



HAMMEKEN

CELLARS

NICHOLAS HAMMEKEN

Founder / Managing Director / President

Motivated by a profound interest in wine, Nicholas Hammeken took his cellar master education and his business sales experience and has launched a number of entrepreneurial successes within with wine world. His success ranges from exportation, to vinification to production-bottling of wines, both in Spain and Denmark. As of most recent he has launched an import company based on the Eastern Coast of the United States, HAMMEKEN CELLARS USA in the hope of making our wine portfolio more accessible throughout the United States.

Upon completion of his wine cellar education in Denmark, Nicholas took his education and applied it to various sales and marketing departments in the wine industry. His knowledge in sales and marketing took form with experience working for smaller firms in France and Germany, but it is the wealth of experience he obtain through working in the firm Oddbins, England that has given him the confidence read the changing markets. Nicholas' ability to read the changing market's needs has resulted in the successful distribution of Hammeken Cellars wine collections, throughout most European markets, as well as North America, Japan, Greater China-Hong Kong, Korea, Philippines and Russia.

1996 was a turning point for as a strong believer in a New Spain, Nicholas as he decided to set forth on changing the perception of Spanish wine on the international market. With this foresight he launched **his first company Hammeken Cellars**, known then as Vinnico Export, where he continues to be the Chief Executive Officer/President. In 2001 he recruited winemaker David Tofterup and together they established their first wine collection Montgó. A collection of wines that would redefine Spanish wines as "New World" style wines coming from the "Old World". With the successful release of the Montgó wines, Hammeken Cellars new focus would therefore be to create their own brands that would represent **Nicholas ideology of quality fruit forward, innovative wines**. This company now successfully exports **+1.9 million cases** of Spanish wines a year, working relentlessly to become one of the top Spanish producers.

March 2014 was another distinguishing moment for Nicholas, and Hammeken Cellars as he saw it as the opportune moment to make a substantial investment in the role our Spanish wine portfolio would have on and within the US Market. Yet again taking control over his destiny he establish Hammeken Cellars USA Imports, and brought together a dynamite team of profes-



sionals that could spread the essence of Spanish fruit with our wines as well and the "New Spain" ideology that defines Hammeken Cellars.

Nicholas is no stranger to new entrepreneurial adventures as back in 2006 he to part of the establishment **Globus Wines/AS** in Denmark. Globus Wines/AS is made up of a group of shareholders whereby Nicholas Hammeken owner of 26.6% of the shares. Globus Wines/AS is seeing **42 million liters** of international wine passing through it a year. It is a company that is **specialized in BIB** (Bag in Box) filling for all of the Northern European market. In 2010 Globus Wine A/S was recognized as being one of the fastest growing companies in all of Denmark and in 2016 it was recognized as being Scandinavia's largest filler.

Only time will tell where Nicholas' ambition and passion for wine, and the industry will take him next.