



HEDON 

1/2020

NEWSLETTER

01 | MARKETS

DEVELOPMENT OF MARKET SHARES AT ALKO:

Italy is approaching Chile, Portugal is increasing as Europe in general is rising. Sales of sparkling wines continues to increase. Cavas are still in lead but Proseccos are doing well also, especially in special bottles. A detailed market shares report is available for our suppliers at request.

Alko will launch a purchase plan three times in 2020:

Tenders

February 2020

May- beginning of June 2020

September – October 2020

Listing of products

August- November 2020

December 2020 - March 2021

April - July 2021

HORECA

Wine consumption is in decline in horeca. Chains are taking over more and more of the restaurant sales. Fast food is booming again.

Continued Horeca cooperation

Hedon will continue as supplier and preferred partner for the most important restaurant operator in Finland, NoHo Partners also for 2020.

02 | FAIRS

Hedon will participate in:

Grand Champagne 23-25.4.2020 and
Grand Vin (dates tbd) in Finland

Prowein in Duesseldorf

Vinitaly in Verona

Vievinum in Vienna

03 | NEW BRANDS

We are proudly welcoming Villa Maria, Aviva and George Duboeuf to join Hedon as of February 2020.



04 | HEDON ORGANIZATION

New people

Ms. Emmi Väänänen, M.Sc. Econ, has been nominated as Junior Product Manager. Emmi's first day with us was Jan 27th, 2020.

Ms. Susanna Sundberg has been nominated as Sales Representative, Horeca. Susanna moves to us from Uniq Drinks Oy and will start at her new position at us on February 10th, 2020.

Ms. Maria Ovaskainen has joined Johanna Paju to strengthen our already mighty marketing department.

Best of luck for the future

We have decided to part ways with Mrs. Katarina Pajula, and further, our co-operation with Mr. Mika Pajula is also ending shortly. We wish Mika and Katarina the best of luck in their future endeavors.

05 | NEW PREMISES

We have been enjoying our new premises at Maurinkatu 8-12 already for months and invite you to visit us as soon as convenient for you.

06 | SOCIAL MEDIA

We activated our social media last year and will continue updating it regularly.

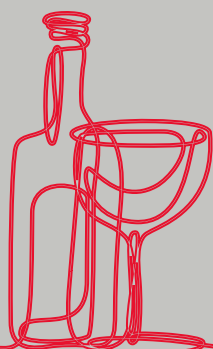
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