

## A LOOK AT WEIN-BAUER, INC.



For 28 years, veteran importer and distributor Wein-Bauer, Inc. has been creating and marketing some of the most innovative and exciting wine labels to hit the U.S. market. Wein-Bauer is the pioneer of Austrian wine in the U.S.

Wein-Bauer, a Chicago-based and family-run operation, began in the United States in 1980 by Manfred Bauer, son of the legendary Austrian vintner family founder Leopold Bauer and his son Otto. The latter two Bauer generations made their mark originally in 1932 in Stockerau, Austria, where for more than 250 years they produced hundreds of award-winning and nationally recognized wines. The winery was one of the first to bring prized Rieslings and other varietals to the international import/export marketplace.

Manfred Bauer, Owner and CEO of Wein-Bauer, extended the international market to Wein-Bauer in the United States 28 years ago. Today, he has built it into one of the premier importers of great wines, spirits and beers from around the world. This is demonstrated most clearly in its product offerings, which range from wines and spirits and select beers coupled with “special finds” selected by Manfred himself. Many of these selections are otherwise not available outside of their native regions or countries.

Today the company employs 35 people, is headquartered in Franklin Park, IL, just west of Chicago, and keeps more than 50,000 cases of inventory in a temperature-controlled 25,000-square-foot warehouse. Wein-Bauer conducts more than 300 tastings a year. Annual sales have more than doubled in the past 5 years with the increase in American interest in wines from Austria, genuine Rieslings from Germany and specialty spirits such as fruit brandies and liqueurs. Manfred’s ability to predict trends in imported wines from France, Hungary and Italy as well as beers from Austria and Germany and to grow his distributorship to wholesalers across the country – especially to Colorado and Wisconsin, areas where Europeans flock to ski and vacation – has significantly increased Wein-Bauer’s market beyond Chicago.

Wein-Bauer currently has more than 1,000 different products in its extensive portfolio, including wines, spirits and beers. The company distributes its products to thousands of retail accounts and satisfied customers worldwide.

## WEIN-BAUER’S TOP SELLING PRODUCTS AT A GLANCE

### *Wine*

Schlink Haus  
St. Christopher



### *Spirits*

Bauer’s Obstler



### *Turn Me Series*

Turn Me Red  
Turn Me Riesling  
Turn Me Sweet



### *Beer*

Gieskirchner Hefe Weizen  
Kapsreiter Landbier



## WEIN-BAUER, INC. PHILOSOPHY

“What makes us keep after the wine market all these years is that it is just plain fun to introduce to the U.S. market the leading wines and spirits of the world, whether our Austrian beers or the Turn Me Series, Mozart and Bacchus Gruener Veltliners (these labels were both created by Adi Holzer - an Austrian artist - see [www.adiholzer.com](http://www.adiholzer.com)) or our traditional gold standard Schlink Haus selections,” says Bauer.

“I constantly study the market to spot trends and promote what is fresh and different and the ‘wine of tomorrow.’ To meet this challenge, we always carry enough variety and quality. I think the fact that we know our wines so well and have been in business for so long... it is a good thing... we have such a history with the global market and the importing and exporting and market selections... we use a fair amount of our history in predicting the future,” says Bauer.

## INFORMATION

For additional information, contact Manfred Bauer of Wein-Bauer, Inc. at 847-678-0685 or email [bauer@weinbauer.com](mailto:bauer@weinbauer.com). Wein-Bauer is headquartered in Franklin Park, IL, just west of Chicago. Log onto [www.weinbauer.com](http://www.weinbauer.com) for more details. For media inquiries, contact Amy L. Levin, ALL Communications at 847-971.8621.