

SANDHUS

# Villa Sandahl introduction

Christer Sandahl



badacsony

2017-  
05-26

# Our success story in short

We “happened” to :

- 1985 Learn about wines from all the world
- 2004 Find a world class 3.3 ha vineyard in Badacsony
- 2006 Acquire Alsace vinification process for white dry wines
- 2007 Get house building permission in the vineyard
- 2008 Adapt the famous Riesling to vineyards and rich wines
- 2010 Extend with another world class 7 ha vineyards
- 2010 Break through with excellent wines in poor vintage
- 2011 Be discovered by Michelin restaurants in Budapest
- 2012 Sell to prestigious Hungarian retailer Bortársaság

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## Our Vision

- Villa Sandahl's vineyards have the potential to bear such grapes,
- which vinified by the best equipment and methods available,
- result in wines with chance to be recognized on the world market,
- as one of the best dry white wines.

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## Some model companies

- Innovative as:
- Competitive as:
- Attractive as:
- Wilful as:



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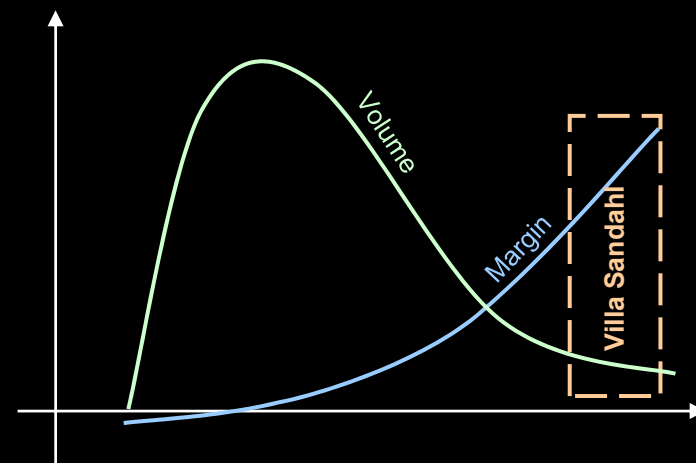
## We don't conform

- Taking entrepreneurship and some capital to Hungary
- Entering wine production without formal degrees
- Matching varieties with vineyard potential and market demand
- Applying French 'state of the art' winemaking
- Applying unique labels for each vintage, vineyard and variety
- Ramp-up company without fashionable media and marketing experts



## Our business strategy

- Villa Sandahl owners are extremely quality driven
- High quality means good margins but limits volume demand
- Therefore Villa Sandahl opts for small but excellent vineyards



## Wine consumer segments

### 1. Booze



**Drink to get drunk**  
wine more important than yourself

### 4. Enthusiast



**Drink to get excitement**  
wine more important than food

### 2. Social



**Drink to get more sociable**  
people more important than wine

### 5. Passionate



**Drink to become a wine nerd**  
wine more important than people

### 3. Emotional



**Drink to make life richer**  
food and wine are important

### 6. Prestige



**Drink to show power**  
e.g. celebrate a signed contract

## Villa Sandahl target groups

### End consumer segments



- Upper of **3. Emotional**



- Whole of **4. Enthusiast**



- Lower of **5. Passionate**

### Facilitators



- Sommeliers



- Wine critics

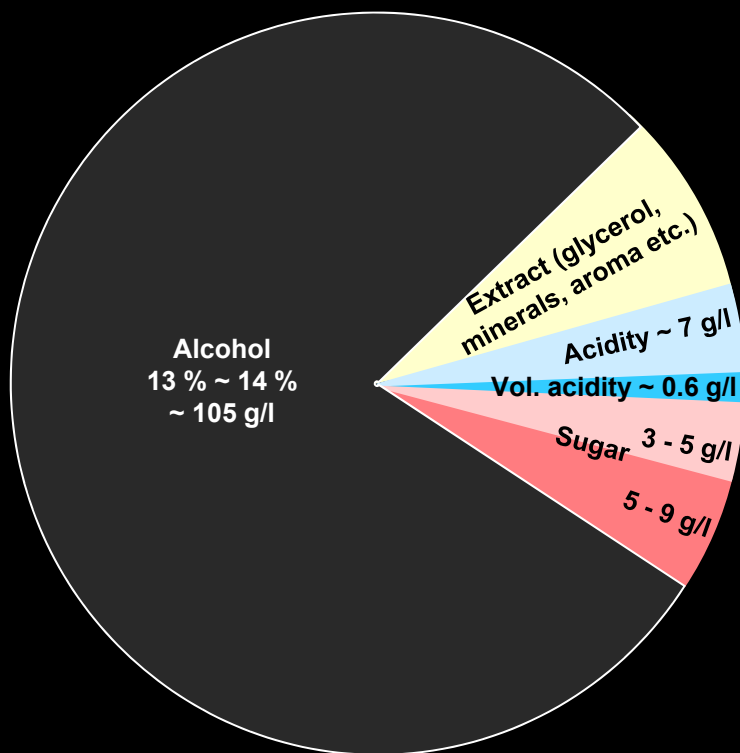


- Wine competitions



- Journalists

## Villa Sandahl wine style



- Upper segment wines
  - Sugar 4 – 6 g/l (drier)
- Lower segment wines
  - Sugar 6 – 9 g/l (dry)
- Moderate acidity
  - ripe and smooth (5 – 7 g/l)
- Some volatile acidity
  - for flavor (~ 0,5 g / l)

# Quality corner stones

- Have a vision and a realistic formal process
- Cope with your worst weaknesses first
- Follow up everything and always take action
- Analyze root cause and be brutally honest
- Money alone doesn't increase quality
- Get only the right people into your network
- Manage and explain, nothing come by itself
- Trust yourself, don't be afraid to be out of the box

