

SANDAHL

Villa Sandahl introduction

by Christer Sandahl



badacsony

2020-
10-07
Rev 20

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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

b a d a c s o n y

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

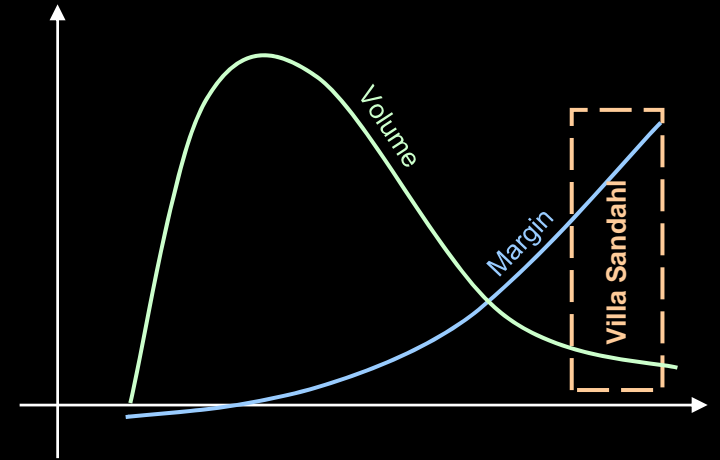
- Taking entrepreneurship and some capital to Hungary
- Entering wine production without formal degrees
- Matching varieties with vineyard potential and market demand
- Applying French 'state of the art' winemaking
- Applying unique labels for each vintage, vineyard and variety
- Ramp-up company without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



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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



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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



b a d a c s o n y

Villa Sandahl target groups

End consumer segments



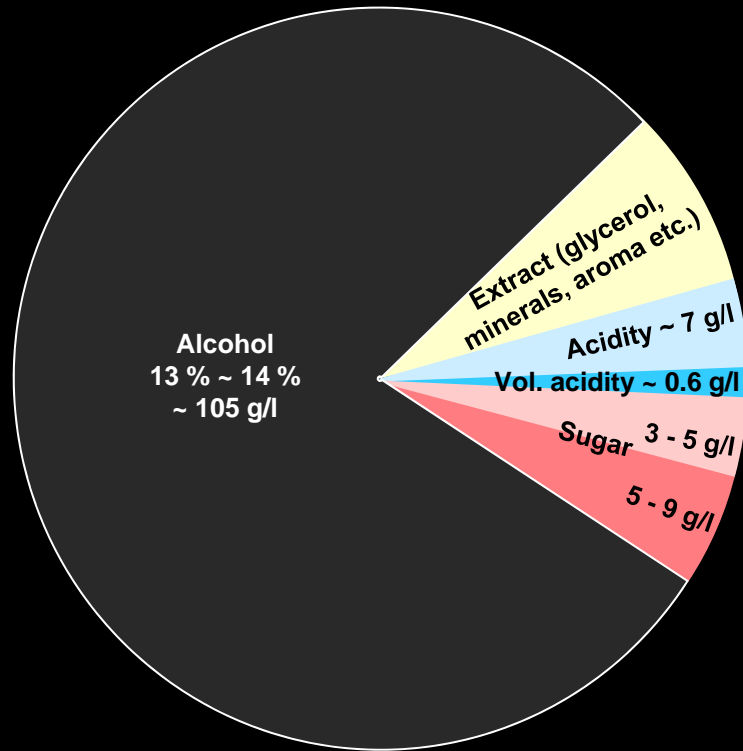
- Upper of **3. Emotional**
- Whole of **4. Enthusiast**
- Lower of **5. Passionate**

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)

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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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The quality chain



