First of all....

Thank you!

- On behalf of Munskänkarna...THANK YOU...for a very professional program and great hospitality

- The committee was very impressed with the arrangements, the people they met, and the wines they tasted

- There is an expectation that Montsant and Priorat together will be the best Wine Region of the Year.
A quick review: Who are Munskänkarna?

Munskänkarna was established as a non-profit organization in Sweden in 1958, and is today a wine club with more than 24,000 members in 165 chapters in Sweden and abroad.

The mission is to increase the members’ knowledge about wine and other alcoholic beverages, and to promote moderate drinking habits.

Munskänkarna organize tastings, pairings, workshops, seminars and training courses - mostly focusing on wine. They publish the members’ magazine “Munskänken” with eight edition per year. They send out a monthly newsletter to all members, in which they make recommendations about wines and wine tours.
Munskänkarna Awards

Every year, Munskänkarna elects a wine region of special interest. The election of the **Wine Region of the Year** is based on a set of criteria, mainly:

- general high quality of the wines from the region
- the region offers something special for visitors
- good selection of wines from the region available in Sweden
- nomination from members
What happens next?

The Inauguration of Montsant and Priorat in March!
The Inauguration

Who’s coming?
- The president of Munskänkarna Mrs. Ylva Sundqvist
- The members of the board – 6 people
- Head office in Stockholm – 2 people
- A journalist from the members’ magazine Munskänken
- Members visiting the region?

When are they coming?
- Thursday the 17th to Sunday the 20th of March
The Wine Region of The Year

DO Montsant and DOQ Priorat

During the ceremony the President of Munskänkarna, Mrs Ylva Sundqvist, will hand over a commemorative plaque to DO Montsant and DOQ Priorat
The Inauguration Program

The wish list...

Thursday
- Pick-up at airport hotel in Barcelona early morning
- Presentations, meeting winemakers, visits to wineries, tastings

Friday
- Presentations, meeting winemakers, visits to wineries, tastings

Saturday
- Official Inauguration of the Wine Region of the Year
- Mini wine fair with showcasing both regions

Sunday
- Early transfer to the airport

Special program for visiting members?
Mini wine fair open for members?
What happens in Sweden?

Munskänkarna will feature articles about DO Montsant and DOQ Priorat in the member’s magazine and on the website.

They will make recommendations about wines and wine tours in the newsletters sent to all 24 000 members.

They will arrange special tastings in all 165 chapters around Sweden and abroad.

Munskänkarna will present wines from the region during fairs in Sweden throughout the year.

Special “Wine Cruise” in the Baltic Sea for 400 passengers

Special focus on Montsant and Priorat during “Vinets Dag” (“The Day of Wine”) for members, sommeliers, wine journalists and importers
Calendar 2016

JANUARY
- Vinets Dag (“The Day of Wine”) - 22 January
  Presentation of the Wine Region of the Year to members, sommeliers, importers and wine journalists

OCTOBER
- Baltic Wine cruise – 1-2 October
- Mitt Kök Gothenburg (wine and food fair) – 28-30 October
- Wine fair in the north of Sweden – Piteå and Östersund

NOVEMBER
- Mitt Kök Stockholm (wine and food fair) – 4-6 November
- Wine fair in the south of Sweden - Malmö
What more to do?

- Guides and local information in English – any material in Swedish or Finish considered a bonus
- Educational material for wine tastings in the chapters in Sweden and abroad
- Participation during wine fairs and tastings in Sweden – producers that are interested in visiting Sweden or sending their wines
- Producers looking for importers in Sweden
- Educational center where visiting members can get information and taste wines – is that a possibility?
What to expect?

Substantial increase in awareness and demand for wines from Priorat/Montsant

- Tastings, “Winemaker’s night”, training
- Wine fairs
- Recommendations in newsletters
- Articles in member’s magazine
- Other press (sommeliers, bloggers, and wine journalists)

Wider range of wines from Montsant and Priorat in the shops of the monopoly – Systembolaget

Increased interest from importers, and consumers via private import

Many visitors from Sweden and Finland – wine tours

Continued interest in the wines and the region of Montsant and Priorat, the aim is a long term relationship
Any questions?

Don’t hesitate to contact us!

Munskänkarna Barcelona

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