

Christian Fricke to join Viva Wine Group Executive Management Team

Viva Wine Group adds Christian Fricke, Managing Director Viva eCOM Group, to the Viva Wine Group Executive Management Team from April 1st 2022. Viva Wine Group is the leading wine group in the Nordic region, with a strong position in the European e-commerce market for wine.

Christian Fricke has been part of Viva Wine Group since 2019 serving as CEO for Wine in Black.de GmbH and Managing Director Viva eCOM Group. Prior to his role as CEO of Wine in Black Christian held positions at Bauer Media Group and Roland Berger Strategy Consultants. Christian Fricke is reporting directly to Emil Sallnäs, CEO Viva Wine Group.

"I am looking forward to joining the Viva Wine Group Executive Management Team and to further develop our international footprint of the eCOM business at Viva Wine Group." says **Christian Fricke**, Managing Director Viva eCOM Group.

"I am very happy to welcome Christian to the Viva Wine Group Executive Management Team. With his experience of e-commerce for wine and role as Managing Director Viva eCOM Group he will make an important contribution to the Viva Wine Group Executive Management Team and our overall quest for strategic and operational excellency", says **Emil Sallnäs** CEO Viva Wine Group.

For more information, please contact:

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Viva Wine Group is the leading wine group in the Nordic region, with a strong position in the European e-commerce market for wine. The Group consists of a collection of entrepreneurial companies with head office in Stockholm, developed through organic growth and strategic acquisitions. Viva Wine Group develops, markets, and sells both wholly owned and partner brands and offers affordable quality wines from all over the world to consumers in locations such as the Nordic countries, Germany, Switzerland, Austria, France, and the Netherlands. Sustainability is one of our foremost driving forces and we are a leader within certified ethical and organic wine.

www.vivagroup.se

Attachments

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