



German company developed a holistic international franchise system within the wine and event sector and is looking for partners to run their own wine business club under a business agreement



## Summary

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Profile type

**Business Offer**

Company's country

**Germany**

POD reference

**BODE20230615009**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

- **France**
- **Norway**
- **Spain**
- **Netherlands**
- **Finland**
- **Luxembourg**
- **Italy**
- **Belgium**
- **Portugal**
- **Denmark**
- **United Kingdom**
- **South Korea**
- **Singapore**
- **Hungary**
- **Switzerland**
- **Japan**
- **Poland**
- **Greece**
- **Sweden**
- **Czechia**

Contact Person

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Term of validity

**15 Jun 2023****14 Jun 2024**

Last update

**15 Jun 2023**

## General Information

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### Short summary

A German, well renowned winery manages offers a franchise concept for the establishment and operation of an international wine business club under the brands' name. They are looking for exceptional locations in major cities and winegrowing regions and hosts (eg. winegrowers, restaurants, hotels, real estate developers) as franchisees.

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### Full description

The Franchisor is a well renowned German winery who developed a holistic international franchise system: the international business wine clubs are special places where wine enthusiasts can come together day and night, store their wine under optimal conditions, share their passion and experience exclusive events.

The concept focuses on the storage of wine under optimal climatic conditions in aesthetically sophisticated locations accessible to members at all times. The members receive access to the international network of locations via the franchisors' chip cards. Furthermore, they have the opportunity to receive guests in a stylish setting and to participate in events of the exclusive members' circle.

With clubs all over Europe and in the USA, they have built up a unique wine community. To further expand the wine community, the German company is looking for partners in Europe and the USA as franchisees. The sought partners are restaurant/hotel owners, wine merchants, winegrowers, real estate developers/owners and investors with an own or rented exclusive location for the operation of the wine club under a franchise agreement.

Geographically, special focus is on France, Switzerland, Spain, Portugal, Italy, United Kingdom, Greece, Belgium, the Netherlands, Poland, Hungary, Czech Republic, Scandinavia, Japan, Korea and Singapore.

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#### Advantages and innovations

##### For franchisees:

- Franchise system with attractive business model
- Start-up management, low administrative burden (almost all processes are digitalized)
- certified and proofed franchise system
- national/international cases
- Best-known wine club brand in German-speaking countries

##### For members of the business club:

- 24/7/365 access to all international locations with Member's Card (where legally allowed)
- Perfect storage of own wines (covered by insurance)
- Private space in representative, esthetically pleasing surroundings
- Being part of a growing vinophile & international community
- Access to exclusive events
- Additional benefits with local partners (e.g. restaurants)
- Serve a curated selection of wines at the push of a button with the "By the Glass" wine dispensing system
- Clean wine glasses and mineral water provided on site

#### Technical specification or expertise sought

#### Stage of development

**Already on the market**

#### IPR Status

#### Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**
- **Goal 9: Industry, Innovation and Infrastructure**
- **Goal 3: Good Health and Well-being**

## Partner Sought

#### Expected role of the partner

The German franchisor is looking for franchisees/licencées in all major markets in Europe, Asia and the US, specially in major cities and winegrowing regions.

#### Type of partner sought:

- Restaurants & hotel owners, wine merchants & winegrowers looking for interesting, low-personnel business concepts to complement their core business

- real estate developers & owners in search of interesting, value-enhancing and profitable “cellar concepts” for vacant or poorly used cellars
- investors looking for alternative investment options with promising yield opportunities

## Role of partner sought:

- provision of the real estate (ownership or rent/lease)
- operation of the business on their own account
- investment in special hardware, technical equipment and other systems
- revenues are invoiced on their account

## Type of partnership

**Commercial agreement**

## Type and size of the partner

- **SME 50 - 249**
- **SME <=10**
- **SME 11-49**
- **Other**
- **Big company**

## Dissemination

## Technology keywords

## Market keywords

- **07005003 - Hotels and resorts**
- **07005002 - Other restaurants**
- **07003001 - Wine and liquors**
- **07005006 - Other consumer services (including photo processing)**

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Sector groups involved