

Chrismont ...celebrate each moment

media release

Chrismont Appoints New Scandinavian Importers

Chrismont has appointed new importers in our existing export market of Sweden and in Denmark, a new export market for Chrismont. Chrismont began exporting to Sweden in 2004. Divine AB now represents Chrismont in this market. Building on the success of the Swedish market, Chrismont is now represented by Australian Wine Room in Denmark.

Divine AB is a Swedish wine importing company specializing in fine wines from dedicated wine growers all over the world. Divine was founded in 1999 by married couple Gunnar Nordgren and Lena Eklöf, along with Peter Falk, following years of sourcing fine wine, primarily in California and Australia.

Divine's philosophy has always been to search for the best possible quality in any given region or price bracket. Divine has since established themselves as one of Sweden's most reliable sources of high end wines.

Divine supplies not only Systembolaget, Sweden's state-owned retail liquor monopoly, but also a large number of restaurants, including the most highly acclaimed establishments in the country.

Divine AB

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JJ King, an Australian ex-pat, heads the team at the **Australian Wine Room** in Helsingør. King, through Australian Wines Direct, was our first Swedish distributor. Following a change of business model, King has turned his focus to the Danish market.

Australian Wine Room ApS

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