



DELTA WINES
FINLAND

Delta Wines is coming to Finland!



Waddinxveen, March 13th 2023 - **Joris Snelten (CEO Delta Wines) and Ralph Zopfi (Managing Director Delta Wines) announce the establishment of Delta Wines Finland, aimed at serving the Finnish wine market throughout all channels. Delta Wines Finland is a joint venture between Delta Wines International and Finnish partners with longstanding experience and relations in the market. The first two local partners are Martin Nordell, Portfolio Director and Topi Järvinen, Sales Director.**

Joris Snelten, CEO Delta Wines - “Entering the Scandinavian market has been a longstanding ambition of Delta Wines and fits perfectly with our strategy to increase our added value for producers and customers. Cross-border and cross-channel knowledge of the wine industry - both on production and consumer side – is in our view crucial for further wine business growth.”

About Delta Wines

Delta Wines is a leading importer and distributor with a wide portfolio of wines, supplying over 85 million bottles of wine annually from over 21 countries to supermarkets, traditional retailers, wholesalers, the online channel, and the foodservice industry. On the back of the central role in the value chain, Delta Wines is an important strategic partner to producers and customers through a wide range of additional services including agency, consultancy, category management, marketing / branding, logistics and supply chain service.



Delta Wines has the ambition – in addition to a solid and healthy organic growth – to spread its presence in the European wine industry, aimed at further strengthening the connecting role between wine producer and wine selling customers. Today, Delta Wines serves its customers internationally from its own distribution centres, 30.000 m2 in the Netherlands, Poland, the Czech Republic and Belgium. Finland will be the next step in realising our international ambitions.

About Delta Wines Finland

Delta Wines Finland is a reliable, transparent and above all, long-term partner. We promise to keep strong focus for each partner and customer, who have been handpicked to be a part of the journey. We work as a family and drive the business together according to our values creating enthusiasm and commitment. Our aim is to create a community where people enjoy working, regardless of their role.

Team

Martin has more than 15 years of experience in the wine business; as entrepreneur, sommelier, wine educator and last as Category Manager Wines at one of the biggest importers in Finland. Martin holds a Doctorate degree in Business Management and the WSET Diploma in Wines and Spirits.

Topi has worked in managing roles in sales, marketing, brand management and has a strong background of over 10 years in various positions in the hotel- and restaurant business. A passion for developing the beverage business as a whole, is a driving force for Topi.

Our Mission

We are inspired by wine consumers and are driven to provide the best wine experience in the trade. Efficient and effective, together with our business partners and wine producers. Responsibly, with the best supply chain performance, the most innovative category management with the right wines, healthy margins throughout the whole supply chain, extensive knowledge of the market and the best service.

How we work

We are offering great value for money in all chosen price segments and we are operating in all relevant distribution channels. We focus on quality in all we do, and we are passionate about developing our mutual business in order to share profitable growth with our hand-picked Partners. We personally enjoy the wines we represent and above all, we are fun to work with!

Note to editors (not meant for publication)

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