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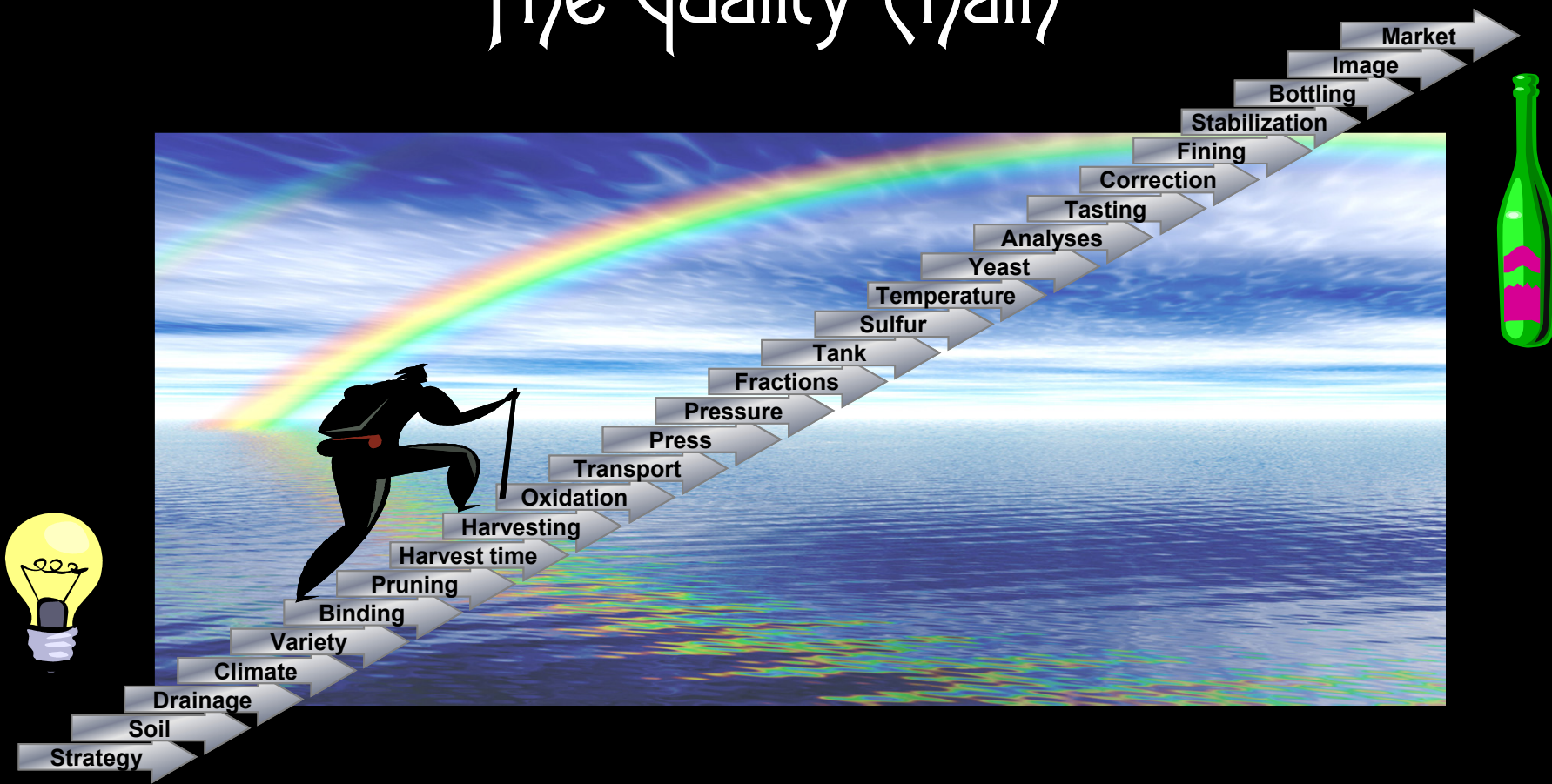
# Entrepreneurship

- Work in teams
- Cover for each other
- Organize efficiently
- Care for the wallet
- Be prestigeless
- Value experience
- Don't wait to warn
- Plan and follow-up
- Long and short term
- Educate suppliers
- Exceed customers' expectations
- Be proud of success
- Similar to agile and lean concepts

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SHANDAL

# The quality chain



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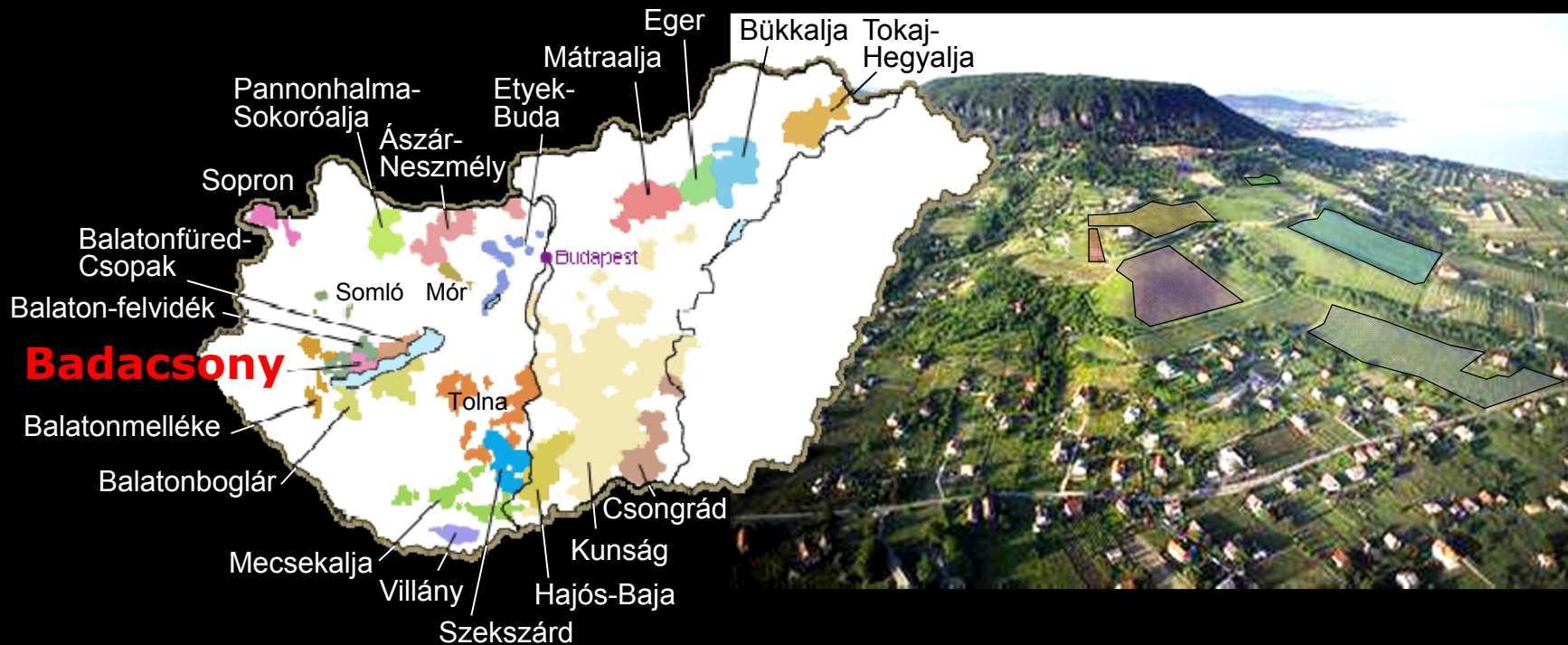


