

# Viva Wine Group creates a new daughter company – Morningstar Brands AB

**Viva Wine Group AB merges two of its Swedish daughter companies Chris Wine & Spirits AB and Winemarket Nordic AB to create the foremost choice for partner brands seeking market excellence and efficient distribution on the Swedish market.**

Morningstar Brands AB will become a top-5 importer in sales volumes, and the leading partner brands importer in Sweden, when the two companies merge in January 2024.

The new Morningstar Brands AB management team will consist of: Patrik Stare, Managing Director /Partner; Staffan Dahlgren, Executive Partner; and Stefan Petersson, Executive Partner.

“Morningstar Brands AB will be dedicated to securing its position as the top partner brands importer in Sweden delivering superior logistics, marketing, and sales processes to brand owners seeking excellence.”, says **Emil Sallnäs**, CEO Viva Wine Group.

“We have built an impressive team that truly understands partner brands. I feel confident our model will prove itself.”, says **Patrik Stare**, Managing Director of Chris Wine & Spirits.

“Our capability in collecting, processing, and analyzing relevant data is key to shaping our successful marketing strategies”, says **Staffan Dahlgren**, Managing Director of Winemarket.

## **Certified Adviser**

FNCA Sweden AB is the Company's Certified Adviser on Nasdaq First North Premier Growth Market.

## **For more information, please contact:**

Mikael Sundström, Director Sustainability, Communications & Investor Relations, Viva Wine Group  
Tel: +46 70 943 22 26  
Email: [mikael.sundstrom@vivagroup.se](mailto:mikael.sundstrom@vivagroup.se)

Patrik Stare, Managing Director at Morningstar Brands AB  
Tel: +46 70 984 74 11  
Email: [patrik@morningstarbrands.se](mailto:patrik@morningstarbrands.se)

## **About Us**

---

*Viva Wine Group is the leading wine group in the Nordic monopoly markets, 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, the Czech Republic, 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/en](http://www.vivagroup.se/en)*

## Attachments

---

Viva Wine Group creates a new daughter company - Morningstar Brands AB