

**The Beverage group continues their expansion and strengthens their position in the Nordic market through the acquisition of Janake Wine group.**

The Beverage group is one of the leading companies in the Nordic wine market with operations in Sweden, Norway and Finland. By volume, The Beverage group is the sixth largest import group in Sweden, the eighth largest in Norway and one of the fastest growing import companies in Finland. The Beverage Group works the Nordic market through five import companies. The Beverage Group aims at record high turnover about 800 million of SEK 2017.

Janake Wine Group is a wine import company with operations in Sweden and Norway. The founders of the company, Janåke and Britt Johansson, with other family members, have in a very short period of time established the company in the top of the Nordic market. Passion for the wine in combination with a strong portfolio has been the foundation of the company. Janåke Johansson is by many in the wine world considered as the person who opened the door to quality wines from South Africa, where he is partially resident. Janake Wine Group has a turnover of nearly 200 million of SEK and imports more than 2 million liters of wine per year.

*"Wine consumption has stagnated throughout the Nordic region in recent years, The Beverage Group has as target to grow through acquisitions and increase they already strong position in the Nordic region. We have crossed roads with Janåke at the end of the nineties and early twentieth centuries, during the construction of what is today Altia Sweden, so it's no coincidence that this company ended up on our radar.*

*We see Janake Wine Group's unique portfolio as a strong complement in the supply of wines outside of Europe, but also a powerful addition to our role as a leading importer of Italian wines with over 15% market share.*

**"Says Addi Suko CEO Founder and owner of The Beverage group"**

*"After more than 50 active years in the wine-world, I saw the possibility to sell my family business to my old friends, who will take my heritage in to the next level of wine world.*

*Most of our producers are my personal friends, and it has been of the utmost importance that they will have possibility to continue to develop sales in the Nordic market and keeping close and long-term relationships alive.*

*I intend to stay in the company as a minority owner for a couple of years as in the role of senior adviser."*

**"Says Janåke Johansson Founder of the Janake Wine Group"**

*"With the acquisition of Janake Wine Group The Beverage Group strengthens its position as one of the most important suppliers to Systembolaget in Sweden, Vinmonopolet in Norway and ALKO in Finland.*

*With the acquisition, The Beverage Group will also seriously enter the Restaurant world with its new company Horecapartners. The goal is to take a leading position in this business area as well.*

*In general, we will soon reach our target of 1 billion SEK in turnover and importing more than 12 million liters of alcoholic beverages. "*

**"Says Mattias Grahn CFO - Founder and owner of The Beverage Group"**

For more information please contact

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