# Significance of the vineyard

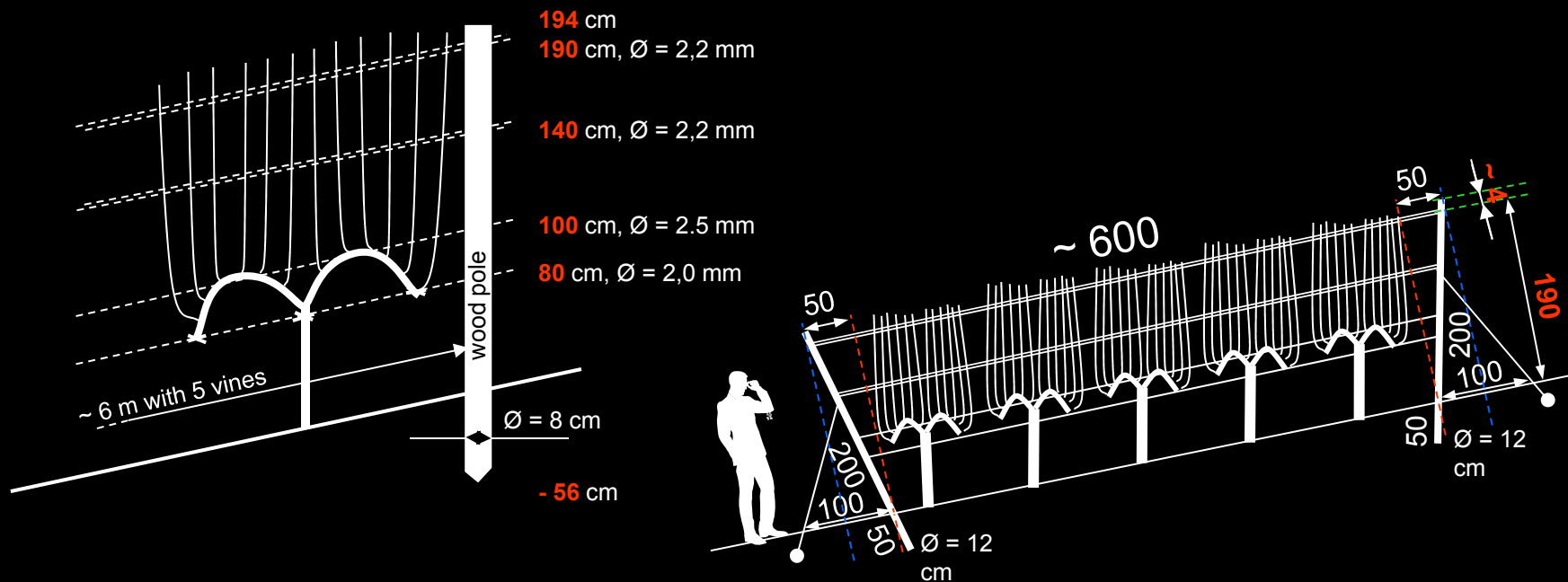
- In the **vineyard** the grape quality originates
- In the **winery** this quality must be refined
- Compare with cooking:
  - By poor cooking you can destroy a beef fillet, to get worse than a pork neck
  - Whereas, whichever way you cook a pork neck, a beef fillet can always get better

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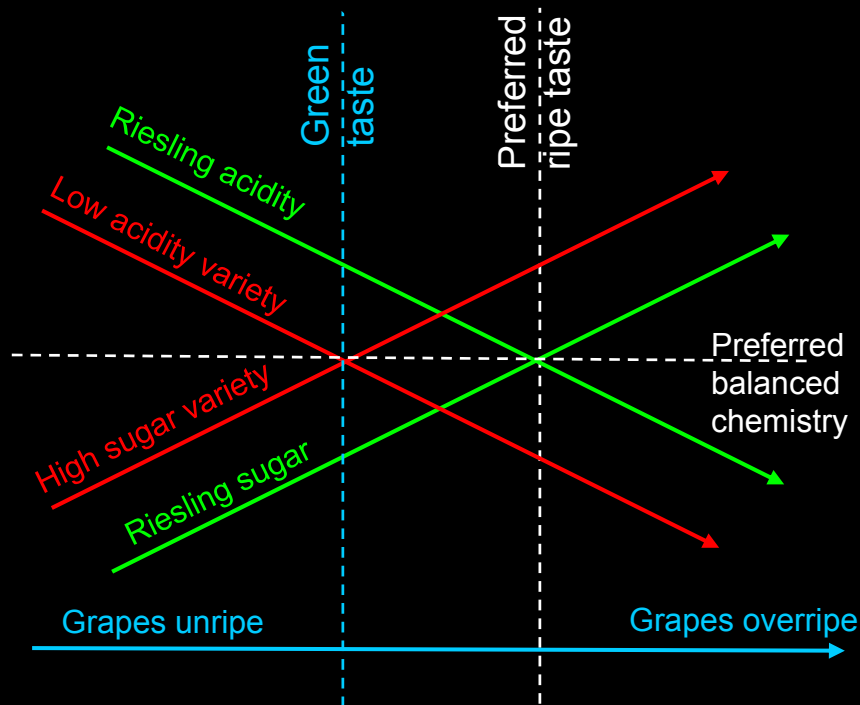
## Badaçsony hill



## New trellis



## Why Rhine Riesling



- Our south facing, steep and sandy vineyards are hot and dry for white varieties
- Most varieties harvested under such conditions:
  - Chemistry balance much earlier than ripeness
- Riesling naturally preserve higher acidity and more slowly build sugar
  - Chemistry balance match optimal ripeness

## Pruning improvements

- Cane pruning



Spur pruning



b a d a c s o n y



AND THE

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# Engrafting





## Harvest

Harvest must wait until :

- Grapes has lost their unripe greenness

Harvest must be done before :