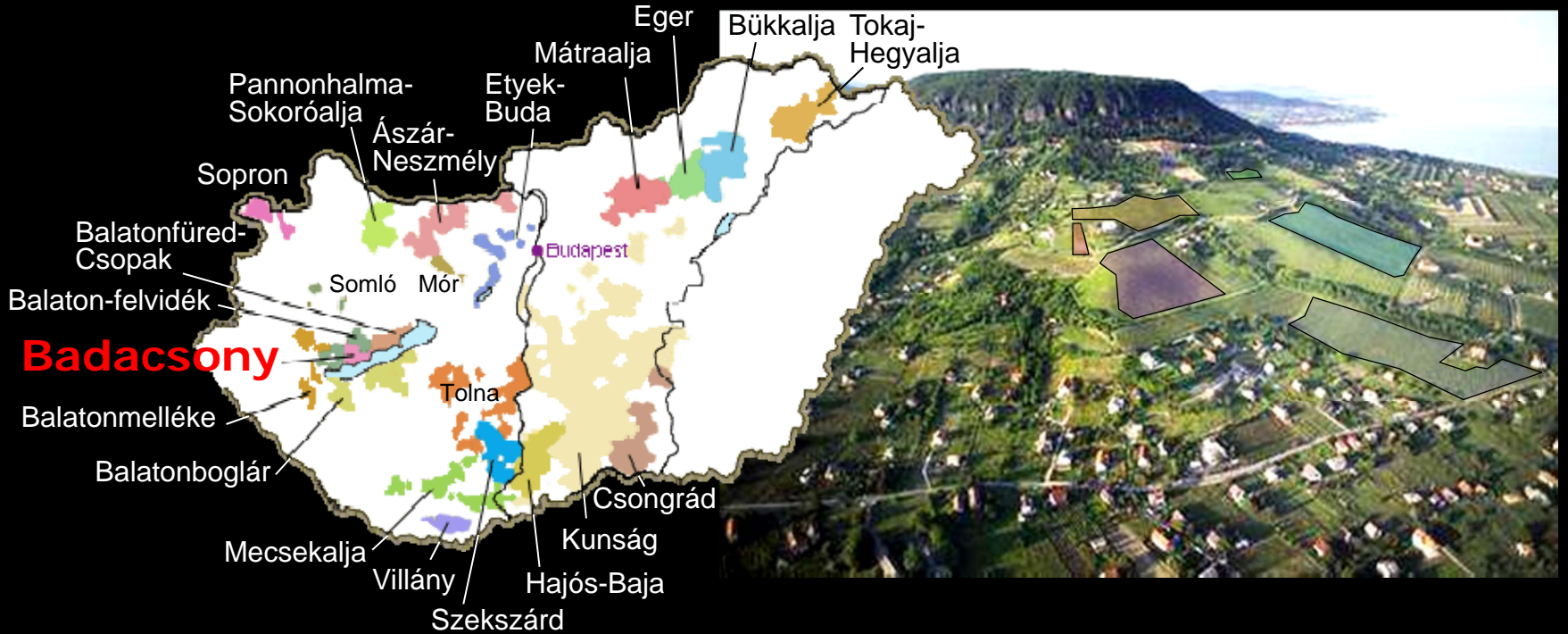
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Significance of the vineyard

- 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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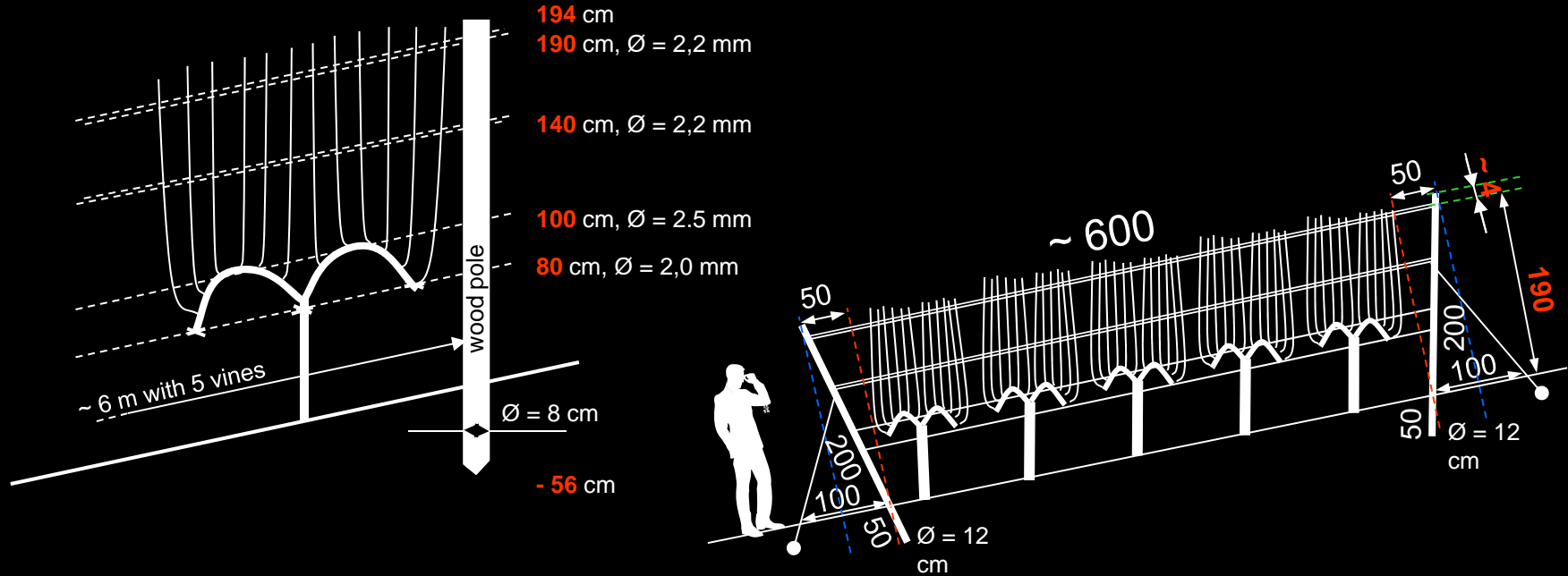
Badaçsony hill



