



A Company Presentation

Handpicked Wines AB

Nordic Beverage Company AB

Klunk AB

Adress: Printz väg 19, 142 66 Trångsund, Sweden
Telefon: 08-510 691 00. Telefax: 08-508 531 00
E-post: hello@handpicked.se. www.handpicked.se

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Klunk AB and the collaborating companies

Klunk AB, 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. Klunk import, are the product owner, and hold stocks for the Swedish market.

Klunk AB was established 2005 by Måns and Margareta Lundeberg and is today one of the new fast growing wine importer in Sweden. Måns and Margareta has management experience from other big 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 VSD Logistics in Sweden, as a service provider for primary logistics, warehousing, and secondary distribution to wholesalers and Systembolaget stores. Klunk has also a consultancy commission from Nordic Beverage Company to make tenders for Systembolaget and sales to HORECA for selected wines from Nordic Beverage Company's portfolio.

Klunk and Nordic Beverage Company has set up a new company "Handpicked Wines" which will focus on premium wines. Nordic Beverage Company is one of the most financial solid wine companies in Sweden.

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Three Companies - one management

Klunk AB – owned by Måns and Margareta Lundeberg 80% and Respekt Agency 20% - focusing on niched products i.e organic, winemaker, new regions, blends etc in the price range of 70-150 SEK.

Nordic Beverage Company /Areim AB 100% - focusing on volume wine in the price range up to 100 SEK.

Handpicked Wines – owned by Klunk AB 50% and Nordic Beverage Company 50% - only focus on premium wines, from 150 SEK.

A lot of good synergies to be achieved via this collaboration.

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The Vision

By 2012, the wine group Handpicked Wines, Nordic Beverage Company and Klunk, will be established amongst **top 15 wine suppliers in Sweden**



Strategy

- Importer and supplier of innovative and quality wines from both old and new world
- Focus on Systembolaget.
 - Winning tenders by proactive initiatives.
- And HORECA.
 - A tailor-made exciting portfolio.
- Low cost route to market.
 - Import licence for wine and spirits.
 - Cost effective warehousing and distribution.
 - Outsourcing of support functions.
 - Very good collaboration with all Wholesalers in Sweden.
- Experienced and knowledgeable team.
 - Team respected and known by the trade and producers as well as press.
- More focus on Premium wines via the new company “Handpicked Wines” which will be up and running 1st quarter 2010.
 - Handpicked Wines AB will be owned 50% by Klunk AB and 50% by Nordic Beverage Company AB.
 - Handpicked Wines AB has already started to build a portfolio with some prestiges producers such as Elvio Cogno – Piemonte Italy, Wine & Soul - Douro Portugal, L’Ecole 42 – Washington, USA.



Current Key Partners

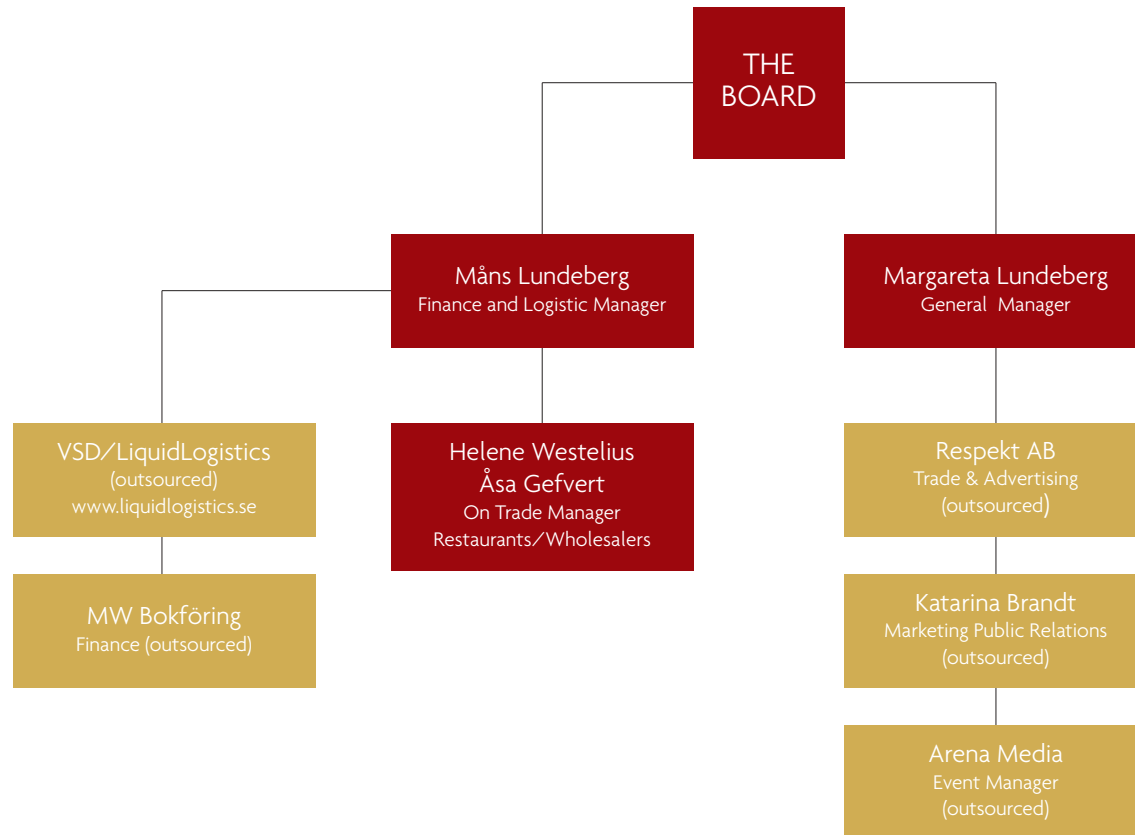
*In addition to these we work with
15-20 other small and medium size
producers for either HORECA,
Systembolaget tenders or both.*