- Too much sugar
  - Also from too much botrytis
- Too low acidity
- Winter with bad weather sets in
  - Grapes stops to ripen, but may shrivel or rot

## Oenologist consultant

- Fabien Stirn
  - Top wine producer in Alsace
- We took Alsace processing
  - Pressing scheme
  - Pressing fractions
  - Temperature profile
  - Stabilization





## Measurements

- Oenofoss instrument
  - Measurement in 30 seconds
  - Appropriate accuracy
  - Used since 2008

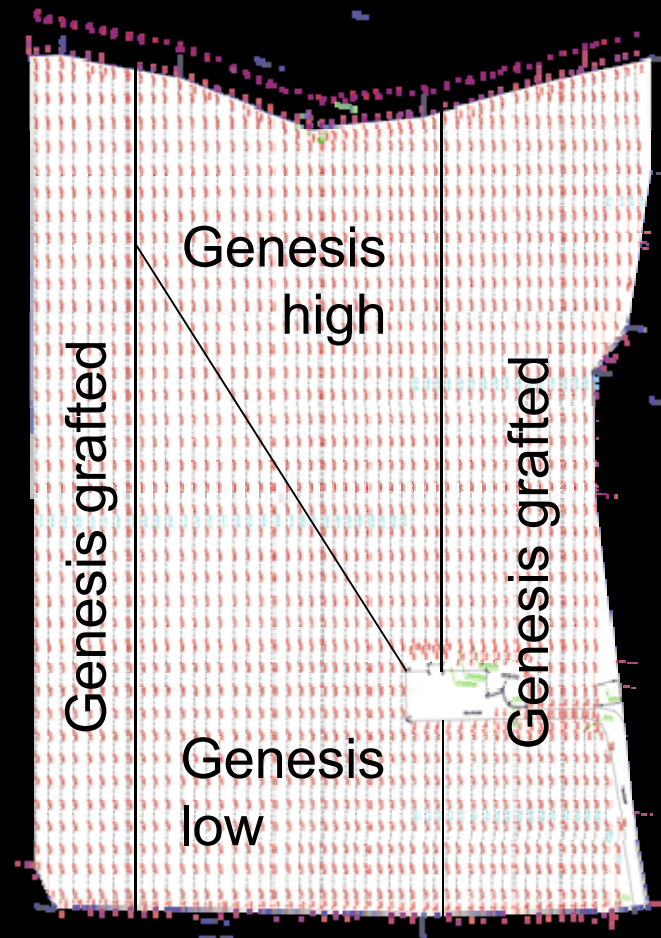


## Analysis

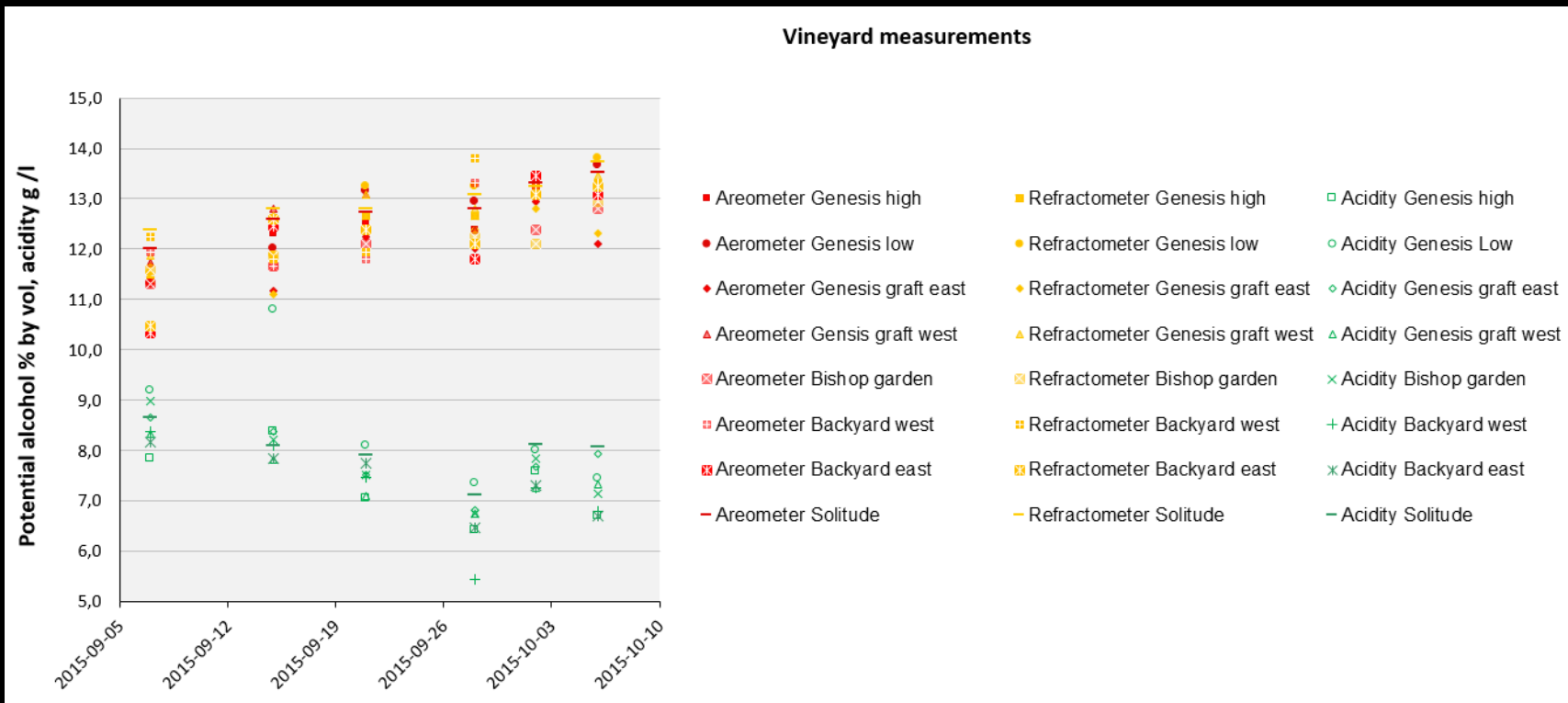
- Glucose + Fructose
- pH
- Total Acid
- Malic Acid
- Ethanol
- Volatile Acid

## Genesis partitioned according to quality

- Partitions harvested and pressed at different time
- Partitions fermented separately
- To create some partitions to get better than the blend would have been
- To be pruned differently to optimize quality

