

2019 FACTS & FIGURES

REVENUE

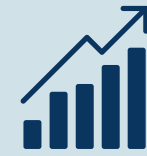


NOK 720M
€74M \$81M

SALES



12M litres
2,4M litres HORECA



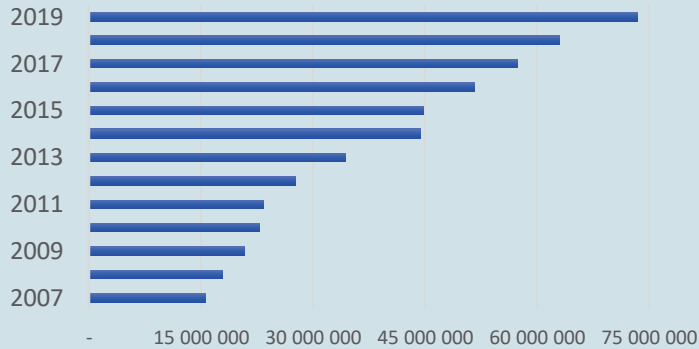
+16%
0,7% market growth

220 ACTIVITIES EXECUTED



- ✓ Wine fairs
- ✓ Tastings
- ✓ WMD
- ✓ Media events
- ✓ Producers visits

REVENUE DEVELOPMENT (€)



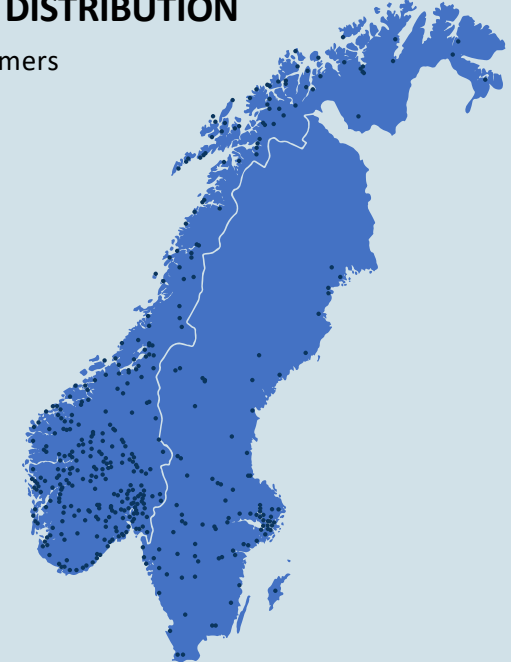
13 NATIONALITIES
19 SALES PEOPLE
17 PRODUCT MANAGERS



- ✓ Sommeliers
- ✓ WSET Diploma
- ✓ MW Student
- ✓ Cicerone/Beer Sommelier
- ✓ Sake Sommelier

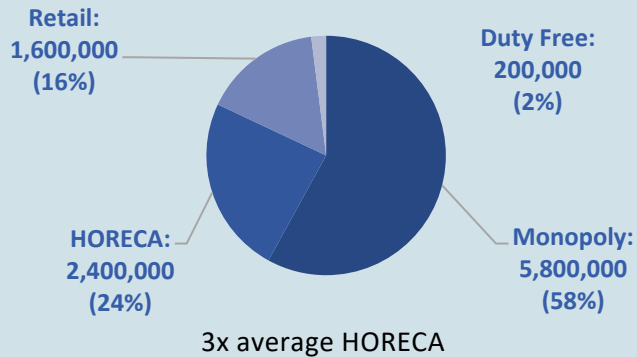
HORECA DISTRIBUTION

2500 customers



www.moestuegroup.com

SALES IN ALL CHANNELS (L)



Environmental management system (under certification)



Organic certification organization (member)



Recovery & recycling organization (member)



MAIN SPONSOR
Norwegian Sommelier Association

“Moestue Group will be the leading premium drinks supplier in Norway and Sweden, with continued growth in the UK market and in export.”



