



For almost a hundred years, customers have relied on Saffer for our expertise in wine. For us, quality, price and the personality of our wines and winemakers are key.

Expertise born of passion and tradition

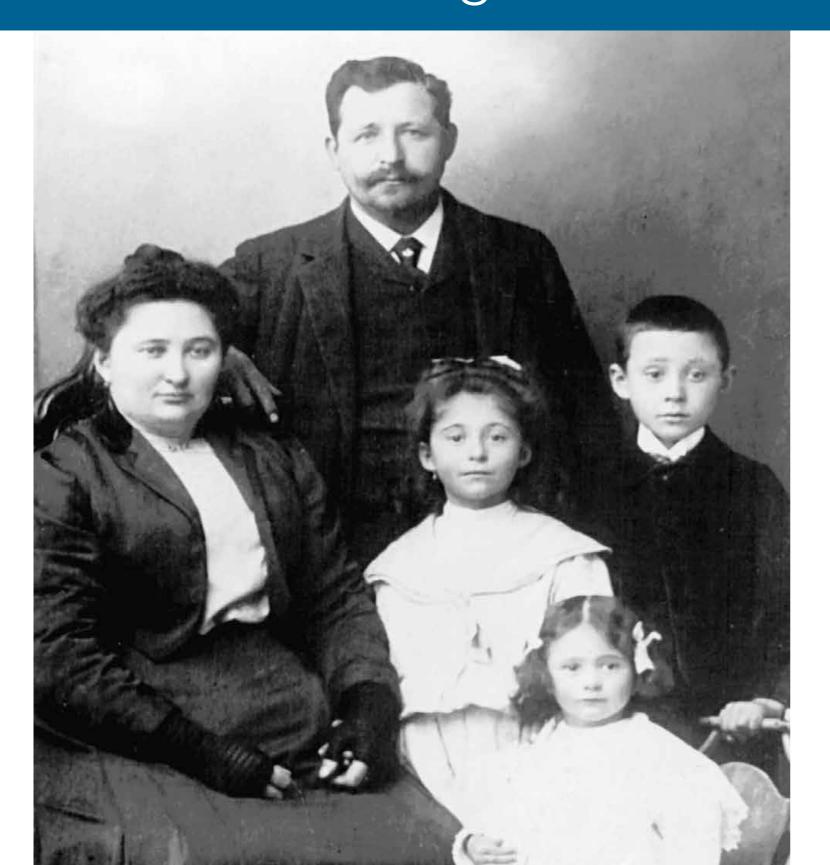
We have been driven by a passion for good wine for four generations. To meet our aspiration to be the market-leading distributor of quality Italian and Austrian wines, we focus on careful selection of the best wines offering excellent value. This is made possible by knowledgeable staff, a spirit of innovation, specialised market knowledge, constant quality assurance and a sophisticated logistics operation. Close relationships with our producers are very important to us. And we pride ourselves on cultivating personal connections and partnership with our customers.

Let us know your requests and ideas – we relish the challenge.

Warm regards



1924 How it all began





The Saffer family's first delivery truck

Winegrowing

Ludwina Saffer, née Bertoldi, was descended from one of South Tyrol's oldest winegrowing families. Even today, the Bertoldi family's vineyards above Lake Kaltern are still among the region's finest. It was here that she met Bavarian hotelier and hop-grower Johannes Saffer. The pair married and went on to run a hotel in the town of Arco on Lake Garda. Following her husband's premature death, in 1923 Ludwina

