

# CMK-IT Selections

Your trusted partner since 1999

# What we do



We are selecting producers sharing our passion for high quality wines & exceptional terroir



We connect our estates to the best markets, importers and distributors



We sell wines creating life memories



We travel, building relationships & profitable partnerships



We are available 24/7 daily & 365 days a year



# How we do it



We are the Commercial “face” of our producers and act as their ambassadors. We are not Agents or Brokers. We are direct producer’s partners in production & sales



We work as our producer’s sales team extension



We take care of the supply chain as well as our producers, importers & distributors profits



We secure the best positioning for our producers, importers & distributors



We address the needs of each market



Experience, knowledge & effectiveness are our foundations

# Our Services Breakdown (Part 1...)



**Market Analysis:** We are researching markets that have growing demand for wine with low competition or where the wine from our clients' region may be considered exotic or premium. Looking for opportunities in countries with increasing wine consumption, such as the USA, the UK, China, and Scandinavian countries.



**International Exhibitions:** Participating in industry trade fairs such as ProWein (Germany), Vinexpo (France) or Vin Italy (Italy) allows us to connect with importers and distributors and form strategic partnerships.



**Networking with Local Distributors:** We are targeting in collaborations with local distributors in the new markets. These partners understand the specificities of the local market and can facilitate the entry of our products smoothly and effectively.



**Utilize Digital Channels and Social Media:** We are taking advantage of international wine-selling e-commerce platforms or creating strong online profiles for our clients, making international sales easier.



**Corporate Social Responsibility, Unique Promotion and Story-telling:** We are promoting wines with a unique story or produced with sustainable methods, as these trends are very popular in specific markets. We are presenting them as products with added value and with the right story behind them.

# Our Services Breakdown (Part 2...)



**Strategic Marketing:** Offering marketing strategy development services that include promoting products on social media, creating branding materials (labels, product stories), and advertising campaigns in new markets.



**Export Services & Legal Procedures:** Many small wineries struggle with export processes, customs, and import licenses. We can manage these processes, providing specialized assistance.



**Organization of Tastings and Events:** We can organize events and tastings in targeted markets with distributors, journalists, and consumers, promoting our clients' wines more personally and directly.



**Distribution Network Management:** Offering distribution network management services an, along with our distributors, and collaborations with restaurants, hotels, and wine shops in new markets.



**Private Label Services:** Ready to assist on this, as many wineries could eventually take advantage of "private label" opportunities for specific markets, producing wines for large chains or for exclusive use by an importer.



**Market Trend Monitoring:** Keep our clients informed about new trends in wine consumption and position them strategically to benefit from these trends.



# Mission

To promote Italian and Greek wine based on  
quality & terroir



# Vision

To be the primary link of Italian and Greek  
wine to the world

# Where we are active



Europe  
Asia  
USA & Canada

# Next Target Markets

Africa  
Oceania



# Wines per Region



**Lombardy** — Organic Franciacorta

**Veneto** — Amarone, Valpolicella, Soave, Prosecco

**Tuscany** — Nobile di Montepulciano, Chianti Classico, Bolgheri, Chianti Rufina, Brunello di Montalcino, Sangiovese, Vermentino, Morellino, Carmignano, Chianti Colli Fiorentini, Ciliegiolo, Super Tuscan, Brunello