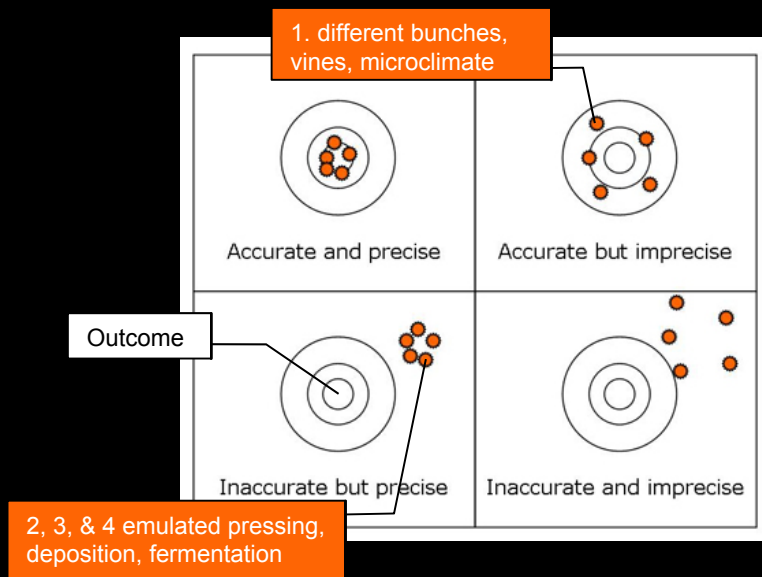


## Measuring in the vineyards



## Measuring for optimal harvest time

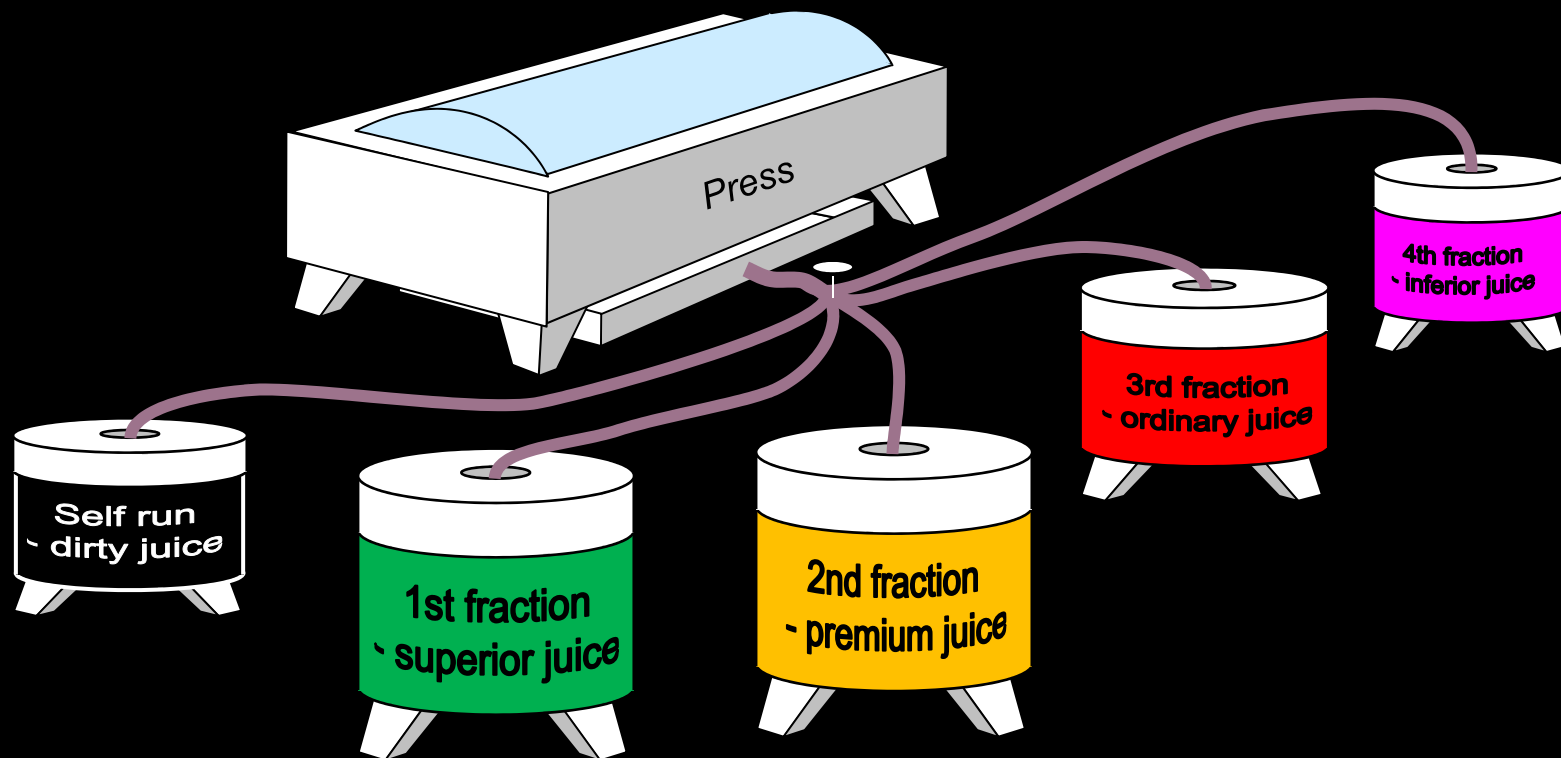
Difficulties to make grape sample measurements to emulate real wine outcome



1. Sampling grapes to be statistically representative
2. Pressing samples to emulate real pressing
3. Settle samples to emulate real tank sedimentation
4. Transformation of sugar to alcohol more efficient than theoretical predictions

