

## V&S Group continues expansion, acquires Norwegian distributor

**V&S Group strengthens its position in the Nordic market through the acquisition of remaining shares in the Norwegian wine and spirits importer Amundsen AS. Since 2001 V&S Group owns 50 percent of Amundsen and is market leader in the Nordic countries.**

"Through the acquisition of the remaining part of Amundsen, V&S has now a wholly owned business on the whole Northern European market", says CEO Bengt Baron, V&S Group. "Amundsen is a well-established company in Norway. During the time we have co-owned the company with the Amundsen family, the company has developed positively and our ambition is to get an even stronger position in the market".

"The co-operation with V&S has been very good. It is now natural that we go the whole way and become a part of V&S Group, says Cathrine Amundsen Dahl, CEO of Amundsen AS. Through the competence and experience which is to be found within a big and successful group we have even bigger possibilities to a continued positive development in Norway. We hope that this will benefit both employees and customers."

When V&S within short takes over the distribution of the Australian wine producer Foster's Wine Group with brands like Penfolds, Lindeman and Beringer, the company's leading position will be strengthened further. V&S will be the second biggest distributor of wine and spirits in Norway after the takeover of the Foster's portfolio.

### **Further information**

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V&S Group is a Swedish-owned corporation with extensive international operations. The V&S product portfolio includes both own brands for local, regional and international sales, as well as agency products. The Group has operations in 10 countries and worldwide distribution in about 125 markets. The biggest brand is ABSOLUT, the third biggest premium spirits brand in the world. The Group has approximately 2,300 employees and sales in 2006 amounted to SEK 10.3 billion.