

**Fact Sheet**

<b>Foundation</b>	June 2011
<b>Managing Directors</b>	Christian Fricke, Stephan Linden
<b>Headquarter</b>	Berlin
<b>Employees</b>	Approximately 40
<b>Business Model</b>	<p>Wine in Black offers a continuously changing assortment of selected premium wines. Besides well-established brands, the wine experts of the company also scout wines from small and unknown producers. The curated assortment is presented with a lot of detailed information in the online shop. The explanations about the history and origin of the products also provide a good overview to wine drinkers without deep knowledge. The shopping experience on the website is very simple and tailored to the customer's preferences, including personalized product recommendations. Registered members can also receive notifications about the most recent offers and information on new discoveries.</p>
<b>Offer</b>	International premium wines and Champagne at an average price of about 15 euros per bottle
<b>USP</b>	Wine in Black presents interesting wine discoveries every day – this makes the online shop the best destination for curious wine lovers interested in finding new high-quality wines.
<b>Bottles Sold since Launch</b>	More than 5 million
<b>Number of Producers</b>	Since its foundation, Wine in Black has sold wines from more than 1,000 producers from all over the world
<b>Target Group</b>	Wine lovers between 35 and 50 years
<b>Delivery Area</b>	Germany, Austria, Switzerland, France, Netherlands
<b>Websites</b>	<a href="http://www.wine-in-black.de">www.wine-in-black.de</a> ; <a href="http://www.wine-in-black.at">www.wine-in-black.at</a> ; <a href="http://www.wine-in-black.ch">www.wine-in-black.ch</a> ; <a href="http://www.wine-in-black.nl">www.wine-in-black.nl</a> ; <a href="http://www.wine-in-black.fr">www.wine-in-black.fr</a>
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