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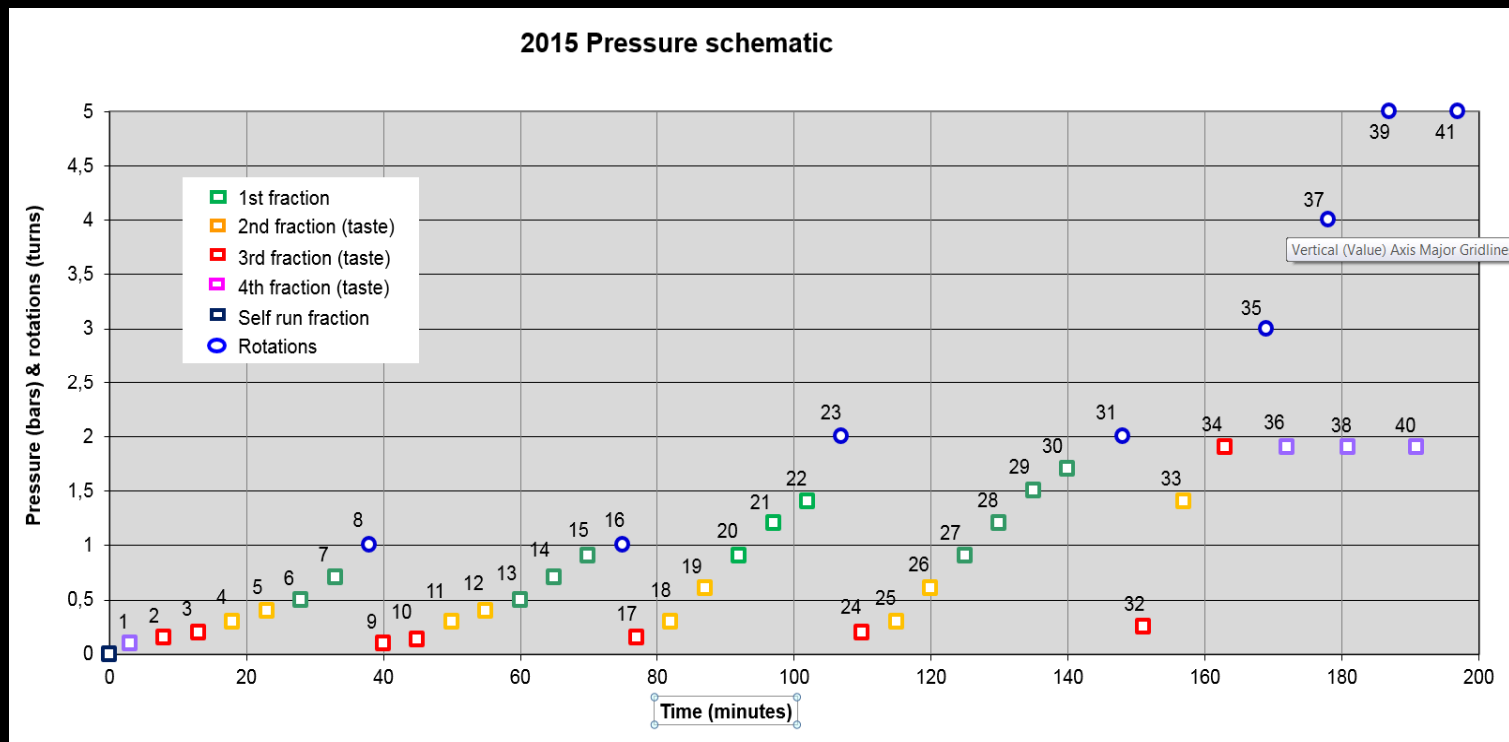
# Initial juice separation



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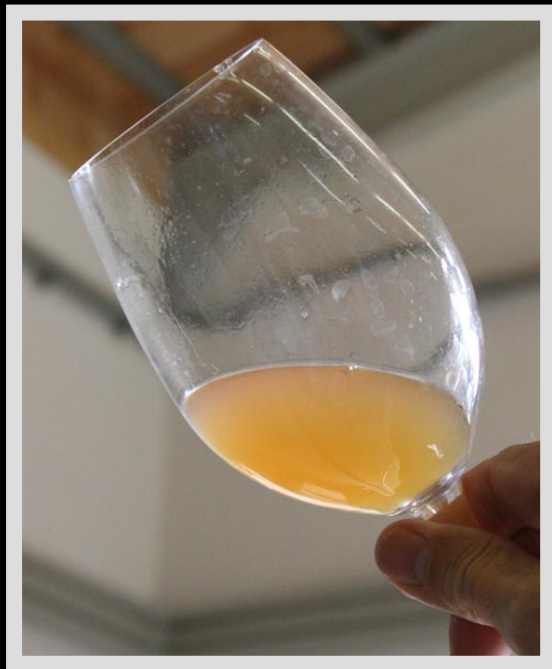
SHADAH

