

AINOA

wines from the forest



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Our Vineyard

Pure Nordic taste

- World class, native Nordic wines
- Unique wines that capture the natural forest flavors in a bottle
- Gastronomical wines that pair well with food



The secret to our success?



We got lucky

We came to Finland



How are we successful?

- Still small, but positioned for success
- Growing, profitable, established position domestically, exports started.



Customers for Ainoa wines:

FINNAIR

VIKING LINE



... And hundreds of high-end restaurants across Finland, Sweden & beyond

- Focus now shifting to exports (Domestic success is a prerequisite for export success.)



How did we get here?

- Deep technical knowledge of our products & processes
- Developed our core product line BEFORE we started the company
- Almost all key functions handled in-house, only outsourced branding/design and sales.
- Product line is unique, nothing like it in Finland, nothing like it possible outside of Finland. Difficult to copy.
- Lots of help from sommeliers, wine experts and many Finns who have been waiting for Finnish wines they could be proud of.
- Sisu

