

Primewine

PrimeWine Group consists of four independent companies that import and sell wines to the Nordic markets. In 2009, PrimeWine Group began its collaboration with Solera Beverage Group, the leading Norwegian supplier, as part of our aim to become Nordic market leader. This collaboration strengthens our logistic and administration capacity, and provides us with even better access to the Swedish, Norwegian and Finnish markets.

Our sales team has access to the majority of our customers via our offices in Stockholm, Gothenburg, Malmö, Oslo and Helsinki. We also work closely with leading food wholesalers who provide us with professional sales and distribution to all parts of our market. Since its start in 2002, PrimeWine Group has enjoyed rapid and planned growth.

Our achievements include obtaining the most new listings in the product range offered by Systembolaget AB (the Swedish Alcohol Retailing Monopoly) in 2006 to 2009. Our fresh approach to development, sales and marketing means that today we are the gateway to the Scandinavian wine market. Primewinebar in Stockholm is an excellent illustration of our innovative way of thinking; it serves as both a showroom for our producers and as a feeler out into the market.