**Marche** — Verdicchio dei Castelli di Jesi

**Campania** — Pallagrello

**Puglia** — Negramaro, Primitivo, Nero di Troia

**Sicily** — Nerello Mascalese, Nero d'Avola





# Wines per Region

## Macedonia

**Thessaloniki** - Mavrotragano, Xinomavro, Syrah, Pinot Noir, Assyrtiko, Viogner, Vidiano, Malagousia

**Naoussa** - Xinomavro, Negkoska, Mavrodapne, Malagousia, Assyrtiko

**Drama** - Assyrtiko, Xinomavro, Limniona, Malagousia, Chardonnay, Merlot, Nebbiolo, Touriga National

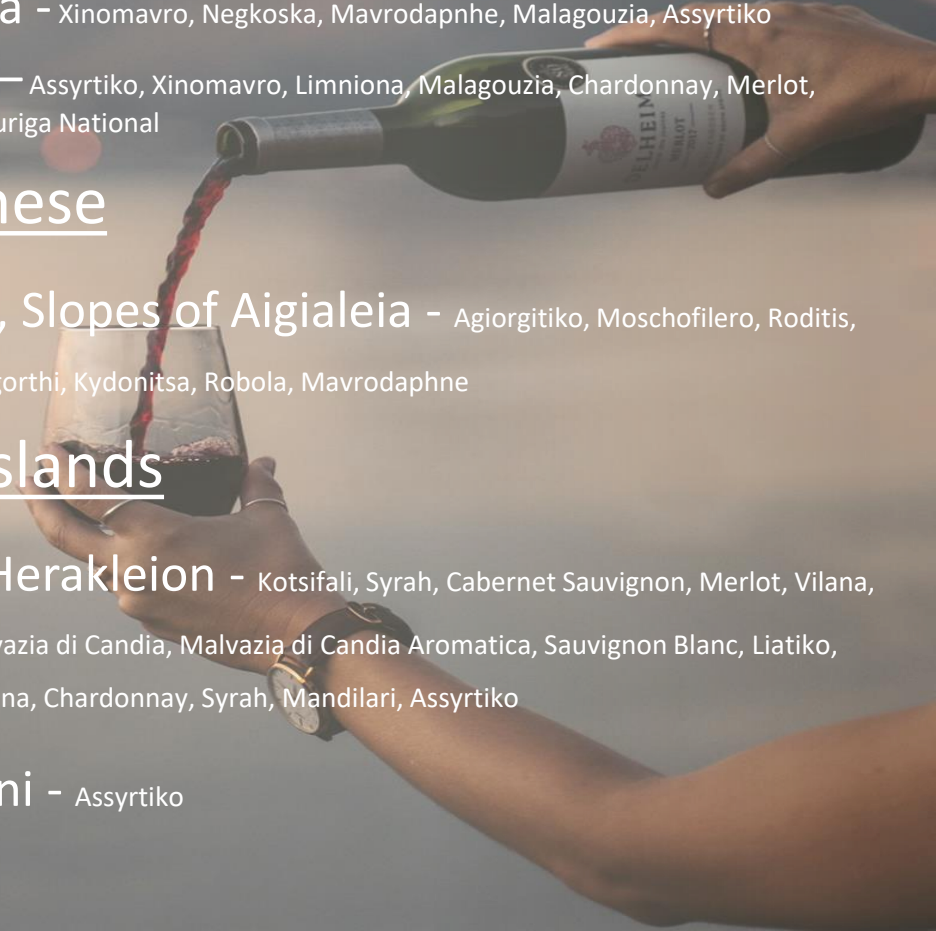
## Peloponnese

**Nemea, Slopes of Aigialeia** - Agiorgitiko, Moschofilero, Roditis, Assyrtiko, Lagorthi, Kydonitsa, Robola, Mavrodapne

## Aegean Islands

**Crete, Herakleion** - Kotsifali, Syrah, Cabernet Sauvignon, Merlot, Vilana, Vidiano, Malvazia di Candia, Malvazia di Candia Aromatica, Sauvignon Blanc, Liatiko, Muscat of Spina, Chardonnay, Syrah, Mandilari, Assyrtiko

**Santorini** - Assyrtiko



# We are present

Each year we make sure to be present in major trade shows, such as, and,



Thaifex – Bangkok

Prowein – Dusseldorf

WWM - Usa Asia Europe

Vinitaly – Verona

Taste of Italy – USA

Vinexpo – Tokyo

Foodex – Tokyo - Japan

WSWA – USA

TFWA - Cannes

Vinexpo – Bordeaux

Prowine - Shanghai

Vinisud - Montpellier

Prowine - Hong Kong

Gulfood – Dubai

Qwine Expo - China

Anuga – Colonia

Top Wine China – Beijing

# They talked for or Awarded our producers



# THANK YOU !

You can find us at CMK Selections Inc.

Via

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