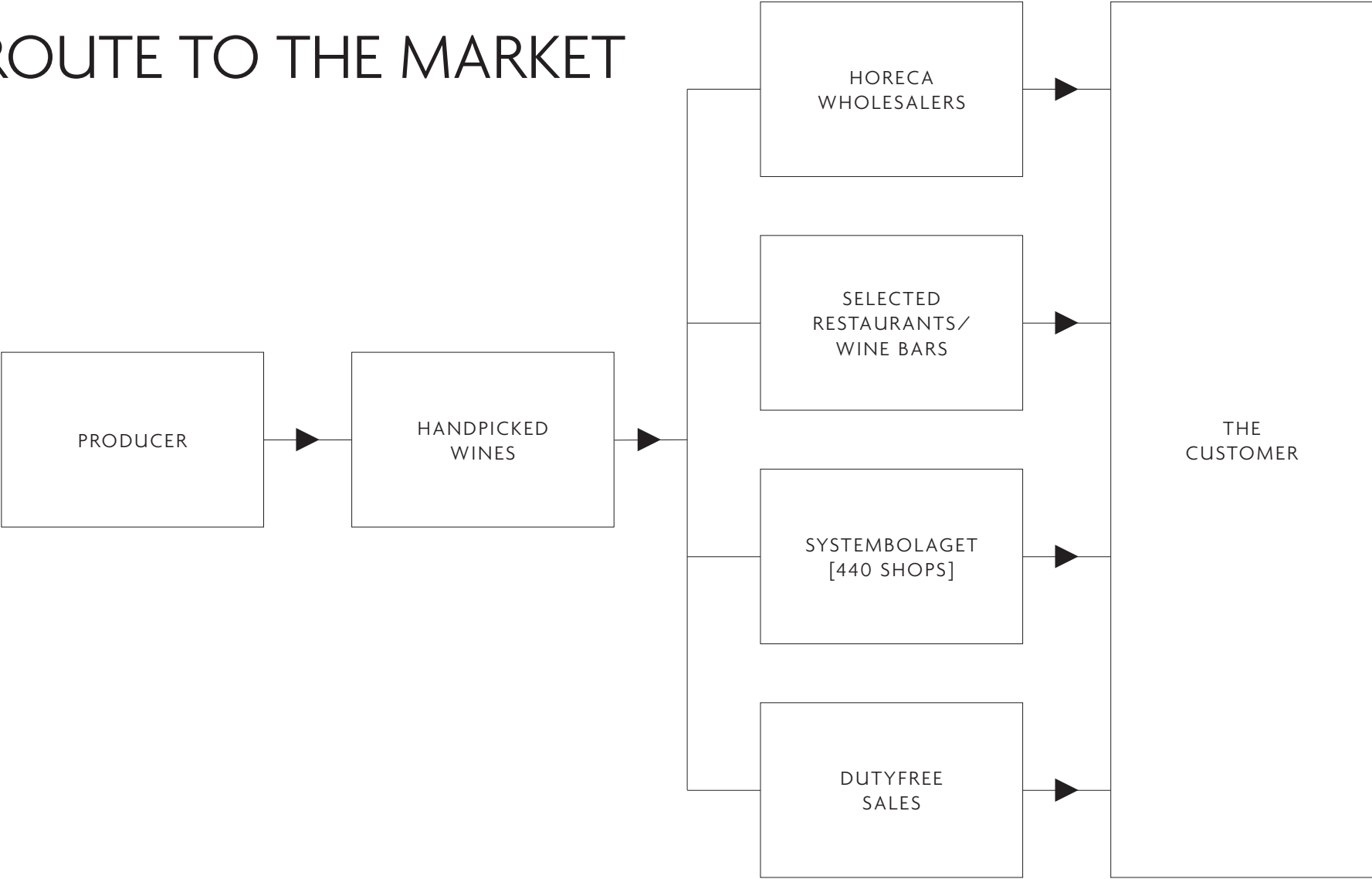
FOCUSING | Concentrated efforts in selected restaurants & wine bars in Sweden

VERY GOOD COLLABORATION | with top wholesalers

TASTING | Continous training with wholesalers salesforce

ACTIVITIES AND CAMPAIGNS | Through wholesalers own channels

ROUTE TO THE MARKET



THANKS...

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

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

Please visit our homepage 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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