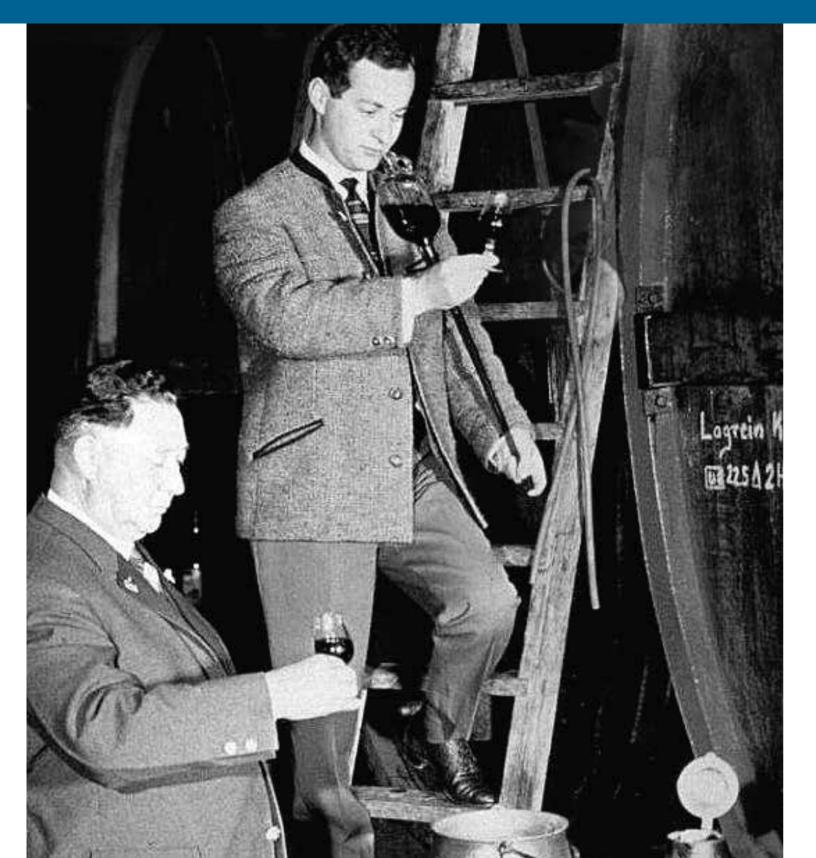
Saffer and her children, with a team of Haflinger horses, moved to Munich to introduce the wines of northern Italy to Germany. She took up residence in the Giesing quarter of the city and bought a wine cellar with restaurant attached. It was from here, in 1924, that she began to sell wines from the family's vineyards. The foundation stone of a budding company was in place.

The wine restaurant



In the years that followed, Ludwina's son Anton Saffer took over the wine business and over 36 successful years turned it into a highly regarded specialist supplier of South Tyrolean wines. He focussed on expanding the wine cellar and extended the Saffer range to include an increasing number of wines from other producers in northern Italy which he sold to restaurateurs in Bavaria and small regional merchants. Locals in the rapidly growing quarter also developed a taste for the Italian specialities.

1958 The next generation







Administration and warehouse building in the Giesing district of Munich

Innovative bottling line in the 1960s

The winery

In 1958, Anton Saffer's son Paul Saffer succeeded him at the head of the company. The construction of new cellars and associated acquisition of a new bottling line marked a defining moment in the company's expansion. Saffer extended its range and expanded its distribution activities across southern Germany. The Saffer name became synonymous with Italian wines, winning the custom of a host of merchants and restaurateurs.

Growing success and takeovers of the ROVINA cellars in Munich and the EINSLE cellars in Krumbach, Bavaria, meant that the company soon outgrew its premises in Giesing. An increasing focus on the sale of estate bottlings from Italy was another factor in the decision to build modern administration and warehouse premises in the east of Munich. The result provide space for efficient management and proper storage of bottled wines.

Paul and Christine Saffer with children Carolin and Andreas, Anton Saffer and sister Friedl Grimm





Since 1996 The fourth generation





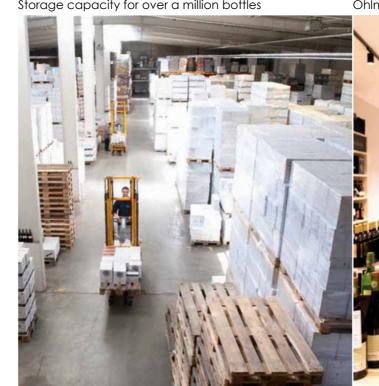
Andreas Saffer and family

A national operation

Andreas Saffer, inducted into the business by his father at an early age, took over the company in 1996. Having completed a business degree and a subsequent qualification in international wine marketing (with the OIV in Paris), Andreas Saffer transitioned into the role seamlessly and successfully. In the years since then, Andreas Saffer has developed the company's range and built a national sales structure.

Saffer's expertise is particularly evident in its strong and exclusive brands such as Bertoldi, Contessa Marina, Bella Aura Oro, Luce del Sole and Griwaldi. With reconstruction of the administrative building and expansion of the warehouse in 2011, the company's wine outlet moved into premises of its own. Saffer's new flagship store in central Munich opened its doors in February 2021.