Argentina	Valle Perdido/Patagonia
Australien	Rymill/Coonawarra Tamburlaine/Orange West Cape Howe/Western Australia
Chile	Viña Botalcura /Maule Valley Frankrike Domaine du Théron/Cahor
Italien	Acienda Agricola Poggiopaoli/Toscana Cantina di Dolianova/Sardinien Cantina Fill Zeni/Veneto Elvio Cogno/Piedimonte Fattoria Nittardi/Toscana Luciana di Piccin Fabrizio/Basilikata Tabarrini/Montefalco
Nya Zeeland	Anthem/Central Otago Babich Wines
Portugal	Casa Agricola Das Mimosas/Estremadura Cavipor/Minho Enoport Group/Portugal Quinta do Passadouro/Douro Wine & Soul/Douro
Sydafrika	Groenland/Stellenbosch Lomond/Cape Agulhas
USA	Charles Smith Wines/Washington L'Ecole No 41/Washington Sokol Blosser Winery/Oregon Sterling Vineyards/Kalifornien
Venezuela	Destilerias Unidas/Venezuela
Österrike	Herman Moser/Kremstal

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Our Organisation



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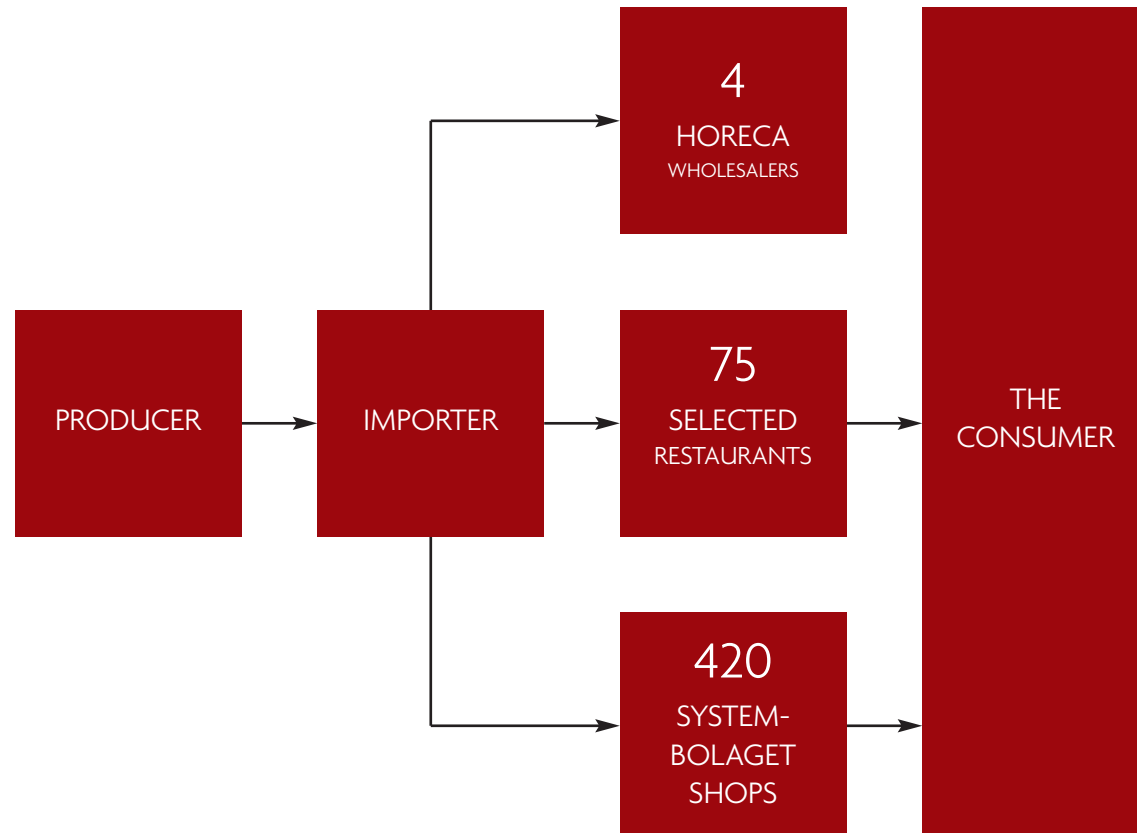
HORECA Approach

- HORECA is an important channel, both for selling and brand positioning.
- A tailor-made exciting portfolio is constantly being updated and developed, both old, and new world.
- A dedicated on trade sales force.
- An upgraded activity plan.
- Active in trade calls, events and tastings.
- A unique wine and spirits expertise.
- Focusing on selected top 75 restaurants in Sweden.
- Very good collaboration with top Wholesalers.
- Tasting with Wholesalers salesforce.
- Activities and campaigns with Wholesalers.

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The Route to the Market



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This is a short company presentation and if you are interested to build your brand in Sweden – we are at your service

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NORDICBEVERAGE

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