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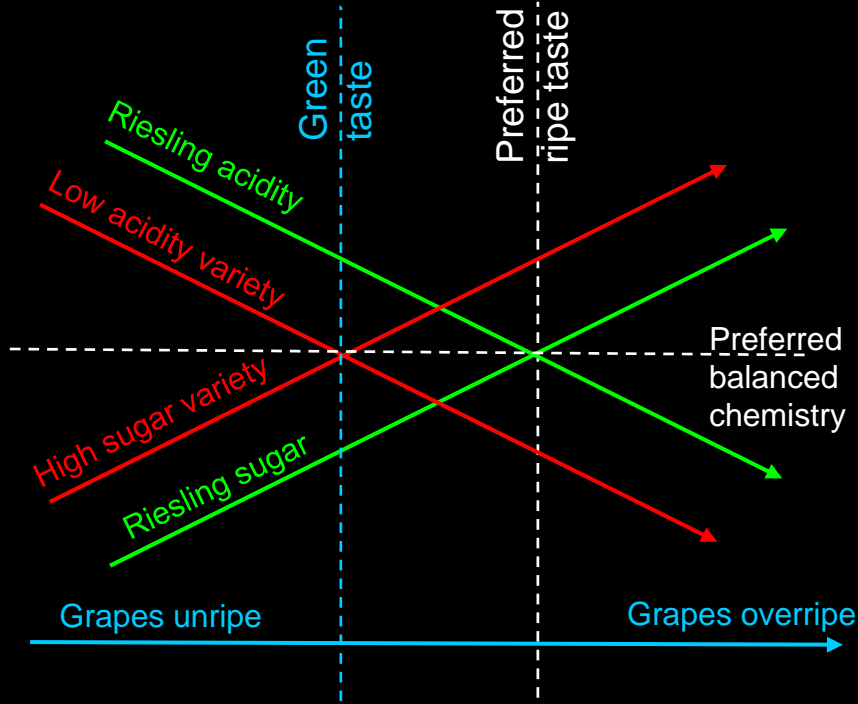
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New trellis



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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



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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