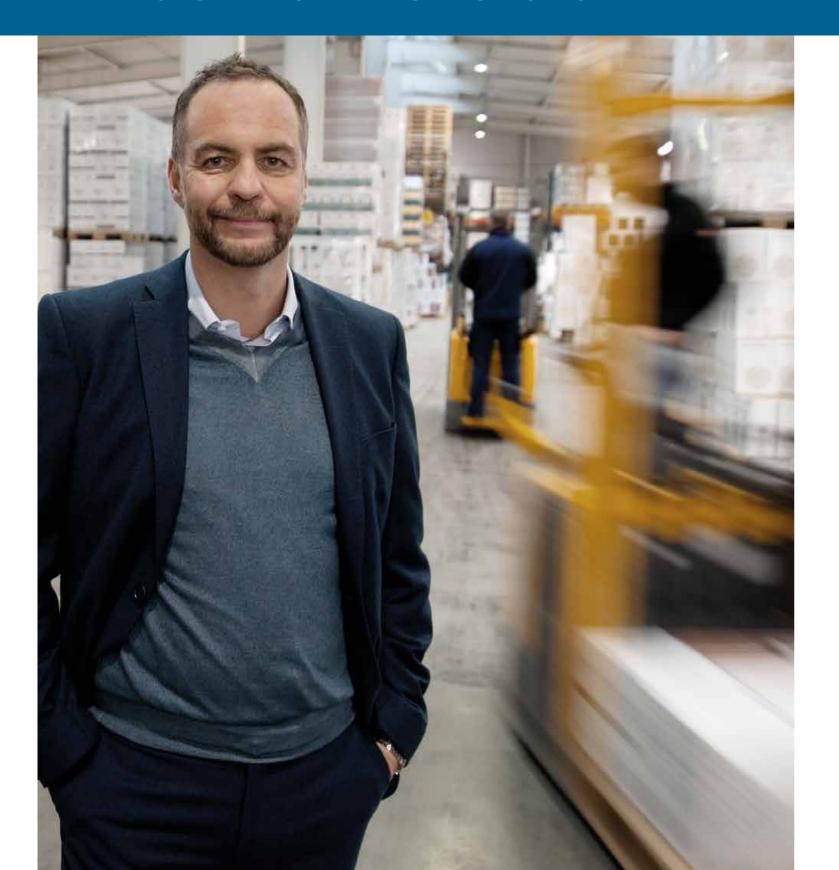
Storage capacity for over a million bottles



Flagship store: Saffer's WinzerWelt in Munich's Ohlmüllerstraße



Andreas Saffer A vision for the future



Our expertise

Our passion for wine is reflected not only in our solid experience in viticulture, cellar technology, wine distribution and food service and retail sales, but also in the expertise of our long-term employees. Our wine experts are professionally trained and have plenty of practical experience. Many of our team are qualified in sommelier service and have passed the internationally recognised WSET examination.

As a modern wine business, we work closely with our customers as equals and on a personal level, which means that we can keep them informed of the complexities of the wine market and the developments it undergoes and create added value for them. With tailored product range strategies and excellent purchase terms, a sophisticated logistics operation, the latest IT and a lean cost structure, we guarantee great prices and superb service and help ensure our customers' success.

Our subsidiary WinzerWelt looks after our specialist retail range of wines from Germany, Spain and France.

Andreas Saffer and his Retail Sales team



Guaranteed quality Genuine partnership

Our wines and wineries Nothing but the best

Meticulous product research and selection are our top priority. Our experts regularly taste and rate a whole variety of wines from a range of sources. We build our product line by carefully selecting the most promising wines and wineries from every wine-producing region we deal with. Whether it's a small and innovative winegrower from South Tyrol or an efficient wine cooperative in Sicily – we cultivate close relationships with them all and visit them to observe the production process. The same goes for our producers in Austria.





Our exclusive brands Finest quality at the best price

More than ever, wine is a matter of trust. To ensure that our customers receive consistently high quality, we have developed a successful range of exclusive brands available only from Saffer. Every year, we select the finest quality wines at the best prices and work with a team of designers to develop original exclusive labels providing a professional brand identity. These help our customers navigate the huge and complex world of wine with trust and ensure that you can always offer your customers wines providing excellent value for money.

