



Bodvar Hafström
 CEO/Founder
 Bodvår of Sweden – House of Rosés



BODVÅR of SWEDEN

HOUSE OF ROSÉS

**160 YEARS
 OF TRADITION**

Entrepreneur, Rosé wine expert and originator of his own name wine, Bodvår of Sweden No.5 Rosé – Swedish maverick Bodvar Hafström is a connoisseur of the finer things in life. Along with his new wine comes a passion for collecting and enjoying the greatest Rosé wines from around the world and, he has recently brought them together under one brand and made them available to discerning customers in America. They are truly the world's only specialized Rosé House and are presented by the Boutique Wine Company Bodvår of Sweden - House of Rosés.

At 44-years-old, Bodvar Hafström made the decision to not only continue, but expand the family tradition (as opposed to going on his own initiative to pursue his own dreams). He comes from a country born from tradition and history, and his family dates back to 1846 with cognac and cigars, then in 1855 with wine. "There's always a balance when you do things, maintaining tradition while also looking ahead into the future," he stated.

Growing up with an importance on tradition means balancing your family history and strength with new concepts of entrepreneurship and always believing in yourself. It's a reflection of history, with an eye forward to the future.

"We have more than 160 years of tradition in providing the connoisseurs of the world with the best the world has to offer. In my family it has always been the tradition to explore the world in search of unique, high-quality alcoholic beverages and other luxury products," said Bodvar. His great-great-grandfather started one of the largest cigar brands in Sweden. Today, Hafströms of Sweden has an exclusive assortment of hand-rolled premium cigars.

"On my mother's side, the family founded the legendary Grönstedts Cognac in 1846, and it is still one of the top brands in the world," Bodvar said. "Another branch of our family tree holds the Lindqvist family, importers of exclusive wines in the nineteenth century." A world traveler, Bodvar says branding is key. "There are over 80,000 wine brands, we want to be clear and defined in communication and branding to consumers. One pure Rosé brand (no boxed wine or white wine or red) just one clear and concise brand."

Bodvar says that Bodvår of Sweden – House of Rosés was brought about by a passion to collect the greatest Rosé wines from all over the world under one brand, making them available to discerning customers as the world's only truly specialized Rosé House. When asked what he believes attracts people to different wine tastes he stated. "If you like wine and something tastes good, then it's a good wine. When customers go out and look at wines, they look at quality, grade, various different things. Of course, we do a wine-tasting as you never know how the consumer will like what you present. You need to look at the reaction from consumers. Generally, the more you drink, the more you go to the dryer side. Bodvår of Sweden wants to create the trends, not follow the trends. We are very active and very focused, and very strategic in our planning. We are business people. It's a great lifestyle, but hard work."

Enjoy Bodvår of Sweden No.5 Rosé at the Montage Hotel, Laguna Beach and Beverly Hills, Mondrian Hotel chain.

