



Zwack UNICUM Plc.

HUNGARY

LOOKING FOR POTENTIAL EXCLUSIVE DISTRIBUTOR IN GREECE



Zwack Unicum Plc.

Hungary's biggest spirit producer and distributor company

- 50% + 1 share: owned by Peter Zwack & Consorten HAG
 - 6th generation Zwack family in Hungary + Underberg family from Germany
- 26%: owned by Diageo Holdings Netherlands B.V.
- 24%-1 share: public



1790: birth of Zwack Unicum, herbal liqueur

1840: foundation of the company

2022/23 FY data:

Total sales volume	7,4 million L
Premium brands' volume	3,65 million L
Net revenue	55,8 million EUR
Profit for the year	9,07 million EUR
Headcount	258



The main products

Herb liqueurs made of 40 different herbs and spices, distilled and produced in Budapest

- *Unicum*
- *Unicum Plum*
- *Unicum Barista*
- *Unicum Riserva*



- Various sizes from 0,04L till 3L, depending on product
- Unique round bottle from the beginning
- 40% V/V (Unicum; Unicum Riserva), 34,5% V/V (Unicum Szilva=Plum; Unicum Barista)
- **Export** pricing above local spirits
- Export to 5 continents, more than 34 countries, 51 distributor partners
- Top 3 export countries: Italy, Romania, Germany

What we can offer?

- Exclusive distributorship with contract
- High variety of herb liquers
- Expertise and know-how in production, packaging, sales and marketing
- Opportunities for continuous marketing/trade marketing support
 - Visitors' Centre in Budapest
 - Brand ambassador trainings
 - Incentive programs
 - POS materials for on-trade
 - VAPs for Christmas



Whom we are looking for in Greece?

- Local strong distributor
- Knowledge and expertise in brand building and sales to off-and on-trade channels
- Creative, open-minded and eager to work -sales team
- To do's for the distributor partner:
 - Sales
 - Local pricing
 - Brand building
 - Executing promotions
 - Preparing evaluations
- Regular meetings:
 - Annual brand plans
 - Volume, budget, activities
 - Quarterly business reviews- status



ILLVA SARONNO



Further information

www.zwackunicum.hu

www.zwackexport.hu

<https://www.instagram.com/unicumofficial/>

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If you liked to know more about our products, company, or export operation, feel free to contact me.

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Amanda Farkas

