

Viva Wine Group Finds VIVA eCOM GROUP and Acquires Vinexus Group

Swedish Viva Wine Group is amplifying its eCommerce activities in Europe by founding the VIVA eCOM GROUP GmbH on 1st November. Over the course of this foundation, the new company is purchasing 100% of shares in the Vinexus Group, Butzbach. As part of the transaction, Christian Fricke (41) is taking over management of the new group and all subsidiaries in addition to his tasks as Managing Director of Wine in Black.

Emil Sallnäs, founder and CEO of the Viva Wine Group: ‘by purchasing Wine in Black GmbH last year, we took the first step onto the European eCommerce market for premium wines. This acquisition was always intended as the first step in a strategic expansion of our business in Scandinavia. After the successful turnaround of Wine in Black, we are now looking forward to welcoming Vinexus and Wine Logistix as the next members of our group.’

Christian Fricke, Managing Director of VIVA eCOM GROUP GmbH: ‘we see great potential in the B2C brands within the Vinexus Group (Vinexus, Shiraz & Co). At the same time, we are also reinforcing our position by acquiring Wine Logistix GmbH as an innovative and highly modern logistics company that is not only a fulfilment service provider but also a successful B2B trading platform and mediator between producers, importers and retailers. I’m looking forward to the new opportunities arising through this transaction for us, our teams in Berlin and Butzbach, and our partners. We have a clear aim of continuing to grow profitably over the next few years through organic growth alongside further acquisitions.’

The transaction encompassed Vinexus Deutschland GmbH, Wine Logistix GmbH and Wein für Profis GmbH as well as the logistics site at Butzbach. Dieter Stoll, founder and shareholder of Vinexus AG and Managing Director of Vinexus GmbH, will keep his position as Managing Director of Vinexus GmbH to support the transition into the new group. Michael Mett, Managing Director of Wine Logistix GmbH and shareholder of Vinexus AG, is leaving the company to fully focus on his other professional activities.

Dieter Stoll: ‘we founded Vinexus out of a passion for wine, IT and logistics, and are proud of what we have achieved in just under 20 years. In Viva Group, we have found an excellent successor that shares our vision and values in expanding and building on our partner model, heralding the next phase of growth.’

Please see www.viva-ecom.group for further information.

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