

CONCEALED WINES

UNIQUE WINES FROM GREAT PRODUCERS

Concealed Wines is an established importer of alcoholic beverages in Sweden, Finland and Norway.

We work in partnership with fantastic producers from all over the world to supply our markets with unique wines, spirits and beers.

Concealed Wines was established in 2008. The main office is located in Stockholm, Sweden.

INSIGHTS

Concealed Wines imports wines, spirits and beer. Our main markets are Sweden, Norway and Finland. We would like to present you our market focusing more on Beer. We always look for new producers who are eager to enter the Scandinavian market.

OUR AIM

The main aim is to build long-term relationships. The monopoly tender system is rigorous and time-consuming. Working with an experienced importer not only helps in securing sales but also establish brand recognition.

COMPANY SIZE

In terms of size, Concealed Wines is a mid-size importer who has been growing each year in terms of value and volume. Our company comprises of Sales, purchase, accounts and marketing departments.

Our well-trained Sommeliers enhance our understanding of the suitable products for the market.

KEY FIGURES

Annual Sales (Total): 10 million € (30% increase per annum).

Beer Sales: 150,000 bottles/cans per month.

Concealed Wines expects to see a positive beer sales in the next 1.5 to 2 yrs.

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COLLABORATION

Whether it is the tender process, launch plan or sales to our Ho.Re.Ca clients, on each and every step, we like to provide transparency, clear understanding and support to our partners. We make a marketing plan for each product which will be launched.

To read about our marketing, **click here**. Marketing practices are very common in today's business world but we aim to bring the best out of it.

COMMUNICATION

It is very crucial to have communication at each stage, whether it is a step in the tender process, paperwork or working with a launched product to improve sales. We have an in-house facility for communication in 5 different languages.

The producer agreeing our proposed marketing strategy, clear communication about the situation of products that Concealed Wines is selling in the market.

BENEFITS OF COMMUNICATION

We try to communicate each detail to our collaboration partners which helps them to know the market demand and plan production accordingly. In case you lose the tender we provide our remarks which helps you gain more knowledge about the market.

Our clear guide to the steps can be read, by **clicking here**.



SELECTING OUR PARTNERS

In order to find the perfect partners for our Markets:

- » Our main strategy lies in looking for a small/mid-size brewery who is able to compete in the export market.
- » The brewery should be able to meet the price points via Economies of Scale
- » The brand we looking for should be suitable for export
- » The suppliers should have a flexible mindset
- » The supplier should have the passion and motivation to enter these markets.

To read more about business opportunities, **click here**.

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THE BEER MARKET

When it comes to beer as product segment, the majority of new products is listed via the tender system. Since all three markets are monopoly driven, the purchase process is pretty similar.

Systembolaget, Vinmonopolet and ALKO are the names of the monopoly distributors of beer, and each organization purchase from licensed importers. Some trends which are based on our experience and on the previous launch plans:

- » There is a positive trend for Craft Beer.
- » Ale types have been in trend and the demand will increase in the coming years.
- » Due to sustainability reasons, Beer in a can is in more trend than in the bottle.
- » A trend of organic beer has been increasing, the reasons being consumer preferences and the political system aims of Systembolaget.
- » Talking about the UK beer production and the related trends, positive trends for traditional types, porter, lager and IPA have been observed. These beers are usually launched in bottles.

To read about the Nordic beer market, **[click here](#)**

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OUR ADVICE

As being an importer for many years, our team has observed how the market has matured in terms of different trends and growth of different product types.

- » Having a perspective that Sweden is a very competitive market will let you get less disappointed and help you learn more.
- » On a general observation, 25 beer products compete for each position, this means that it is crucial to do all details correct in order to distinguish a product from the competition.
- » Deal with an importer where you feel that communication works well.
- » Make sure to use your import contact to learn how the market works. If you understand this as a supplier you will be able to work more efficiently in the market.
- » After you get into the market, focus on realistic market strategy for your brand in specific and agree with your importer how to conduct that strategy together.

BEER TENDERS

The tenders are available on our website. We make sure that each tender is available on our homepage and is accessible to our suppliers.

To read about the Beer tenders, **click here**.

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CONTACT US

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