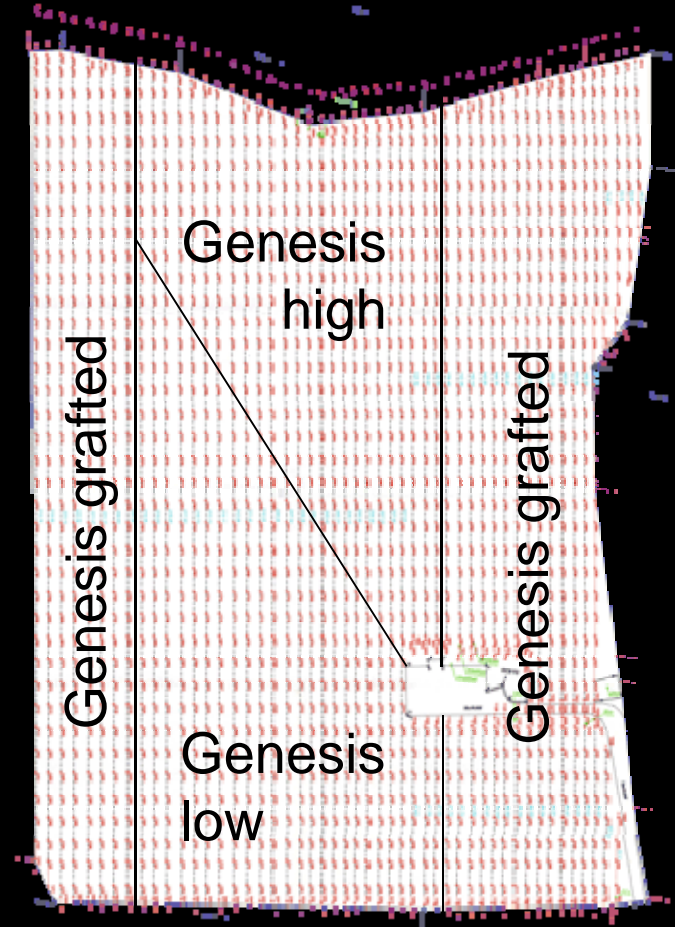


Analysis

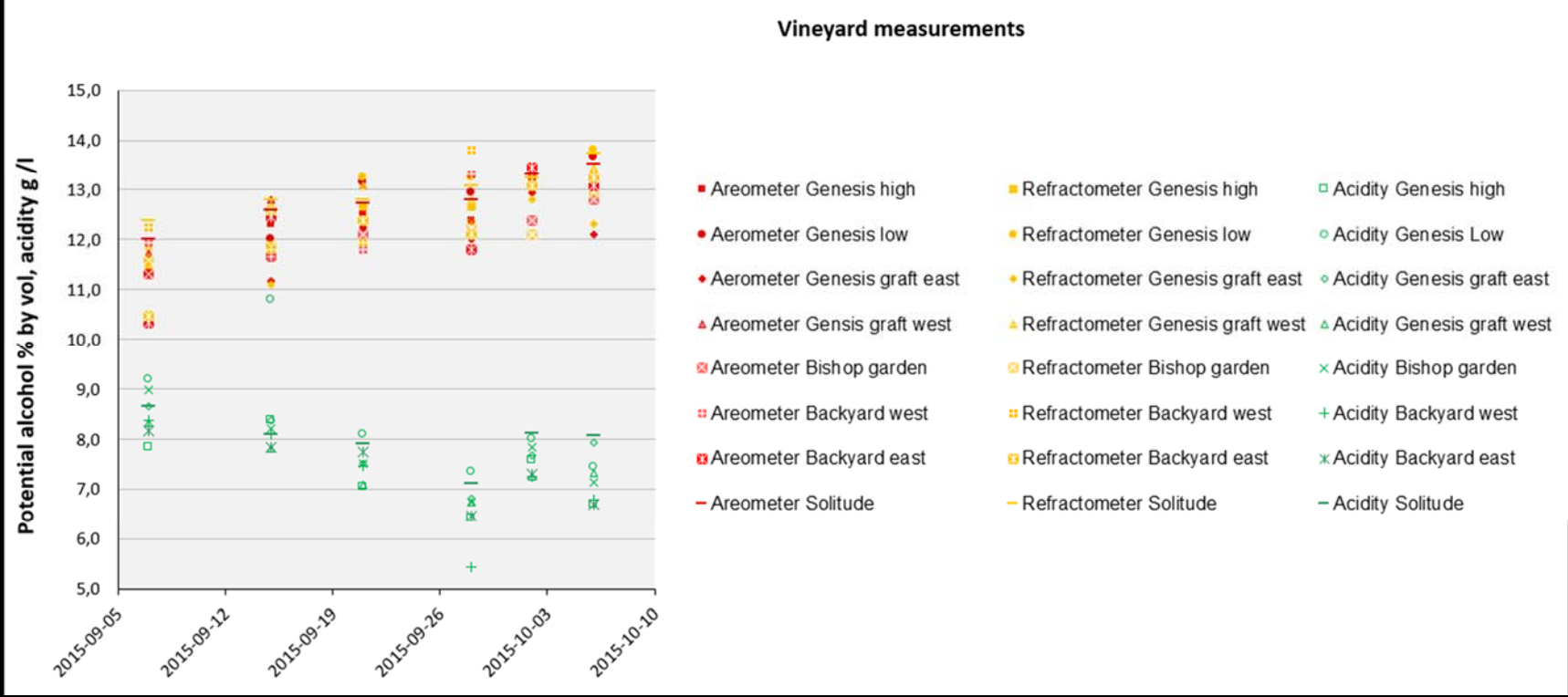
- Glucose + Fructose
- pH
- Total Acid
- Malic Acid
- Ethanol
- Volatile Acid

