

BASF Wine Cellar

Thessaloniki, 15th June 2018



BASF Wine Cellar - Team



Head of Wine Cellar



Team: Purchase



Team: Mail order



Team: Wine shop











Team: Logistics



Team: Wine events

BASF Wine Cellar - Facts and figures

-  founded in 1901
-  25.000 customers around the world
-  assortment of goods: > 2.000 different wines (50% German wines, 50% international wines)
-  around 5.000 different wine-samples are tested each year by 3 to 7 wine experts
-  oldest wines in stock date from 1865
-  turnover of around 7 Mio. €
-  720.000 sold bottles per year
-  23 Employees

Portfolio – Sales in 2017



Turnover



50 %

Wine shipment
(national & international)



20 %

Wine events
(2017: > 500 events)



20 %

Wine shop



10 %

BASF gastronomy

Wine shipment

National sales

- 1) mail orders
- 2) telephone orders 31%
- 3) webshop

Export rate:

>18 %

Main export markets:

- 1) China
- 2) Japan
- 3) USA
- 4) Korea
- 5) Mexico and future more

Countries of origin of wines:

- 1) Germany, particular Palatinate
- 2) France
- 3) more european countries

German Embassies worldwide

Exports grow strongly



50 %

Wine shop



20 %

- Outlet in Ludwigshafen
- 400qm with more than 600 wines and 300 additional products
- Additional products like spirits, olive oil and high quality fruit juices
- Qualified sales team (sommelier, oenologist)
- In average - 312 customers per day

Wine events

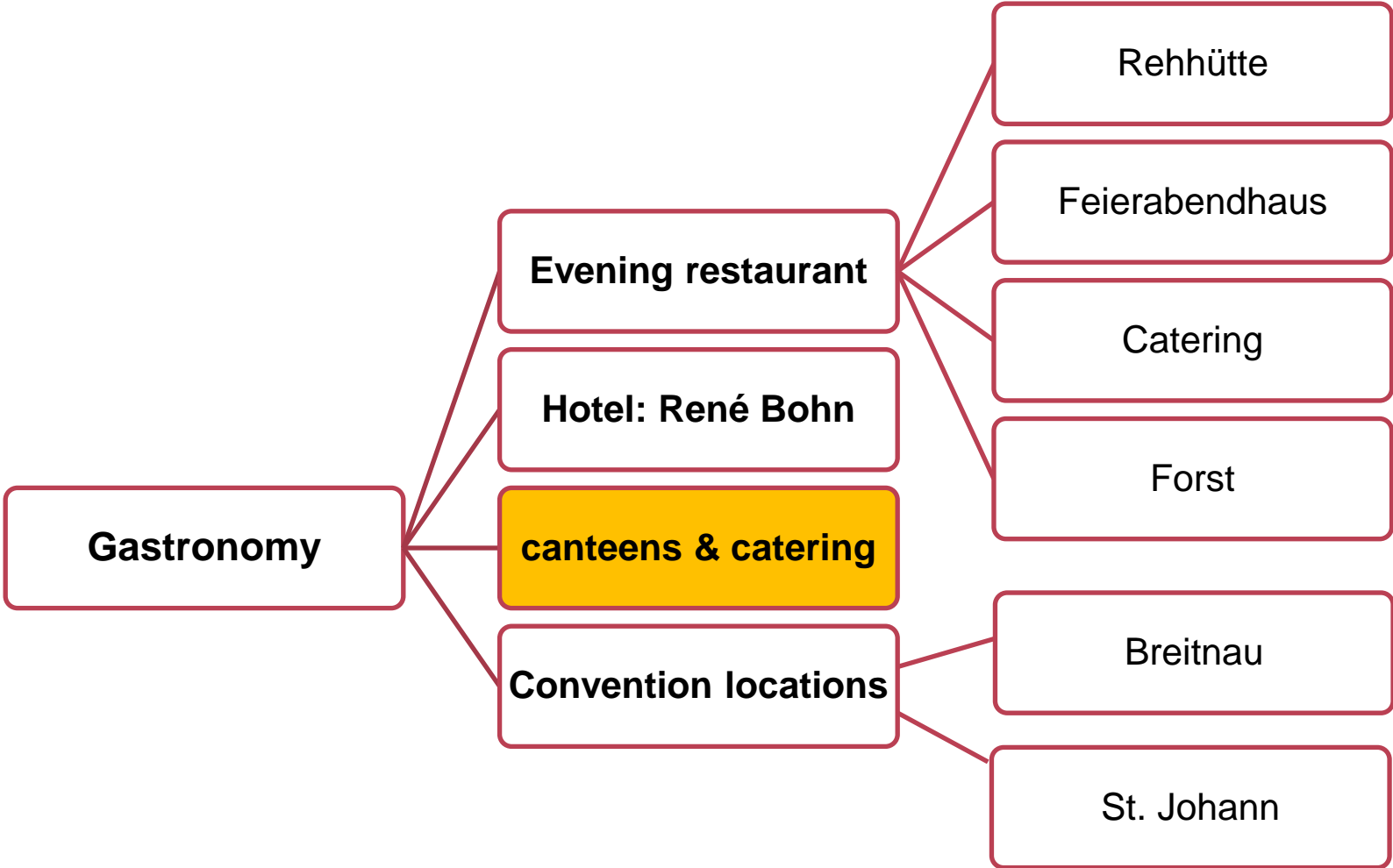


20 %

- Wine events (2017: > 500 events)
- Presentation of wine worldwide during event: Europe, America and Asia
- Tastings as support for operational units of BASF – Exhibitions and conventions
- Wine merchant with the largest international network worldwide

- Presentation of wine worldwide during events in Europe, America and Asia

BASF gastronomy



10 %

Chances for Greece wine



Uniqueness: Autochthonous grape varieties



Positive image of country and people - legendary hospitality



The birthplace of european culture and home of democracy



We create chemistry