UNEQUALED MAILING LIST
AND SOCIAL MEDIA FOLLOWING



127 TENDERS WON
AT MONOPOLIES



2019 FACTS & FIGURES

REVENUE



NOK 255 M
€24M \$30M

SALES



2,1M litres
500k litres HORECA



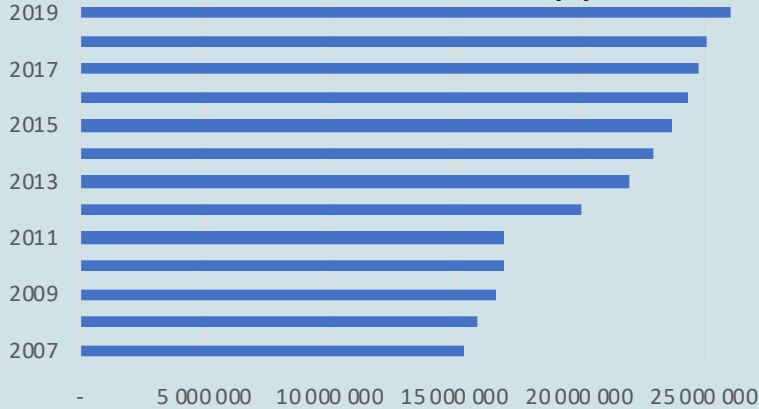
+6%
0,7% market growth

95 ACTIVITES EXECUTED



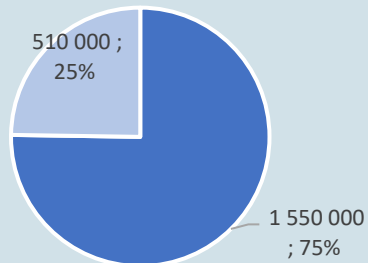
- ✓ Wine fairs
- ✓ Tastings
- ✓ WMD
- ✓ Media events
- ✓ Producers visits

REVENUE DEVELOPMENT (€)



STRONG IN BOTH CHANNELS (L)

■ Vinmonopolet ■ HORECA



“Horeca in Norway is 8% of total market. MGS Horeca share of sales is 25%, 3 times the market average.”



- 6 NATIONALITIES**
- 6 SALES PEOPLE**
- 5 PRODUCT MANAGERS**
- 3 IN-HOUSE BACK OFFICE**



- ✓ Sommeliers
- ✓ WSET Diploma
- ✓ MoW Student
- ✓ Cicerone/Beer Sommelier
- ✓ Sake Sommelier



Environmental management system (under certification)



Organic certification organization (member)



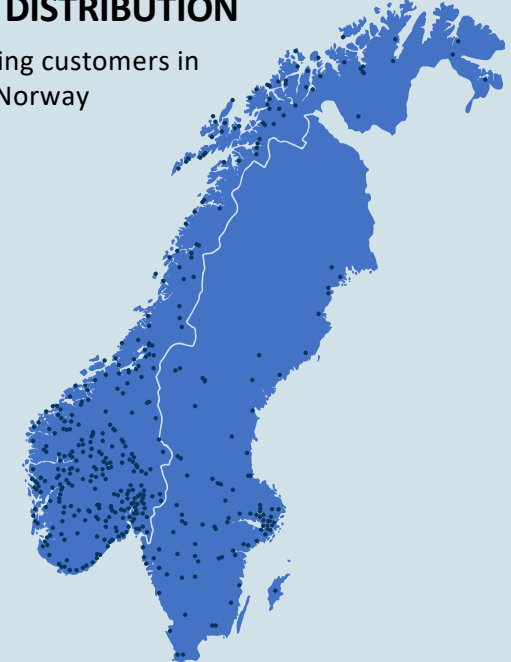
Recovery & recycling organization (member)



MAIN SPONSOR
Norwegian Sommelier Association

HORECA DISTRIBUTION

1100 buying customers in Norway



www.moestuegroup.com

“Moestue Grape Selections will be the leading supplier of classic premium wines with typicity and spirits from Europe.”



**UNEQUALED MAILING LIST
AND SOCIAL MEDIA FOLLOWING**



**28 TENDERS WON
AT VINMONOPOLET**