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

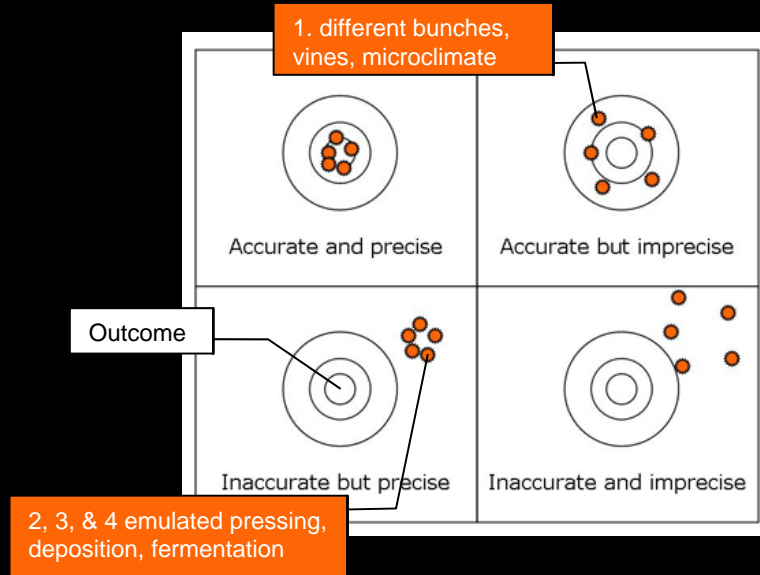


Measuring in the vineyards



Measuring for optimal harvest time

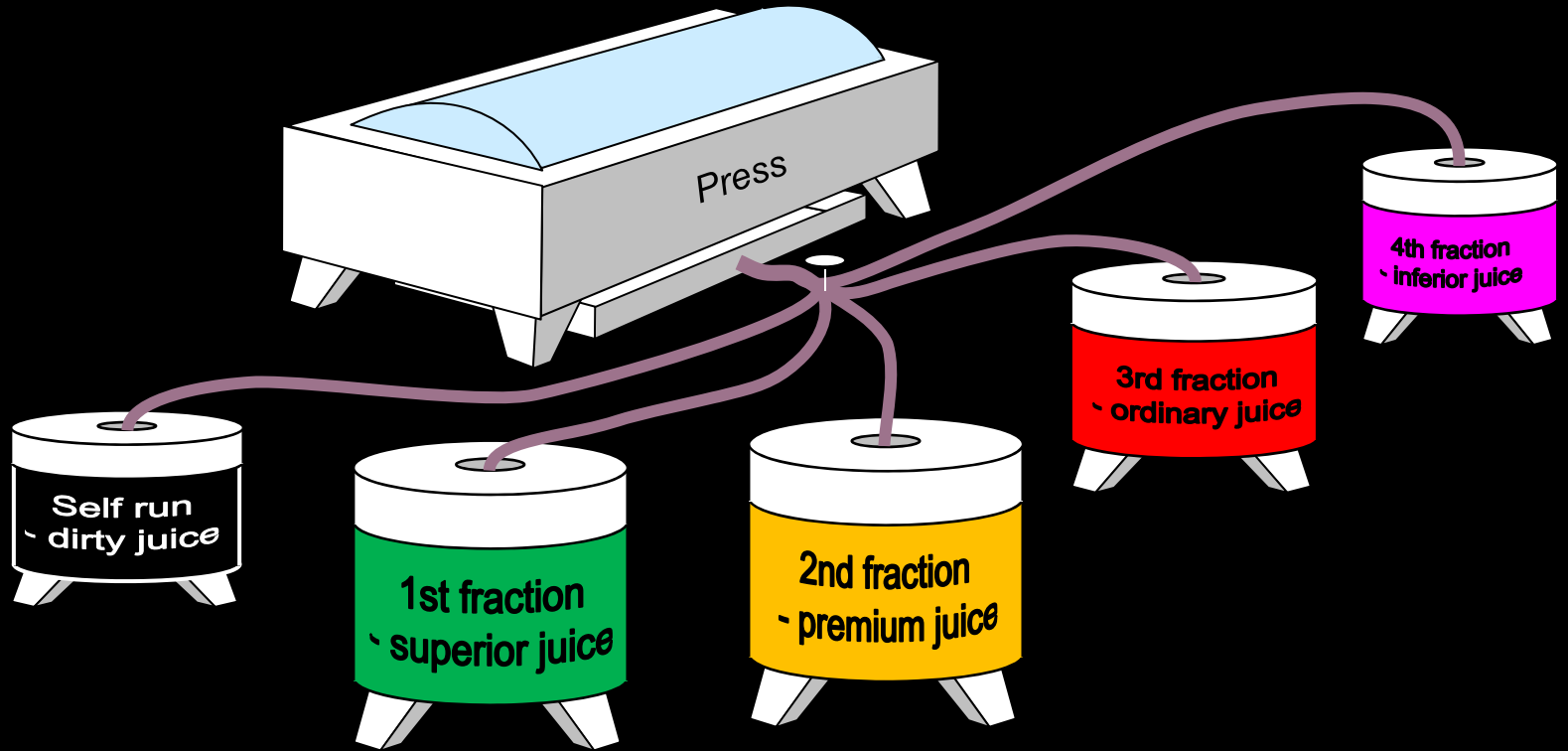
Difficulties to make grape sample measurements to emulate real wine outcome



