



WEINKOMPETENZ SEIT 1924

ITALY  
& Austria



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

A handwritten signature in black ink, reading "Andrea Saffer", written in a cursive style.



# 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



New delivery truck in the 1960s





# 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 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.



## 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.

Some of the Saffer sales team: Retail, Gastronomy And Agencies





## 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.



Trade fair stand, late 1960s



Trade fair stand, 1970s

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



Trade fair stand, late 1980s



## 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.



ProWein 2019



"Innovationsmesse Edeka Süd-West" 2019



The Saffer Wein in-house expo – WEINFORUM 2019



Symposium on Fine Food + Drink 2019





## 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 the team



Guido Grimm  
General National  
Sales Manager



Hans Schaller  
National Sales  
Manager



Nicole Rung  
Head of Gastronomy,  
Specialist Retail &  
Retail



Bernhard Decker  
Head of Internal  
Sales



Matthias Abt  
Key Account  
Manager Retail



Ernesto Pedicillo  
Sales  
Retail &  
Specialist Retail



Philipp Weichert  
Independent  
Sales Agent &  
Wine Advisor



Clarissa  
Hiddemann  
Sales &  
Wine Advisor



Hans Meuer  
Sales &  
Wine Advisor



Raphael Rieger  
Sales &  
Wine Advisor



Gerold Hirn  
Internal Sales



Sylvia Brunner  
Internal Sales



Angela Worst  
Head of  
Purchasing



Katja Kramer  
Purchasing &  
Head of Quality  
Management



Viktoria Vukovic  
Purchasing  
Assistant



Britta Silberkuhl  
Communications/  
Marketing/Events



Mariya Andreeva  
Online Marketing  
Manager



Greta Saffer  
Content Manager &  
Art Director



Ursula Wermann-  
Maile  
Head of  
Administration



Sandra  
Reidegeld  
Administration &  
Accounts



Nadine Wagner  
Accounts



Tanja Tenebruso  
Administration &  
Accounts



Sabine Scheinost  
Service Team/  
Switchboard



Antje Bouraima  
Service Team



Angelika  
Klausner  
Service Team



Aleksandra  
Vukusic  
Service Team



Dieter Braun  
Head of Logistics



Manuela Strein  
Shipping & Fleet



Nunzio Oliva  
Logistics



Maurizio Oliva  
Logistics



Michael Reichler  
Logistics



Franz Kössler  
Logistics



Angelo D'Avanzi  
Logistics



Michael Drescher  
Fleet



Egzon Berisha  
Fleet



Robert Seidl  
Fleet



# 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 WinzerWelt  
Munich Au



Jürgen Brandt  
Wine Advisor  
Saffer's WinzerWelt  
Munich Au

### Saffer's WinzerWelt Au

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81541 Munich, Germany  
Phone: +49 89 42 00 90-92  
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### Saffer's WinzerWelt Trudering

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81829 Munich, Germany  
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Andrea Secker  
Wine Advisor  
Saffer's WinzerWelt  
Munich Trudering



Luise Knoch  
Wine Advisor  
Saffer's WinzerWelt  
Munich Trudering

## For the love of good food Saffer's Fattoria

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
Sparkling & semi-sparkling wine	Bertoldi   Rigattieri   Bella Aura Oro   Pizzolato   Le Contesse   Majolini   Roveglia   Santa Maria La Palma   Medici Ermete   Cavit
Piedmont	Broglia   Casali del Barone   Oddero   Montalbera   Manfredi   Castelveccchio   Araldica   Bersano Cavalier Dario
Emilia Romagna	Romagnoli   Edizione Viticoltore
Sardinia	Santa Maria La Palma   Dolianova
Tuscany	Bindi Sergardi   Folonari   Podere 414   Burchino   Il Tesoro   Cacciata   Villa Puccini   Castellani
Lazio	Poggio Le Volpi
Marche	Moncaro
Abruzzo	Terra d'Aligi   Spinelli   Rigattieri
Campania	Nativ
Molise	Contessa Marina
Puglia	Podere 29   Fiamme Nere   Botter   Contessa Marina   "14"   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

Styria	Schneeberger   Krüspel
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

Fritz Haag   Thörle	Henri Bourgeois	Raventós i Blanc
Scherner-Kleinhanß	Charly Nicolle	Javier Sanz
Wittmann   Seehof	Noaillac   Mirabeau	La Val   San Gregorio
Espenhof   Künstler	Les Grands Bois   Pierre	Marques de Reinoso
Hensel   Mugler	Usseglio   Marrenon	Carmelo Rodero
Kuhn   Markus Schneider	Anne de Joyeuse	Señorio de Sarría
Bassermann-Jordan	Tariquet   Bouvet Ladubay	Torito Bravo
Emrich-Schönleber	Beaumont des Crayères	Campos Reales
DIVINO   Stahl		

## France

## Spain



Saffer's house brand **Bertoldi** is a tribute to the company's founders, the Bertoldi family from South Tyrol, and thus to the roots of Saffer Wein GmbH.





## 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](mailto:bestellung@saffer.de). Please use our handy PDF order form, available from [saffer.de/downloads](http://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.

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## 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.

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## How we deliver

### No shipping costs

From a minimum order quantity of 90 bottles (0.75 l, 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.

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## Latest news

### Website & social media

Visit our website [saffer.de](http://saffer.de) for all the latest news about products, events and the company. Or follow us on LinkedIn, Xing and Facebook „@SafferWein“.





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