Our sales organisation From north to south

Proximity to our customers is very important to us. So we maintain a nationwide network of in-house sales representatives and independent sales agencies to look after customers in every part of the country, no matter how far-flung. Around a hundred sales personnel are on the road across Germany every day to support customers over the long term.



Our commitment to quality Proven standards

Continual quality controls in our in-house laboratory and regular assessments by recognised wine institutes ensure that our customers receive the very highest quality at all times. In addition, the majority of our suppliers are certified to the latest international quality standards. We ourselves are eco-certified to DE-Öko 006.



Trends & developments Learn from Saffer

Learn first-hand about the products that will shape the future. We maintain a constant presence in producer markets and stay abreast of developments in quality and price. By also keeping an eye on international sales markets, we can identify and respond to developments at an early stage and set trends of our own. For example, Saffer Wein played a key role in establishing and developing the market for Pinot Grigio and Primitivo and in Germany's continuing Prosecco boom. All this means we can offer you an up-to-the-minute and innovative range of wines.







A familiar presence

Saffer has always been a constant at trade fairs, shows and key industry gatherings





Train to become a wine market professional

Our one-day wine market seminar fills a training gap for grocery retail professionals. Training leads to a globally recognised certificate awarded by the WSET – the Wine & Spirit Education Trust of London. It is aimed at staff, store managers and departmental managers in the high-end retail trade, specialist sales advisors, and sales professionals from commerce and industry.











Expertise, dedication and passion

We are a dynamic, long-established family company based in Munich since 1924. Today, the fortunes of the company are in the hands of Andreas Saffer and Guido Grimm, the fourth generation of the Saffer family to take on the role. Together with around fifty dedicated employees in Munich and a network of skilled sales representatives and agencies across Germany, we actively live out our values of customer proximity and partnership – always focussing on what is most important to us: satisfying our customers.



Andreas Saffer General Manager

We aspire to be the leading distributor of quality Italian wines on the German market – something we work towards every day.

Guido Grimm

General National Sales Director

Everything we do as a company is focused on the needs and requirements of our customers. Satisfied customers are our reward.

It's all about





Guido Grimm General National Sales Manager



Hans Schaller National Sales Manager



Head of Gastronomy, Specialist Retail &



Matthias Abt Key Account Manager Retail



Ernesto Pedicillo Sales Retail & Specialist Retail





Clarissa Hiddemann Sales &



Hans Meuer Sales & Wine Advisor



Wine Advisor



Katja Kramer Purchasing & Head of Quality Management



Viktoria Vukovic



Britta Silberkuhl Communications/ Marketing/Events



Mariya Andreeva Online Marketing Manager



Greta Saffer Content Manager & Art Director



Ursula Wermann-Maile Head of



Sandra Reidegeld Administration &



Nadine Wagner Accounts



Tanja Tenebruso Administration & Accounts



Sabine Scheinost Service Team/ Switchboard



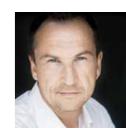
Antje Bouraima Service Team



Angelika



Aleksandra Vukusic



Dieter Braun Head of Logistics



Manuela Strein Shipping & Fleet



Nunzio Oliva



Maurizio Oliva Logistics



Gerold Hirn Internal Sales



Sylvia Brunner Internal Sales







Angelo D'Avanzi Logistics







Robert Seidl

Experience wine in a personal & welcoming atmosphere



Saffer's Fattoria

Wine advisors at our Munich outlets Au and Trudering



Matthias Schuster Wine Advisor Saffer's WinzerWe



Jürgen Brandt Wine Advisor Saffer's WinzerWel Munich Au

Saffer's WinzerWelt Au

Ohlmüllerstrasse 1 81541 Munich, Germany Phone: +49 89 42 00 90-92 au@saffers-winzerwelt.de



Andrea Secker Wine Advisor Saffer's WinzerWelt Munich Trudering



Luise Knoch Wine Advisor Saffer's WinzerWelt Munich Trudering

Saffer's WinzerWelt Trudering

Martin-Kollar-Strasse 11 81829 Munich, Germany Phone: +49 89 42 00 90-90 trudering@saffers-winzerwelt.de



Saffer's Fattoria and historical wine cellar is not just a homage to the Saffer company's origins – it is also an expression of our commitment to good food. Diners experience Italian hospitality and authentic home cooking. The historical wine cellar can also be hired for events. We still fill our keg barrels in the place where our bottle filling line once stood.

