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The Fondberg Family

The Fondberg Family has an eye for the business. Its secrets and trades. The knowledge that comes with them. And behind it all a passion to go ahead and make things happen.

In 1975, this passion resulted in the foundation of Fondberg. To this day, we remain a family-owned company, based on the same values and goals which were the very reason for our existence. To offer quality products from different corners of the world. To inspire a greater awareness of food and wine as a splendid combination. And to always keep in touch of what consumers want - and give it to them.

Working with the best

Another important insight which is characteristic for our establishment is the realisation that greatness is needed not only in the heart of oneself, but all around the core business as well. Great staff is a good start. Great producers are an excellent continuation. Still, this is not enough. If the promise of quality is to be delivered to satisfaction, the company must be associated with best of the best - in all areas. In the area of logistic services, we have chosen DHL Solutions, Scandinavia's largest third-party supplier of logistic services. Also, as a reply to new opportunities in regard to supplying the on-trade directly, we have come to distribution agreements with all the major wholesalers and cash & carry operators.

Choosing our changes

As stated earlier, Fondberg believe that a healthy company is recognised by the fact that some certain things stay the same. Never the less, a healthy company is also recognised by the fact that some things change.

And here at Fondberg, we are no strangers to this change. From focusing on the tax-free market, to the added and present diversity of both on- and off-trade distribution. Also, our staff has grown to a dedicated membership of over 30 persons.

All of them with their own talent and knowledge, and all of them with a common love for what they do. Another number which has grown over the years, is the number of represented producers. Still, we are determined to keep a high level of quality in our portfolio, rather than bringing in hundreds of producers.

Every collaboration is born as a result of a thorough understanding between Fondberg and the producer. And this is why the numbers of different producers grow slowly, just as some things in this business should.

Based in Stockholm, the Fondberg of today rank as Sweden's largest private importer. This means 1 million cases per year in sales excess. And with a turnover exceeding 100 million US dollars. Also, it means that one bottle in ten on the Swedish market is a Fondberg product.

