

Fact Sheet

Foundation	June 2011
Managing Directors	Christian Fricke
Headquarter	Berlin
Employees	Approximately 40
Business Model	<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>
Offer	International premium wines and Champagne at an average price of about 15 euros per bottle
USP	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.
Bottles Sold since Launch	More than 5 million
Number of Producers	Since its foundation, Wine in Black has sold wines from more than 1,000 producers from all over the world
Target Group	Wine lovers between 35 and 50 years
Delivery Area	Germany, Austria, Switzerland, France, Netherlands
Websites	www.wine-in-black.de ; www.wine-in-black.at ; www.wine-in-black.ch ; www.wine-in-black.nl ; www.wine-in-black.fr
Media Contact	presse@wine-in-black.de Wine in Black GmbH Public Relations Friedrichstraße 194 – 199 10117 Berlin Germany