# Pressing scheme



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## Clear and cloudy juice



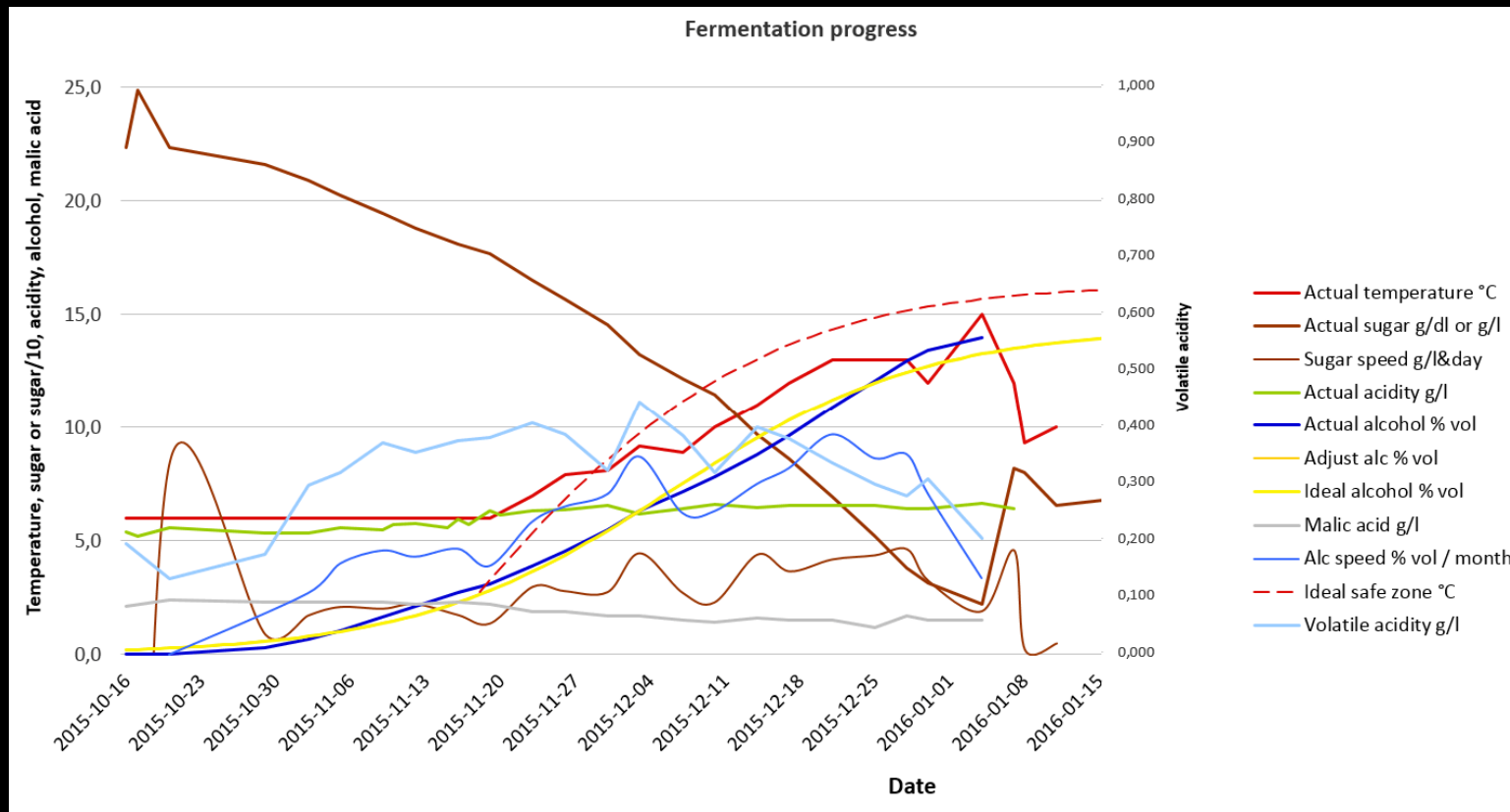
Second fraction juice



First fraction juice

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# Fermentation monitoring



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## Tank assemblage to portfolio offer



### Quality grades

#### 1. Flagship

- Single variety
- Single vineyard (or part of vineyard)
- Often only 1<sup>st</sup> fraction

#### 2. Premium

- Possible blend of varieties
- Possible blend of vineyards
- Often 2<sup>nd</sup> fraction, possible addition of 1<sup>st</sup> fraction

#### 3. Base

- Young or recently grafted vines
- Blended 3<sup>rd</sup> fractions

## Bottling



- Apart from pressing, bottling is the most crucial
- After corking, the content in the bottle may not contain anything living, such as yeast or bacteria
- Sterile filtering is applied (even on rinse water)

## Quality manual



- 130 pages
- Detailed description of all links in the quality chain
- Updated regularly
- Not for sale :- )

## Our own winery

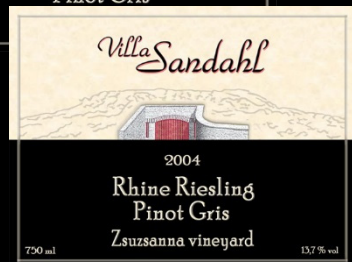


- 140 m<sup>2</sup>
- Wine storage and tank room
- Not yet press and bottling machine
- Simple layout but appropriate functionality

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# Early era up to 2008

2004 *Villa Sandahl*  
Late Harvest Barrigue Pinot Gris



2004 *Villa Sandahl*  
Rhine Riesling Pinot Gris

2006 SANDAHL  
rhine riesling GL



2007 SANDAHL  
pinot gris GL

2008 SANDAHL  
rhine riesling GL



2008 SANDAHL  
rhine riesling SL

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# SANDAHL

## Break through 2010 vintage (theme: get going)

### Premium



2010 SANDAHL  
rhine riesling 'recept'

### Flagship



2010 SANDAHL  
rhine riesling 'the stamp'

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## Wines from 2011 vintage (theme: events)

### Flagship



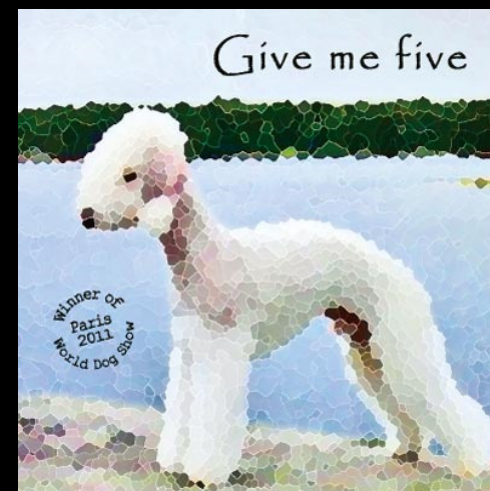
2011 SANDAHL  
rhine riesling 'magic rain'

### Premium



2011 SANDAHL  
rhine riesling 'cappuccino oil'

### Premium



2011 SANDAHL  
olasz riesling 'give me five'

SANDAHL

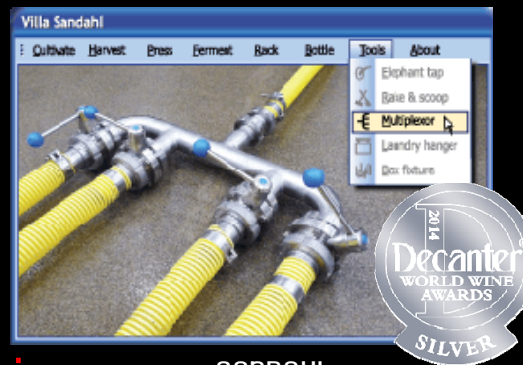
# Wines from 2012 vintage (theme: windows)

Base



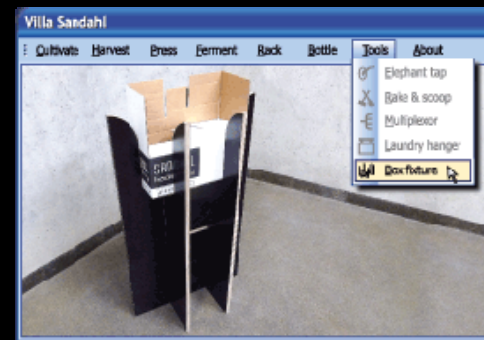
2012 SANDAHL  
rhine riesling  
'elephant tap'

Premium



Premium 2012 SANDAHL  
rhine riesling  
'multiplexor'