Saffer's Fattoria Deisenhofener Straße 80 81539 Munich, Germany

An event in the wine cellar







Italy

South Tyrol Schreckbichl | Sölva | Muri-Gries | Eisacktaler | Raetia | Richardshof

Trentino Cavit | Mastri Vernacoli | Norico | Maso | Bottega Vinai

Lombardy Roveglia | Tenuta delle Tre Sorelle

Veneto Castelnuovo del Garda | Cesari | Sartori | Bertoldi | Caviro |

Griwaldi | Lenotti | Pizzolato

Friuli Branko | Angoris

Sparking & Bertoldi | Rigattieri | Bella Aura Oro | Pizzolato | Le Contesse | semi-sparkling wine Majolini | Roveglia | Santa Maria La Palma | Medici Ermete | Cavit

Piedmont

Broglia | Casali del Barone | Oddero | Montalbera | Manfredi |

Castelvecchio | Araldica | Bersano Cavalier Dario

Emilia Romagna Romagnoli | Edizione Viticoltore Sardinia Santa Maria La Palma | Dolianova

Bindi Sergardi | Folonari | Podere 414 | Burchino | Il Tesoro | Tuscany

Cacciata | Villa Puccini | Castellani

Lazio Poggio Le Volpi

Marche Moncaro

Terra d'Aligi | Spinelli | Rigattieri Abruzzo

Nativ Campania

Contessa Marina Molise

Podere 29 | Fiamme Nere | Botter | Contessa Marina | "14" | Puglia

Highland Edition | Rocca Alta | Luce del Sole | Masca del Tacco |

Messer del Fauno

Sicily Contessa Marina | Messer del Fauno | Colomba Bianca

Southern Italy **TerrAmore**

Austria

Schneeberger | Krispel Styria

Thermenregion Leo Aumann

Kremstal Müller

Weinviertel Pleil | Dürnberg | Selection Österreich

Vienna **Rotes Haus** Lower Austria Drei Junge Wilde Wachau Tassilo | Hirtzberger

Kamptal Edelbauer

Burgenland Drei Junge Wilde | Münzenrieder | Heinrich | Tschida

Gastronomy and specialist retail range for Germany France Spain

Henri Bourgeois

Fritz Haag | Thörle Scherner-Kleinhanß Wittmann | Seehof Espenhof | Künstler Hensel | Mugler Kuhn | Markus Schneider

Bassermann-Jordan Emrich-Schönleber

DIVINO | Stahl

Charly Nicolle Noaillac | Mirabeau Les Grands Bois | Pierre Usseglio | Marrenon Anne de Joyeuse Tariquet | Bouvet Ladubay Torito Bravo Beaumont des Crayères

Raventós i Blanc Javier Sanz La Val | San Gregorio

Marques de Reinosa Carmelo Rodero Señorio de Sarría Campos Reales



Ways to order

By telephone

We will be happy to take your order by phone on +49 89 42 00 90-23 & -26 Mondays to Thursdays between 8:00 am and 4:30 pm or Fridays between 8:00 am and 12:30 pm. Outside office hours, please leave your order on our answering machine.

By email

You can also order by email at bestellung@saffer.de.

Please use our handy PDF order form, available from saffer.de/downloads.

By fax

Like to do things the old-fashioned way? Then fax your order with full details to: +49 89 42 00 90-15.

Ways to pay

Invoice

Once your order has been delivered, we will send you an invoice which is payable within 30 days. If you transfer payment within 10 days, you can apply a 2% discount. If this is your first order, we require payment in advance or cash on delivery.

Direct debit

If you select direct debit as your payment method, we will allow a 3% discount on the gross amount. This is available only to customers paying from an account with a German bank. Naturally, we will not charge your account until your order has been dispatched.

How we deliver

No shipping costs

From a minimum order quantity of 90 bottles (0.75 I, assorted) or a net order value of 260 euro, we will deliver your order free of delivery charges. We do charge for delivery on smaller orders.

24-hour delivery

Orders for delivery in the city of Munich placed before midday will normally be delivered on the next working day or on the working day after that at the latest. For urgent deliveries, we also offer an express shipment service, subject to a fee, covering almost all delivery addresses in Germany.

Latest news

Website & social media

Visit our website saffer.de for all the latest news about products, events and the company. Or follow us on LinkedIn, Xing and Facebook "@SafferWein".

