

Vinklubben launches new initiative, delivering conversion and inspiration in the wine business



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Pressrelease

Vinklubben launches an innovative platform that makes it more efficient for the wine importer to reach the consumer, at the same time it is easier and more fun for wine enthusiasts to find the right drink for a party and everyday life.

Vinklubben's new platform was built on the foundation to meet the consumer's higher expectations of functionality and content of digital services. The goal was to create a meeting place for wine enthusiasts and wine importers, that is both appreciated by consumers and that also deliver the importer an effective sales channel. A combination of the latest technology and quality editorial content creates a high-octane channel for performance-based marketing.

"Vinklubbens new website gives us better opportunities to expose our products against the right audience at the right time. The site provides a clear overview and it is easy for the visitor to receive information and to act," says Linda Hellman, Marketing Manager for Heineken.

Vinklubben's new platform is groundbreaking by combining product information, offers, editorial material and digital sales channels.

"We have put in a tremendous amount of work to both meet the enthusiast seeking help and information and the expert looking for news and inspiration. Our pilot tests indicate that we have succeeded, so we don't exaggerate when saying that we are both proud and expectant with this launch," says Mattias Grane, Head of Operations for Vinklubben.

As before, the new platform is available through the Vinklubbens website vinklubben.se.

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About the Vinklubben

Through Vinklubben, consumers can take advantage of offers from Sweden's wine importers, along with valuable tips on news, product launches and trend. Vinklubben delivers a convenient channel to Systembolaget's assortment and a free membership to the largest wine club in Sweden. The wine club is part of Speqta AB (plc) group.

About Speqta

Speqta is a digital media group that owns and operates a leading international advertising network as well as a number of digital products and services in performance-based marketing. The company has two business areas, Speqta Shopping and Speqta Food & Beverage. The company is listed on Nasdaq First North Premier Growth Market in Stockholm under the name “speqt”.