Base



2012 SANDAHL  
olasz riesling  
'box fixture'

Flagship



2012 SANDAHL rhine riesling 'laundry hanger'



2012 SANDAHL rhine riesling 'rake & scoop'

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# Wines from 2013 vintage (theme differences)



2013 SANDAHL  
rhine riesling  
bishop backyard 'secret'



2013 SANDAHL  
rhine riesling  
genesis  
'count down'



2013 SANDAHL  
rhine riesling  
'gold standard'

Premium

Premium

Base

SECRET

Count  
Down

3

2017  
Decanter  
WORLD WINE AWARDS  
SILVER

2017  
Decanter  
WORLD WINE AWARDS  
SILVER

2015  
Decanter  
WORLD WINE AWARDS  
SILVER

2017  
Decanter  
WORLD WINE AWARDS  
BRONZE

MÉDAILLE D'OR  
STRASBOURG AVRIL 2015  
riesling  
du monde

All of a kind  
All of a kind

VINCE

2013 SANDAHL  
rhine riesling  
'all of a kind'

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SANDAHL

# Wines of 2014 vintage (theme: flooded)



2014 SANDAHL rhine riesling genesis 'mms'

Base

Premium

2014 SANDAHL rhine riesling genesis 'sos'



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# Wine from 2015 vintage (theme: fragrancy)

Flag-  
ship

2015 SANDAHL rhine riesling  
bishop backyard 'dry honey'



Flag-  
ship

2015 SANDAHL rhine riesling  
genesis high 'citrus x limon'



2015 SANDAHL rhine riesling  
genesis 'wet stones'



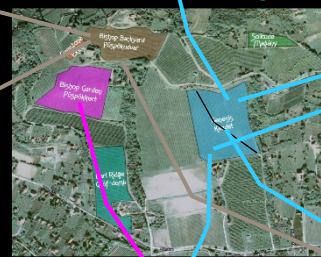
Premium

2015 SANDAHL rhine riesling  
bishop backyard 'bear glue'



Premium

Base



2015 SANDAHL rhine riesling  
'tussilago farfara'

2015 SANDAHL rhine riesling  
'bella sunrise'



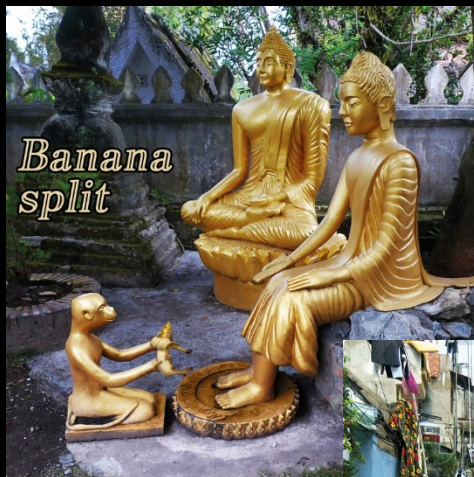
Base

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## 2016 vintage wines (theme: Asia)

Flagship



Banana  
split

2016 SANDAHL  
rhine riesling  
'Banana split'

2016 SANDAHL  
rhine riesling  
'Street smart'



Street  
smart

Premium



Chicken  
Year

Premium

2016 SANDAHL  
rhine riesling  
'Chicken Year'

2016 SANDAHL  
rhine riesling  
'Tie mania'

Base



Tie  
mania

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# 2017 vintage wines (theme: magic)



2017 SANDAHL  
rhine riesling  
'Rabbit periscope'  
**Premium**



**Flagship**  
2017 SANDAHL  
rhine riesling  
'Ball of Fame'

**Base**  
2017 SANDAHL  
rhine riesling  
'Shop stop'



2017 SANDAHL  
rhine riesling  
'Crystal Cut'  
**Premium**




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2019-  
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# Labels for Sweden (theme: censored)

"In Sweden it is forbidden to prescribe alcohol"

<b>ACCEPT</b>		Patientens namn Mr Sandahl Roman ut 203/1 Badacsony Hungary Särskilda upplysningar Wine lover
1. Preparatets namn 2010 SANDAHL Badacsony Rhine Riesling		
Form Liquid	Styrka 13.5 % by vol	Mängd 750 ml
Dosering, användning, ändamål Drink by the glass, preferably with food. Bring a lush experience to your life. Don't overdose.		
Utfärdandedatum och förskrivarens namnteckning 2011-05-10 		

2010 SANDAHL  
rhine riesling 'accept'

"- Does this wine contain cappuccino or alcohol ?"

"- No !"

"- Then you may not call it **Cappuccino oil** !"

"- But then I call it **No cappuccino and no oil** !"

"- Does this wine normally contain cappuccino or oil ?"

"- No !"

"- Then you may not call it **No cappuccino and no oil** !"



2011 SANDAHL  
rhine riesling 'wine can surprise'

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2019-  
04-10



## Current retailers



Sandahl Christer

Ungarn  
Plattensee



- Hungary
- Badacsony
- Austria
- Sweden

SANDHAL

Michelin star  
restaurants in  
Budapest



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BORKONYHA WINEKITCHEN		
WHITE		
	Bottle	1 Dl
A Két Jöbarát Kéknyelű	9.770.-Ft	1.630.-Ft
'16 Lelle		
Oremus Mandolás	12.900.-Ft	2.150.-Ft
'16 Tolcsva		
Böjt Egri Csillag	14.500.-Ft	2.420.-Ft
'17 Eger		
Gervai Sauvignon Blanc	14.100.-Ft	2.350.-Ft
'15 Somló		
Bencze Rajnai Rizling	15.500.-Ft	2.580.-Ft
'17 Badacsony		
Laposá Selection Juhfark	14.500.-Ft	2.420.-Ft
'15 Villány		
Jásdi Lőczedombi Olaszrizling	15.500.-Ft	2.580.-Ft
'17 Etyek		
Gizella Szil-Völgy Cuvée	15.500.-Ft	2.580.-Ft
'15 Badacsony		
Spiegelberg Chardonnay	16.600.-Ft	2.770.-Ft
'13 Zemplén		
Bott Frigyes Amforás	17.500.-Ft	2.920.-Ft
'16 Muzsá		
Szepesy Thurzó	18.000.-Ft	3.000.-Ft
'15 Tokaj		
Sandahl Crystal Cut	19.500.-Ft	3.250.-Ft
'15 Mád		



STANDARDS

Retailers are one link in our quality chain



- Help us keep the chain intact all the way to the end consumer !

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## Villa Sandahl network

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