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

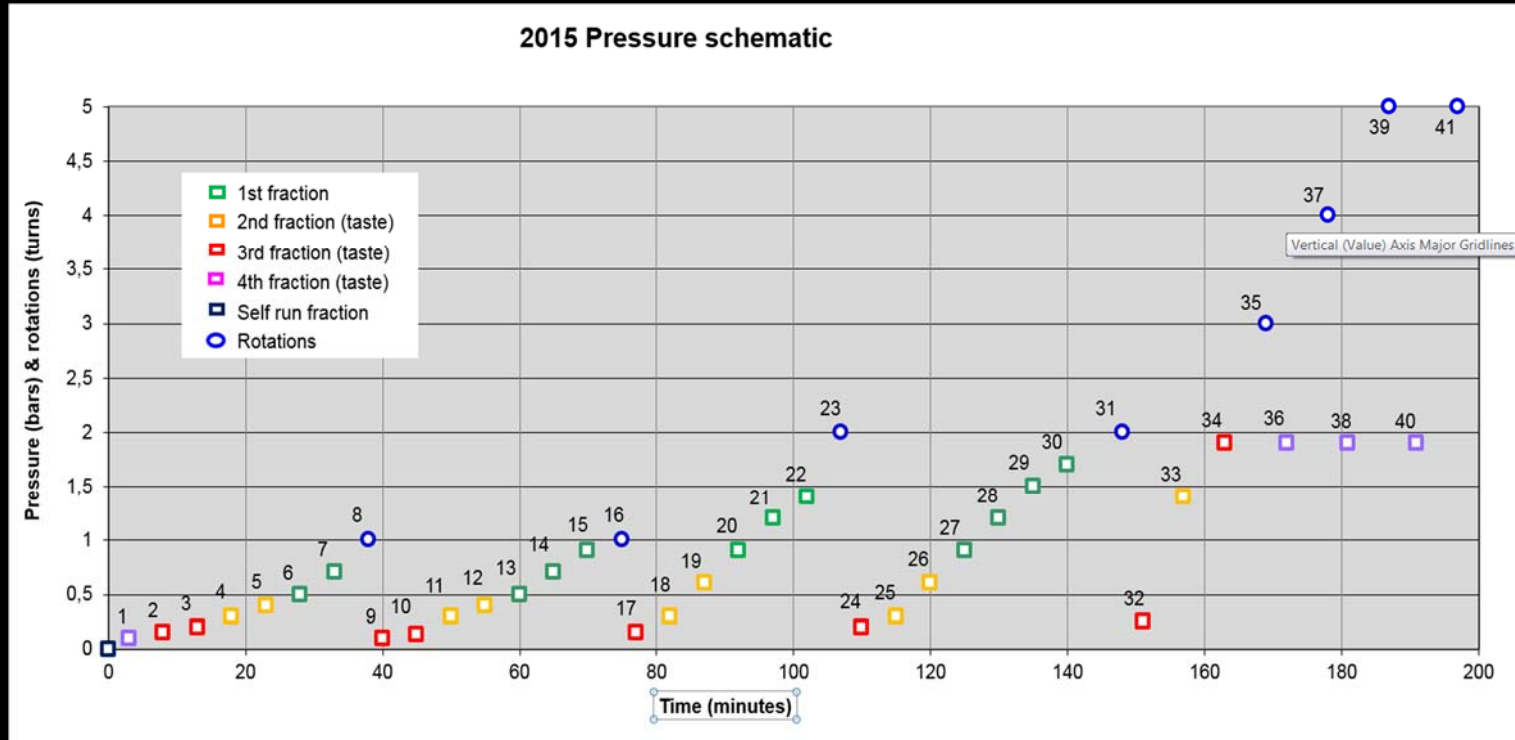
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Initial juice separation



