



From the Vineyard to Your door by Franska Vinkompaniet

Kristina and Peter Hallgren quit their normal life to live their dream in France. They were in mid life and felt they did not want to continue in their same old ways for the rest of

their days. Both had a long keen interest in wine and were resolute Francophiles. A splendid combination and so, in 2012, it seemed quite natural that they created *Franska Vinkompaniet*.

“We are now living in Théoule-sur-Mer, a small cosy village about 20 kilometres west of Cannes. Our aim is to seek out and provide quality wines produced by small scale winemakers who work ecologically and create

wines with passion, conviction and without compromise. These winemakers live to make an honest wine of such high quality that it is only possible to produce a fairly limited number of bottles. It’s about tradition, pride and heritage. To cultivate organically is the only option for them, it’s a given – no

compromise. The Earth and the wine cellar which they nurture and cherish have, in most cases, been passed down to them by their forefathers. Honest craftsmanship, simply that”, explains Peter.

The wines are for those who want to discover new wines – quality, artisanal, organic wines – and who are curious to find out what passionate small scale winemakers are able to achieve. Systembolaget demands large volumes which means that these wines do not have a chance to be distributed in their shops.

“We put a lot of time into visiting the producers and therefore we know our winemakers well. This is one of the reasons we are often able to offer wines that might normally be sold only at the vineyard. We build up trust through regular visits and by taking good care of our business relationships”, says Kristina.

Franska Vinkompaniet buys its wines directly from winemakers, without going through intermediaries, and delivers it at a number of pre-determined dates per year directly to the customers door. Before each shipment they send a newsletter to customers with updates about their range of wines and news about wines from around the world. Then it is a few weeks’ wait for the delivery. There is no fast supply service or low price business model. They select honest wines, sourced directly from the winemaker and their customers are willing to wait.

www.franskavinkompaniet.com



Photo: Franska Vinkompaniet.



Photo: Camille Moirenc

