

Press release

Sasbachwalden, 25 Januar 2017

German-Wine-Group - New export initiative for German wine!

Alde Gott, Cleebronn & Güglingen, DIVINO and Weinbiet are combining their portfolio and export services.

In order to strengthen their export activities and combine their resources in this area, the four premium co-operatives Alde Gott/Baden, Cleebronn & Güglingen/Württemberg, DIVINO/Franken and Weinbiet/Pfalz founded the German Wine Group (GWG) GmbH, headquartered in Sasbachwalden, at the end of 2017. Also on board is Nicola Blanchard, a WSET-certified wine expert with an MBA Bordeaux. The experienced export manager has previously worked for Golden Kaan, KWV, the house of Codorniu and Calatrasi.

The German Wine Group will – in addition to the individual stands of each partner – be represented at ProWein for the first time with its own stand (Hall 14/D57). “We expect ProWein to give us an initial impetus, as we are confident of the success of German wine exports in the medium term,” says Wendelin Grass of DIVINO. “Our companies count amongst the leading producers in terms of quality in Germany. We can therefore offer wines with an outstanding price-quality proposition, and see our portfolio in the mid-to-premium range segment.” Wines from various provenances and typical grape variety combine to form a well-balanced portfolio representing a cross-section of the quality German wine landscape.

As medium-sized companies, the partners regard exports – in addition to their traditional domestic sales channels - as an interesting market with good growth opportunities. As a group they represent an area of approximately 1,300 hectares of vineyards and an export turnover of almost half a million Euros. The partners aim to continue expanding from this base and to strategically develop the export market together. “As regards developing new markets, it made perfect sense for us to pool our strengths and resources to form the German Wine Group”, adds Michael Falk, Managing Director of the German Wine Group.

Contact:

Nicola Blachard
German Wine Group GWG GmbH · Talstraße 2 · 77887 Sasbachwalden

Tel.no.: +49 179 590 1097