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Pressing scheme



Clear and cloudy juice

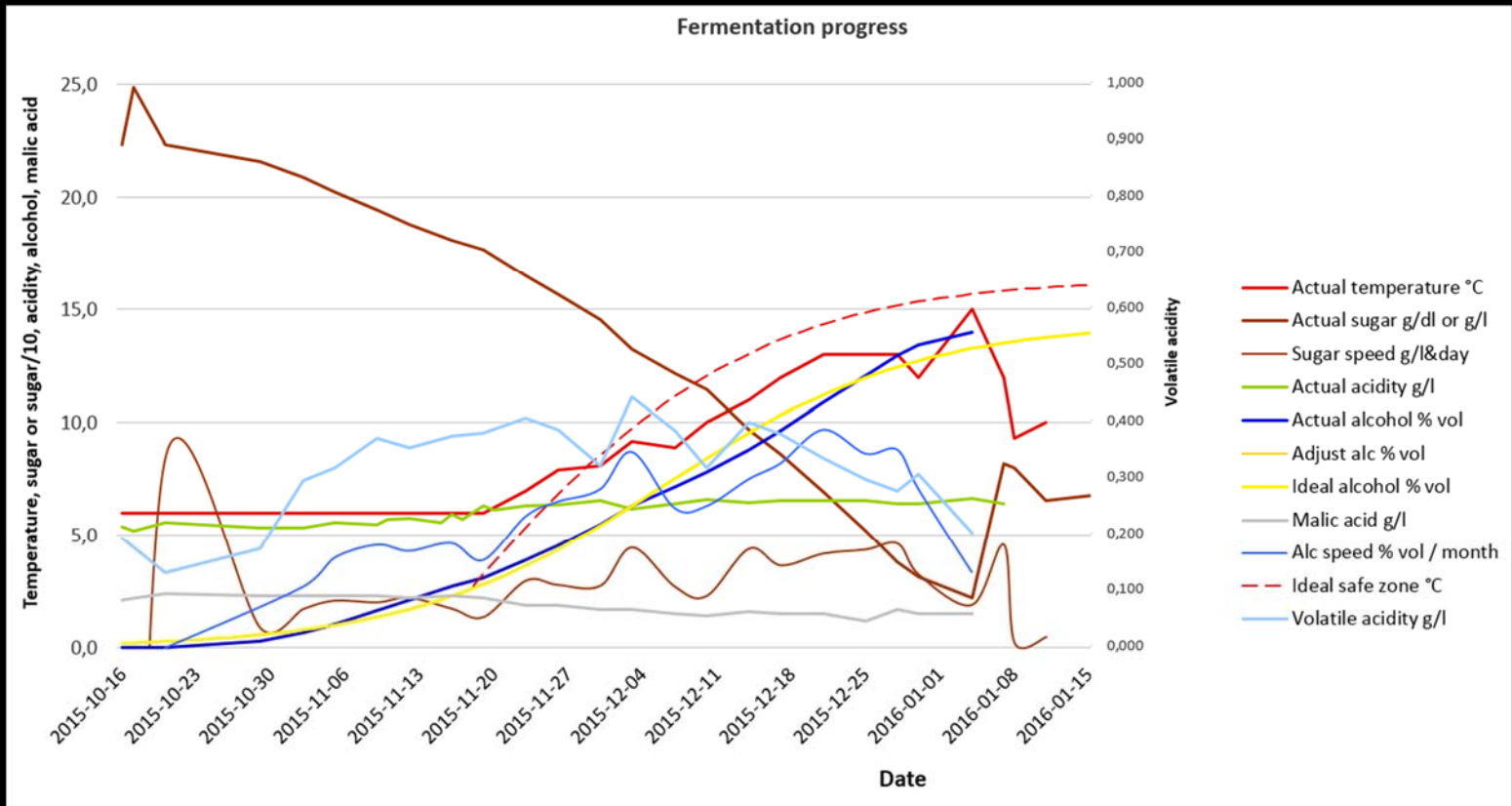


Second fraction juice



First fraction juice

Fermentation monitoring



Tank assemblage to portfolio offer



Quality grades

1. Flagship

- Single variety
- Single vineyard (or part of vineyard)
- Often only 1st fraction

2. Premium

- Possible blend of varieties
- Possible blend of vineyards
- Often 2nd fraction, possible addition of 1st fraction

3. Base

- Young or recently grafted vines
- Blended 3rd 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)

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Quality manual



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

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Our own winery

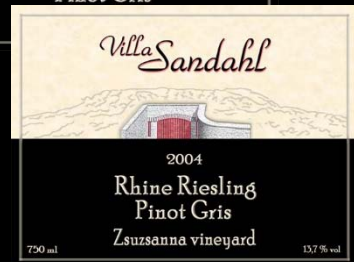


- 140 m²
- Wine storage and tank room
- Not yet press and bottling machine
- Simple layout but appropriate functionality

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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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Break through 2010 vintage (theme: get going)

Rare peak



2010 SANDAHL
rhine riesling 'the stamp'

Mid range



2010 SANDAHL
rhine riesling 'receipt'

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Wines from 2011 vintage (theme: events)

Rare peak



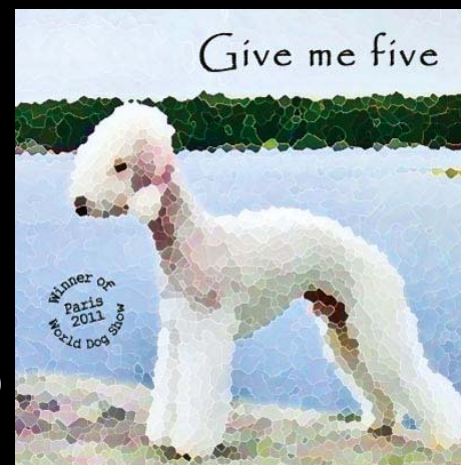
2011 SANDAHL
rhine riesling 'magic rain'

Mid range



2011 SANDAHL
rhine riesling 'cappuccino oil'

Solid ground



2011 SANDAHL
olasz riesling 'give me five'

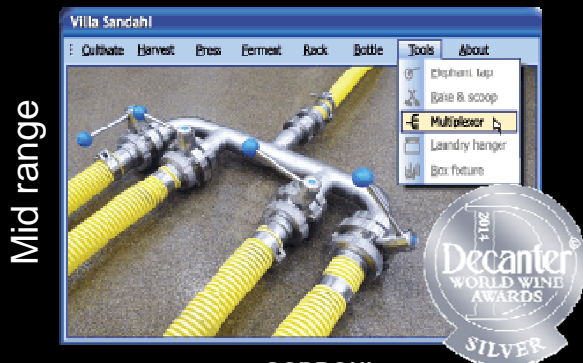
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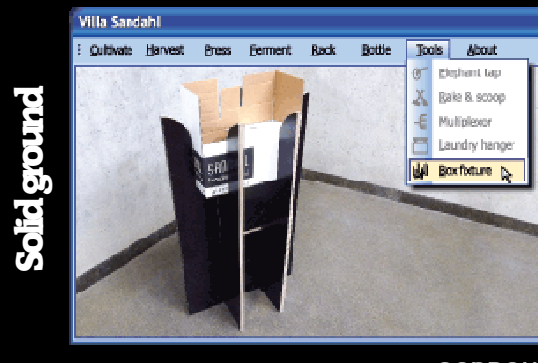
Wines from 2012 vintage (theme: windows)



2012 SANDAHL rhine riesling 'laundry hanger'



2012 SANDAHL rhine riesling 'multiplexor'



2012 SANDAHL olasz riesling 'box fixture'



2012 SANDAHL rhine riesling 'rake & scoop'



2012 SANDAHL rhine Riesling 'elephant tap'

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Wines from 2013 vintage (theme differences)

