

# Wein-Bauer, Inc

Importing the finest wine, beer and spirits since 1980

# About us

“**Wein-Bauer, Inc** has been importing wines, beer and spirits from around the world for the past 36 years, quickly becoming heavy-hitters in the ever-changing alcoholic beverage industry. Aside from their home office in Chicago, Illinois; Wein-Bauer, Inc. has regional offices on both coasts and in Wisconsin as well as brokers in other key areas. This ensures that Wein-Bauer is able to properly service their country-wide distribution network. Wein-Bauer prides themselves on supporting all their brands, creating an experience for consumers and incentives for distributors to bring their brands to the forefront of the market.”

# History

## WBI Incorporated

August 1980, with the purpose to Import Austrian Wine

## Wein-Bauer Distributing

Incorporated Illinois Distributing company adding a variety of suppliers globally.

## Warehouse

Purchase of new warehouse near O'Hare International Airport

## Domestic

Introduction of first domestic brand.

1980    1984    1986    1989    1990    1990    1992    2000    2015    2015    2016    2017

## Expansion

Into German wine due to issues in the Austrian wine industry

## WBI Development

Sourcing selective suppliers outside from Austria and Germany

## WBI Growth

Diversification of craft Beer & Spirits

# 2016 Moving Forward

## Expansion of Diverse Portfolio

- a. *We **do not believe in creating in-house competition.***
- b. Each brand we represent will be the primary objective within its category, therefore the company can fully service the present demand and develop a greater reach within the general market.

## New Items:

1. “Sound of Music Wine” from Austria
2. CFGV - French Sparkling Wines
3. Grupo Penaflor wines
4. Bauer’s Beer Brandy
5. AASS and Steamworks Craft Beer.

# Key Personnel



**Manfred Bauer**

President of Wein-Bauer



**Christopher Bauer**

Export Manager (Austria)



**Sabrina Bauer**

Logistics & Orders



**Yordanka Gospodinova**

Controller & Accounts Receivable



# THE TEAM

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Manfred Bauer- President

Christopher Bauer - Manager

Daniel Hogan - Regional Manager

Vince Pecora - Regional Manager

George Machart - Regional Manager

Mike Hundley - Regional Manager

Matthew Rios - NY, NJ Manager

John Freyer - National Beer Manager

Steve Reed - Broker

Pam Phelps - Broker

Phil Laramore - Broker

Marcin Lonski - Warehouse

*3 new Regional Managers to be added*



# OUR SERVICE

TO OUR CUSTOMERS AND  
SUPPLIERS

## Regional Managers & Brokers

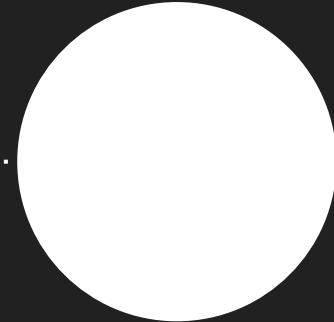
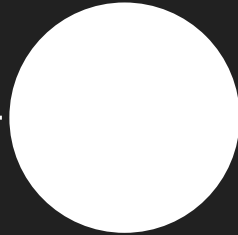
- Our Managers are proficient and established in their assigned regions and will immediately execute the objectives.
- Will facilitate the corporate strategies and targeted goals while developing wholesale partners.
  - Promotions
  - Incentives
  - Programs
- Build product visibility and distribution

# Our Plan..


Placement of (3) three new Regional Managers. Building distribution and increasing market share across the country.

The President of Wein-Bauer, Inc, Manfred Bauer personally contacts each existing and potential distributor to communicate the opportunities and resources that would effectively support the brands.

Structure programing utilizing targeted promotional activity that would be supported with tastings, work-withs, educational dinners, and sales rep development.





A wine glass filled with white wine is positioned on the left side of the frame. The background is a blurred crowd of people, suggesting a wine festival or event. The text is overlaid on the right side of the image.

“Our success is due to the fact that we are able to create brands and build them from conception. We utilize competitive pricing, local programing & promotional support to establish brand performance in the marketplace. Understanding and identifying market trends quickly allows Wein-Bauer, Inc. to effectively react and adjust to the opportunities keeping us ahead of the competition”