Solid ground



2013 SANDAHL
rhine riesling
bishop backyard 'secret'

Mid range



2013 SANDAHL
rhine riesling
genesis
'count down'



Mid range



2013 SANDAHL
rhine riesling
'all of a kind'



Mid range



2013 SANDAHL
rhine riesling
'gold standard'

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Wines of 2014 vintage (theme: flooded)

Solid ground



2014 SANDAHL rhine riesling genesis 'mms'

Mid range



2014 SANDAHL rhine riesling genesis 'sos'



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Wine from 2015 vintage (theme: fragrancy)

Rare peak

2015 SANDAHL rhine riesling
bishop backyard 'dry honey'



Mid range

2015 SANDAHL rhine riesling
genesis high 'citrus x limon'



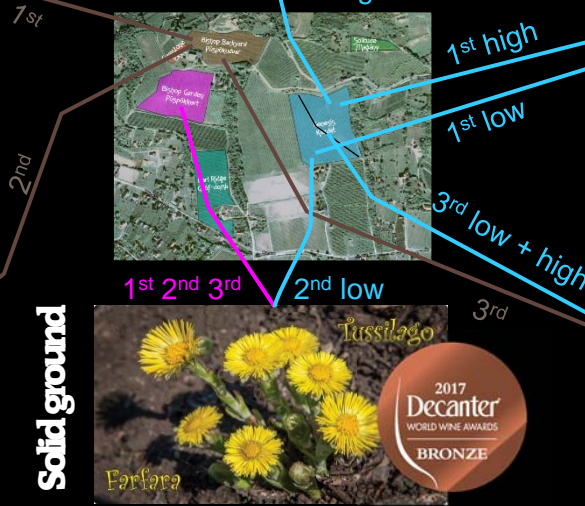
Mid range

2015 SANDAHL rhine riesling
genesis 'wet stones'





Mid range

2015 SANDAHL rhine riesling
bishop backyard 'bear glue'



Solid ground

2015 SANDAHL rhine riesling
'tussilago farfara'



Solid ground

2015 SANDAHL rhine riesling
'bella sunrise'



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2016 vintage wines (theme: Asia)

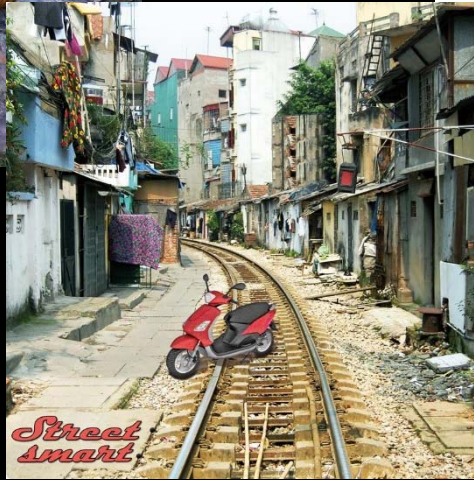
Rare peak



Banana split

2016 SANDAHL
rhine riesling
'Banana split'

Solid ground



Street smart

2016 SANDAHL
rhine riesling
'Street smart'

Solid ground

Mid range



Chicken Year

2016 SANDAHL
rhine riesling
'Chicken Year'

2016 SANDAHL
rhine riesling
'Tie mania'



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Simplify communication with capsules



Rare peak grade



Mid range grade



Solid ground grade

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2017 vintage wines (theme: magic)

Rare peak



2017 SANDAHL
rhine riesling
'Ball of Fame'

Mid range



2017 SANDAHL
rhine riesling
'Rabbit periscope'

Rare peak



2017 SANDAHL
rhine riesling
'Crystal Cut'

Solid ground



2017 SANDAHL
rhine riesling
'Shop stop'

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2018 vintage wines (theme: signs)

Rare peak



2019 SANDAHL rhine riesling 'Oh deer'

Mid range



2019 SANDAHL rhine riesling 'Not yet'

Solid ground



2019 SANDAHL rhine riesling 'Dig it'

Rare peak



2019 SANDAHL rhine riesling 'Sign up'

Mid range




2019 SANDAHL rhine riesling 'Buy the way'

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Labels for Sweden (theme: censored)

"In Sweden it is forbidden to prescribe alcohol"

| | | | |
|--|-------------------------|---|--------------------------------------|
| ACCEPT | | Patentens namn Mr Sandahl Roma 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. | | | |
| Utfärdningsdatum 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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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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SANDAHL

Villa Sandahl network

Lund
Sweden



Christer Sandahl
+46 733 736008
christer@sandahl.com

Lund
Sweden



Gunnel Sandahl
+46 708 152538
gunnel@sandahl.com

Värnamo
Sweden



Thord Sandahl
+46 733 736010
thord@sandahlsbolagen.se

Badacsony
Hungary



Zsolt Palkó
+36 30 530 4739
zsolt.villasandahl@gmail.com

Badacsony
Hungary



Judit Mozdeny
+36 70 610 7255
mozdenyjudit.villasandahl@gmail.com

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